



6.0 Downtown Strategies

Downtown Strategic Plan

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The Strategic Plan update for downtown Morgantown incorporates the themes pulled from public involvement and work sessions into nine strategic components with accompanying strategies in order to work towards achieving the vision for downtown Morgantown. Each component is not necessarily dependent on the other for completion but, if done in collaboration, will strengthen and support the overall success of the broader Strategic Plan update.

The nine strategies of this Plan are:

- **Downtown Framework Plan:** Shape the built environment in order to promote quality of place.
- **Cognitive Experience:** Enhance the downtown experience by cultivating its creative, cultural, and historic character.
- **Urban Design:** Create an urban design framework to extend downtown's sense of place, community, and status as a destination and shopping hub.
- **Transportation:** Expand diverse and convenient choices for downtown access and mobility.
- **Marketing and Promotion:** Nurture a sustainable and resilient downtown economy through active management of the downtown and its businesses.
- **Housing and Redevelopment:** Redevelop vacant and underperforming properties throughout the downtown and promote a variety of mixed-use housing in order to diversify the demographics of downtown residents.
- **Policy:** Strengthen the City's role in collaboratively pursuing desired community, economic, and business development and infrastructure improvement investments.
- **Safety:** Enhance downtown safety by providing increased police presence and improved lighting and related facilities to make the downtown more accessible and attractive to a broader demographic in the evenings.
- **Economic Development:** Strengthen downtown's economic performance and diversify its economic uses.



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6.1 Downtown Framework Plan

Goal: Shape the built environment in order to promote quality of place.

Objectives:

- Downtown’s traditional core already reflects the new paradigm for American downtowns: walkable gridded streets, public gathering places, mixed-uses, and mixed demographics. These qualities should be extended throughout the study area to promote a strong sense of community and attract new residents, merchants, entrepreneurs, and investors.
- Enhance zoning, design guidelines, and similar urban planning tools to shape buildings in ways that increase – and balance – civic and private value.
- Policy and regulatory implementation must enrich Downtown’s character, attract new investment, and carefully blend past preservation and new development.
- Encourage variety in heights, massing, and character to respect context, animate the skyline, preserve valued views, and offer development options.
- Establish form-based design criteria that respond to the unique issues and opportunities of the various districts located throughout downtown.

Actions:

- 6.1.1 Implement “Character Areas” Design Guidelines by adding them as a zoning overlay for each character area. The consultant team has identified and delineated ten character study areas to focus future street, property, public space, and business development in downtown Morgantown. These “Character Areas”, illustrated in Figure 5 and discussed at more length under Section 6.3 Urban Design, are essentially districts or nodes that the team recommends strengthening through both physical improvements and business development.
- 6.1.2 Create a Master Plan for the Riverfront and Wharf Districts. Historically, Deckers Creek and the Monongahela River were used for transportation, industry, and other water-related businesses. Most of the former industries located along these waterbodies have become functionally and economically obsolete and many have closed their buildings, warehouses, and plants, leaving behind underutilized buildings and land. Although significant revitalization has been initiated through the development of three major office buildings, a hotel and conference center, an events center, some housing, and various restaurants, there is currently no master plan in place for this area. Recent developments, although significantly contributing to the rebirth of the waterfront, are creating disjointed pockets of mass and density. It is imperative that an overall Master Plan be created for this area in order to build a much stronger link between it and the central business district.



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The Master Plan needs to address what types, density, and scale of housing and development are appropriate for these visually and environmentally sensitive areas along the Monongahela River.

The Master Plan must address the vehicular and pedestrian circulation throughout this area in order to ensure that downtown inhabitants and surrounding neighborhoods can all access this area safely and easily.

6.2 Cognitive Experience

Goal: Enhance the downtown experience by cultivating its creative, cultural, and historic character.

Objectives:

- The City and its partners must marshal new resources and coordinate actions to support and empower the downtown’s core amenities – small businesses, culture and arts, and preservation.
- Focus on two defining elements: a lively and creative cultural arts scene, and the historic fabric of downtown and its buildings that provide the backdrop for shopping, working, dining, living and recreation throughout the downtown.

Actions:

- 6.2.1 Create a property and business development subsidiary of Main Street Morgantown to play a catalytic development role in expanding the City’s capacity to proactively guide and stimulate development.
- 6.2.2 Update downtown Morgantown’s National Register of Historic Places historic district listing, ensuring that all contributing properties are included and therefore eligible for historic rehabilitation tax credits and other applicable incentives.
- 6.2.3 Integrate regional historic preservation expertise more fully into downtown decision-making, particularly with regard to property design development and site interpretation.
- 6.2.4 Develop some ‘experiential’ retail offerings along the middle and lower stretches of High Street, such as restaurants offering live entertainment (targeting adults, not university students) and businesses that manufacture, modify or repair products on site and can do so visibly from their storefront windows, creating a theatre-like sidewalk experience that invites people to watch - e.g., a musical instrument manufacturer, furniture maker, upholsterer, certain types of arts and crafts, embroidery/silk screening, etc.
- 6.2.5 Similarly, develop one or two new entertainment-focused retail venues in the downtown. Site these in locations that offer broader community access and use by multiple age groups - at the base of Spruce Street, for example - but in locations still accessible to the University community. Among the business types to consider:
 - A contemporary bowling alley with upscale food offerings, like Lucky Strike (www.bowlluckystrike.com) or Splitsville (www.splitsvillelanes.com)
 - A combined restaurant, entertainment venue, and retail store, like Busboys + Poets (www.busboysandpoets.com)



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- 6.2.6 Aggressively promote and book events and programming at the Morgantown Events Center and the Metropolitan Theater that cater to broad entertainment interests and audiences.
- 6.2.7 Create affordable venues for artisans to live and work in the “Deckers Creek Character Area” by providing incentives for development of live/work space.
- 6.2.8 Create a closer working relationship with West Virginia University’s Student Affairs Department, involving students more directly in shaping and participating in festivals, markets, and celebrations.

6.3 Urban Design

Goal: Create an urban design framework to extend downtown’s sense of place, community, and status as a destination and shopping hub.

Objectives:

- Establish ten “Character Areas” that will provide focus for developing urban design standards, promoting a strong sense of community, and attracting new residents, merchants, entrepreneurs and investors.
- These “Character Areas” will also shape the existing and emerging neighborhoods into a whole district that focuses on identity, land use, scale, access, views, and parks.
- The “Character Areas”, described in more detail below, include the following:
 - C1- Waterfront
 - C2- University Avenue
 - C3- Chestnut Street
 - C4- Forest Avenue
 - C5- Pleasant Street
 - C6- Foundry Street
 - C7- South High Street
 - C8- Cobun Avenue
 - C9- Deckers Creek
 - C10- Downtown Core



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6.3.1 The zoning classification for the entire downtown study area is B-4, General Business District. Due to the various types of elevations and topographical changes, land uses, and the gambit of styles of architecture located throughout the downtown, the current planning regulations are not able to encompass and clarify all of the various “Character Areas” that have been identified. Figure 11 below shows the master plan of the ten suggested specific “Character Areas”, each potentially benefiting from the establishment of distinct zoning overlays. These “Character Areas” will provide guidance on developing certain subsections of the downtown in order to diversify and expand its economy, provide a broader range of recreational and cultural opportunities, and improve its physical appearance and functionality.

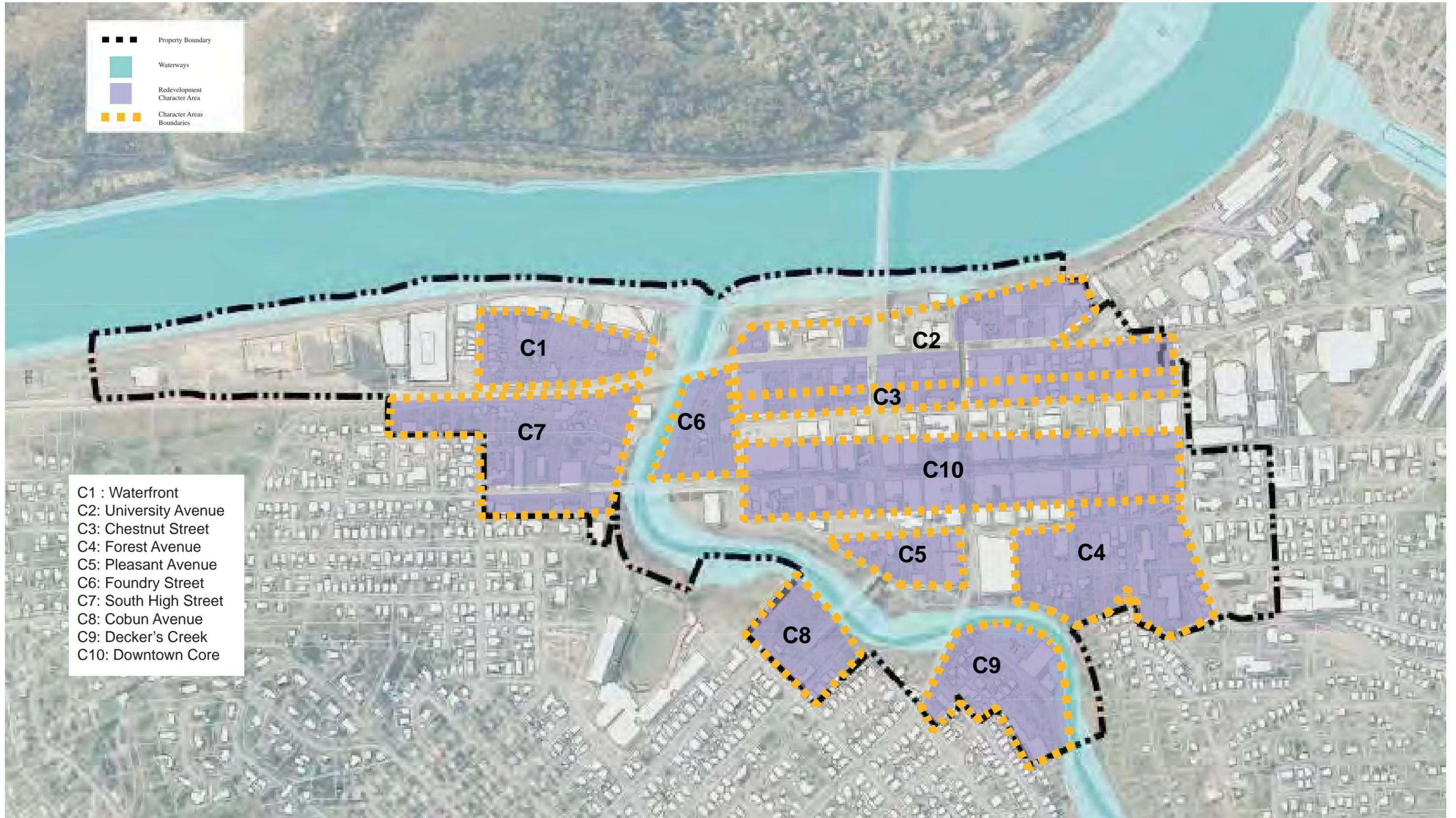
Each of the “Character Areas” has a set of “design guideline considerations” that should be used by the City to create more detailed “form-based” regulatory standards to be adhered to by developers in the downtown district. The design guideline considerations are separated into the following categories:

- Building height
- Setbacks
- Parking and access
- Building placement
- Materials
- Architectural style

The respective design guideline considerations are described below under each “Character Area” section.



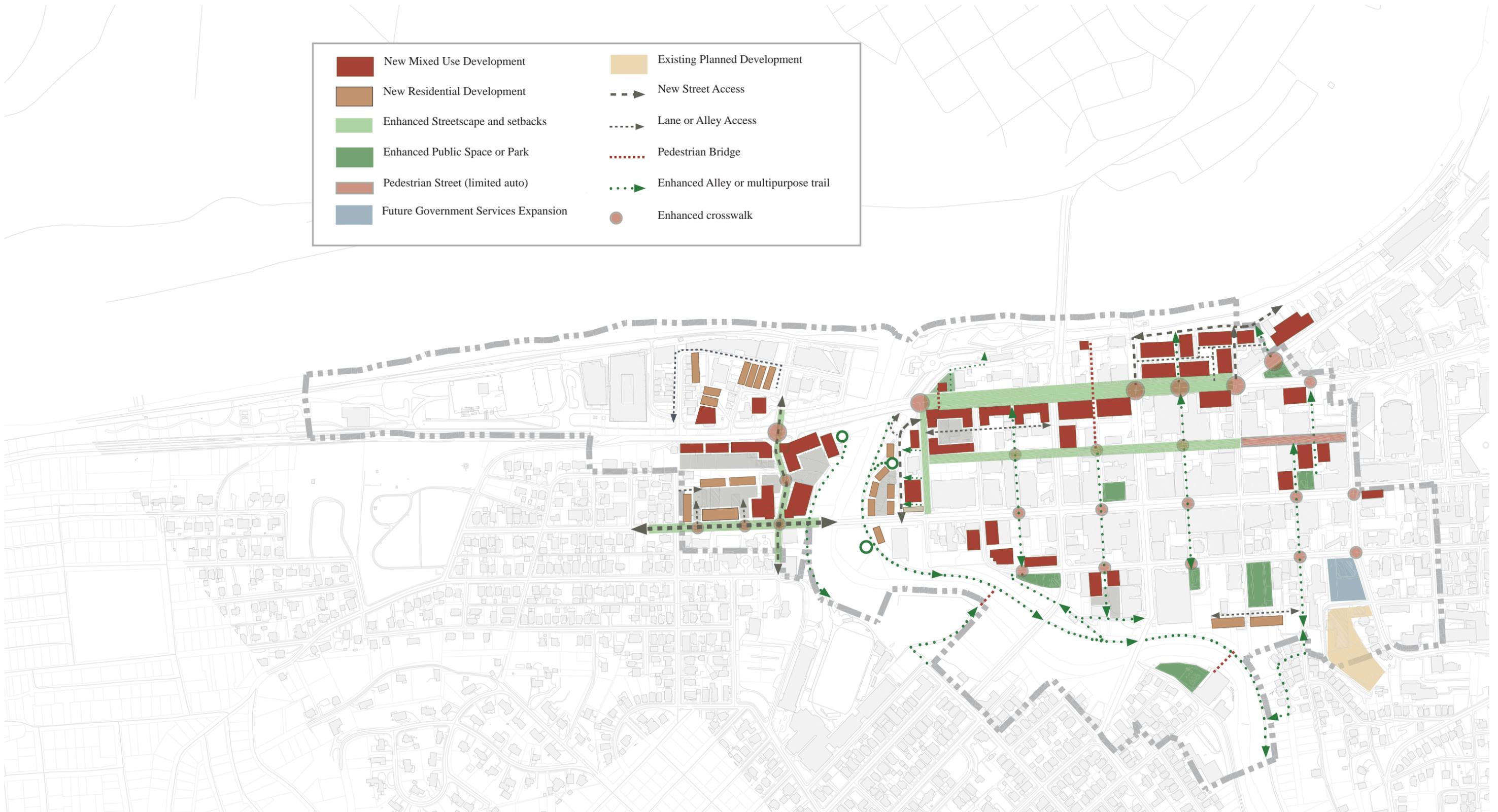
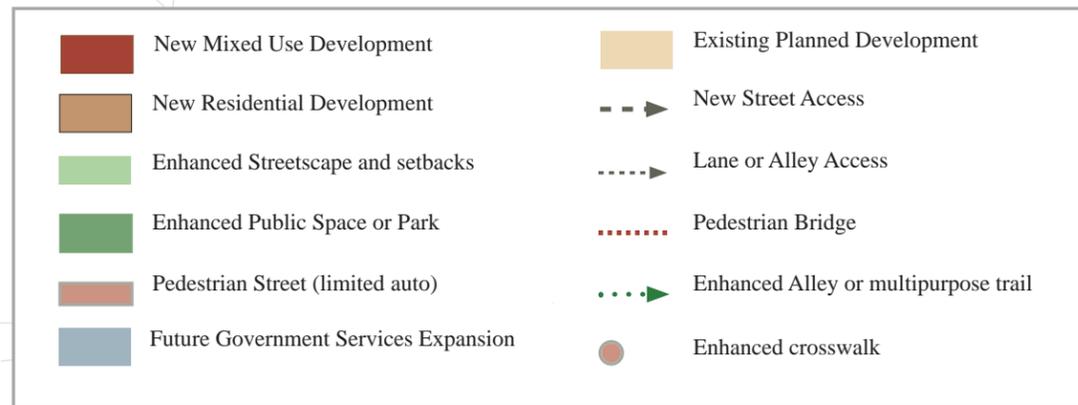
4.0 Analysis : Existing Conditions



Title: Character Areas

Figure 12: This diagram illustrates the ten character area boundaries within the downtown district.

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Title: Strategic Plan Recommendations

Figure 13: Character area diagram illustrating the strategic plan recommendations for the entire downtown district.

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6.3.1.1 Character Area 1 - Waterfront

<p>STRENGTHS</p> <ul style="list-style-type: none"> • Attractive and new mixed-use development is already occurring on site. • Visibility from University Avenue. • Direct access to the Monongahela River along the Caperton Trail and the Deckers Creek Trail. • Large area of flat topography with river view and access. • Gateway site to Morgantown along the west end of University Avenue. • Existing gathering spaces and amenities. • Large existing structured parking. 	<p>CHALLENGES</p> <ul style="list-style-type: none"> • Parcel ownership not consolidated and development not proceeding based on overall master plan. • Limited pedestrian connection to downtown and West Virginia University. • River use is not fully leveraged. • The vast variety of uses, scales, and architecture is confusing.
<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> • Promote more mixed-use development, including residential, to maximize development of site. • Enhance University Avenue streetscape to provide gateway into downtown. • Increase curb cuts / access points to slow cars down and make area more accessible. • Link with new development opportunities across University Avenue in the “South High Street Character Area”. • Detailed traffic and urban design study of University Avenue to balance urban design quality, pedestrians, cars, and the gateway experience into the City. • Incentives to enable consolidation of parcels and consistency in development theme and pattern. • Detailed master plan, detailed design standards, guidelines and patterns. • Adopt / enforce Main Street Morgantown Urban Design Guidelines and Design Guidelines for Public Projects. 	



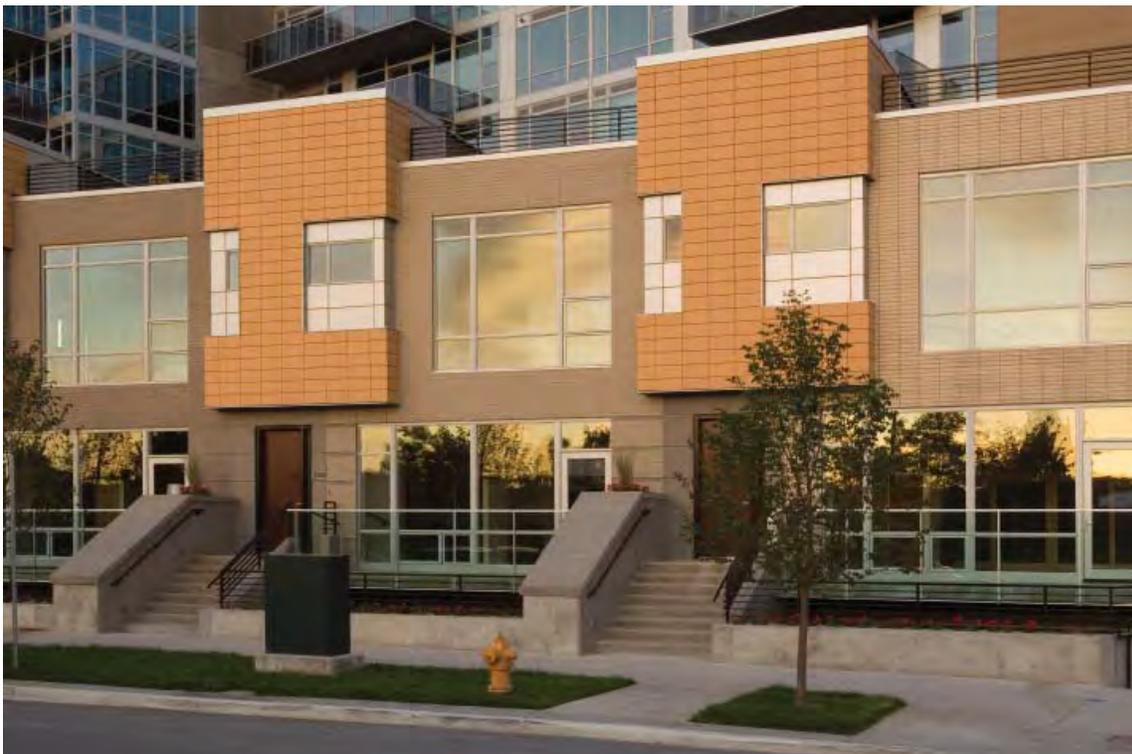
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VISION / DEVELOPMENT THEME

A dynamic mixed-use riverfront village with lodging, hospitality, residences, and office uses that take advantage of its location along the River and promotes a gateway experience into the downtown central business district.

ACTIONS

- 6.3.1.1a Complete a detailed traffic and urban design study of University Avenue to balance urban design quality, pedestrians, cars and the gateway experience into the City.
- 6.3.1.1b Develop incentives that will enable the consolidation of parcels and provide consistency in development theme and pattern.
- 6.3.1.1c Create a detailed master plan, detailed design standards, guidelines and patterns.
- 6.3.1.1d Adopt and enforce Main Street Morgantown Urban Design Guidelines and Design Guidelines for Public Projects.



Inspirational imagery of well constructed multi-family housing units



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DESIGN GUIDELINE CONSIDERATIONS

General Intent

A dense pedestrian friendly mixed-use village with buildings organized on an urban street pattern and along open space connections that access the River. Requires buildings that are consistent in character, scale, mass and materials as new buildings developed recently on site.

Planning Requirements

- Reinforce “urban street network” with buildings fronting on nicely designed, pedestrian friendly streets.
- Create north-south pedestrian and bicycle access points from the downtown to the River at regular intervals – ideally at street ends.
- Create balance and harmony in the vertical and horizontal massing of buildings.
- Create a consistent architectural style and palette of materials.
- Expand project reach and influence to the south end of University Avenue.
- Areas characterized as “New Mixed-Use Development” in Figure 14 will offer retail/commercial on the ground floor and either office or residential on the upper floors.

Building Height

Maximum height as described in the B-4 Zoning District (120’). New buildings should be a minimum of three (3) stories or 36’ to encourage a mix of uses, density, and to compliment the scale of newer buildings recently developed in the “Waterfront Character Area”.

Setbacks

As described in the B-4 Zoning District.

Parking and Access

As described in the B-4 Zoning District with the addition of the City offering an option for reduced required parking amounts for downtown residential unit developers as described under Transportation Section 6.4.2.

Building Placement

- Buildings should be oriented toward streets and open spaces along an established “build to line” so that an urban edge is created with the buildings.
- Buildings should exhibit continuity in the design of their facades.
- Buildings that front streets and open spaces should have a well designed and scaled first floor with human scaled elements, doors, windows, awnings, and stoops.
- Buildings should consider pedestrian scaled rhythms along the street and open space network and provide architectural breaks or interest every 30 - 50 feet of horizontal distance.



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DESIGN GUIDELINE CONSIDERATIONS CONTINUED

Materials

Materials should conform to existing B-4 standards and be consistent with the materials chosen for the existing historic buildings within the “Waterfront Character Area”. Materials, methods, treatment, and type for private projects should adhere to the Design Guidelines found under Section N of the Main Street Morgantown Urban Design document. Materials, methods, treatments, and types for public projects should adhere to Main Street Morgantown’s Design Guidelines for Public Projects found in Sections II to V. Select materials and finishes for proposed new buildings that are compatible with historic materials and finishes found in the surrounding buildings that contribute to the special character of the historic district in terms of composition, scale, module, pattern, detail, texture, finish, color, and sheen.

Colors Palette

Warm and earth-toned colors will be encouraged predominantly. Brighter colors will be allowed but in limited accent areas.

Architectural Style

Encourage an architectural reference for the “Waterfront Character Area” that draws inspiration from historic and industrial era brick buildings as described within the Main Street Morgantown Urban and Public Projects Design Guidelines. Existing building renovations, rehabilitations, and adaptive reuses should follow the Main Street Morgantown Urban and Public Projects Design Guidelines.



Inspirational imagery of well constructed multi-family housing units fronting a pedestrian friendly street.



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Location Map

Figure 14: Character area diagram of Waterfront

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6.3.1.2 Character Area 2 - University Avenue

<p>STRENGTHS</p> <ul style="list-style-type: none">• Adjacent to the Monongahela River and its parks and amenities, West Virginia University, and the PRT.• Access to the River, Caperton Trail and Deckers Creek Trail.• On primary transportation routes into and out of downtown.• “Step down” in topography from downtown allows for taller buildings and for “tuck under” parking structures.• Urban street grid of downtown links across University Avenue in several locations.• Public transportation access and current investment in the Riverfront Park.• Some good redevelopment in repurposed buildings is currently occurring.	<p>CHALLENGES</p> <ul style="list-style-type: none">• University Avenue is not pedestrian friendly because of the high volume and high speed of traffic moving through intersections.• Urban street grid interrupted in some areas by new development.• Existing uses are primarily single-use facilities and do not provide for a mixed-use line corridor.• No unification in the facade of existing buildings along University Avenue.
<p>OPPORTUNITIES</p> <ul style="list-style-type: none">• Promote vibrant mixed-use development to create gateway to the downtown and to the River.• Create overhead and on-grade pedestrian connections across University Avenue.• Utilize topography to create structured parking below and uses above.• Create “eyes on the park” by promoting residential uses within the corridor.• Promote the redevelopment of large single-use, single-story lots into mixed-use structures.	



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VISION / DEVELOPMENT THEME

An attractive pedestrian friendly mixed-use corridor on both sides of University Avenue that balances pedestrian and automobile concerns, promotes a proper gateway image to the city, and includes a variety of uses including lodging, hospitality, institutional uses, green manufacturing, residences and office uses that take advantage of its location along the river, its adjacency to the PRT and its proximity to Western Virginia University.

ACTIONS

- 6.3.1.2a Conduct a detailed traffic and urban design study of University Avenue to balance urban design quality, pedestrians, and cars.
- 6.3.1.2b Develop incentives to enable consolidation of parcels and consistency in development theme and pattern.
- 6.3.1.2c Adopt and enforce Main Street Morgantown Urban Design Guidelines and Design Guidelines for Public Projects.
- 6.3.1.2d Create specific design guidelines for the “University Avenue Character Area”.



Inspirational imagery depicting well-crafted waterfront multi-family housing.

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DESIGN GUIDELINE CONSIDERATIONS

General Intent / Goals

Dense pedestrian friendly mixed-use village with mixed-use buildings organized along University Avenue, existing streets and alleys and along the river.

Planning Requirements

- Reinforce the urban quality by increasing the mass, density, and mixed-use buildings that front on well-designed pedestrian streets.
- Create a north-south pedestrian and bicycle accesses to the River at regular intervals at the ends of the alleys that extend to downtown.
- Create balance and harmony in the vertical and horizontal massing of buildings.
- Create a consistent architectural style and palette of materials.
- Areas characterized as “New Mixed-Use Development” in Figure 15 will offer retail/commercial on the ground floor and either office or residential on the upper floors.

Building Height

Maximum height as described in the B-4 Zoning District (120'). All new buildings should be a minimum of three (3) stories or 36' in height to promote a mix of uses and a continuous urban edge.

Setbacks

- Buildings should front onto University Avenue along a consistent “build to line” that allows for the expansion of the sidewalk to a twelve-foot minimum width on both sides of the University Avenue.
- Encourage buildings to be placed close to each other as allowed by building and fire codes.

Parking and Access

- As described in the B-4 Zoning District, with the addition of the City offering an option for reduced required parking amounts for downtown residential developers as described under Transportation Section 6.4.2.
- Access to parcels of land should be from extensions of the urban street and alley grid and not directly from University Avenue.

Building Placement

- Buildings should be oriented along streets and open spaces along an established “build to line” so that an urban edge is created with the buildings.
- Buildings should exhibit continuity in the design of their facades.
- Buildings that front streets and open spaces should have a well-designed and scaled first floor with human scaled elements, doors, windows, awnings, and stoops.
- Buildings should consider pedestrian scaled rhythms along the street and open space networks and provide architectural breaks or interest every 30 - 50 feet of horizontal distance.



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Materials

Materials should conform to existing B-4 standards and be consistent with the materials chosen for the existing historic buildings within the “University Avenue Character Area”. Materials, methods, treatment, and type for private projects should adhere to the Design Guidelines found under Section N of the Main Street Morgantown Urban Design Document. Materials, methods, treatments, and types for public projects should adhere to Main Street Morgantown’s Design Guidelines for Public Projects found in Sections II to V. Select materials and finishes for proposed new buildings that are compatible with historic materials and finishes found in the surrounding buildings that contribute to the special character of the historic district in terms of composition, scale, module, pattern, detail, texture, finish, color, and sheen.

Colors Palette

Warm and earth-toned colors will be encouraged predominantly. Brighter colors will be allowed but in limited accent areas.

Architectural Style

Encourage an architectural reference for the “University Avenue Character Area” that draws inspiration from historic and industrial era brick buildings as described within the Main Street Morgantown Urban and Public Projects Design Guidelines. Existing building renovations, rehabilitations, and adaptive re-uses should follow the Main Street Morgantown Urban and Public Projects Design Guidelines.



Inspirational imagery depicting pedestrian bridge over busy vehicular thoroughfare.

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Location Map

Figure 15: Character area diagram for University Avenue

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6.3.1.3 Character Area 3 - Chestnut Street

<p>STRENGTHS</p> <ul style="list-style-type: none">• Adjacent to both University Avenue and High Street.• Small, intimate street cross-section.• Student entertainment uses.• Plentiful surface parking lots.• Historic architecture.	<p>CHALLENGES</p> <ul style="list-style-type: none">• Appears as an alley, it is not clear where and what is a front door or a back door.• Some buildings have no openings or windows along the street facade making for an unfriendly pedestrian experience.• No unified facade line along street.• Narrow unarticulated sidewalk with minimal streetscaping and lighting.
<p>OPPORTUNITIES</p> <ul style="list-style-type: none">• Make street more pedestrian friendly with less emphasis on automobile.• Student oriented entertainment district.• Small industries and office.• Infill new mixed-use buildings with retail below and office and student housing above.• Enhance streetscapes; provide landscape treatments.• Public gathering spaces in one or more of the parking lots.	

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VISION / DEVELOPMENT THEME

A lively student and young professional-oriented entertainment district with young professional and student housing, entertainment, restaurants, shops and enhanced streetscape that takes advantage of its position near Western Virginia University.

ACTIONS

- 6.3.1.3a Enhance the streetscape through landscaping, signage, awnings, art, and lighting.
- 6.3.1.3b Develop incentives to enable consolidation of parcels and consistency in development theme and pattern.
- 6.3.1.3c Encourage the adaptive use of historic buildings.
- 6.3.1.3d Facilitate programmed events, signage, banners, street festivals, etc.
- 6.3.1.3e Promote new student-oriented entertainment uses.
- 6.3.1.3f Adopt and enforce Main Street Morgantown Urban Design Guidelines and Design Guidelines for Public Projects.
- 6.3.1.3g Consider specific design guidelines for the “Chestnut Street Character Area”.

DESIGN GUIDELINES CONSIDERATIONS

General Intent / Goals

- Maximize pedestrian quality and ambiance by promoting new mixed-use infill development that has primarily retail and commercial use at the ground floor.
- Buildings should be compatible with the existing historic fabric of downtown as per Main Street’s Downtown District Design Guidelines.

Planning Requirements

- Reinforce the urban quality by increasing the mass, density, and mixed-use quality buildings that front on well designed pedestrian streets.
- Create public gathering spaces within existing parking lots and utilize surplus parking, if available, for new development purposes.
- Create balance and harmony in the vertical and horizontal massing of buildings.
- Create a consistent architectural style and palette of materials.
- Areas characterized as “New Mixed-Use Development” in Figure 16 will offer retail/commercial on the ground floor and either office or residential on the upper floors.

Building Height

All new buildings should be a maximum height of six (6) stories or 66’ and a minimum of three (3) stories or 36’ in height to promote a mix of uses and a continuous urban edge.



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Setbacks

As described in B-4 Zoning District.

Parking and Access

As described in the B-4 Zoning District with the addition of the City offering an option for reduced required parking amounts for downtown residential developers as described under Transportation Section 6.4.2.

Building Placement

- Buildings should be oriented along streets and open spaces along an established “build to line” so that an urban edge is created with the buildings.
- Building refurbishment and future development should exhibit continuity in the design of their facades.
- Buildings that front streets and open spaces shall have a well designed and scaled first floor with human scaled elements, doors, windows, awnings, and stoops. Buildings should consider pedestrian scaled rhythms along the street and open space network and provide architectural breaks or interest every approximately 30 - 50 feet of horizontal distance.

Materials

Materials should conform to existing B-4 standards and be consistent with the materials chosen for the existing historic buildings within the “Chestnut Street Character Area”. Materials, methods, treatment, and type for private projects should adhere to the Design Guidelines found under Section N of the Main Street Morgantown Urban Design Document. Materials, methods, treatments, and types for public projects should adhere to Main Street Morgantown’s Design Guidelines for Public Projects found in Sections II to V. Select materials and finishes for proposed new buildings that are compatible with historic materials and finishes found in the surrounding buildings that contribute to the special character of the historic district in terms of composition, scale, module, pattern, detail, texture, finish, color, and sheen.

Colors Palette

Warm and earth-toned colors will be encouraged predominantly. Brighter colors will be allowed but in limited accent areas.

Architectural Style

Encourage an architectural reference for the “Chestnut Street Character Area” that draws inspiration from the many historic buildings that are part of the downtown core as described within the Main Street Morgantown Urban and Public Projects Design Guidelines. Existing building renovations, rehabilitations, and adaptive reuses should follow the Main Street Morgantown Urban and Public Projects Design Guidelines.





Inspirational imagery from Denver, Colorado (top) and Asheville, North Carolina (bottom) depicting historic buildings with outdoor dining areas fronting on public sidewalks.



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Figure 16: Character area diagram for Chestnut Street

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6.3.1.4 Character Area C4 – Forest Avenue

<p>STRENGTHS</p> <ul style="list-style-type: none"> • Farmer’s Market. • Immediately adjacent to WVU campus. • Proximity to High Street retail. • Gateway and downtown access point both to and from Woodburn residential neighborhood. • Various historic architecture, churches, and homes provide scale and interest. • Access to Whitmore Park and trails with access to downtown and Sabraton. • Plans are currently underway for the redevelopment of the old Central School site. 	<p>CHALLENGES</p> <ul style="list-style-type: none"> • Some areas of steep topography. • Poorly designed, planned and managed student housing. • Minimal lighting and sidewalks are in disrepair. • Underutilized existing properties and original street grid has been disrupted in some places. • Insufficient supply of off-street parking.
<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> • New mixed-use student housing village with live-work units for young professionals. • Additional mixed-use infill at the north end of Spruce Street. • Entertainment or cultural facilities. • Direct access to Deckers Creek and Deckers Creek Trail. • A cohesive sense of place in this area through urban design streetscapes, signage, lighting, art and landscaping. • Enhance the setting for the Farmer’s Market. • Promote the redevelopment of derelict student housing into new attractive student housing near campus. 	

VISION / DEVELOPMENT THEME

A neighborhood with mixed-use live-work opportunities interspersed throughout, that is directly adjacent to downtown and the Farmer’s Market. This area will also incorporate townhouses along Deckers Creek and some high quality student/young professional housing sprinkled throughout the area.

ACTIONS

- 6.3.1.4a Create a more permanent structure for the Farmer’s Market while still retaining the site’s principal parking use (i.e. covered parking stalls); study the feasibility of allowing evening parking for performances at the Metropolitan Theatre.



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- 6.3.1.4b Offer incentives to enable consolidation of parcels and consistency in development theme and pattern. These lot consolidation incentives options are;
- Offer an increased floor area ratio (FAR) bonus to properties requesting lot consolidation. The bonus incentives would apply to the gross square footage of a single parcel following consolidation.
 - Offer residential density bonus incentives. The density bonus incentives would apply to the gross square footage of a single parcel following consolidation.
 - At the discretion of the city, fee assistance and other financial incentives could be made available to encourage lot consolidation activities, subject to available resources. Financial incentives may include, but not limited to:
 - i. Permit fee assistance (waivers, reduced fees, etc.)
 - ii. Reductions in approval procedure timeline.
 - iii. Others as deemed appropriate by the Planning Commission
- 6.3.1.4c Create more green space around new residential development in order to manage and clean stormwater before it enters Deckers Creek and travels into the Monongahela River.
- 6.3.1.4d Expand the government service needs of Morgantown into this area, which is adjacent to the existing government core.
- 6.3.1.4e Adopt and enforce Main Street Morgantown Urban Design Guidelines and Design Guidelines for Public Projects.
- 6.3.1.4f Create specific design guidelines for the “Forest Avenue Character Area”.

DESIGN GUIDELINES CONSIDERATIONS:

General Intent / Goals

Dense pedestrian friendly village with buildings that are organized on an urban street pattern and along open space connections to Deckers Creek.

Planning Requirements

- Reinforce the urban quality by increasing the mass, density, and mixed-use quality buildings that front on well designed pedestrian streets.
- Maximize residential opportunities to take advantage of the location near WVU campus.
- Create north-south pedestrian and bicycle access to the River at regular intervals at the ends of the alleys that extend to downtown.
- Create balance and harmony in the vertical and horizontal massing of buildings.
- Create a consistent architectural style and palette of materials.
- Areas characterized as “New Mixed-Use Development” in Figure 17 will offer retail/commercial on the ground floor and either office or residential on the upper floors.

Building Height

New buildings shall be a maximum height of four (4) stories or 50’ or a minimum of three (3) stories or 30’ in height to promote a mix of uses and a continuous urban edge.



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Setbacks

As described in B-4 zoning district.

Parking and Access

As described in the B-4 standards with the addition of the City offering an option for reduced required parking amounts for downtown residential developers as described under Transportation Section 6.4.2.

Building Placement

- Buildings should be oriented toward streets and open spaces along an established “build to line” so that an urban edge is created with the buildings.
- Buildings should exhibit continuity in the design of their facades.
- Buildings that front streets and open spaces should have a well designed and scaled first floor with human scaled elements, doors, windows, awnings, and stoops.
- Buildings should consider pedestrian scaled rhythms along the street and open space network and provide architectural breaks or interest every 30 - 50 feet of horizontal distance.



Inspirational imagery for Action 6.3.1.4c taken from Bloomington, Indiana depicting a pocket park located between two condominium buildings.



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Materials

Materials should conform to existing B-4 standards and be consistent with the materials chosen for the existing historic buildings within the “Forest Avenue Character Area”. Materials, methods, treatment, and type for private projects should adhere to the Design Guidelines found under Section N of the Main Street Morgantown Urban Design Document. Materials, methods, treatments, and types for public projects should adhere to Main Street Morgantown’s Design Guidelines for Public Projects found in Sections II to V. Select materials and finishes for proposed new buildings that are compatible with historic materials and finishes found in the surrounding buildings that contribute to the special character of the historic district in terms of composition, scale, module, pattern, detail, texture, finish, color, and sheen.

Colors Palette

Warm and earth-toned colors will be encouraged predominantly. Brighter colors will be allowed but in limited accent areas.

Architectural Style

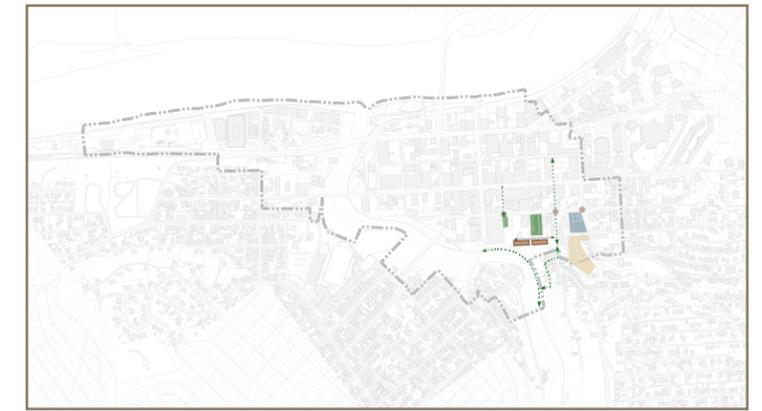
Encourage an architectural reference for the “Forest Avenue Character Area” that draws inspiration from the many historic buildings that are part of the downtown core as described within the Main Street Morgantown Urban and Public Projects Design Guidelines. Existing building renovations, rehabilitations, and adaptive reuses will follow the Main Street Morgantown Urban and Public Projects Design Guidelines.



Inspirational imagery for Action 6.3.1.4a taken from Bloomington, Indiana depicting a Farmer’s Market space that also serves as a parking lot during the weekdays. They have built a set of permanent overhead structures that serve as shading devices for the various users of this space throughout the week.



6.0 Downtown Strategies



Location Map

Figure 17: Character area diagram for Forest Avenue

6.0 Downtown Strategies

6.3.1.5 Character Area C5 – Pleasant Street

<p>STRENGTHS</p> <ul style="list-style-type: none"> • Historic architecture. • Pleasant Street Bridge creates a nice gateway. • Adjacent to cultural facilities. • Gateway to the historic South Park neighborhood. • Close to Morgantown High School. • Adjacent to Deckers Creek and Trail. 	<p>CHALLENGES</p> <ul style="list-style-type: none"> • Vacant sites without buildings. • Several buildings have not been maintained well and detract from the quality of the area. • Topography makes it difficult to access Deckers Creek.
<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> • Infill with new attractive buildings. • Enhance streetscape. • Establish new restaurants to take advantage of location near cultural facilities and neighborhoods. • Redevelopment of underutilized or functionally and economically obsolete buildings along Pleasant Street. 	

VISION / DEVELOPMENT THEME

A mixed-use district that contains offices, parks, has direct access to Deckers Creek, and contains other cultural and entertainment venues.

ACTIONS

6.3.1.5a Adopt and enforce Main Street Morgantown Urban Design Guidelines and Design Guidelines for Public Projects.

6.3.1.5b Create specific design guidelines for the “Pleasant Street Character Area”.

General Intent / Goals

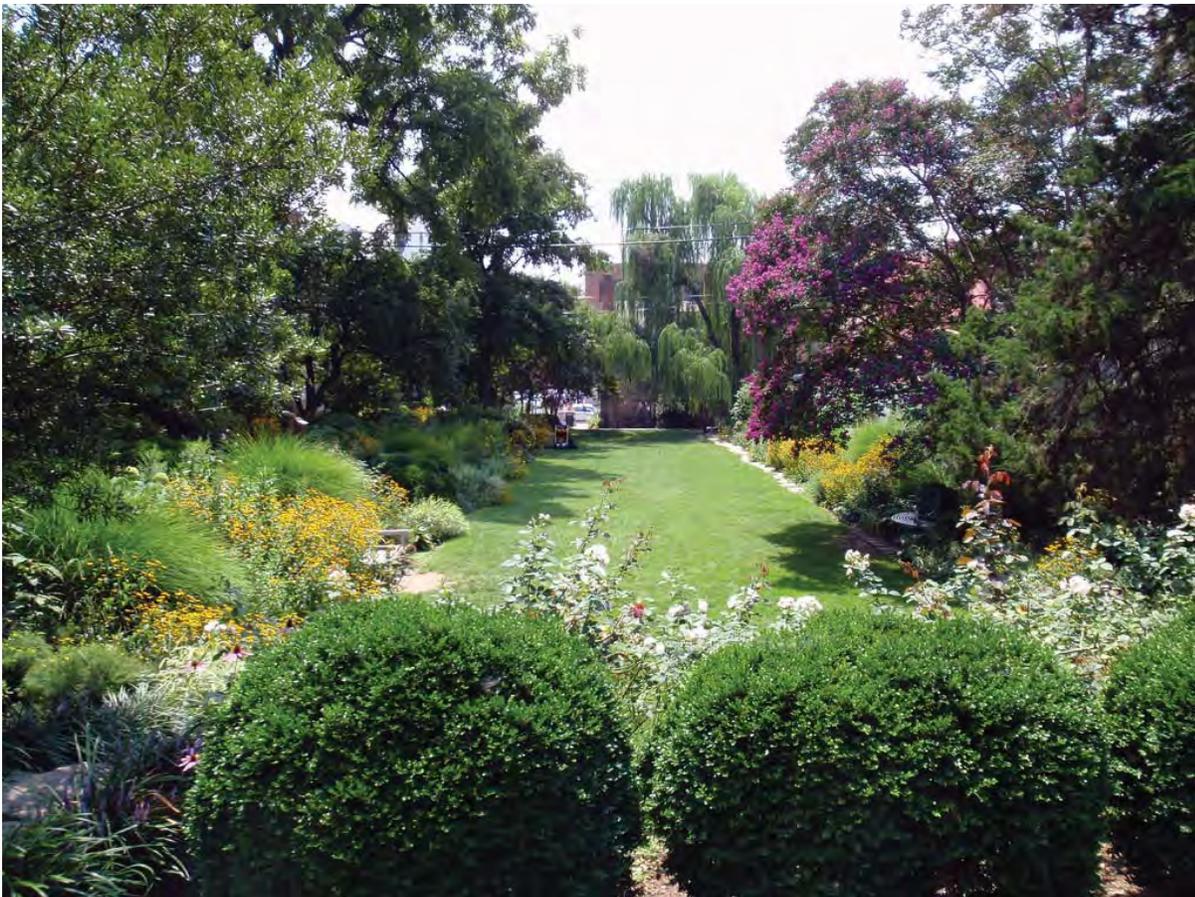
Dense pedestrian friendly mixed-use village with buildings that are organized on an urban street pattern and along open space connections to the Creek and River. Infill buildings should be compatible with the existing historic fabric of downtown as per the Main Street Downtown District Design Guidelines.



6.0 Downtown Strategies

Planning Requirements

- Create a direct trail connection to Deckers Creek and Morgantown High School.
- Enhance the streetscape along Pleasant Street.
- Create balance and harmony in the vertical and horizontal massing of buildings
- Create a consistent architectural style and palette of materials
- Create a small park adjacent to the existing law offices on the western corner of Pleasant and Spruce Street to serve as gateway to Deckers Creek and to provide small public space for this portion of downtown.
- Areas characterized as “New Mixed-Use Development” in Figure 18 will offer retail/commercial on the ground floor and either office or residential on the upper floors.



Inspirational imagery depicting the Old Stone House Garden which has been created as a public park between two historic homes, located in Georgetown in Washington, DC.



6.0 Downtown Strategies

Building Height

New buildings should be a maximum height of four (4) stories or 50' or a minimum of two (2) stories or 32' to promote a mix of uses and a continuous urban edge.

Setbacks

As described in the B-4 Zoning District.

Parking and Access

As described in the B-4 Zoning District with the addition of the City offering an option for reduced required parking amounts for downtown residential developers as described under Transportation Section 6.4.2.

Building Placement

- Buildings should be oriented along streets and open spaces along an established “build to line” so that an urban edge is created with the buildings.
- Building refurbishment and future development should exhibit continuity in the design of their facades.
- Buildings that front streets and open spaces should have a well designed and scaled first floor with human scaled elements, doors, windows, awnings, and stoops.
- Buildings should consider pedestrian scaled rhythms along the street and open space network and provide architectural breaks or interest every 30 - 50 feet of horizontal distance.

Materials

Materials should conform to existing B-4 standards and be consistent with the materials chosen for the existing historic buildings within the “Pleasant Street Character Area”. Materials, methods, treatment, and type for private projects should adhere to the Design Guidelines found under Section N of the Main Street Morgantown Urban Design Document. Materials, methods, treatments, and types for public projects should adhere to Main Street Morgantown’s Design Guidelines for Public Projects found in Sections II to V. Select materials and finishes for proposed new buildings that are compatible with historic materials and finishes found in the surrounding buildings that contribute to the special character of the historic district in terms of composition, scale, module, pattern, detail, texture, finish, color, and sheen.

Colors Palette

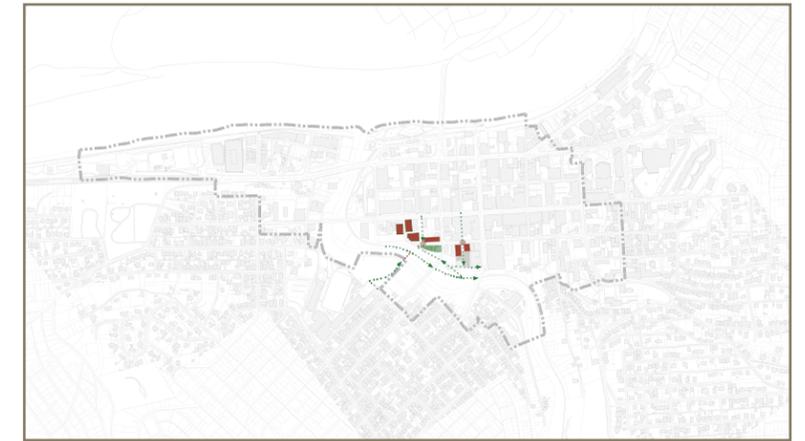
Warm and earth-toned colors will be encouraged predominantly. Brighter colors will be allowed but in limited accent areas.

Architectural Style

Encourage an architectural reference for the “Pleasant Street Character Area” that draws inspiration from the many historic buildings that are part of the area as described within the Main Street Morgantown Urban and Public Projects Design Guidelines. Existing building renovations, rehabilitations, and adaptive reuses should follow the Main Street Morgantown Urban and Public Projects Design Guidelines.



6.0 Downtown Strategies



Location Map

Figure 18: Character area diagram for Pleasant Street

6.0 Downtown Strategies

6.3.1.6 Character Area C6 – Foundry Street

<p>STRENGTHS</p> <ul style="list-style-type: none"> • Proximity to High Street cultural facilities, retail, and historic buildings. • Direct adjacency and potential for direct access from downtown to Deckers Creek and Trail. 	<p>CHALLENGES</p> <ul style="list-style-type: none"> • Derelict residential buildings along Deckers Creek and large portion of site occupied by single-use buildings. • Deckers Creek is overgrown and dirty in this section of the trail. • There are vagrants that hang out in this area, especially along the Trail underneath the University Avenue Bridge and South High Street Bridge. • Large areas covered by existing parking for the funeral home. • Trash, debris, and graffiti do not appear to be managed or enforced. • Poor lighting along Trail.
<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> • Capitalize on proximity to arts and cultural uses and access to Deckers Creek and Caperton Trails. • Promote dense housing units, more retail uses such as restaurants, arts, and cultural uses. • Recreational rental shops for bicycles and canoes, etc. to take advantage of their location along Deckers Creek Trail and adjacency to Caperton Trail. • Create a gateway on the corners of University Avenue and Foundry Street to signify and celebrate the confluence of Deckers Creek Trail and the Caperton Trail. • Enhance the Deckers Creek Trail with a park located along the Trail below the recently renovated commercial strip-building presently called “South High Street Station”. • Enhance the entrance from the Chancery Hill neighborhood by commissioning a mural on the back of the “South High Street Station” building that complements the artistic impact of other murals located within the study area. • Enhance the streetscape along Foundry Street with the addition of trees, banners, art, lighting and signage. 	

