

3. Land Management

The Land Management chapter is the critical element of the Comprehensive Plan Update providing guidance for the physical development and redevelopment of Morgantown. This chapter addresses strategies for enhancing the downtown and riverfront, strengthening neighborhoods, improving community appearance, and protecting open space. This element of the Comprehensive Plan Update also substantially influences the other elements of the plan, particularly Transportation.

A. Goal

Efficient and attractive use of land resources that strengthens the quality, character, and upkeep of the built environment while balancing redevelopment and strategic expansion with open space preservation.

B. Context and Key Findings

This section summarizes the key findings from the public input and technical analysis that support the Land Management element. These findings guided the direction for the Land Management Principles, policies and maps.

Public Input

The following are key points heard in stakeholder interviews and the public workshops that relate to the Land Management element.

Infill and redevelopment should be a priority. Growing inward was one of the strongest themes from the public workshops. While many participants accept that it is difficult to stop or limit growth in rural areas outside the City of Morgantown, most expressed a strong preference for infill and redevelopment of underutilized sites within Morgantown and adjacent urban areas. Areas in Downtown, the Wharf District and other parts of the riverfront, student neighborhoods adjacent to WVU's campuses including Sunnyside, and older neighborhoods such as Second Ward and the Greenmont area were mentioned as having infill and/or redevelopment opportunities. However, participants also emphasized the need to ensure that any new, more intensive developments are compatible with their surrounding context and that single-family neighborhoods are preserved and protected.

Chapter outline

A. Goal	21
B. Context and Key Findings	21
C. Land Management Direction	33
D. Regulatory Implications	49
E. Objectives and Strategies	51

West Virginia Code Compliance

This chapter addresses the following topics required for a Comprehensive Plan in Chapter 8A of the West Virginia Code:

- Land Use
- Rural
- Community Design
- Preferred Development Areas
- Redevelopment
- Historic Preservation

Transportation and land use issues are connected. Participants generally acknowledged that much of the transportation challenges the region faces are related to current patterns of development, particularly outside the City of Morgantown. The region's topography, existing roadway corridor alignments, and barriers to increasing multi-modal capacity created by the built environment are already major challenges to creating an ideal transportation network. Haphazard growth in unincorporated areas has exacerbated these challenges.

Support mixed-uses and complete neighborhoods. Participants expressed a desire for the creation of complete neighborhoods — those that include a variety of land uses and housing types. Complete neighborhoods are strengthened by diverse, multi-generational households living in proximity to one another. Mixed-use neighborhoods that offer basic goods and services are less auto-dependent provided they are well connected to adjacent neighborhoods and districts.

Improve appearance of areas throughout the community. Participants felt that many areas of the city, both old and new could be more attractive. Student housing often is generic and low-quality in appearance. By placing a greater emphasis on the appearance of the community and the role of Code enforcement, aesthetics in major gateways and corridors could be improved, and the quality of space become consistent.

Address lack of county-wide planning and zoning. Participants expressed concern about the lack of county-wide planning and zoning, which has enabled haphazard development, incompatible uses, and high density development without support of adequate road improvements; all of which have and led to a host of infrastructure deficiencies. Many participants believe these issues are obstacles to growth and primary drivers of transportation issues. The uncertainty that the lack of regulation creates is a challenge for business investment in new facilities.

Cooperate regionally to address land development, infrastructure and transportation issues. Participants expressed support for more cooperation within the region. They said that land use, transportation, infrastructure, economic development, environmental and other issues could most effectively be managed through collaborative efforts between various municipalities, the county, the MMMPO, state agencies and major employers.

Development in city is challenging. Those familiar with the city's development process say it is often lengthy and inconsistent. There are insufficient incentives to encourage development/redevelopment. Administrative approvals of additional Planning and Zoning Code reviews should be considered to speed the development process.

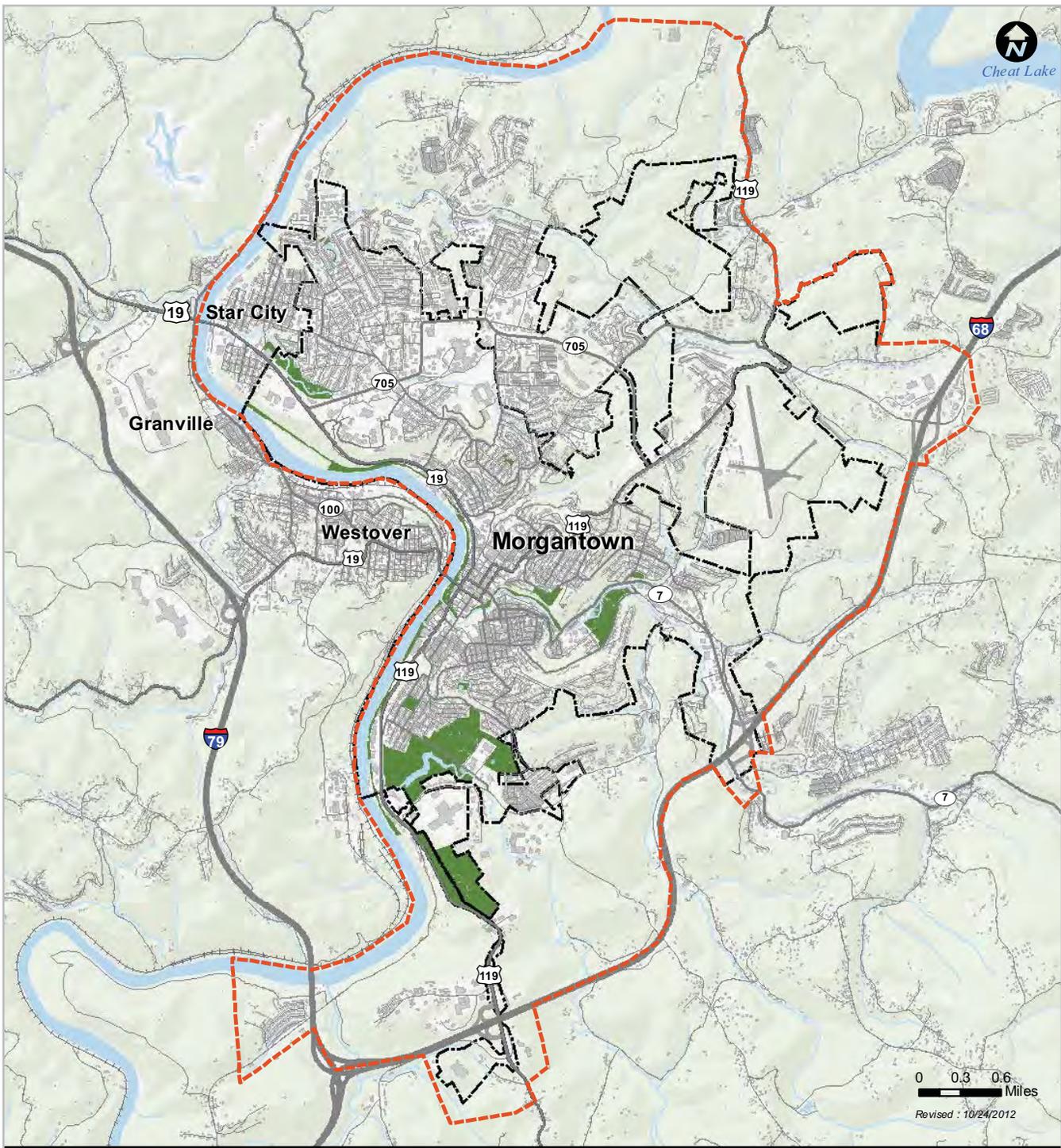
Existing Conditions and Trends

Early in the planning process, existing conditions and trends of the city and region were studied. The following are key trends that influenced the Land Management policies.

Among the most dense of West Virginia cities. Morgantown occupies approximately 10.5 square miles (6,723 acres including streets and water bodies). It has a population density of 2,825 persons/square mile (4.41 persons/acre, or about 3,000 persons/square mile) making it one of the most densely populated cities in West Virginia. However, over 40 percent the city's land is undeveloped because it is either WVU's agricultural campuses or the Morgantown Municipal Airport. If the WVU farmland and airport are not included in the calculation, the city's density would be almost 4,000 persons/square mile. Of course, density is not experienced at this macro scale, but rather, within neighborhoods. Many areas of the city look and feel very dense due to topographic constraints that limit the amount of buildable land and force development into relatively high-density clusters.

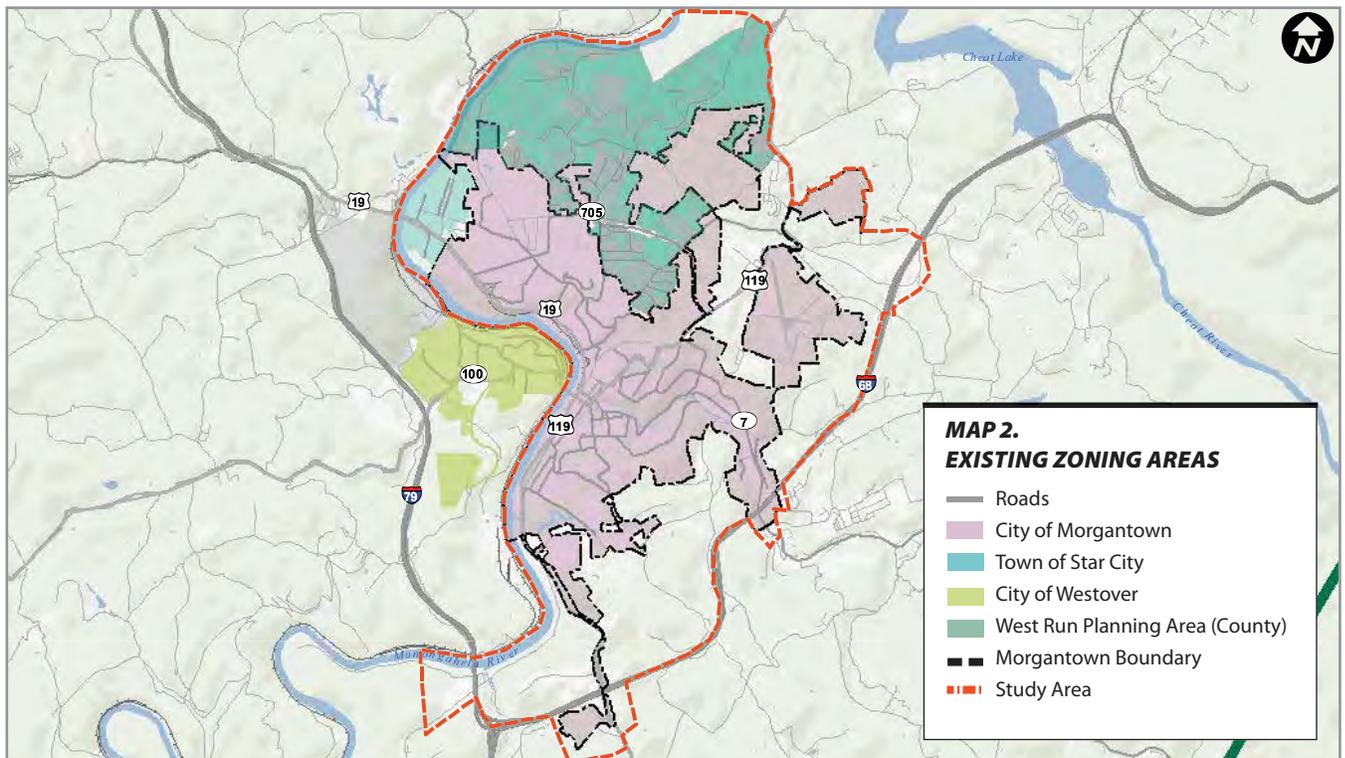
Relatively little recent growth through annexation. Since the year 2000, the city has expanded by approximately 125 acres. Over half of this area came through one 69-acre annexation, which brought the Walmart development south of I-68 into the city. No residential land was added to the city through annexation during the last decade. Between 1990 and 2000, the city added about 20 percent to its land area (approximately 1,180 acres) including 1,023 acres owned by WVU, which remains mainly farmland.

Mostly built-out. Morgantown is mostly built-out with very little undeveloped land within the city limits to accommodate growth. The undeveloped land that does exist is generally either owned by WVU or constrained by topography or floodplain. This leaves the city with the two options for capturing a larger proportion of the region's growth: 1) encouraging redevelopment and intensification of already developed areas of the city, and/or 2) expanding outward through annexation.



MAP 1. CONTEXT

- | | |
|-----------------------|-------------|
| — Roads | ▒ Buildings |
| ▒ Water Bodies | ▒ Parks |
| ▒ Morgantown Boundary | |
| ▒ Study Area | |



WVU land makes up approximately 32 percent of the city. Of the city's 5,611 acres, approximately 1,800 acres are owned by WVU. Of the 1,800 acres, approximately 1,280 acres (19% of the city) remains undeveloped farmland, serving as WVU's agricultural campuses.

Residential development is the largest land use. After WVU and other institutional uses, residential land makes up the largest portion of land uses with approximately 25 percent of the city. Most of the residential land within the city contains single-family uses (over 21%) with multi-family uses occurring mostly near downtown and WVU campuses. Neighborhoods near downtown are less homogenous, featuring a mix of residential types, from single-family, duplex and multi-family buildings at various densities.

Topography is a challenge to development. There is very limited land in the city that is undeveloped and much of that land is generally constrained by steep slopes. Throughout the county, topography has a major impact on development. Steep slopes reduce the developable area of a tract of land, or require major engineering interventions to accommodate structures – both of which increase the cost of development. Topography is particularly an obstacle for development of industrial uses and large format commercial centers, which require generous sites and space for large footprint buildings.

Most of unincorporated Monongalia County lacks long-range growth plans, zoning regulations, or development review requirements. Map 2 shows the areas within Monongalia County that have zoning. The West Run planning area is the only unincorporated area with zoning. The absence of zoning regulations in the county makes development unpredictable.

Development Patterns and Character

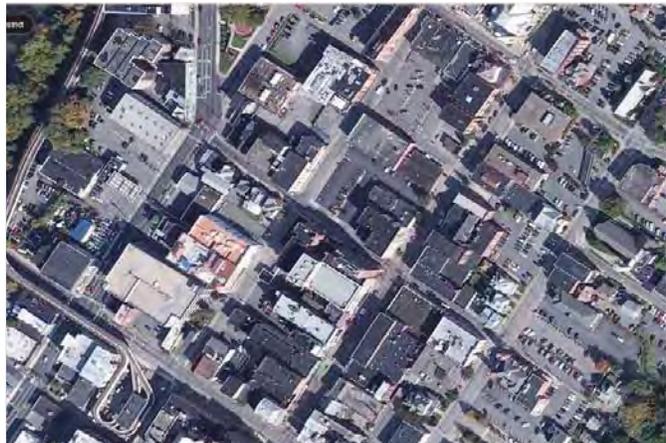
Since most of the City of Morgantown and the immediately surrounding area is already built, future conditions will depend strongly on the existing patterns and character of the existing development. This section of the Land Management element defines those existing patterns as Character Areas, which illustrate how the city and county have developed over time, and how the development pattern has changed.

The Character Areas (defined by their existing attributes) describe several types of neighborhoods, districts and corridors that have similar attributes such as lot sizes and coverage, land use, density, street pattern and connectivity, and building design. The locations of these areas are shown on the Pattern and Character Map (on the facing page). Since development patterns extend beyond jurisdiction boundaries, the map extends beyond the Morgantown city limits to encompass approximately the Morgantown Utility Board's stormwater management area and south to I-68 (see Study Area on Map 1).

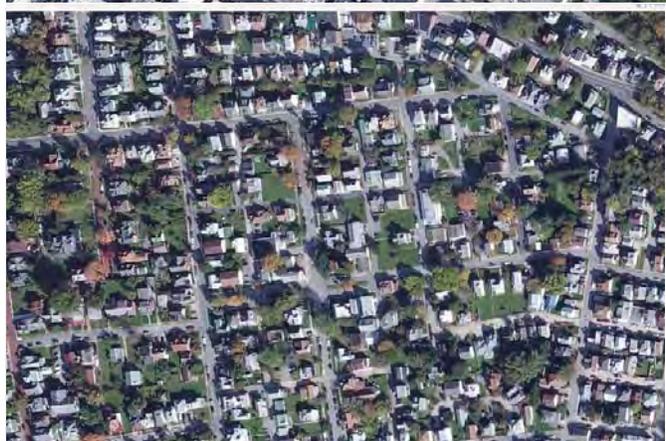
It is important to note that there is a wide variety of conditions within each character area and the boundaries of these areas as shown on the map are often not well defined. The intent is to generally represent the existing character of areas within the community.

NEIGHBORHOODS

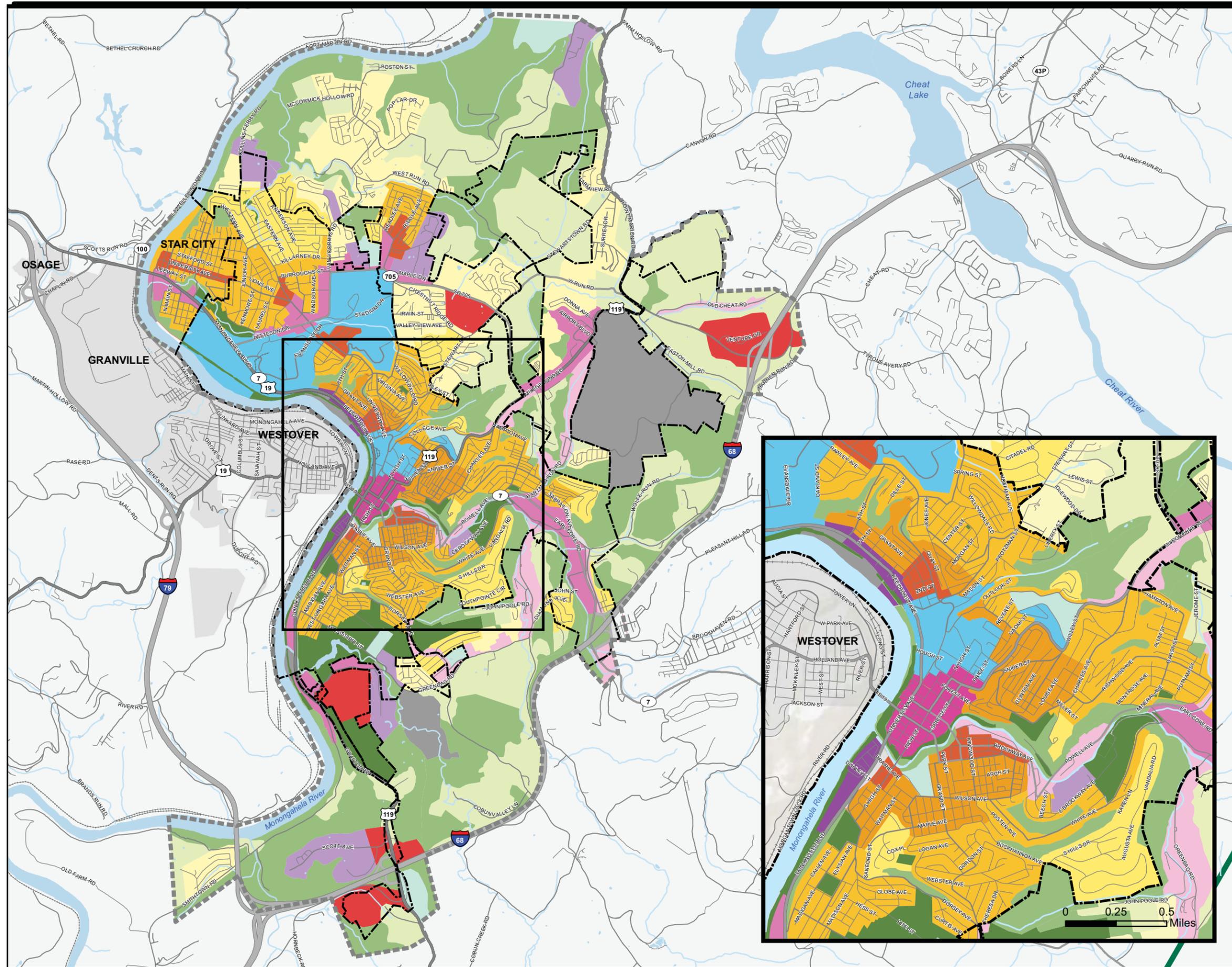
Core. The Core is the zone of densest development and is generally defined as Downtown Morgantown. The area has the highest level of connectivity with a grid street pattern with short walkable block lengths. Buildings range from two to twelve stories and are located close to each other and to the street. A mixed-use district, the core contains a range of retail, office, institutional and residential activities, with many buildings containing multiple uses within them. The street, network, building density and mix of uses support a high degree of pedestrian mobility.



Neighborhood 1. Neighborhood 1 includes the oldest residential areas in the city surrounding Downtown and WVU's campus. It encompasses most of the city's historic neighborhoods as well as areas dominated by student renters. This neighborhood type has the highest density of buildings on the smallest lots. The district contains a mix of housing types ranging from older single family homes to four-six unit apartment buildings – often with multiple housing types in the same block. Small-scale commercial or civic uses are also integrated into the neighborhood fabric. The blocks are small and generally follow a grid street pattern. This is the most walkable neighborhood area.



**MAP 3.
PATTERN AND CHARACTER**



- Core
- Neighborhood 1
- Neighborhood 2
- Neighborhood 3
- Neighborhood 4
- Commercial Node
- University
- Office / Institutional / Industrial Campus
- Civic Campus
- Special District
- Commercial Corridor
- Urban Corridor
- Neighborhood Corridor
- Mountain / Valley Corridor
- Rural
- Natural
- Park
- Roads
- Water Bodies
- Morgantown Boundary
- Study Area

0 0.5 1 Miles

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Reverse side of Pattern and Character Map (intentionally blank)

NEIGHBORHOODS (CONT.)

Neighborhood 2. Neighborhood 2 is relatively lower density than neighborhood 1 with longer blocks and slightly larger lots. This district is primarily single-family residential but also includes some small-scale multi-family residential and commercial uses. The street pattern is generally a modified grid with more variety of block sizes, but still retaining a high degree of connectivity. The neighborhoods have multiple entry points with walkable access to transit, although many of these areas lack sidewalks. The multi-family buildings are either single-family structures that have been divided into multiple dwellings or small and isolated multi-unit buildings.



Neighborhood 3. Neighborhood 3 generally has the lowest residential densities in the study area. These neighborhoods are mostly homogenous – being almost exclusively single-family residential with isolated small multi-family residential, commercial or civic uses. These areas are mostly connected to the city street network and to other neighborhood areas but otherwise have a suburban character with limited access points (in some cases only one), large lot sizes, curvilinear streets and long blocks. These neighborhoods occur primarily at the edges of the city, and their street pattern is strongly influenced by topography.



Neighborhood 4. Neighborhood 4 is the most suburban with single-type residential developments that are disconnected from the fabric of adjacent areas. Residential density varies but each development typically has one type of housing product such as large-scale apartment complexes, semi-detached condos, mobile home parks and single-family developments where the homes are similar in size and amenities. These homogenous pods of development are primarily located at the city's edge and in unincorporated areas such as the County's West Run Planning District.



It is important to note that there is a wide variety of conditions within each character area and the boundaries of these areas as shown on the map are often not well defined. The intent is to generally represent the existing character of areas within the community.

DISTRICTS

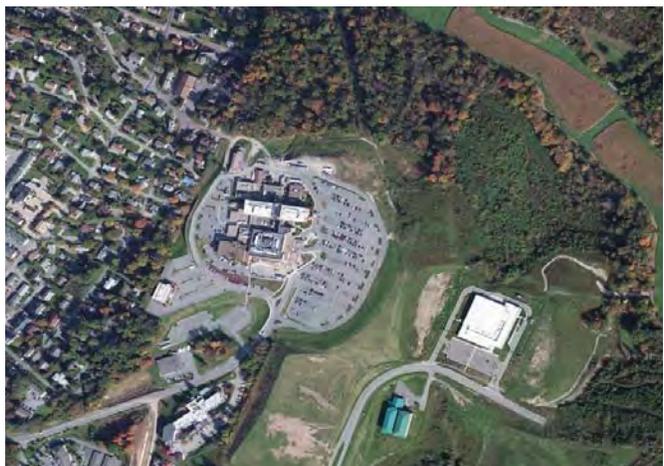
Commercial Node. Commercial nodes exist in various locations throughout the study area. These large-scale, primarily retail developments have large single-story buildings that are set back from the roadway and surrounded by surface parking. They are located along arterial corridors and have limited points of entry. These nodes include Mountaineer Mall, Suncrest Town Center*, Walmart, and Glenmark Center*.



University. This district contains the campuses of West Virginia University, including Downtown, Evansdale, Law School, Health Sciences Campus, and Athletic Department Campuses. Building size and their relationships to each other and to streets vary but the districts are generally walkable. This district does not include the University's agricultural campuses (which are considered rural in character).



Office / Institutional / Industrial Campus. This character type identifies large developments where multiple buildings are part of a related use — often occurring in a campus-like setting. These sites include Mon General Hospital* and surrounding medical offices, and major employment centers such as Mylan Pharmaceuticals* and the National Energy Technology Laboratory*, and several smaller-scale office parks.



* Sites outside of Morgantown's city limits

DISTRICTS (CONT.)

Civic Campus. This district identifies large civic or semi-public facilities including the area's schools and their associated facilities. These districts often exist within or at the edges of neighborhoods.



Special District. Large special-use districts throughout the study area that do not conform to other designations. The Airport, the Federal Corrections Institute* and major utilities.

**CORRIDORS**

Commercial Corridor. Corridors are linear districts defined by development along arterial or collector roadways. Commercial Corridors are auto-oriented and are dominated by large single-story buildings setback from the street and parking areas facing the street. These corridors are generally not pedestrian friendly due to lack of sidewalks, long block lengths and many vehicle access points (curb cuts) which create conflicts for pedestrians.



CORRIDORS (CONT.)

Urban Corridor. Urban Corridors are located close to the Downtown Core and surrounding Neighborhood 1 areas and include most of Beechurst Avenue and University Avenue south of Downtown. They are the highest density corridors composed of a variety of building types ranging from small two-story residential structures to large multi-story buildings. They have the largest mix of uses, including multi-family residential, retail, office, institutional and accommodation facilities.



Neighborhood Corridor. Neighborhood Corridors are transitional areas between neighborhoods and more intensely developed commercial or urban corridors. The development pattern reflects the lot sizes and block structure of the surrounding neighborhood, but includes a mix of building types such as small residential buildings along the street and suburban-style buildings set back behind a surface parking lot. Uses also vary and include commercial, office, and multi-family residential. Since they share a neighborhood block structure, these corridors are more walkable than a Commercial Corridor. Due to the high levels of traffic, these areas will continue to face redevelopment pressure.



Mountain / Valley Corridor. Mountain / Valley Corridors are narrow strips of development that occur along roadways that trace ridges and valleys. They have many qualities associated with rural development such as streets that lack curb and gutter, small, one or two story buildings, and each address typically has direct driveway access to the thoroughfare. However, unlike typical rural areas where buildings are often set back far from the street, development in these corridors is often clustered in pockets that are very close to the street. Uses along these corridors tend to be eclectic, including single-family and multi-family residential, commercial, light industrial, warehousing and other uses.



OTHER AREAS

Rural. Rural areas are the least intensely developed. These include isolated residential or commercial uses and farming operations.

Natural. Land in its natural state that is mostly forested. Within the city, these areas are often undevelopable steep slopes.

Park. Public parks and major cemeteries.

Our intent for how and where to grow.

C. Land Management Direction

This Comprehensive Plan Update provides a critical opportunity to make informed choices about how and where growth and development should occur in the future. The land use recommendations of this chapter were made with consideration for the quality and character of the built and natural environment, fiscal impacts of growth and existing and future transportation needs. The land management direction is conveyed through two primary elements:

1. **Principles for Land Management** — Statements of intent about how and where growth and development in the city should occur.
2. **Land Management Map** — A graphic depiction of the principles, this map indicates where various conservation or development concepts apply throughout the city. The map and underlying concepts are supported by:
 - Preferred Development Types (and land uses)
 - Areas of Opportunity
 - Pattern and Character Map and Character Area descriptions

How to use the land management recommendations

The Land Management chapter will be consulted for any development proposal based on the following steps. If a proposal is not consistent with recommendations of any one of these steps, the proponent should re-evaluate and make adjustments (or provide justification for deviation) prior to submission. Once there is a formal submission, the staff report will identify whether or not the proposal is aligned with the following:

1. **Intent:** Development proposals will reflect the spirit and values expressed in the principles (statements of intent) on pages 34-37.
2. **Location:** Development proposals will be consistent with the Land Management Map (page 39). If the proposal applies to an area intended for growth, infill, revitalization, or redevelopment, then it should be compatible with that intent and with any specific expectations within Areas of Opportunity (pages 44-48). If the proposal applies to an area of conservation or preservation, it should be compatible with and work to enhance the existing character of the immediate surroundings.
3. **Pattern and Character:** Development proposals in growth areas will be consistent with the preferred development types described on pages 39-41. Development in areas where growth is not intended should be compatible with the relevant Character Area description (pages 26-32) and expectations for how those areas should evolve in the future.

Our intent for how and where to grow. In words...

Principles for Land Management

Eleven Principles describe the intent about “how” (character attributes) and “where” (conceptual location) growth and development in Morgantown should occur. They reflect a variety of land management themes that are mutually reinforcing, including the quality, appearance, pattern, character, and organization of development, environmental quality, efficient use of infrastructure, and expanding connectivity and mobility choices for residents. These principles should be used to help guide the city on how to use land resources in a more efficient and effective manner to foster a high quality community with a distinct sense of place.

These principles are compatible with the regional principles outlined in Chapter 2, but are specific to the scale, conditions and aspirations of the City of Morgantown.

1. Infill development and redevelopment of underutilized and/or deteriorating sites takes priority over development in greenfield locations at the city’s edge.

It is preferable to accommodate growth within the existing urban area in locations that are appropriate for and can support increased development densities. Infill and redevelopment will occur in a strategic manner that considers community needs like access to amenities, transportation service and the quality and quantity of open space.

- Areas for future development are identified for all three areas (infill, redevelopment and greenfield). Though infill and redevelopment are priorities, that does not imply that all infill or redevelopment capacity must be consumed prior to support for any greenfield development.
- When infill or redevelopment occurs it will be done with great care so as not to compromise the quality of life for existing residents as a result of inappropriate building placement or size, unreasonable traffic impact or other identifiable negative consequences.

Infill describes the development of land in existing urban and suburban areas that is vacant but is near existing development and infrastructure.

Redevelopment is improving or utilizing buildings or sites that have been developed, but are not reaching their highest and best use.

2. Expansion of the urban area will occur in a contiguous pattern that favors areas already served by existing infrastructure.

To the extent that outward expansion of the urban area occurs, it should progress in a concentric pattern, emphasizing areas relatively nearest to the City’s geographic center. Development should promote responsible management of the region’s transportation and utility infrastructure, and help to provide services efficiently by preferring sites that are supported by existing capacity.

- When new growth occurs on the edge of the community, it will be done with a planned pattern, which minimizes demand for new infrastructure and community services. Such greenfield development should be clustered to preserve open space and avoid negative impacts on steep slopes, wetlands, waterways, and scenic quality.

3. Downtown, adjacent neighborhoods and the riverfront will be the primary focus for revitalization efforts.

The city will continue to invest in strengthening Downtown and adjacent areas as the civic, commercial, and cultural core of the region.

- Policies will encourage investment in neighborhoods at the edge of Downtown including Greenmont, South Park, Chancery Hill, Sunnyside, Woodburn, Wiles Hill and Highland Park.
- WVU's Downtown Campus will be leveraged to attract new development and help strengthen the city's core.
- The Wharf district will continue to develop as mixed-use district with strong physical and economic connection to downtown and the river.

4. Existing neighborhoods throughout the city will be maintained and/or enhanced.

The city will continue to invest and encourage private investment in all neighborhoods that strengthens their existing character and value through maintenance and improvements of properties, infrastructure and civic amenities.

- Particular attention will be given to respecting the integrity of stable single-family residential areas from incompatible uses such as large-scale commercial or multi-family residential development, and studentification trends.
- Development will be done with care to avoid compromising the quality of life of existing residents.
- Development will strengthen public amenities (sidewalks, lighting, open space), improve community appearance, remedy blighted properties, and preserve and protect community valued viewsheds.

5. Quality design is emphasized for all uses to create an attractive, distinctive public and private realm and promote positive perceptions of the region.

Public areas (streets, sidewalks, parks, streetscapes, etc.) and private areas (building facades, lawns, landscaping, parking lots, driveways, etc.) are planned and designed to balance function, appearance, and affordability, while allowing for creative differences, innovation, and diversity of design.

6. Development that integrates mixed-uses (residential, commercial, institutional, civic etc.) and connects with the existing urban fabric is encouraged.

Places are created with multiple uses—residential, commercial, and institutional, among others—in proximity to each other, perhaps on the same site and/or in the same structure. Close attention is given to the compatibility of those uses and their surroundings. Uses are arranged in a manner that maximizes pedestrian activity.

- Mixed-use centers, places that mix retail, residences, offices and civic uses at various scales will be an encouraged development pattern in the city.
- Districts will be designated for commercial and/or industrial uses that are not appropriate in a mixed-use setting.

7. Places will be better connected to improve the function of the street network and create more opportunities to walk, bike and access public transportation throughout the region.

While the region's topography is a challenge to creating an ideal level of connectivity, opportunities will be sought to improve the street pattern and thereby increase travel options, potentially decrease vehicle miles, reduce congestion and improve wayfinding.

- A connected grid street pattern, or modified grid system, is the preferred network for future development and redevelopment.
- Well-connected streets will be designed with short blocks and include sidewalks to facilitate walking.
- Bicycle and pedestrian paths and supporting amenities will be integrated into new development and areas undergoing redevelopment.

8. A broad range of housing types, price levels and occupancy types will provide desirable living options for a diverse population.

Housing in Morgantown will continue to be diverse in type (single-family and multi-family, detached and attached, etc.) and offer options for both ownership and rental occupancy at a wide range of price levels.

- New residential development will offer a variety of housing types and prices, including affordable and workforce housing.
- Housing diversity will exist within a neighborhood fabric, connected to other districts and corridors.

9. Residential development will support the formation of complete neighborhoods with diverse housing, pedestrian-scaled complete streets, integrated public spaces, connection to adjacent neighborhoods, and access to transportation alternatives and basic retail needs.

Complete neighborhoods include a variety of land uses (residential, commercial, civic and recreational areas), building types, and housing types; have an identifiable center that offers basic services such as grocery stores and specialty shops; support a variety of travel options; are well-connected to adjacent neighborhoods and districts; and seamlessly integrate diverse, multi-generational residents living in proximity to one another.

- Neighborhoods will be walkable with quality streets that accommodate both bicycles and automobiles, but give priority to the pedestrian experience.
- Civic, institutional, and public spaces will form the physical nucleus of the neighborhoods.
- Basic retail service will be located nearby (accessible via walking and/or biking) or integrated with residential areas in the form of neighborhood centers.

10. Parks, open space, and recreational areas are incorporated as part of future development.

Future development will contribute to expanding the quantity, quality, access to, and connections between the region's parks, open space, and recreational amenities.

- Wooded areas, steep slopes, and community valued viewsheds will be protected and integrated into new developments, and connected when possible to create a continuous open space system.
- The city will enhance efforts to protect watersheds and floodplain areas when development or redevelopment occurs.
- Convenient and accessible recreational opportunities will be provided for all ages.
- Existing recreational, green space, public areas, open and natural spaces will be enhanced and new areas set aside that connect people to the natural environment and promote recreational opportunities to support active and healthy lifestyles.

11. Environmentally sensitive and sustainable practices will be encouraged in future developments.

Development will be designed to reduce potentially negative impacts on environmental features such as steep slopes, stream corridors, wetlands, and significant stands of mature trees.

- New construction will employ context sensitive design to reduce impacts on existing site features and the natural environment.
- Green building practices will be encouraged to minimize the consumption of resources, employ recycling of building materials, and promote quality indoor living and working environments.
- Green stormwater and graywater management options will be encouraged to retain and reuse stormwater to reduce surface runoff, which may have negative impacts on the watershed.
- Infill and redevelopment will maintain or enhance the urban tree canopy.

Our intent for how and where to grow. In graphics...

Land Management Map

Morgantown has choices relative to how it will grow in the future. These choices and aspirations are expressed in the Land Management Principles. The Land Management Map illustrates where the Principles could be implemented, identifying areas where urban expansion (greenfield development), infill and redevelopment are appropriate and where existing areas (both developed and undeveloped) should be protected from significant change. Below are the general concepts depicted on the map. Further detail on the development intent for specific areas (numbered on the map) is described in the next section.

GENERAL CONCEPT AREAS

CONSERVATION (MAINTAIN AND PROTECT)

-  **Preserve:** Land that is permanently protected by regulations or ownership such as nature preserves, recreational open space and public parks.
-  **Reserve:** Undeveloped land with significant environmental constraints (steep slopes, floodplain, mature forest) or farmland that is likely to remain as open space or an agricultural use. These areas may be subject to development and should be considered for preservation.
-  **Neighborhood Conservation*:** Preservation of existing neighborhood character and continued maintenance of buildings and infrastructure.
-  **Limited Growth / Conservation Development:** Primarily rural areas that have value as open space but are subject to development. To the extent that development occurs, it should be clustered to retain open space and protect significant environmental features.

DEVELOPMENT (INFILL, REDEVELOPMENT, EXPANSION)

-  **Downtown Enhancement:** Continued infill and redevelopment in the Downtown core with a mix of employment, civic, commercial and residential uses as described in the 2010 Downtown Strategic Plan Update.
-  **Corridor Enhancement**:** Improving development along corridors with a mix of uses, increased intensity at major nodes or intersections and roadway improvements to improve traffic flow, pedestrian and biking experience.
-  **WVU Campus Development:** Growth within WVU's campus areas that supports the University's functions. Development may include a mix of institutional, residential, civic and commercial uses.
-  **Neighborhood Revitalization:** Stabilization and reinvestment in existing neighborhoods that includes improvements to public and private buildings and infrastructure, and support for infill development, adaptive reuse and redevelopment that offers a mix of residential types and supporting uses.
-  **Infill and Redevelopment*:** Existing developed sites or districts that are underutilized or functionally obsolete, where infill development or redevelopment that is consistent with the surrounding context is appropriate.
-  **Encouraged growth:** Areas where new growth is encouraged primarily for economic development. These areas may be special districts or mixed-use areas.
-  **Controlled growth / Traditional Neighborhood Area*:** Areas where growth is not strongly encouraged but where mixed-use development could be supported because of proximity to planned or existing roadways and utilities. Appropriate development may include a traditional neighborhood pattern (walkable with a distinct center and edge), an open space development pattern, or special use districts. Care should be taken to ensure that new development is compatible with existing development patterns in the area.

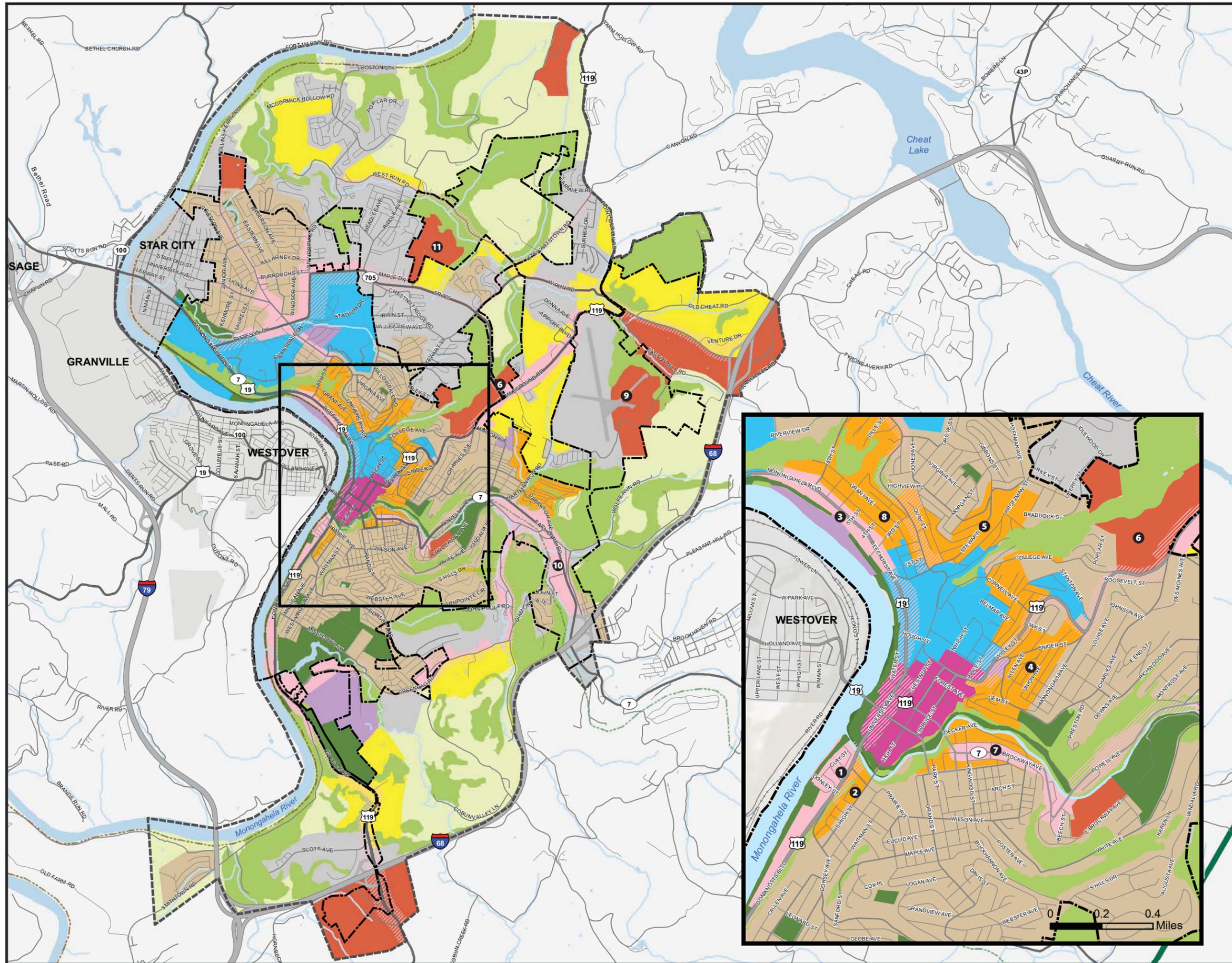
OTHER MAP AREAS

-  **Developed Areas:** Existing developed areas outside the city where neither a conservation nor development intent applies.
-  **Areas of Opportunity:** Area where a more specific development intent applies (see page 44).

*See Map 3. Pattern and Character for existing context.

**Hatched areas indicate opportunities for corridor enhancement within another concept area.

**MAP 4
LAND MANAGEMENT**

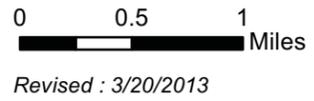


- Preserve
- Reserve
- Limited Growth
- Neighborhood Conservation

- Downtown Enhancement
- Corridor Enhancement
- WVU Campus Development
- Neighborhood Revitalization
- Infill and Redevelopment
- Encouraged Growth
- Controlled Growth/Traditional Neighborhood Area

- Developed Areas
- Roads
- Water Bodies
- Morgantown Boundary
- Study Area

- Areas of Opportunity**
- 1** Waterfront / Wharf District
 - 2** South High Street and University Avenue
 - 3** Beechurst Avenue Corridor
 - 4** North Willey Street / Richwood Avenue Area
 - 5** Stewart Street Area
 - 6** 705 University Farms Area
 - 7** Brockway Avenue Corridor (Route 7)
 - 8** Sunnyside
 - 9** Airport Technology Park
 - 10** Sabraton, Earl L. Core Rd.
 - 11** University Research Park



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Reverse side of Land Management Map (intentionally blank)

PREFERRED DEVELOPMENT TYPES

The matrix below indicates the development types that are generally appropriate in each concept area. These development types are described at the bottom of this page and on pages 42-43. More specific guidance for a number of areas of opportunity identified on the Land Management Map can be found on pages 44-48.

CONCEPT AREA	Appropriate Development Types											
	SF	TF	MF	C	NX	UC	CC	O	I	CD	OS	
Core Enhancement			•	•	•	•						•
Corridor Enhancement*			•	•	•		•	•				•
WVU Campus Development		•	•	•	•	•		•	•			•
Neighborhood Revitalization	•	•	•	•	•							•
Infill and Redevelopment*			•	•	•	•		•				•
Encouraged Growth			•	•	•	•		•	•			•
Controlled Growth	•	•	•	•	•			•	•	•		•
Neighborhood Conservation*	•	○	○	•								•
Limited Growth	•			•						•		•
Preserve												•
Reserve												•

* Appropriate development depends on existing context. See Development Patterns and Character (pages 26-32)

○ Neighborhood Conservation is a concept intended to maintain and protect existing neighborhoods. Multi-family residential may be appropriate in these areas if such development currently exists there. Multi-family residential is not appropriate for many Neighborhood Conservation areas.

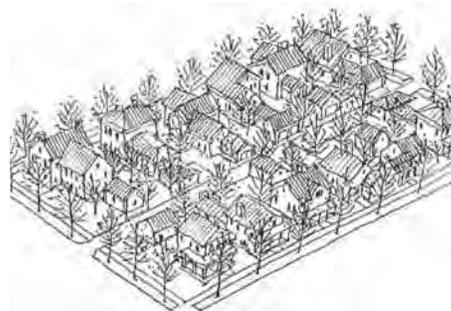
DEVELOPMENT TYPES AND LAND USES

The figures below and on the following pages describe and illustrate typical characteristics of various types of development that are referenced in the land management concepts. The sketches and photographs are intended to reflect the general size of buildings and their relationships to each other and to the street. The examples show that a range of architectural styles can be accommodated in any given development pattern. The illustrations should not be interpreted as a preference for a particular architectural style.

DEVELOPMENT TYPE DESCRIPTIONS

SF Single Family Residential
 Detached 1-2.5 story residential structures each intended for one family. Densities range from six to twelve units per acre.

PATTERN AND CHARACTER EXAMPLES



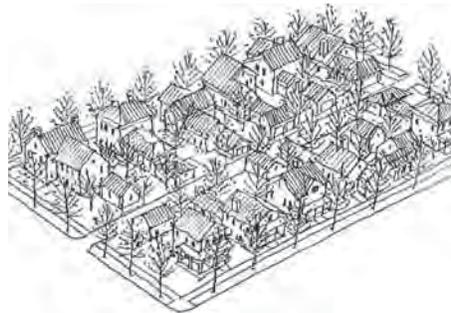
DEVELOPMENT TYPES AND LAND USES (CONTINUED)

DEVELOPMENT TYPE DESCRIPTIONS

PATTERN AND CHARACTER EXAMPLES

TF Two Family Residential

Detached structures that each contain two separate residential dwellings and townhouse dwelling types. May be built in a similar pattern as single-family structures and integrated in neighborhoods with other single-family structures and/or at the edge of single-family neighborhoods. Densities range from six to twenty units per acre.



MF Multi-family Residential

Includes various forms such as apartment buildings where three or more separate residential dwelling units are contained with a structure and townhouse dwelling types. They vary considerably in form and density depending on the context – from four-story or larger buildings set close to the street in and at the edge of the downtown core and along major corridors, to smaller two- to four-story buildings with greater street setbacks in areas between the downtown core and single-family neighborhoods.



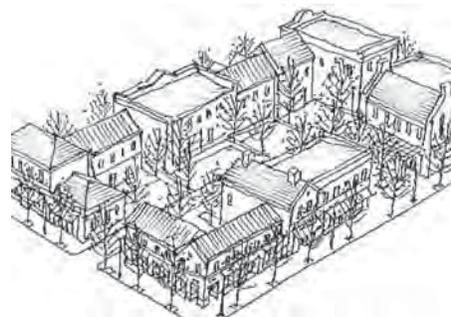
C Civic and Institutional

These sites include both public uses (government buildings, libraries, community recreation centers, police and fire stations, and schools) and semi-public or private uses (universities, churches, hospital campuses). Public uses should be strategically located and integrated with surrounding development. Civic and Institutional sites may be distinctive from surrounding buildings in their architecture or relationship to the street.



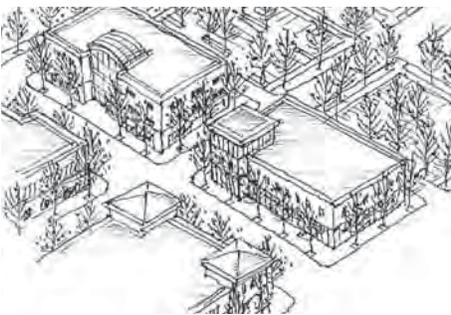
NX Neighborhood Center Mixed-Use

A mix of housing, office, commercial, and civic uses adjacent to one another or contained within the same structure (such as offices or apartments above ground-floor retail). Such uses should be compatible with and primarily serve nearby neighborhoods (within 1/2 mile). Parking should be located behind or to the side of buildings and may be shared between multiple uses.



UC Urban Center Mixed-Use

A mix of housing, office, commercial, and civic uses located adjacent to one another or sharing the same building. Buildings are generally larger in scale than neighborhood mixed-use and contain more employment and commercial uses that serve the broader community. Buildings should be located near the street with parking provided on-street or in shared parking configurations behind or between buildings.

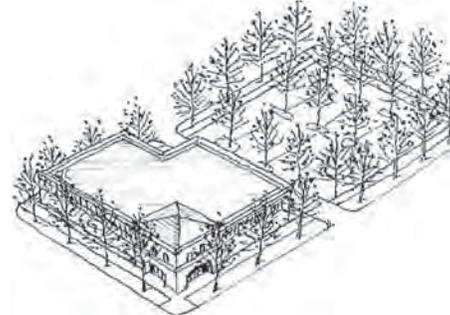


DEVELOPMENT TYPE DESCRIPTIONS

PATTERN AND CHARACTER EXAMPLES

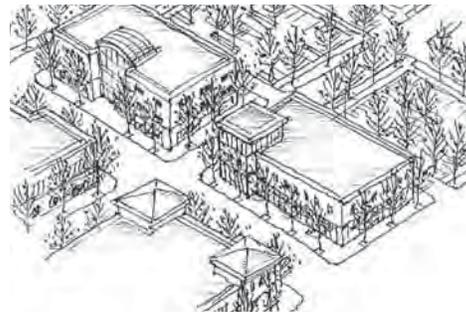
CC Community Commercial

Larger scale, primarily retail, restaurant and accommodation uses that serve the broader community. Buildings should be located close to the street with parking to the rear or side and should be well-connected to surrounding development and pedestrian infrastructure.



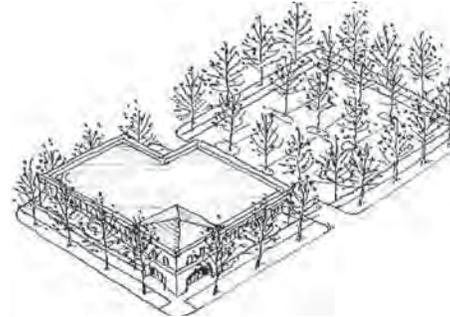
O Office / Research

Larger-scale 2-6 story buildings generally housing professional offices or research/development activities with single or multiple tenants. May involve multiple large-scale buildings in a campus setting, but buildings should be in a walkable configuration with shared parking typically behind or to the side. Supportive retail establishments may occupy the lower levels of a multistory building. Supportive retail uses include coffee shops, delicatessens, barbers, and bookstores among others.



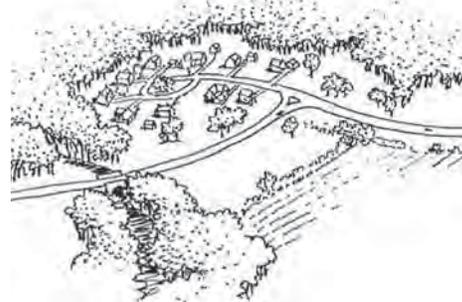
I Limited Industrial

Typically 1-2 story large footprint buildings intended for light industrial development, clean manufacturing or warehousing activities.



CD Cluster Development

Primarily residential development on large sites (typically at least 40 acres) where relatively small lots are arranged in a clustered pattern, rather than larger lots spread over the entire site. This type of development leaves a significant area of a site undeveloped (often 50%) to preserve significant natural areas such as steep slopes, stream corridors and areas of mature trees.



OS Greenspace

Includes formal parks, recreation areas, trails, and natural open space.



AREAS OF OPPORTUNITY

The Land Management Map identifies a series of locations where specific development intent beyond the general concept applies. These locations are:

1. Waterfront / Wharf District

Location: Approximately 25 acres immediately south of Decker's Creek and Downtown between University Avenue and the Monongahela River.

Context: Urban Corridor

Concept Area: Core Enhancement; Corridor Enhancement

Intent: Continued infill as a dynamic mixed-use riverfront district with employment, entertainment, accommodation and residential uses that serves as a gateway into downtown as described in the 2010 Downtown Strategic Plan Update.

- Dense pedestrian-friendly mixed-use village with mixed-use buildings organized along University Avenue, existing streets and alleys and along the river.
- Create a north-south pedestrian and bicycle accesses to the River at regular intervals at the ends of the alleys that extend to downtown.

2. South High Street and University Avenue

Location: Area east of University Avenue along South High Street between Decker's Creek and Caddell Street.

Context: Neighborhood Corridor

Concept Area: Neighborhood Revitalization; Neighborhood Conservation

Intent: A mixed-use, primarily residential, district with buildings that are organized on an urban street pattern and along open space connections to both the Creek and River as described in the 2010 Downtown Strategic Plan Update.

- Infill buildings should be compatible with the existing historic fabric of downtown as per the Main Street Downtown District Design Guidelines.
- Consider the scale, massing, setbacks and architecture of Chancery Hill when evaluating development plans.
- Link South High Street with University Avenue below Chancery Hill and align intersections across to the Wharf District and the riverfront.
- Utilize topography to provide tuck under parking.
- New Mixed-Use Development along University Avenue and Prairie Avenue that will offer retail/commercial on the ground floor and either office or residential on the upper floors.

3. Beechurst Avenue Corridor

Location: Area along Beechurst Avenue between 8th Street and Campus Drive.

Context: Urban Corridor

Concept Area: Corridor Enhancement; Infill and Redevelopment

Intent: Infill and redevelopment that creates a pedestrian-friendly mixed-use corridor that provides services for the Sunnyside neighborhood and serves as an attractive gateway to WVU's campus and Downtown.

- Buildings should be oriented along the street with consistent setbacks and parking to the rear or side.
- Coordinate building materials, building heights, off-street parking standards, streetscape improvements, pedestrian connections and levels of architectural detailing.

4. North Willey Street / Richwood Avenue Area

Location: Predominantly residential area east of WVU's downtown campus and west of the designated Woodburn Neighborhood.

Context: Neighborhood 1

Concept Area: Neighborhood Revitalization; Infill and Redevelopment

Intent: Redevelopment with a mix of higher density predominantly residential uses suitable for proximity to WVU's campus and downtown.

- Pedestrian-friendly mixed-use redevelopment at the North Willey Street and Richwood Avenue intersection that provides goods and services for the adjoining neighborhoods and WVU dormitory residents and serves as an attractive gateway to WVU's campus and Downtown.
- Improved pedestrian crossing along North Willey Street connecting the adjoining neighborhoods with WVU's campus.
- Improved pedestrian way connecting immediate area and Woodburn neighborhood with Downtown.

5. Stewart Street Area

Location: Predominantly residential area between and along Falling Run Road and Protzman Street to Wiles Hill / Highland Park neighborhood.

Context: Neighborhood 1; Neighborhood 2

Concept Area: Neighborhood Revitalization; Infill and Redevelopment

Intent: Redevelopment with a mix of higher density predominantly residential uses suitable for proximity to WVU's campus and downtown.

6. 705 University Farms Area

Location: WVU-owned agricultural land west of Route 705.

Context: Rural

Concept Area: Encouraged Growth

Intent: Encourage WVU's continued growth and expansion within strategic areas the University currently owns and located along an arterial roadway.

- Growth in this area should be accessed and supported by a new multi-modal transportation corridor connecting the University Avenue and Route 705 corridors.
- Development strategies should focus on public-private partnership opportunities that strengthens the community's tax base and provides institutional uses, mixed-housing types and densities, neighborhood-scaled commercial uses, and open space and recreation.

7. Brockway Avenue Corridor (Route 7)

Location: Area along Brockway Avenue between Decker's Creek and Cobun Avenue.

Context: Neighborhood Corridor

Concept Area: Corridor Enhancement and Neighborhood Revitalization

Intent: Redevelopment along the corridor that is mixed-use with a residential emphasis, such as live-work structures or commercial and office uses that serve surrounding neighborhoods.

- Remove above ground utilities that are no longer functioning in order to create more vertical space for redevelopment.
- Create parks in the floodplain to help with stormwater management and to utilize unbuildable areas.
- Develop a pedestrian connection between neighborhoods and Deckers Creek Trail.
- Enhance public realm by improving and developing sidewalks, crosswalks, and pedestrian-scaled lighting.
- Mixed-use commercial development should be neighborhood-scaled to provide basic goods and services to the adjoining neighborhoods.

8. Sunnyside

Location: Sunnyside neighborhood generally described as north of WVU's downtown campus between the Wiles Hill Neighborhood and the Monongalia River north to Eighth Street.

Context: Neighborhood 1

Concept Area: Neighborhood Revitalization; Corridor Enhancement; Infill and Redevelopment

Intent: Revitalization as recommended in the Sunnyside Up plan with a diversity of housing types, increased residential densities, mixed-use development, infrastructure improvements and civic amenities including parks and open space.

- A strategic balance of development intensities, infrastructure improvements, and civic amenities. The Sunnyside Up vision encourages the blending of residential, employment and recreational opportunities for students, young professionals, University staff and families.
- Improvements to pedestrian and vehicular infrastructure will need to run in parallel with a growth in the neighborhoods population.
- Capacity issues for the neighborhood's utility systems must be evaluated prior to redevelopment.
- Civic amenities should be a highlight of redevelopment efforts in the neighborhood and include riverfront connections, plazas, pedestrian green spaces, "pocket" parks, recreational facilities and open space amenities, and pedestrian connections.

9. Airport Technology Park

Location: Planned business and industrial park on the east side of the Morgantown Airport.

Context: District

Concept Area: Encouraged Growth

Intent: To diversify the community's employment and industry base by developing a business / industrial park well-situated near the Interstate 68 / Pierpont Road exit and the Morgantown Municipal Airport and properties adjoining the airport along Hartman Run Road.

- Construction of the new West Virginia National Guard Readiness Center will open access to approximately 90 additional acres for the development of light industry, manufacturing, office uses.

- Continued growth of the commercial and corporate traffic at the airport and efforts to extend the runway will contribute to related market opportunities.

10. Sabraton, Earl L. Core Rd.

Location: Primarily commercial development along Earl L. Core Road between County Route 64 (Decker's Creek Boulevard) and I-68.

Context: Commercial Corridor

Concept Area: Corridor Enhancement; Infill and Redevelopment

Intent: Continued infill and redevelopment as a dynamic mixed-use employment, retail, accommodation, and residential district that serves as a gateway from Interstate 68.

- New mixed-use development organized along Earl Core Road offering retail/commercial on the ground floor and office and residential on the upper floors with connections to the Deckers Creek Trail.

11. University Research Park

Location: West Virginia University's Research Park north of 705 adjacent to Mon General Hospital.

Context: Rural

Concept Area: Encouraged Growth

Intent: Encourage WVU's emergence as a research university focused on driving knowledge-based economic development and advancing technology transfer and commercialization of its inventions.

- Significant employment related development should aid in attracting high technology companies seeking to collaborate with WVU; provide a location for businesses that will license WVU technologies; and, serve as a location for spin-off companies based on technologies developed by WVU faculty, staff, affiliates, and students.

D. Regulatory Implications

Development regulations are the key tool in implementing the land use principles, maps, objectives and strategies. The existing development regulations should be reevaluated with respect to how well they reflect the recommendations in this Plan. These regulations should be reviewed periodically in light of recent development to determine whether they are encouraging desirable outcomes.

In general, Morgantown’s current development regulations focus primarily on permitted and prohibited uses and limits to the density of development. A new approach to regulating development could be more effective in achieving intended outcomes in some areas of Morgantown; one that is based on form and is prescriptive in nature, stating what is desired.

Various tools could be considered including standards for building or streetscape design, landscaping, lighting or signs, and could be applied to specific areas or city-wide. These standards could be integrated into portions of the existing code or adopted through a form-based district (see sidebar). This Comprehensive Plan includes the following 28 strategies that involve creating, revising, or evaluating development regulations.

Form-based Regulations

Form-based zoning goes beyond the conventional zoning controls of segregating and regulating land use types and defining building envelopes by setback requirements and height limits. Instead, form-based codes address the detailed relationship between buildings and the public realm of the street, the form and mass of buildings in relation to one another, and the scale and type of the streets and blocks. Form-based codes are constructed on specific urban design outcomes desired by the community.

REGULATORY STRATEGIES

LM 1.1	Update the Mainstreet Morgantown Design Guidelines to address specific considerations in each of the “Character Areas” that are identified in the 2010 Downtown Strategic Plan Update.	LM 4.2	Create regulations that require future commercial development to include public space (i.e. walkways, pocket parks, seating areas, bicycles storage (origin) and racks (destination), etc.)
LM 1.2	Rezone sites within the Downtown “Character Areas” as recommended in the 2010 Downtown Strategic Plan Update.	LM 4.3	Revise zoning regulations to permit mixed-use development at appropriate scales in various zoning districts.
LM 2.7	Adopt regulations that provide for an expedited development review and approval process in designated areas if proposals meet specific criteria.	LM 5.1	Incorporate “park-once” site design requirements to support mixed-use development.
LM 3.1	Update development standards to require high-quality pedestrian-scaled complete streets with sidewalks, street trees, adequate lighting, and tree lawns in newly developed residential areas.	LM 5.2	Permit higher density development in areas that are well-supported by existing or planned transportation infrastructure or transit services.
LM 3.2	Require major residential subdivisions to create a master plan that incorporates the principles of traditional neighborhood design including.	LM 6.1	Strengthen design standards (architectural appearance, building materials, landscaping, signage) and their enforcement in the zoning code.
LM 3.3	Permit small-scale neighborhood commercial services and mixed-use nodes in central locations within new planned unit developments (PUDs).	LM 6.2	Introduce form-based elements into the zoning code that are prescriptive, stating what is desired by the community.
LM 3.4	Require street or multi-use path connections between new residential neighborhoods and existing developed areas wherever practical.	LM 6.3	Create design guidelines for targeted areas.
LM 4.1	Create design standards that orient commercial buildings in a way that helps to define the streetscape, with shared parking to the rear or side of buildings.	LM 6.6	Require all commercial solid waste accounts to have dumpster enclosures; remove cans, totes, and dumpsters from view of or a distance from frontage streets.
		LM 7.1	Develop a new zoning district to be applied to property owned by WVU and considered a part of WVU’s main campuses to provide a more fair and predictable regulation of university-related development.

REGULATORY STRATEGIES

LM 7.3	Identify types of development requests that could be approved administratively rather than by the planning commission or board of zoning appeals.	EN 5.2	Create a Green Building Program that provides incentives for use of “green” building techniques that are energy efficient and environmentally friendly (using LEED or another best practice benchmark).
LM 7.4	Simplify the development review and minor subdivision approval processes (i.e. expand administrative approvals).	NH 1.2	Pursue zoning map amendments where appropriate to address potential zoning conflicts in residential areas both to preserve existing residential areas where appropriate or promote infill and redevelopment (See Areas for Future Study in Appendix A).
LM 8.1	Adopt an open space dedication requirement for major subdivisions and planned unit developments (PUDs).	NH 2.1	Adopt zoning updates proposed in the Sunnyside Up neighborhood plan.
TR 5.4	Implement the “Complete Streets” policy adopted by City Council in December 2007 to guide development review and approval, roadway maintenance, right-of-way improvements, and right-of-way expansion wherever practical.	NH 4.3	Require residential development projects of a certain scale to include housing options with a range of price-points.
EN 3.1	Update subdivision regulations and site design standards for controlling soil erosion, surface water quality and sedimentation, and to minimize the removal of natural vegetation.	ED 5.7	Pursue zoning map amendments where appropriate to address potential zoning conflicts and promote non-residential infill and redevelopment in appropriate areas (See Areas for Future Study in Appendix A).
EN 3.2	Adopt stronger regulations restricting development on steep slopes based on best practices.	ED 6.3	Use incentives and zoning to promote development in areas with existing infrastructure capacity, in order to reduce the need for infrastructure extensions, and to concentrate infrastructure improvements reducing short-term and long-term operating costs.
EN 4.2	Establish standards for tree species located within and near public right-of-way and or easements.		
EN 5.1	Update zoning and building codes to accommodate alternative energy generation (i.e. small-scale wind or solar).		

E. Objectives and Strategies

Outlined below are ten objectives and 47 strategies to support the land management element and guide future development in Morgantown. The objectives indicate a specific policy direction, while the strategies are detailed actions necessary to initiate or complete an objective such as a program, policy or a project.

Objective 1. Strengthen Downtown.

- LM 1.1 Update the Mainstreet Morgantown Design Guidelines to address specific considerations in each of the “Character Areas” that are identified in the 2010 Downtown Strategic Plan Update.
- LM 1.2 Rezone sites within the Downtown “Character Areas” as recommended in the 2010 Downtown Strategic Plan Update.
- LM 1.3 Increase the supply and quality of public space and infrastructure capacity through property acquisition and public/private partnerships.
- LM 1.4 Create incentives for anchor retailers to establish commercial centers in the downtown area.

LM 1.5 Create incentives for developers to build residential units downtown that will serve a broad age and socioeconomic range.

LM 1.6 Create incentives to encourage the reuse of vacant and conversion of underutilized upper floors for new residential uses.

See Objective 8 (historic preservation)

Objective 2. Promote strategic infill and redevelopment of underutilized or functionally obsolete areas.

LM 2.1 Identify and prioritize sites for infill and redevelopment.

LM 2.2 Create a land bank program to acquire and assemble parcels for redevelopment.

LM 2.3 Develop incentives to encourage the consolidation of parcels for redevelopment.

LM 2.4 Continue capital improvements within existing tax increment financing (TIF) districts to encourage private investment.

LM 2.5 Adopt a policy to pursue pay-as-you-go tax increment financing (TIF) and limit the use of long-term bond debt.

LM 2.6 Prioritize capital improvements near infill or redevelopment sites to encourage private investment.

LM 2.7 Adopt regulations that provide for an expedited development review and approval process in designated areas if proposals meet specific criteria.

Objective 3. Facilitate the creation of residential areas with strong neighborhood qualities.

LM 3.1 Update development standards to require high-quality pedestrian-scaled complete streets with sidewalks, street trees, adequate lighting, and tree lawns in newly developed residential areas.

LM 3.2 Require major residential subdivisions to create a master plan that incorporates the principles of traditional neighborhood design.

LM 3.3 Permit small-scale neighborhood commercial services and mixed-use nodes in central locations within new planned unit developments (PUDs).

Traditional Neighborhood Qualities include:

- *A diversity and mix of uses – uses should support a range of daily activities (living, learning, working, playing, creating and worshiping)*
- *Edges and gateways – traditional neighborhoods should include well defined and discernible edges*
- *Walkable size – traditional neighborhoods are built around the idea of a quarter mile walking shed*
- *Civic spaces – traditional neighborhoods are anchored by neighborhood schools or other civic spaces*
- *Parks – traditional neighborhoods incorporate parks and open space*
- *Connectivity – traditional neighborhoods are characterized by the utilization of connected street systems or grid patterns that incorporate alleys or rear lanes*
- *Neighborhood businesses – traditional neighborhoods include neighborhood centers that meet the daily needs of residents and promote walkability*

LM 3.4 Require street or multi-use path connections between new residential neighborhoods and existing developed areas wherever practical.

Objective 4. Guide new commercial/retail and office developments in a mixed-use pattern.

LM 4.1 Create design standards that orient commercial buildings in a way that helps to define the streetscape, with shared parking to the rear or side of buildings.

LM 4.2 Create regulations that require future commercial development to include public space (i.e. walkways, pocket parks, seating areas, bicycles storage (origin) and racks (destination), etc.)

LM 4.3 Revise zoning regulations to permit mixed-use development at appropriate scales in various zoning districts.

Objective 5. Encourage land use patterns that support improved transportation choice and efficiency.

LM 5.1 Incorporate “park-once” site design requirements to support mixed-use development.

LM 5.2 Permit higher density development in areas that are well-supported by existing or planned transportation infrastructure or transit services.

COMMUNITY PRIORITY

Objective 6. Improve community appearance, particularly at city gateways.

LM 6.1 Strengthen design standards (architectural appearance, building materials, landscaping, signage) and their enforcement in the zoning code.

LM 6.2 Introduce form-based elements into the zoning code that are prescriptive, stating what is desired by the community.

LM 6.3 Create design guidelines for targeted areas.

LM 6.4 Strengthen code enforcement principles and practices throughout the City to keep pace with and facilitate growth and development.

LM 6.5 Encourage major redevelopment projects to relocate utilities from view of primary corridors, arterials, and collectors with emphasis on underground placement.

LM 6.6 Require all commercial solid waste accounts to have dumpster enclosures; remove cans, totes, and dumpsters from view of or a distance from frontage streets.

Objective 7. Monitor and improve the effectiveness of the development regulations and the development process.

LM 7.1 Develop a new zoning district to be applied to property owned by WVU and considered a part of WVU's main campuses to provide a more fair and predictable regulation of university-related development.

LM 7.2 Interview members of the development community to identify shortfalls in the zoning code or difficulties with the development review and approval process.

LM 7.3 Identify types of development requests that could be approved administratively rather than by the planning commission or board of zoning appeals.

LM 7.4 Simplify the development review and minor subdivision approval processes (i.e. expand administrative approvals).

Objective 8. Encourage preservation of historic properties and adaptive reuse of existing buildings.

LM 8.1 Update Morgantown's National Register of Historic Places historic district listing, to ensure that all contributing properties are included and therefore eligible for historic rehabilitation tax credits and other applicable incentives.

LM 8.2 Provide incentives to encourage the adaptive reuse of historic buildings.

LM 8.3 Integrate regional historic preservation expertise into downtown decision-making, particularly with regard to property design development and site interpretation.

LM 8.4 Form a development subsidiary of Main Street Morgantown to provide property owners with historic rehabilitation and New Markets tax credit technical assistance.

Historic preservation technical assistance could be in the form of raising awareness of and participation in these and other similar financing tools; involving several property owners in aggregating their properties to make tax credit financing more efficient; identifying potential local tax credit investors; and, providing pro bono rehabilitation financing assistance.

Objective 9. Expand the areas of protected open space.

LM 9.1 Adopt an open space dedication requirement for major subdivisions and planned unit developments (PUDs).

LM 9.2 Identify opportunities to acquire additional park space or establish green corridors to expand and connect open space network.

LM 9.3 Allow vacant platted lots to be used for community gardens.

Objective 10. Promote orderly and well-managed regional growth patterns.

LM 10.1 Conduct semi-annual meetings with the County, MMMPO and neighboring municipalities on regional land use and transportation issues.

LM 10.2 Prepare educational material on development best practices and benefits of zoning.

LM 10.3 Petition the County Commission and Assessor's Office to develop and maintain a detailed inventory of parcel data with existing land uses for the entire County using Geographic Information Systems (GIS) technology.

LM 10.4 Develop an annexation policy based on compatibility with the Comprehensive Plan.

LM 10.5 Evaluate mutual benefits and legislative constraints of shared and/or consolidated services with neighboring municipalities, annexation, urban growth boundaries, and metro governance.

LM 10.6 Evaluate MUB's policies and obligations of sanitary sewer and water service expansion.

LM 10.7 Establish strong incentives that promote growth within Morgantown over growth in unincorporated areas through sewer, water and stormwater services, municipal revenue formulas, and service and user fees. Emphasis should be on working toward equalizing revenue formulas across jurisdictional boundaries (such as taxation and fee structures).

LM 10.8 Meet quarterly with WVU Administration and Facilities Planning Officials to evaluate off-campus impacts of University development plans, and likely changes in University policies that impact the City's Comprehensive Plan and tax base.