



MORGANTOWN



2033

APPENDIX



107 E 2987

UNITED BANK

APPENDIX CONTENTS

1. PUBLIC MEETING #1

- Presentation
- Display Boards
- Summary of Findings

2. PUBLIC MEETING #2

- Display Boards
- Summary of Findings

3. REGIONAL COMPREHENSIVE PLAN FAIR

- Display Boards

4. COMMUNITY SURVEY

- Summary of Findings

5. STAKEHOLDER INTERVIEWS

- Summary of Findings

6. STEERING COMMITTEE MEETINGS

- Presentation (Meeting #2)
- Presentation (Meeting #3)

7. PLANNING COMMISSION MEETINGS

- Presentation (Meeting #1)
- Presentation (Meeting #2)
- Presentation (Meeting #3)

8. EXISTING MARKET ASSESSMENT

- Summary Document

9. SUPPLEMENTAL MAPPING

- Existing Land Use
- Historic Resources

Click a section title to the left to navigate to each.

1. PUBLIC MEETING #1



MORGANTOWN

2033



Comprehensive Plan Update
Public Meeting #1: March 3rd, 2022



INTRODUCTIONS

CITY OF MORGANTOWN

- **Rickie Yeager:** Director of Development Services

PROJECT CONSULTANT TEAM

- **Rhodeside Harwell:** Project Lead, Community Planning & Design
- **Brick & Story:** Community Engagement
- **Stantec:** Transportation Planning
- **JS Lane Company:** Market Analysis
- **City Explained:** Infrastructure Planning

MEETING AGENDA

- 1** | Project Overview
- 2** | Morgantown Today
- 3** | Next Steps
- 4** | Breakout Session

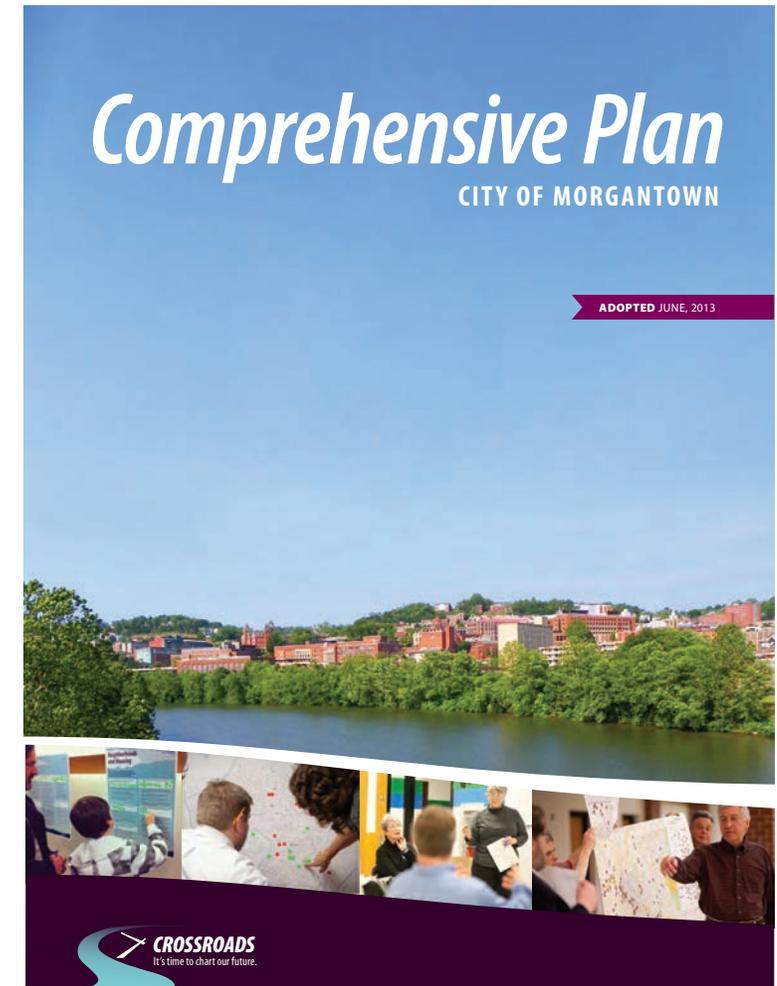


1

Project Overview

What is a Comprehensive Plan?

- A **citywide** plan
- Describes & illustrates **community goals** and **guides decision-making**
- It is the **statement of the city's intentions and policies** regarding land use and development
- 10-20-year **outlook**
- **Required** by the State of West Virginia (Section 8A)
- Must be **updated** no later than every 10 years



*Morgantown's Current Comprehensive Plan
'Crossroads: It's Time to Chart Our Future'
(2013)*

Morgantown's 2013 Comprehensive Plan

**REGIONAL
VISION**



**LAND
MANAGEMENT**



TRANSPORTATION



ENVIRONMENT



**NEIGHBORHOODS
& HOUSING**



**COMMUNITY
FACILITIES &
SERVICES**



**ECONOMIC
DEVELOPMENT**



IMPLEMENTATION



Morgantown's Current Comprehensive Plan Elements

2013 Comprehensive Plan Elements



REGIONAL VISION

Identifies needs, aspirations, and the preferred direction of future **growth** for Monongalia County and communities within it



LAND MANAGEMENT

Guides the physical preservation, development, and redevelopment of Morgantown



TRANSPORTATION

Improves upon a well functioning system of roads and transportation alternatives to walk, bike, and access public transit within the City

2013 Comprehensive Plan Elements



ENVIRONMENT

Includes mitigative and protective measures aimed at maintaining and conserving natural resources



NEIGHBORHOODS & HOUSING

Promotes strong neighborhoods with desirable housing that is accessible and affordable to current and new residents of the City



COMMUNITY FACILITIES & SERVICES

Addresses services such as parks and recreation, safety, utilities, and other services provided directly by the City, regional entities, or through partnerships

2013 Comprehensive Plan Elements



ECONOMIC DEVELOPMENT

Identifies strengths in the regional economy which suggest opportunities for Morgantown's economic development, marketing, and long-term planning and recruitment efforts



IMPLEMENTATION

Provides direction and assists decision-makers with short and long-range choices for improving the quality of life in Morgantown

Comprehensive Plan Update



A planning process to identify:

- 1 Community **values, issues, and assets**
- 2 The City' long and short-range **goals and objectives**
- 3 **Projects and policies** to address current and future community needs
- 4 Strategies that balance **growth and economic** development
- 5 Landuse, transportation and infrastructure recommendations to guide **growth and preservation**

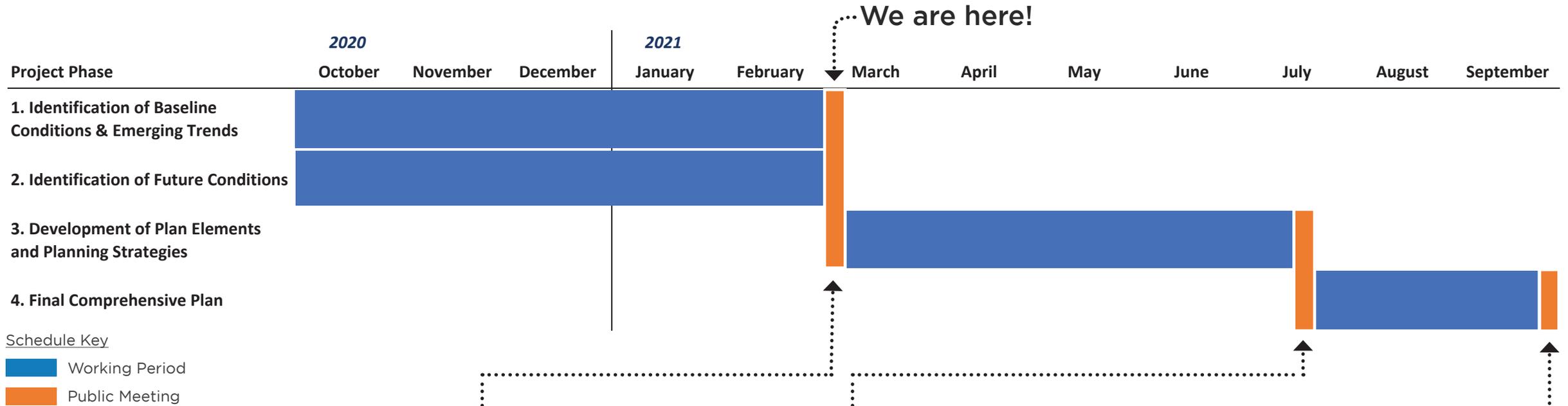


MMMPO Metropolitan Transportation Plan

- Long-Range (2050) **regional** planning effort
- Federal requirement for **funding**
- Prioritizing the region's top **priorities** - renewed every five years
- **Coordinated** needs with City Comp Plan, and County Comp Plan



Comprehensive Plan Update Process & Schedule



ADDITIONAL OUTREACH

- Steering Committee Meetings (1 completed to date)
- Stakeholder Interviews (16)
- Pop-Up Meetings (1)
- City Staff Meetings

PUBLIC MEETING #1

- Project Overview
- Review Existing Conditions and Trends
- Assess Community Needs

PUBLIC MEETING #2

- Project Update
- Review Draft Policies & Strategies
- Revise Recommendations (Post Meeting)

PUBLIC HEARING

- Approve final plan recommendations

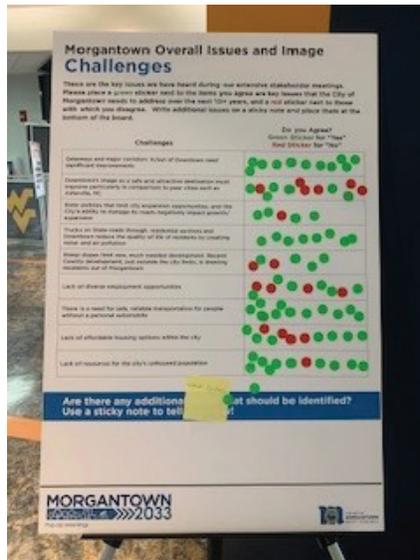
Who Have We Heard From So Far...

MORGANTOWN 2033 STEERING COMMITTEE

- Local & County Government
- WVU
- Healthcare
- Architects
- Developers
- Construction Contractors

STAKEHOLDER INTERVIEWS (16)

- City Council
- Downtown Morgantown
- Economic Development- Small Business
- Economic Development- Industry/ Development Leaders
- Community Development & Philanthropy
- Housing
- Social Services
- Arts, Culture, Tourism, & Recreation
- Community Services & Facilities
- Historic Preservation
- WVU Student Government
- MHS Student Council
- Neighborhood Coordinating Council
- Transportation



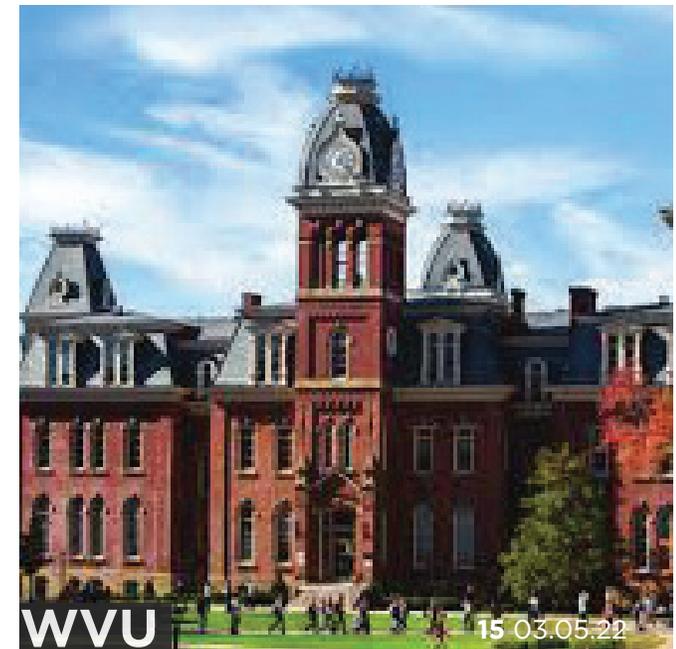
Pop-Up Meeting at the WVU Mountain Lair (2/16/22)

2

Morgantown
Today

A Great Place to Live!

- A **safe, welcoming and family-friendly** community
- **Small town** feel, **big city** amenities
- A **central location** that provides **urban living** in proximity to the **'great outdoors'**
- **Quality education** including local schools and WVU
- A great and evolving **Downtown**
- A thriving **local, regional, and national business** hub
- Abundant **arts, sports, and cultural resources**
- **and much more!**



ECONOMIC DEVELOPMENT & DOWNTOWN

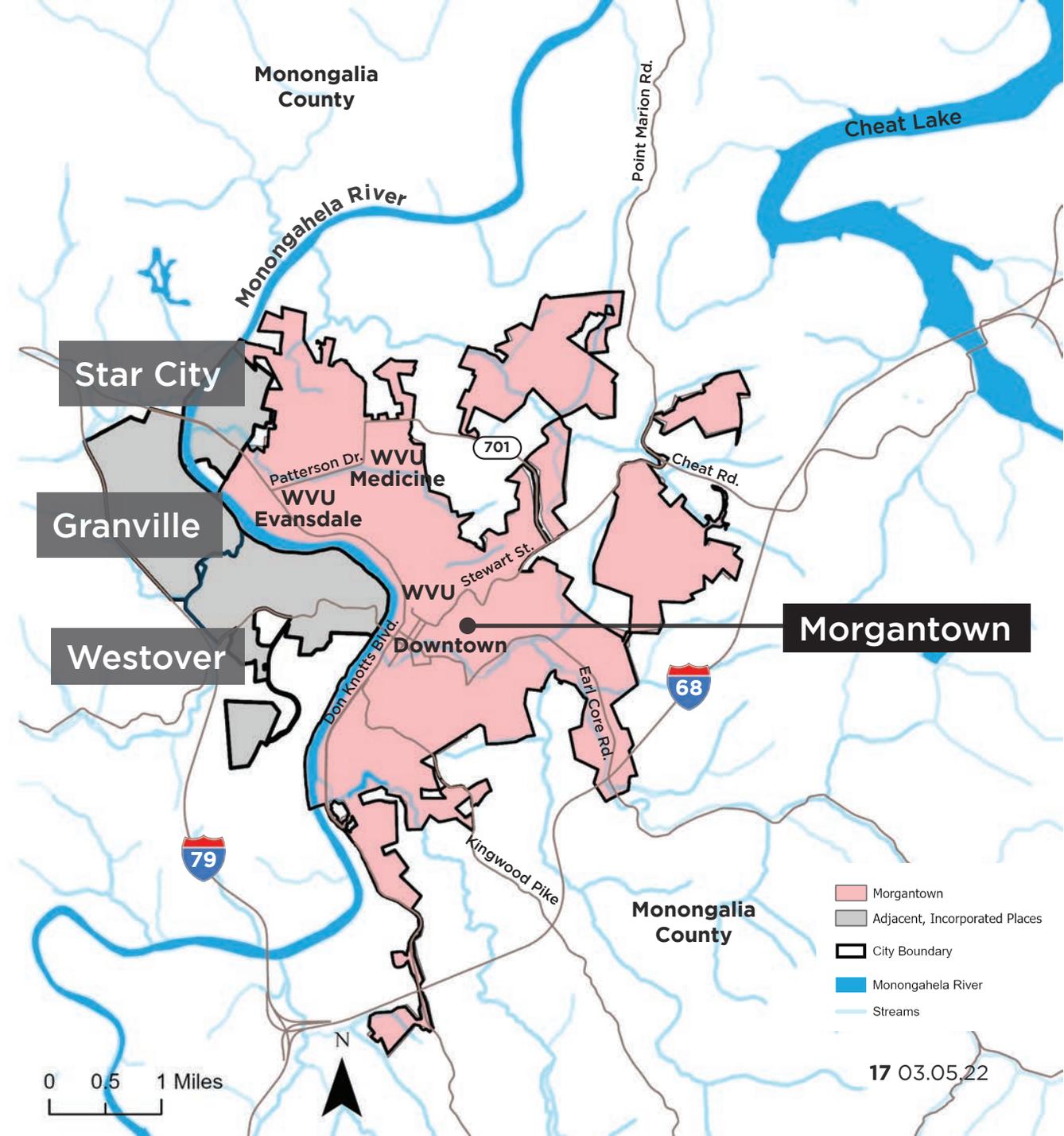
A City in a Region

The City of Morgantown

- A major regional **population center** and **activity hub**
- West Virginia's **third largest city**
- 30,000+ residents (excluding WVU students)
- 10 square miles

Monongalia County

- 366 square miles
- Includes **four municipalities: Star City, Granville, Westover, and Morgantown**
- 105,000+ residents
- The majority of population centered in and around Morgantown



Regional Growth

Population History and Forecasts								Change 2000 to 2020 (%)
Geography	1990	2000	2010	2015	2020	2030	2040	
Morgantown	28,272	26,697	29,660	30,708	30,347	31,582	32,645	14%
Charleston, WV	57,691	53,421	51,400	50,566	48,864	46,014	43,243	-9%
Fairmont, WV	21,667	19,264	18,690	18,773	18,416	17,081	16,089	-4%
Huntington, WV	54,865	51,785	49,171	48,944	46,842	44,485	41,947	-10%
Parkersburg, WV	34,728	33,317	31,492	30,991	29,738	28,302	26,671	-11%
Wheeling, WV	35,446	31,294	28,486	27,894	27,052	23,636	20,854	-14%
West Virginia	1,792,000	1,803,000	1,852,944	1,842,000	1,793,716	1,837,675	1,846,781	-1%
Monongalia	75,645	81,907	96,189	104,681	105,822	116,538	126,591	29%

Sources: US Census 1990-2000; Monongalia: Woods & Poole and trend line forecast for municipal values 2030 through 2040; other forecasts: prior population 1990-2020. Growth rates based on prior trend data.

- Overall, West Virginia is experiencing **population decline**
- Monongalia County and Morgantown is projected to **increase in population** through 2040
- Growth will be driven by a **diverse economy** that includes WVU, government, hospitality, health and education employment.

Current Growth Patterns Surrounding Morgantown



North

- Suburban residential development
- Stewartstown Road
- West Run and Cheat Lake



West

- Shopping centers, 'big-box' retail
- Star City, Granville, & Westover



South

- Commercial & light industrial development
- Suburban residential
- Rural



East

- Morgantown Municipal Airport
- Industrial & commercial development
- Suburban Residential

Morgantown's Downtown

- The city's **'urban center'**
- Proximity to **natural resources**
- Walkable to surrounding historic **neighborhoods**
- **WVU** and **PRT** anchored
- Home to many **locally-owned** businesses
- Wharf District and waterfront **revitalization** serve as extensions of Downtown
- **Top issues** include vacancies, under-performing uses, traffic, limited river access, limited outdoor activity, & safety concerns



1. High St.



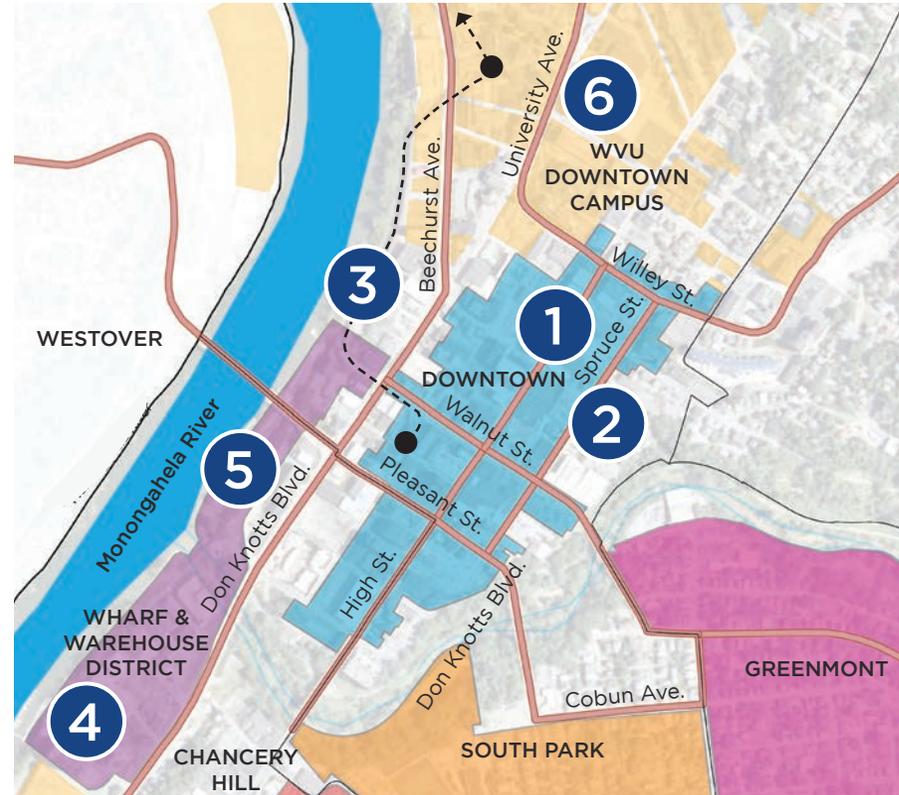
2. Farmers Market



3. PRT



4. Wharf District

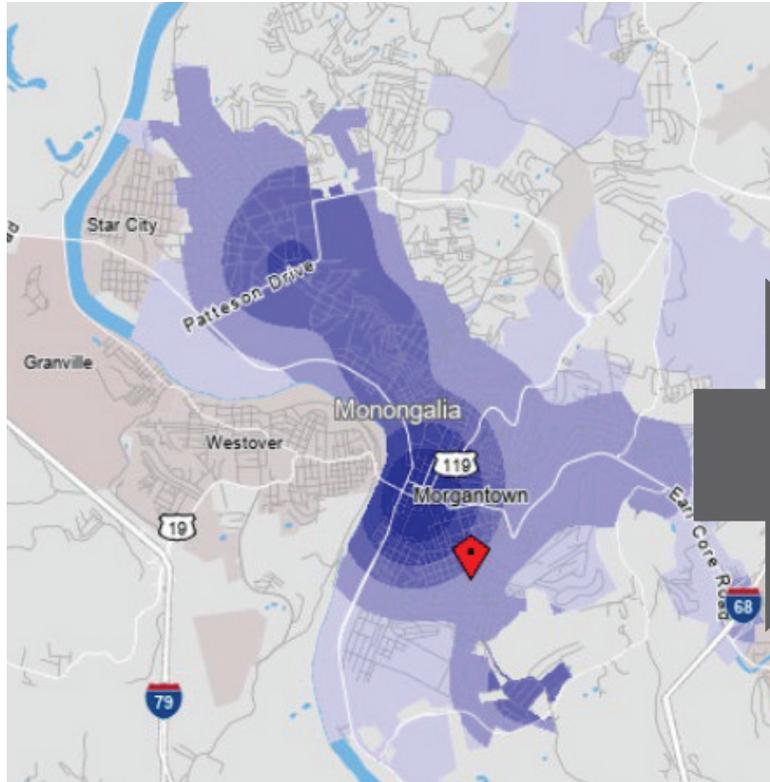


5. Caperton Trail, Riverfront Park, & Decker's Creek



6. WVU

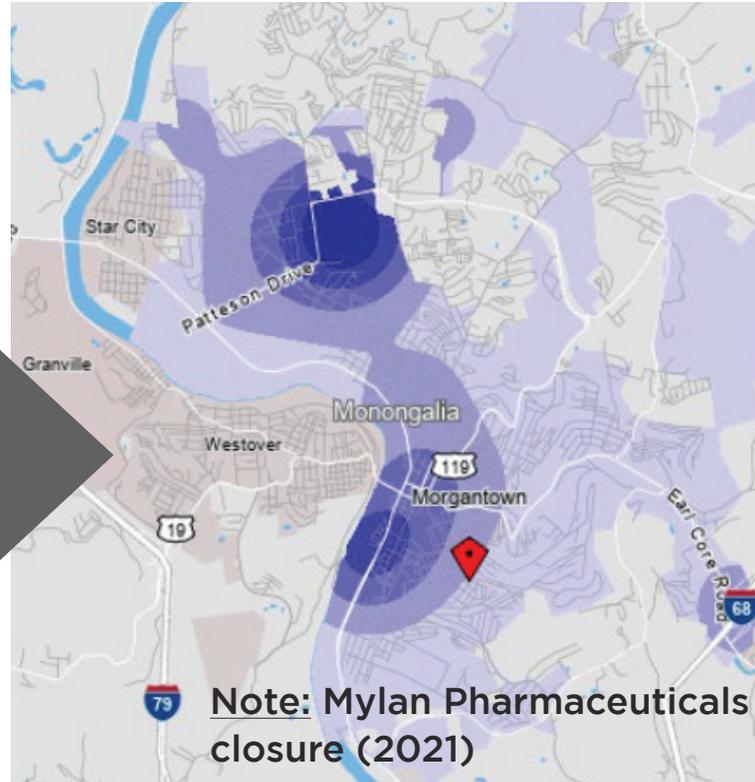
Employment Shifts from Downtown



2002

Prior Employment Clusters

- Downtown/WVU
- WVU Evansdale Campus



2019

Shifting Employment Clusters

- Wharf District
- WVU Medical Center

COMMUTING PATTERNS

- Majority of workers commute into Morgantown
- Between 2002 and 2019, workers living inside of Morgantown has decreased **3.4%**
- During the same period, the number of workers increased by **43%** in the area between the city limits and one mile away

What We Have Heard

KEY STRENGTHS

- Positive quality of life
- Strong neighborhood pride and sense of community
- Morgantown is a regional center
- WVU and local education system
- Downtown has “good bones”
- The Wharf District and other community revitalization projects
- Proximity to Washington, DC and Pittsburgh

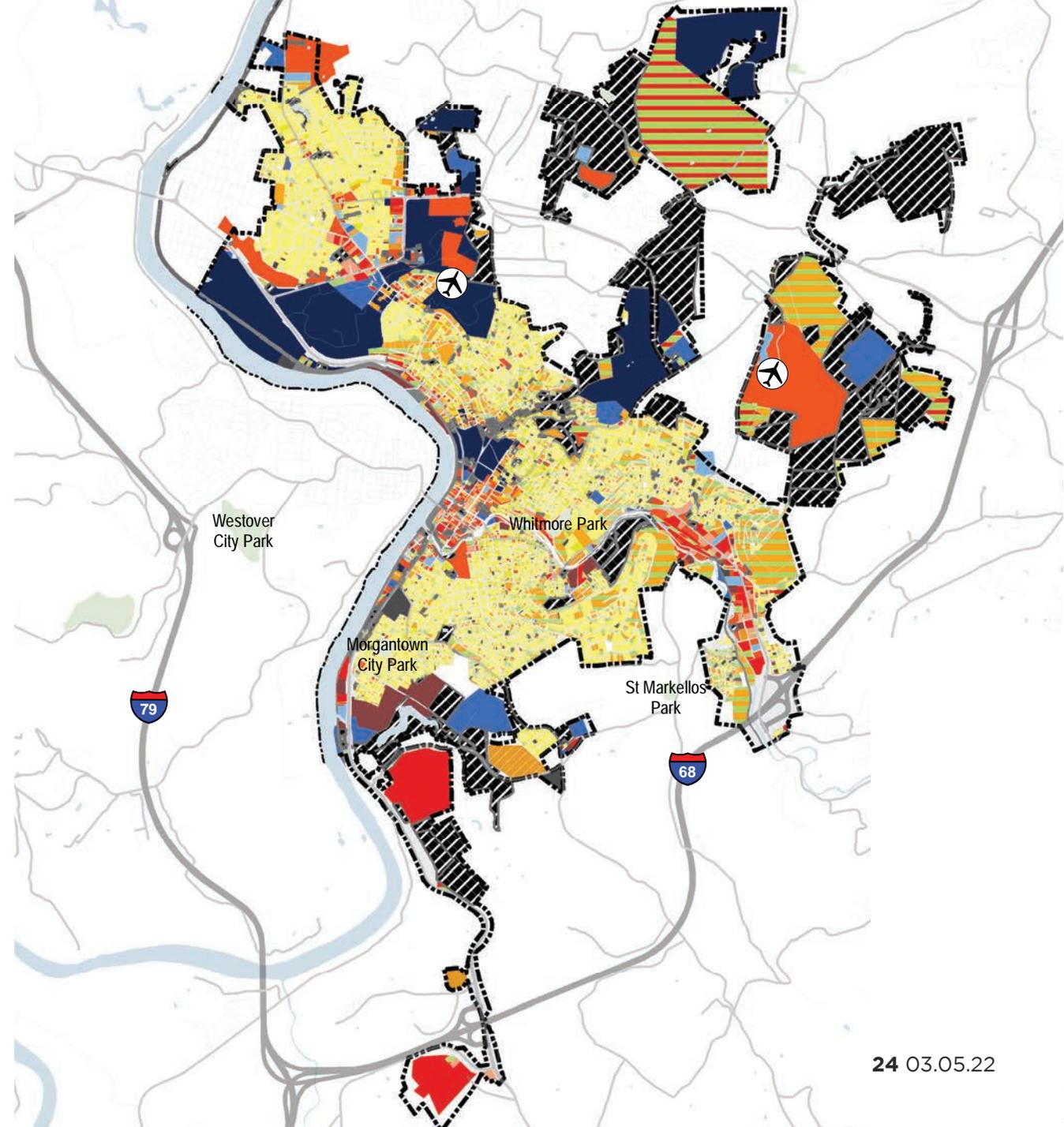
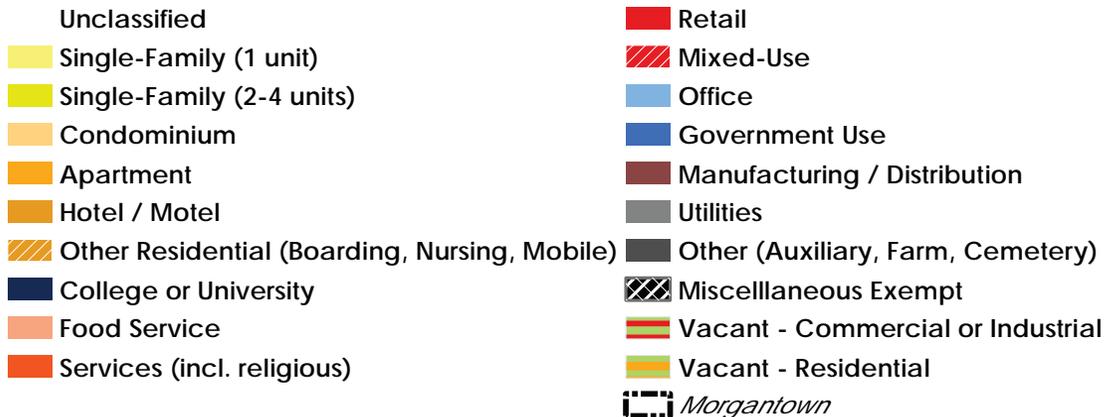
KEY CHALLENGES

- Topography limits city growth
- State policies limits city expansion
- Truck traffic through the city
- Unattractive city gateways
- Downtown’s image needs improvement
- Development is occurring outside the city limits with limited regulation
- Aging airport in need of revitalization (runway extension in progress)

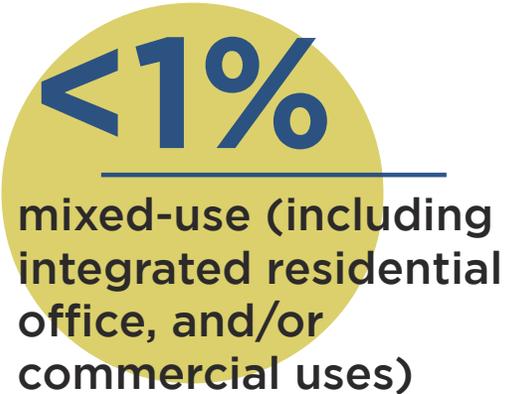
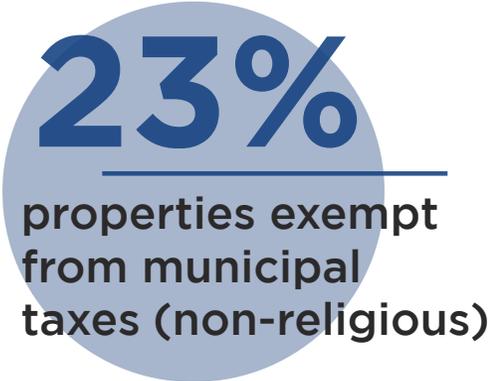
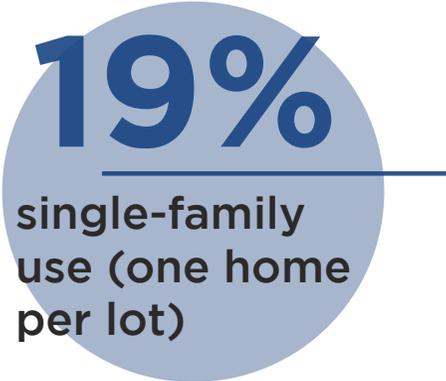
LAND USE

Existing Land Use

- Describes the **distribution** of land features and built development within the city
- Morgantown is comprised of several types of land uses that vary in **density, height, and scale**



Existing Development: Key Statistics



Historic Resources

29

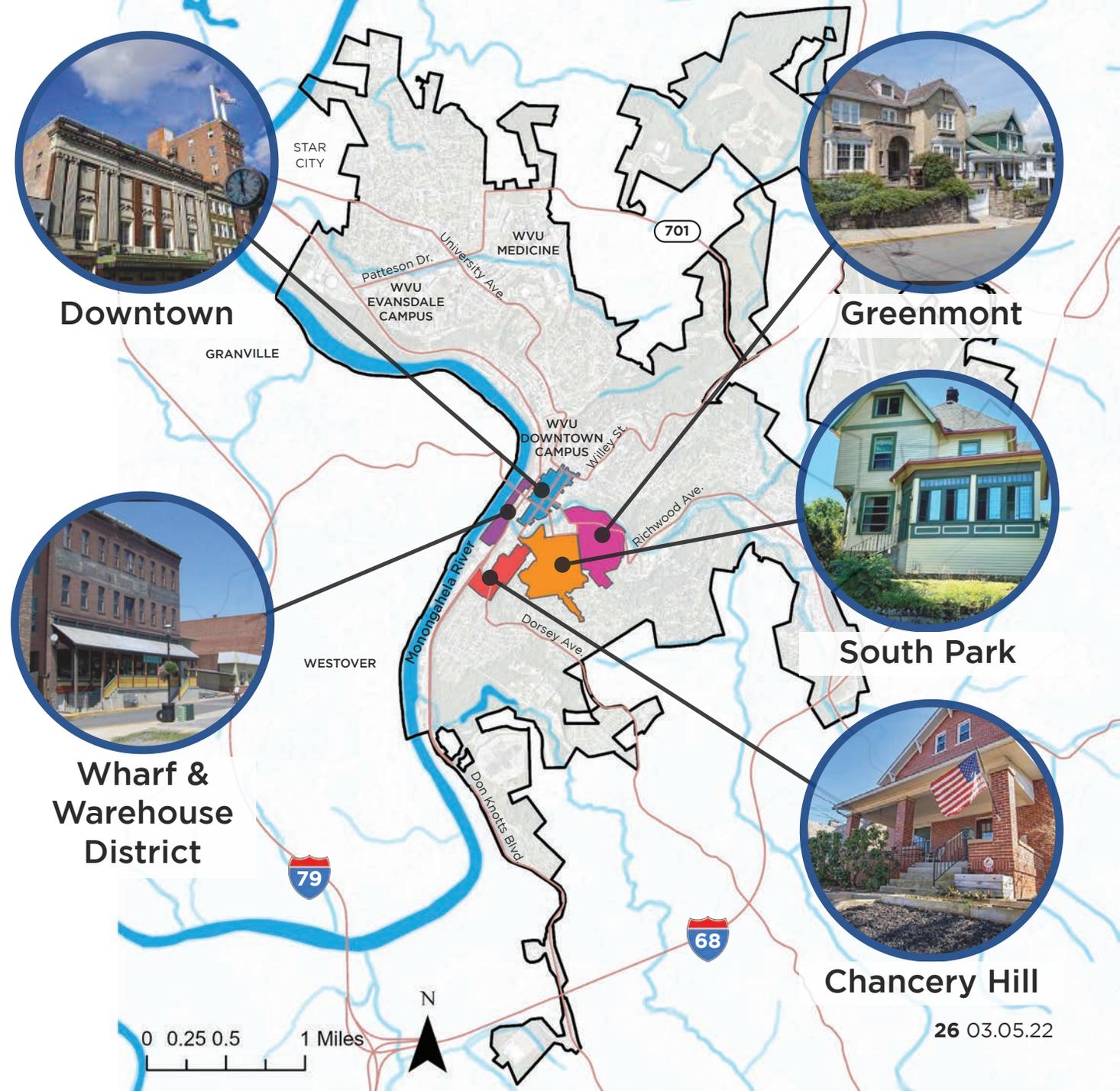
structures on the National Register of Historic Places

5

historic districts on the National Register of Historic Places



South Park (1909)



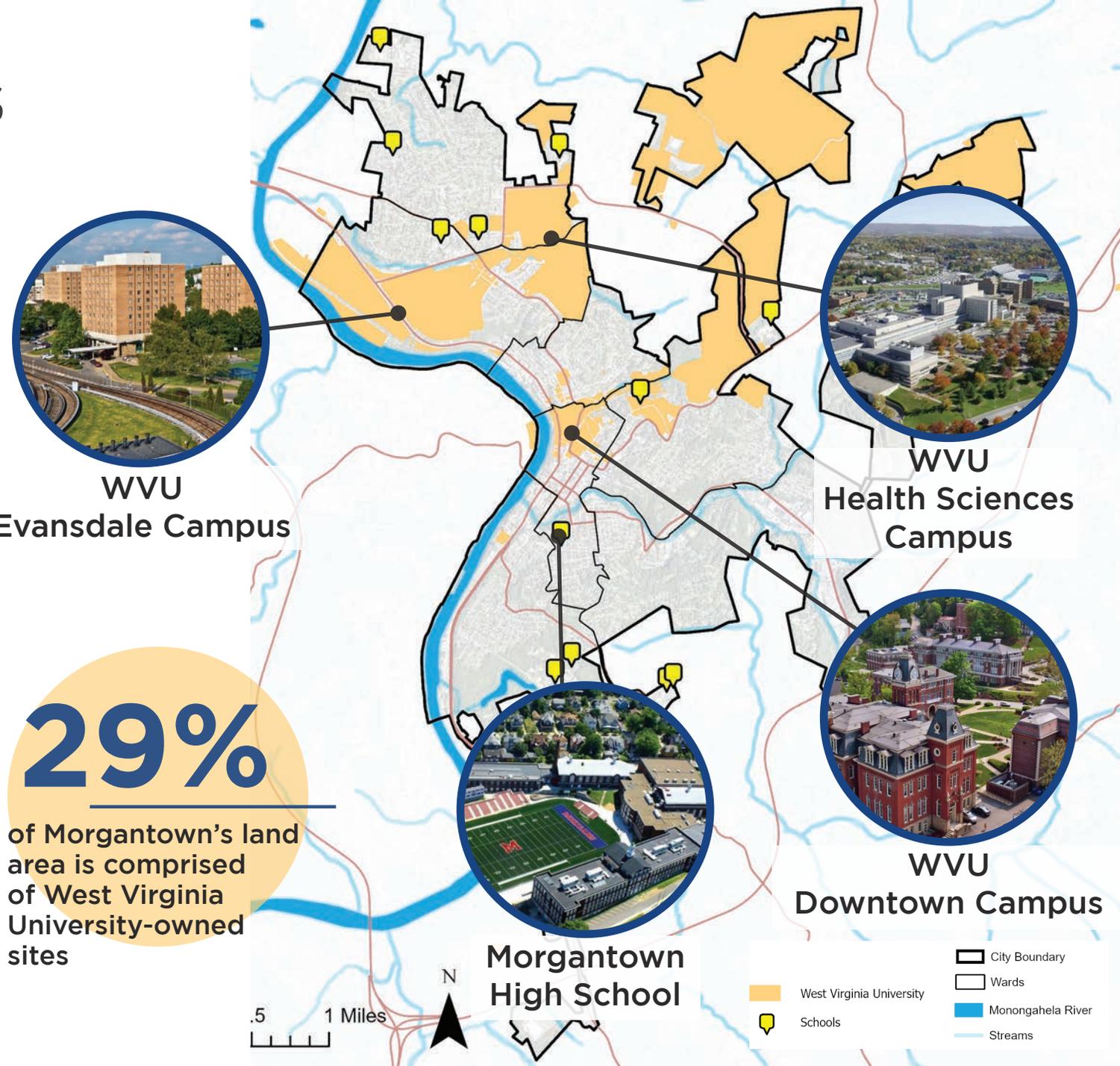
Education Facilities

PUBLIC SCHOOLS

- 12 schools within the city limits
- Most within a **walkable context** to adjacent neighborhoods
- Three 'Blue Ribbon' elementary schools (USDE)
- Morgantown High School - well known for **academic excellence, sports, and creative arts**

WEST VIRGINIA UNIVERSITY

- West Virginia's largest residential university
 - 29,707 students
 - 913 acres
- **Three core academic campuses**
 - Downtown, Evansdale, and Health Sciences



Recreation

10

miles of greenway trail within the city including Caperton and Decker's Creek trails

23

miles of greenway trails connecting outside the city

15

parks of varying sizes and amenities offered



Core Arboretum

Marilla Park & Pool

Caperton Trail

Morgantown Ice Arena

Hazel Ruby McQuain Park

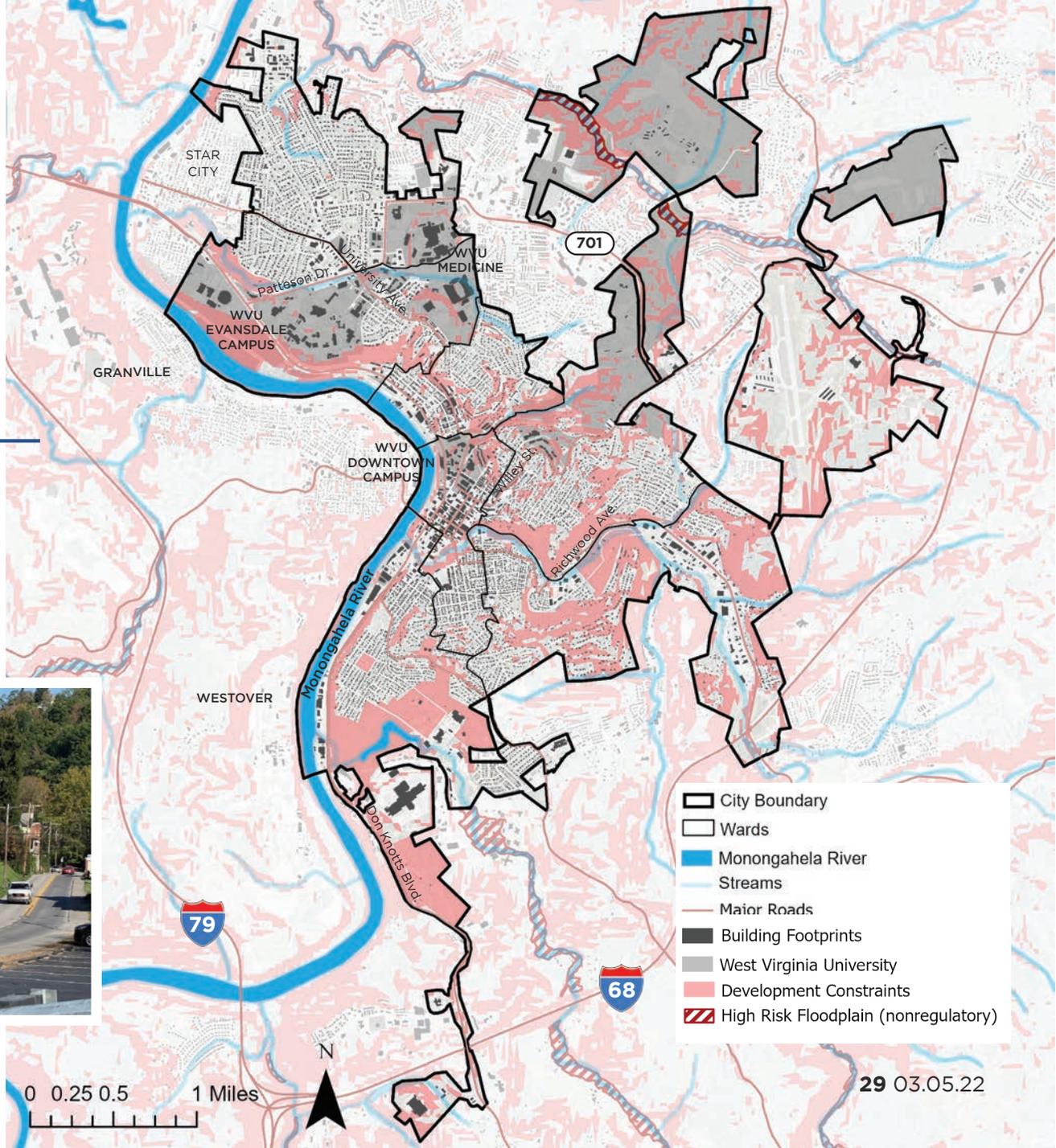
Dorsey's Knob

Development Constraints



FLOOD ZONES

30%
of Morgantown's land area include features that constrain land development



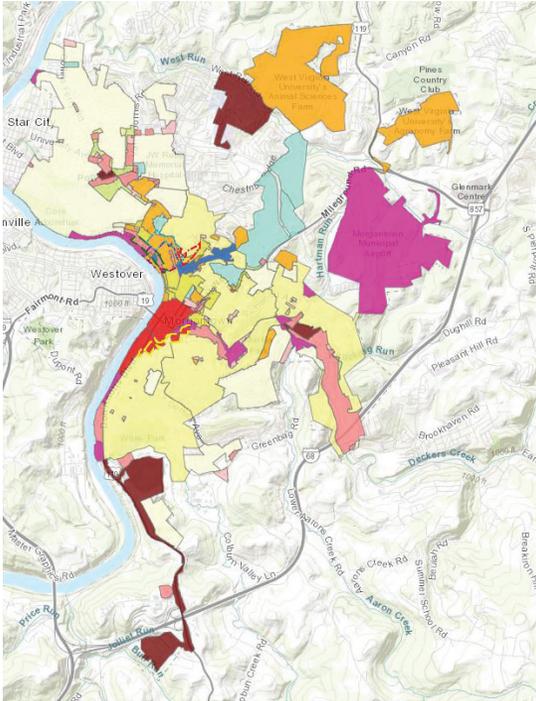
ENVIRONMENTAL RESOURCES



TOPOGRAPHY



Recent Land Use Plans & Studies



CITYWIDE ZONING CODE

Regulates land use and development patterns within the City

Morgantown Retail Feasibility Study



Prepared For
Main Street Morgantown
201 High St., Suite 2
Morgantown, West Virginia 26505

Effective Date
November 11, 2014

Job Reference Number
14-410

DRAFT 1

Author: Patrick M. Bowen, President & Lead Contact
155 E. Columbus Street, Ste. 200 | Pickerington, Ohio 43147
Phone: (614) 833-9300 | patrick@bowernational.com
www.bowernational.com



RETAIL FEASIBILITY STUDY (2014)

Evaluated retail space within Downtown Morgantown



AREA 18 SMALL AREA PLAN (2019)

Recommends mixed-use redevelopment, neighborhood services, retail, and urban residential infill along the River



HOUSING NEEDS ASSESSMENT (2020)

Provides overview of community demographics, access to affordable housing, and includes strategies to address housing affordability

What We Have Heard

KEY STRENGTHS

- Part of an identifiable metropolitan area
- A robust parks and trails system
- Historic neighborhoods & resources
- Walkable neighborhoods and amenities
- WVU's Personal Rapid Transit system
- Flexible and outdoor options like outdoor dining and parklets are appearing

KEY CHALLENGES

- Topographically difficult for development
- Lack of access for all residents to green space
- Parks need upgrades
- Need diverse amenities Downtown such as housing, retail, and restaurants
- Lack of affordable housing options citywide
- Sidewalks and roads are narrow and poorly maintained
- Growth along the city's periphery

HOUSING

Existing Housing

- Older housing stock
- Majority homes are **renter occupied** (58%)
- Morgantown's median **home value** of \$210,300 is considerably higher than surrounding areas (\$185,000)
- Approximately 3,500 **apartment units** are owned by West Virginia University
- There were concerns expressed about **dilapidated** and **vacant** housing

CONSTRUCTION TRENDS

- The pace of construction of rental housing units has slowed in recent decades and fallen behind construction of new owner-occupied housing units.



\$210k

median home price
in Morgantown

27%

of the housing in
Morgantown was
constructed before
1990

48%

of the housing
within one-mile of
Morgantown was
constructed after
1990

Lack of Affordable “Missing Middle” Housing



Missing Middle Housing is a range of house-scale buildings with multiple units—compatible in scale and form with detached single-family homes—located in a walkable neighborhood.

What We Have Heard

STRENGTHS

- Strong neighborhood pride and sense of community
- Beautiful old housing stock
- Walkable neighborhoods
- Recent redevelopment within Morgantown
- Neighborhood retail
- Existing successful programs to support aging in place and home rehabilitation

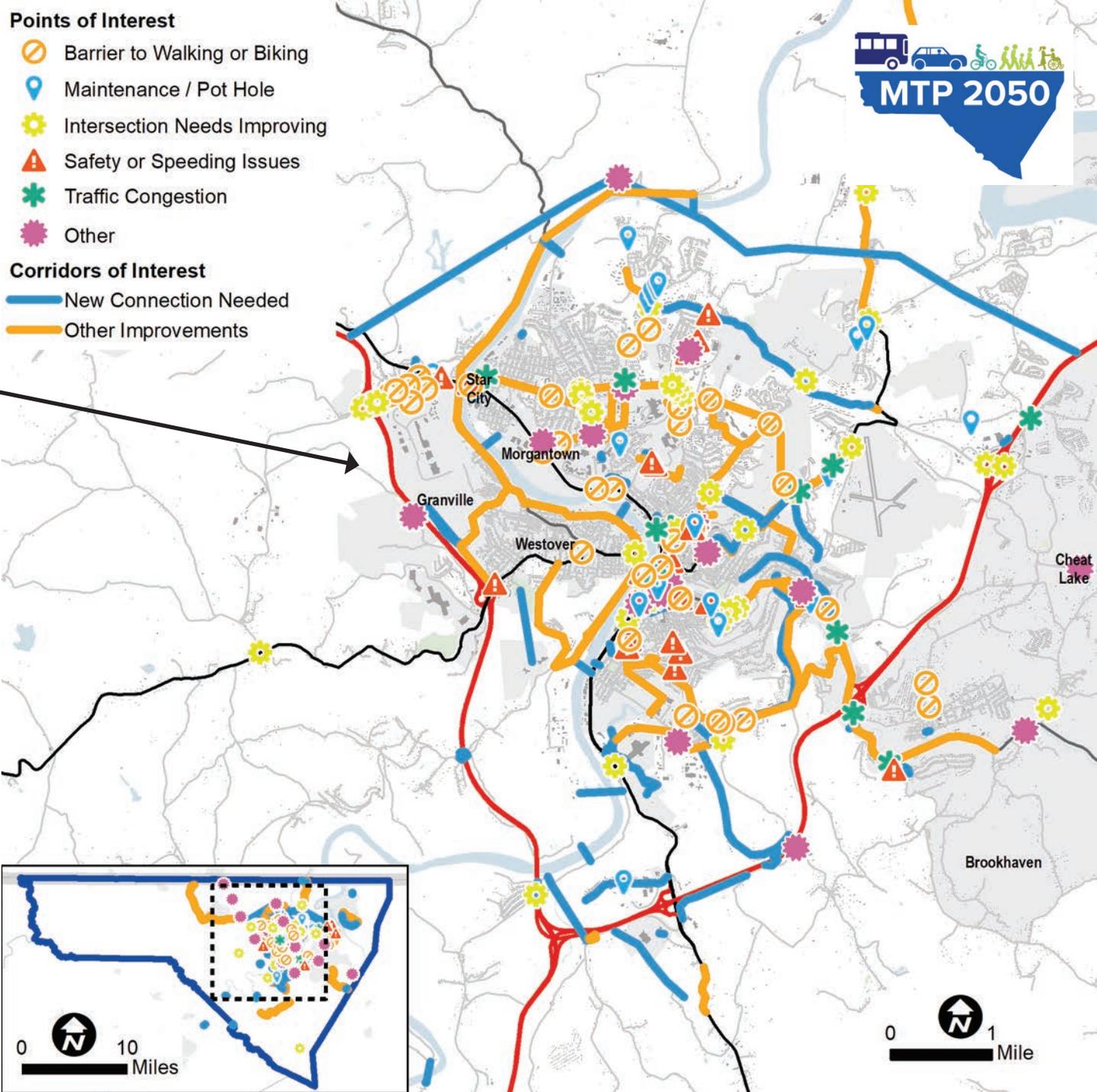
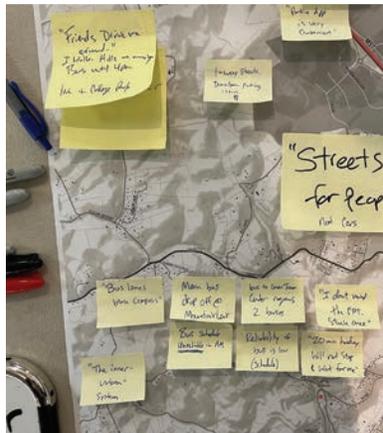
CHALLENGES

- Lack of affordable housing options
- Lack of modern amenities in older homes
- Missing a variety of housing types
- Too many vacant properties
- Properties in need of rehabilitation
- Absentee property owners
- Steep slopes that limit development
- Need additional neighborhood retail

TRANSPORTATION & INFRASTRUCTURE

Transportation COMMUNITY OUTREACH

- Project website (750 unique visitors)
- Online survey (375 respondents)
- Interactive Map (470 points added)
- Newspaper articles / editorials (3 articles)
- Social Media posts
- Focus Group Discussions (125+ attendees)
- Pop-up WVU event (75 students engaged)
- Public Symposium - August (35 attendees)
- Public Info Meeting - December (14 attendees)



Transportation

TAKEAWAYS FROM OUTREACH & INVESTIGATION

Mobility is constrained by **physical limitations** (hills)



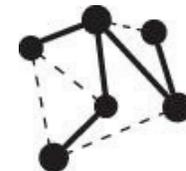
Lack of **adequate maintenance** (pavement management)



Focus on **SAFETY** issues for **ALL** modes



Focus on **enhancing the existing network** and infrastructure



*Facilitated or participated in **more than 20** focus group discussions (July-January)*

Transportation ROADWAY PROJECTS FUTURE NEEDS



Roadway - Future Needs

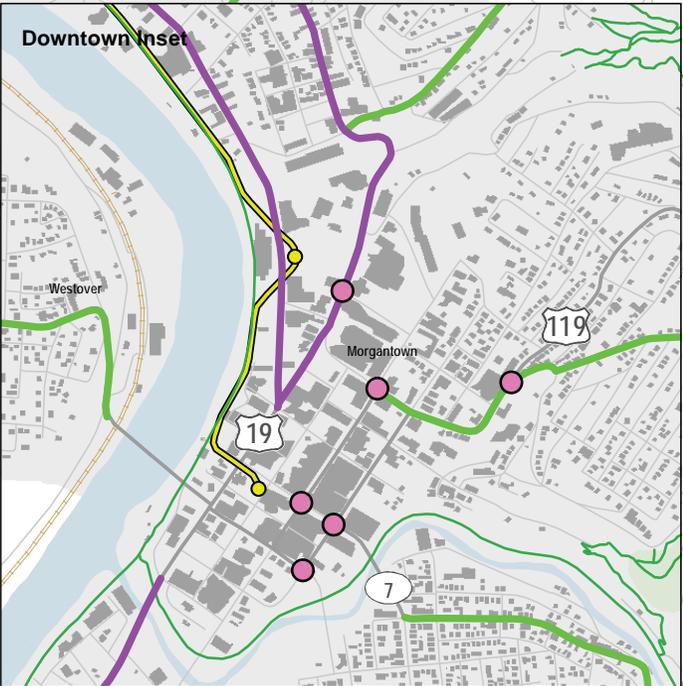
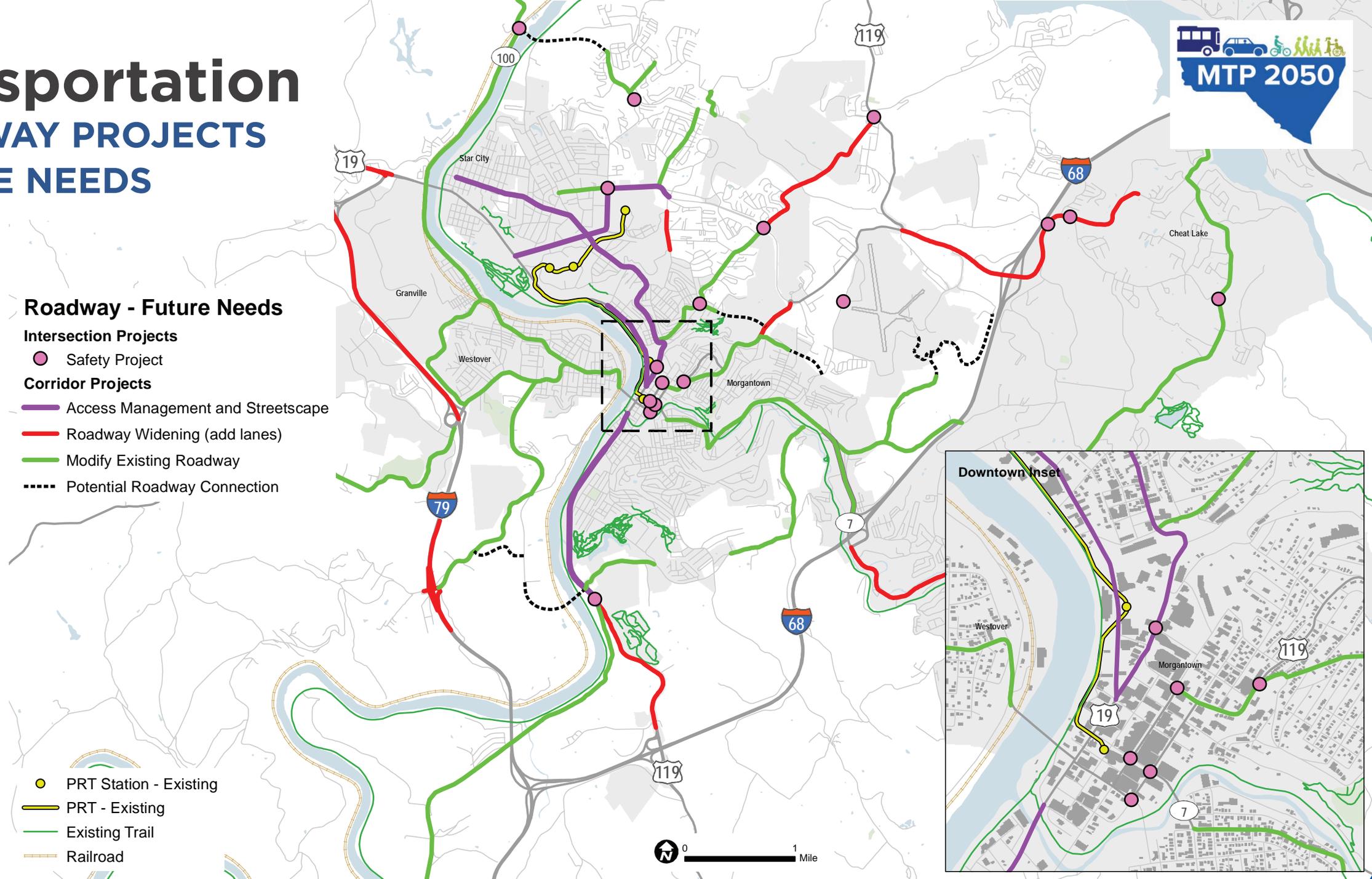
Intersection Projects

- Safety Project

Corridor Projects

- Access Management and Streetscape
- Roadway Widening (add lanes)
- Modify Existing Roadway
- - - Potential Roadway Connection

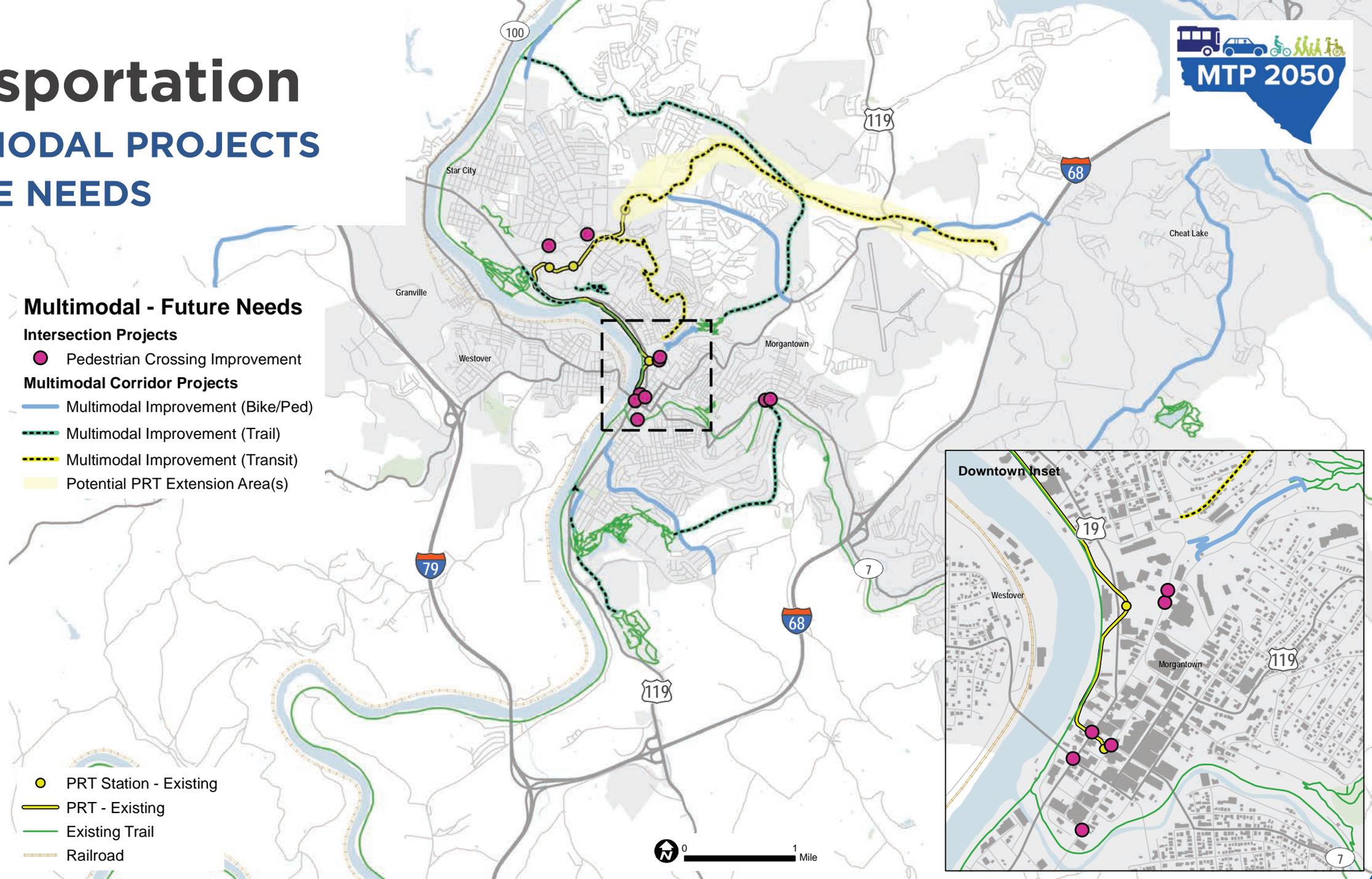
- PRT Station - Existing
- PRT - Existing
- Existing Trail
- Railroad



Transportation

MULTIMODAL PROJECTS

FUTURE NEEDS



Multimodal - Future Needs

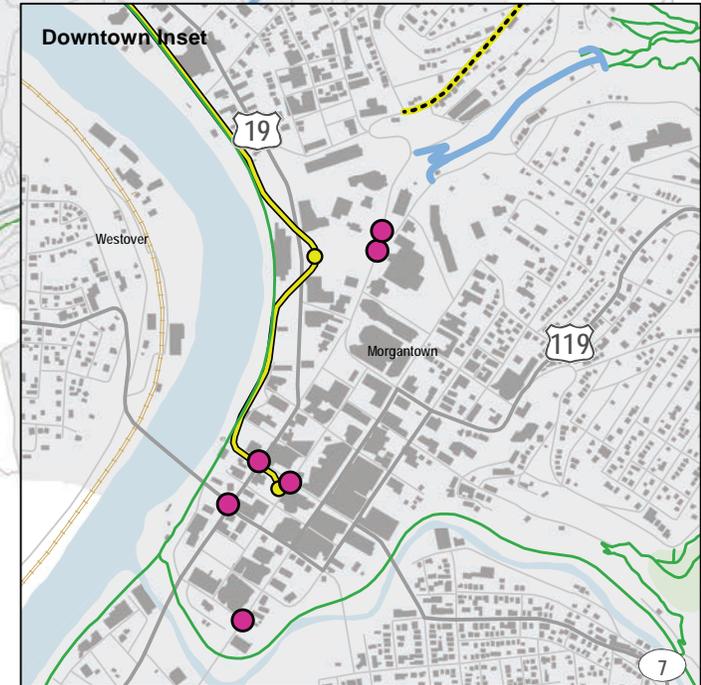
Intersection Projects

- Pedestrian Crossing Improvement

Multimodal Corridor Projects

- Multimodal Improvement (Bike/Ped)
- Multimodal Improvement (Trail)
- Multimodal Improvement (Transit)
- Potential PRT Extension Area(s)

- PRT Station - Existing
- PRT - Existing
- Existing Trail
- Railroad



Recent & Next Steps for the MTP Process

- Grouping projects into *relative* priority, based on funding:
 - Near-term 2030
 - Mid-term 2040
 - Long-term 2050
- Draft MTP Document ~mid-March
- Adoption in May 2022



**The MTP & Morgantown
Comprehensive Plan include separate
timelines for completion**

Community Infrastructure

TRANSPORTATION

- Working towards an alternate truck route
- Utility repairs, and lack of maintenance affect roadway and sidewalks conditions
- More sidewalks needed in some neighborhoods
- Regional network and connectivity is the focus for mobility

STORMWATER

- Increased flooding in recent years
- Aging infrastructure
- Flood control study planned
- Funding for stormwater management is being allocated by the city
- Wastewater Treatment Plant upgrades are underway

OTHER FACILITIES

- Constrained budget for facility upgrades
- Recent improvements include a new riverfront park
- City Hall renovation underway
- Morgantown Ice Arena upgrades are planned

What We Have Heard

KEY STRENGTHS

- Trails provide outdoor recreation and connectivity
- A walkable community but needs to be strengthened
- WVU's PRT system
- Remote work
- Airport runway extension

KEY CHALLENGES

- Limited public transit on evenings and weekends
- Relocation of the bus depot to Westover
- Maintenance needed for roads and sidewalks
- Sidewalk gaps
- Truck traffic on state roads
- Stormwater management and flooding
- Topography limits a connected network

COMMUNITY EQUITY

Community Equity

Population Characteristics (2019)								
Geography	Median HH Income (\$2014)	Avg. HH Size	White Alone	Bachelors Degree or Higher	Youth (0-17)	Adults (18 to 64)	Seniors (65+)	Broadband Access in Household
Morgantown	\$42,996	2.4	78.2%	55%	14.2%	76%	10%	88%
Charleston, WV	\$43,344	2.1	77.9%	39%	23.9%	57%	19%	78%
Fairmont, WV	\$43,319	2.3	88.9%	29%	27.3%	55%	18%	81%
Huntington, WV	\$31,162	2.3	85.3%	27%	24.4%	60%	15%	69%
Parkersburg, WV	\$35,778	2.3	94.3%	16%	26.3%	54%	20%	74%
Wheeling, WV	\$44,119	2.2	91.1%	31%	25.0%	52%	23%	70%
West Virginia	\$46,711	2.4	93.5%	21%	25.3%	54%	21%	76%
Monongalia	\$52,455	2.5	90.2%	43%	21.2%	66%	13%	86%

- Morgantown is more **diverse racially, generally younger, and has more college-educated residents** than either the state or county

Worker Age and Earnings Comparison					
Government	Workers Under 29 Years	Workers Over 55 Years	Earns Less than \$1,250/month	Earns \$1,250 to \$3,333/month	Earns More than \$3,333/month
Morgantown	25.7%	22.2%	18.3%	30.8%	50.9%
Fairmont, WV	23.6%	24.0%	24.7%	35.9%	39.4%
Huntington, WV	23.0%	22.1%	20.8%	35.0%	44.2%
Charleston, WV	19.3%	26.3%	18.2%	36.6%	45.2%
Parkersburg, WV	19.4%	26.5%	22.7%	37.5%	39.8%
Wheeling, WV	19.4%	29.9%	23.1%	37.5%	39.4%
West Virginia	21.8%	24.8%	22.3%	35.9%	41.8%
Monongalia	26.9%	21.1%	21.5%	31.4%	47.1%

- Morgantown's median household income falls slightly below that of the state and Monongalia County
- Nearly 30% of the population in Morgantown lives below the **federal poverty line**
- The **Hazel House of Hope** has opened at the former Ramada Inn site

What We Have Heard

STRENGTHS

- Hazel House of Hope
- Strong public education system
- Low crime rates
- Community-oriented, tight-knit community feel
- Morgantown volunteering culture and collaborative spirit

CHALLENGES

- Lack of affordable housing options
- Limited housing options for older adults and people with disabilities
- Truck traffic through neighborhoods
- Residents are impacted by drug use and addiction
- Lack of diverse, local job options
- Mountain Line service for people without a personal automobile

3 | Next Steps



Next Steps

- **Virtual Presentation** March 5th (10 am-Noon)
- **Don't forget to complete the survey!**
- **Review and summarize** community feedback
- **Conduct** Steering Committee Meeting #2
- **Coordinate** with regional partners and MTP planning
- **Develop** Comprehensive Plan draft recommendations
- **Conduct** Public Meeting #2: Summer 2022

This is **YOUR** plan for the city's future. We need to hear what **YOU** think!

Stay up to date with the project website:

www.morgantown.gov/morgantown2033

- Take the survey! (if you haven't done so today)
- Learn more about the process
- View presentations
- Review draft documents
- Submit questions





4

Breakout Session

Breakout Session

- Five Stations
- General information boards
- Interactive boards

Morgantown Overall Issues and Image

What one word describes Morgantown for those who live here?

On this board, **write one word** that you think best describes Morgantown for those who live here.

Fun

Exciting!

MORGANTOWN
2033

Pop-Up Meetings

Morgantown Overall Issues and Image Challenges

These are the key issues we have heard during our extensive stakeholder meetings. Please place a **green sticker** next to the items you agree are key issues that the City of Morgantown needs to address over the next 10+ years. Write additional issues on a sticky note and place them at the bottom of the board.

Challenges	Do you Agree? Green Sticker for "Yes"
Gateways and major corridors in/out of Downtown need significant improvements	●●●●
Downtown's image as a safe and attractive destination must improve particularly in comparison to peer cities such as Asheville, NC	
State policies that limit city expansion opportunities, and the City's ability to manage its roads negatively impact growth/expansion	
Trucks on State roads through residential sections and Downtown reduce the quality of life of residents by creating noise and air pollution	
Steep slopes limit new, much needed development. Recent County development, just outside the city limits, is drawing residents out of Morgantown	
Lack of diverse employment opportunities	
There is a need for safe, reliable transportation for people without a personal automobile	
Lack of affordable housing options within the city	
Lack of resources for the city's unhoused population	

Are there any additional issues that should be identified? Use a sticky note to tell us below!

MORGANTOWN
2033

Pop-Up Meetings

Downtown Inspiration

Which images represent the kinds of transformation you might like to see in Downtown Morgantown? Use a **green sticker** to indicate your favorites; and **red sticker** to indicate those you do not like. Add a sticky note indicating what you don't like about the image.

Outdoor Dining

Arts & Culture

Gathering Places & Family Attractions

Grocery Store/Retail

Connections

Adaptive Reuse

Business Incubation/Local Business

Walkable, Infill Development

Station: Economic Development & Downtown

MORGANTOWN
2033

Public Meeting #1: March 3, 2022

Plant More Trees

Trails are great!

The Mon River is a wonderful asset

Thank You!

Your input is helping to shape the future
of Morgantown!



Morgantown Overall Issues and Image

What one word describes Morgantown for those who live here?

On this board, write one word that you think best describes Morgantown for those who live here.

Morgantown Overall Issues and Image Challenges

These are the key issues we have heard during our extensive stakeholder meetings. Please place a **green** sticker next to the items you agree are key issues that the City of Morgantown needs to address over the next 10+ years. Write additional issues on a sticky note and place them at the bottom of the board.

Challenges	Do you Agree? Green Sticker for "Yes"
Gateways and major corridors in/out of Downtown need significant improvements	
Downtown's image as a safe and attractive destination must improve particularly in comparison to peer cities such as Asheville, NC	
State policies that limit city expansion opportunities, and the City's ability to manage its roads negatively impact growth/expansion	
Trucks on State roads through residential sections and Downtown reduce the quality of life of residents by creating noise and air pollution	
Steep slopes limit new, much needed development. Recent County development, just outside the city limits, is drawing residents out of Morgantown	
Lack of diverse employment opportunities	
There is a need for safe, reliable transportation for people without a personal automobile	
Lack of affordable housing options within the city	
Lack of resources for the city's unhoused population	

Are there any additional issues that should be identified? Use a sticky note to tell us below!

Morgantown Overall Issues and Image Strengths

These are the key community strengths we have heard during our extensive stakeholder meetings. Please place a **green** sticker next to the items you agree are key strengths that the City of Morgantown should build upon over the next 10+ years. Write additional issues on a sticky note and place them at the bottom of the board.

Strengths	Do you Agree? Green Sticker for “Yes”
The city offers a positive quality of life with features including trails, access to adventure, etc.	
Morgantown is seen as an education and healthcare center	
An embraced regional mindset. The “Greater Morgantown Area” encompasses neighboring places to create an identifiable metropolitan area	
WVU is a major university located within Morgantown that has plans to grow	
Downtown has good “bones” and a strong cultural foundation (e.g. popular outdoor dining and nightlife; programming such as the Farmers Market and the Art Walk; theater; etc.)	
The Wharf District and Waterfront areas are gaining momentum for growth and revitalization	
Recent redevelopment within Morgantown (e.g. Sunnyside Up and Richwood areas) has added modern housing units	
Strong neighborhood pride and sense of community	
The city has a quality public school system	
Proximity to major urban centers such as Pittsburgh and Washington, DC	

Are there any additional issues that should be identified? Use a sticky note to tell us below!

Economic Development & Downtown Overview

A Great Place to Live!

- A **safe, welcoming and family-friendly** community
- **Small town** feel, **big city** amenities
- A **central location** that provides **urban living** in proximity to the **'great outdoors'**
- **Quality education** including local schools and WVU
- A great and evolving **Downtown**
- A thriving **local, regional, and national business** hub
- Abundant **arts, sports, and cultural resources**
- **and much more!**



RECREATION



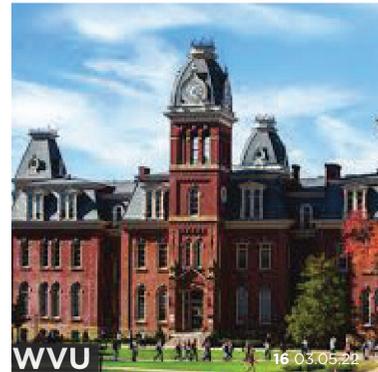
DOWNTOWN



NEIGHBORHOODS



ARTS & CULTURE



WVU

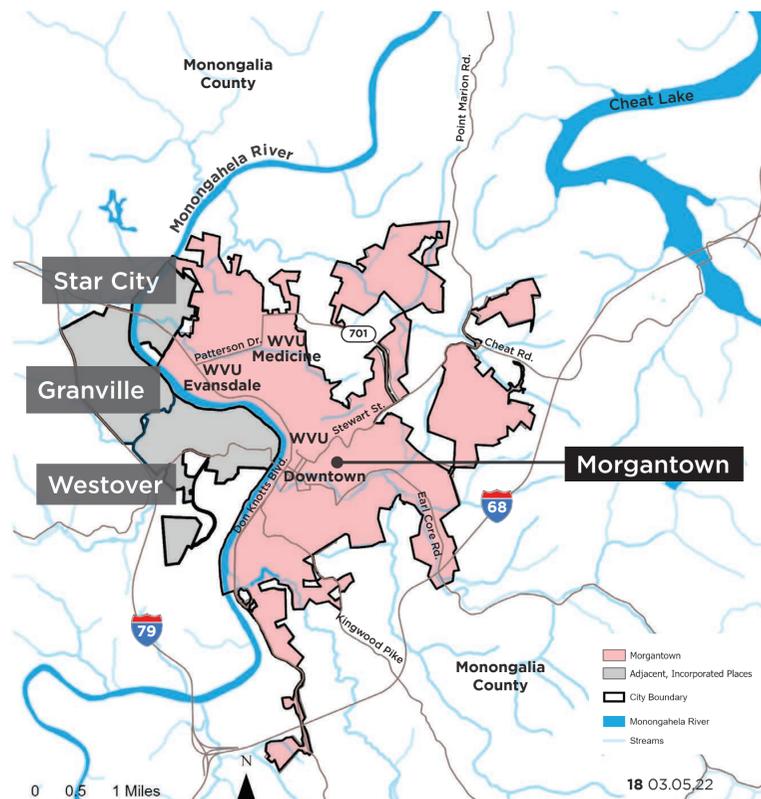
A City in a Region

The City of Morgantown

- A major regional **population center** and **activity hub**
- West Virginia's **third largest city**
- 30,000+ residents (excluding WVU students)
- 10 square miles

Monongalia County

- 366 square miles
- Includes **four municipalities: Star City, Granville, Westover, and Morgantown**
- 105,000+ residents
- The majority of population centered in and around Morgantown



Regional Growth

Population History and Forecasts								
Geography	1990	2000	2010	2015	2020	2030	2040	Change 2000 to 2020 (%)
Morgantown	28,272	26,697	29,660	30,708	30,347	31,582	32,645	14%
Charleston, WV	57,691	53,421	51,400	50,566	48,864	46,014	43,243	-9%
Fairmont, WV	21,667	19,264	18,690	18,773	18,416	17,081	16,089	-4%
Huntington, WV	54,865	51,785	49,171	48,944	46,842	44,485	41,947	-10%
Parkersburg, WV	34,728	33,317	31,492	30,991	29,738	28,302	26,671	-11%
Wheeling, WV	35,446	31,294	28,486	27,894	27,052	23,636	20,854	-14%
West Virginia	1,792,000	1,803,000	1,852,944	1,842,000	1,793,716	1,837,675	1,846,781	-1%
Monongalia	75,645	81,907	96,189	104,681	105,822	116,538	126,591	29%

Sources: US Census 1990-2000; Monongalia: Woods & Poole and trend line forecast for municipal values 2030 through 2040; other forecasts: prior population 1990-2020. Growth rates based on prior trend data.

- Overall, West Virginia is experiencing **population decline**
- Monongalia County and Morgantown is projected to **increase in population** through 2040
- Growth will be driven by a **diverse economy** that includes WVU, government, hospitality, health and education employment.

19 03.05.22

Economic Development & Downtown Overview

Current Growth Patterns Surrounding Morgantown



North

- Suburban residential development
- Stewartstown Road
- West Run and Cheat Lake



West

- Shopping centers, 'big-box' retail
- Star City, Granville, & Westover



South

- Commercial & light industrial development
- Suburban residential
- Rural



East

- Morgantown Municipal Airport
- Industrial & commercial development
- Suburban Residential

20 03.05.22

Morgantown's Downtown

- The city's **'urban center'**
- Proximity to **natural resources**
- Walkable to surrounding historic **neighborhoods**
- **WVU** and **PRT** anchored
- Home to many **locally-owned** businesses
- Wharf District and waterfront **revitalization** serve as extensions of Downtown
- **Top issues** include vacancies, under-performing uses, traffic, limited river access, limited outdoor activity, & safety concerns



1. High St.



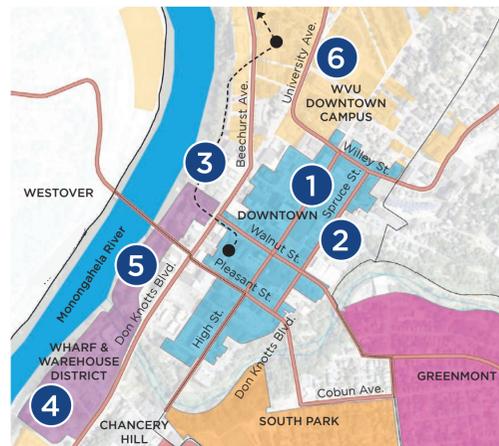
2. Farmers Market



3. PRT



4. Wharf District

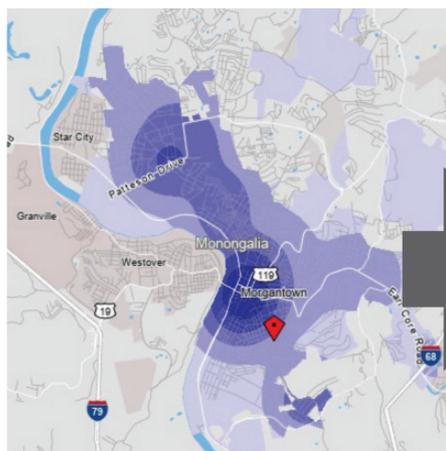


5. Caperton Trail, Riverfront Park, & Decker's Creek



6. WVU
21 03.05.22

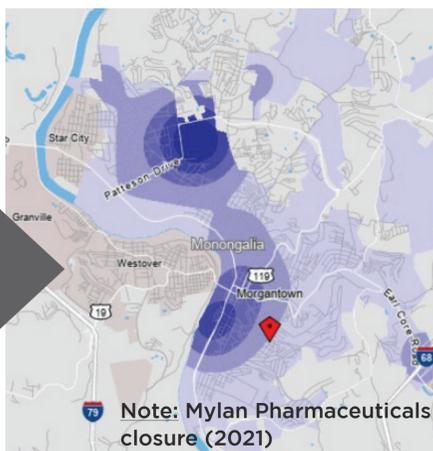
Employment Shifts from Downtown



2002

Prior Employment Clusters

- Downtown/WVU
- WVU Evansdale Campus



2019

Shifting Employment Clusters

- Wharf District
- WVU Medical Center

Note: Mylan Pharmaceuticals closure (2021)

COMMUTING PATTERNS

- Majority of workers commute into Morgantown
- Between 2002 and 2019, workers living inside of Morgantown has decreased **3.4%**
- During the same period, the number of workers increased by **43%** in the area between the city limits and one mile away

22 03.05.22

Challenges

Challenges

Do you Agree?
Green Sticker for "Yes"

Flight of businesses out of Downtown	
Need for workforce training in all industries	
Deteriorated roadways and other infrastructure discourages businesses from locating in the City	
Housing prices and availability are not attractive to potential businesses	
Gateways and major corridors in/out of Downtown need significant improvements	
There is a need for better walkability/bikability throughout the City, and better access from neighborhoods to Downtown	
Downtown's image as a safe and attractive destination must improve particularly in comparison to peer cities such as Asheville, NC	
There is a perception that Downtown doesn't offer many attractive options; bars dominate	
State policies that limit city expansion opportunities, and the City's ability to manage its roads negatively impact growth/expansion	
Truck traffic through Downtown damages roads and infrastructure such as traffic lights and signs	
WVU's student enrollment is decreasing	
It is difficult to find parking in Downtown	
The airport has aging infrastructure	
Steep slopes limit new, much needed development	
There is need for additional housing options in and near Downtown	
Recent County development, just outside City limits, is drawing residents out of Morgantown	
More in-town, environmentally-friendly, affordable retail options are needed	

**Are there any additional challenges that should be identified?
Use a sticky note to tell us below!**

Strengths

Strengths

Do you Agree?
Green Sticker for "Yes"

Recent state legislation makes it easier for businesses to enter/start up in West Virginia	
A runway extension is under construction at the airport, along with planning for a new business park	
WVU is a major university located within Morgantown that has plans to grow	
Technology and data companies are growing- an opportunity for Morgantown	
WVU housing is revitalizing some neighborhoods, such as Sunnyside	
The Wharf District and Waterfront areas are gaining momentum for growth and revitalization	
The City's maintains a positive image in West Virginia	
The City offers strong access to outdoor amenities and recreation; the pandemic has encouraged more outside activity	
Local athletics are a strong citywide draw	
There is a variety of locally-owned businesses	
Strong investment and growth in the arts citywide, including at the University	
Proximity to major urban centers such as Pittsburgh and Washington, DC	
The city has a quality public school system	
The consolidation of social services at the Hazel House of Hope	
ASCENT WV talent attraction program for remote workers	
Potential to think of Morgantown in a more regional context (Greater Morgantown Area)	
Morgantown's ability to resolve public infrastructure issues quickly	
Morgantown is seen as an education and healthcare center. Scientific enterprises bring healthcare tourists, etc.	
Downtown has good "bones" and a strong cultural foundation (e.g. outdoor dining and nightlife; etc.)	
The city offers a positive quality of life with features including trails, access to adventure, etc.	

**Are there any additional strengths that should be identified?
Use a sticky note to tell us below!**

Downtown Inspiration

Which images represent the kinds of transformation you might like to see in Downtown Morgantown? Use a **green sticker** to indicate your favorites; and **red sticker** to indicate those you do not like. Add a sticky note indicating what you don't like about the image.



Outdoor Dining



Arts & Culture



Gathering Places & Family Attractions



Grocery Store/Retail



Connections



Adaptive Reuse



Business Incubation/Local Business



Walkable, Infill Development

Economic Development in Morgantown

What types of jobs or industries would you like to see in Morgantown? Place a **green sticker** next to those jobs you would like to see in Morgantown. Use a sticky note to add other job types at the bottom.

Place a **Green Sticker** here

Construction	
Manufacturing	
Retail	
Healthcare	
Arts, Entertainment, and Recreation	
Public Administration	
Educational Services	
Hospitality	
Transportation, Warehousing, and Utilities	
Small, Locally-Owned Businesses	

Are there any additional job types or industries that should be identified? Use a sticky note to tell us below!

Land Use Overview

Existing Development: Key Statistics

19%
single-family use (one home per lot)

20%
vacant land

23%
properties exempt from municipal taxes (non-religious)

<2%
apartment or condominium use

<1%
mixed-use (including integrated residential office, and/or commercial uses)

<4%
retail



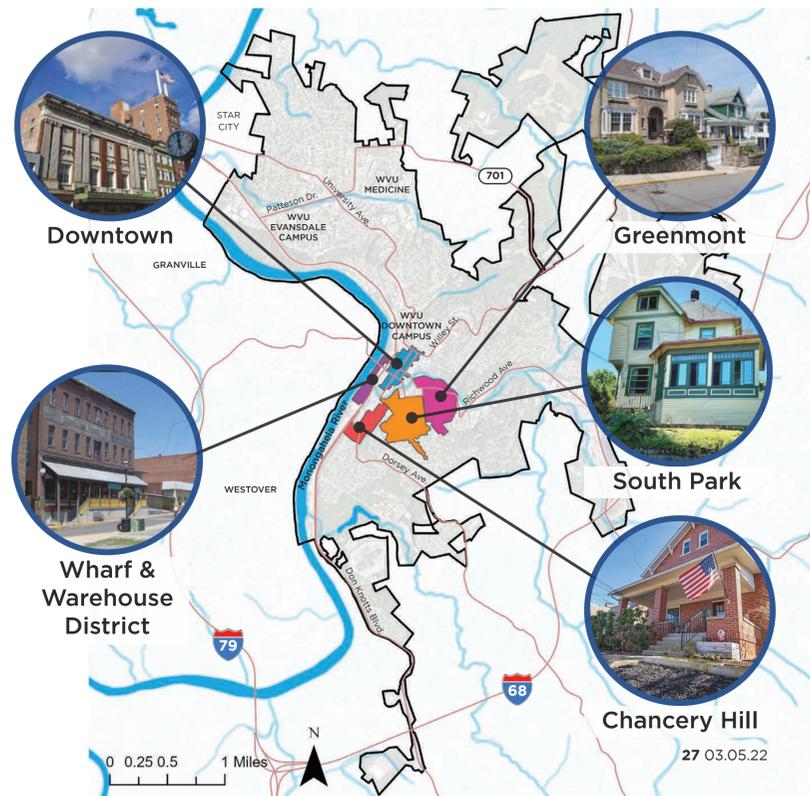
Historic Resources

29
structures on the National Register of Historic Places

5
historic districts on the National Register of Historic Places



South Park (1909)



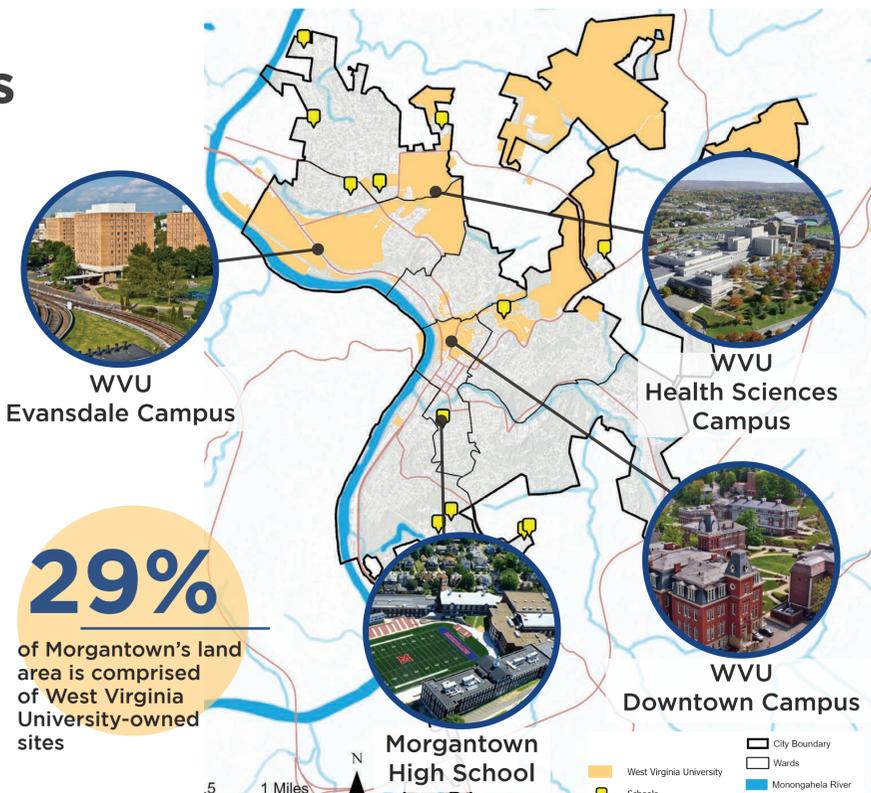
Education Facilities

PUBLIC SCHOOLS

- 12 schools within the city limits
- Most within a **walkable context** to adjacent neighborhoods
- Three 'Blue Ribbon' elementary schools (USDE)
- Morgantown High School - well known for **academic excellence, sports, and creative arts**

WEST VIRGINIA UNIVERSITY

- West Virginia's largest residential university
 - 29,707 students
 - 913 acres
- Three core academic campuses
 - Downtown, Evansdale, and Health Sciences



29%
of Morgantown's land area is comprised of West Virginia University-owned sites

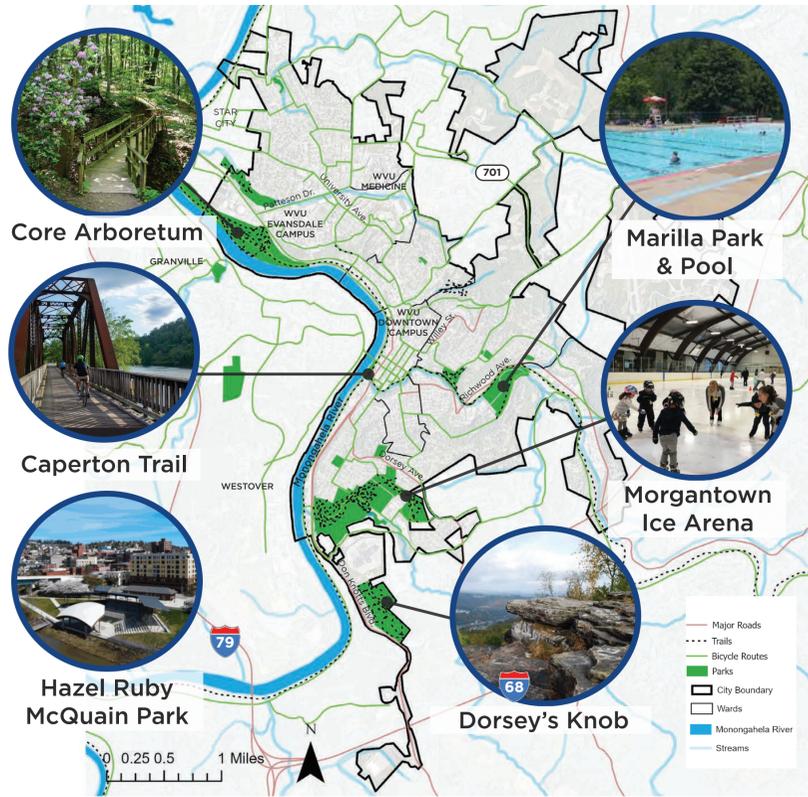
Land Use Overview

Recreation

10
miles of greenway trail within the city including Caperton and Decker's Creek trails

23
miles of greenway trails connecting outside the city

15
parks of varying sizes and amenities offered



Development Constraints



FLOOD ZONES

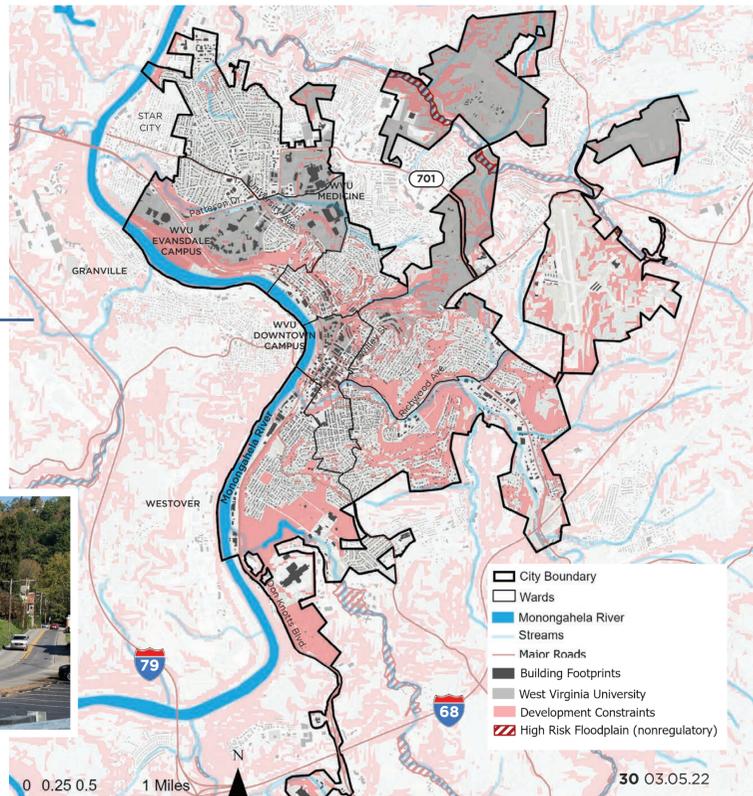
30%
of Morgantown's land area include features that constrain land development



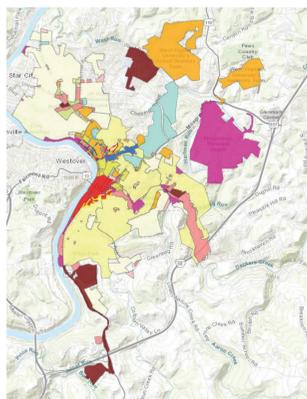
ENVIRONMENTAL RESOURCES



TOPOGRAPHY

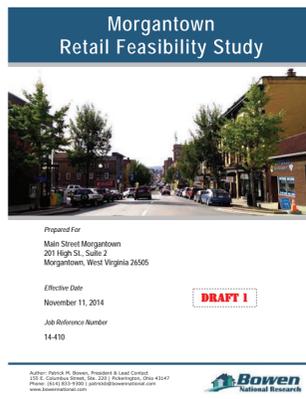


Recent Land Use Plans & Studies



CITYWIDE ZONING CODE

Regulates land use and development patterns within the City



RETAIL FEASIBILITY STUDY (2014)

Evaluated retail space within Downtown Morgantown



AREA 18 SMALL AREA PLAN (2019)

Recommends mixed-use redevelopment, neighborhood services, retail, and urban residential infill along the River



HOUSING NEEDS ASSESSMENT (2020)

Provides overview of community demographics, access to affordable housing, and includes strategies to address housing affordability

Land Use Challenges

Challenges

Do you Agree?
Green Sticker for "Yes"

Lack of access for all residents to green space	
A need for more diverse amenities Downtown, such as housing, retail, and restaurants	
A Lack of affordable housing options within Morgantown and in/ close to Downtown.	
Topographically difficult for development in some locations; limits new development options	
There is no Architectural Review Board to ensure high-quality development	
Downtown is missing mainstay retail such as grocery stores, clothing stores, general merchandisers, etc.	
Sidewalks and roads are in need of upgrades	
Additional parking is needed in Downtown and around schools	
Expansive growth is occurring along the periphery, outside city limits	
Morgantown has limited opportunities to expand its municipal borders	

Are there any additional challenges that should be identified? Use a sticky note to tell us below!

Land Use Strengths

Strengths

Do you Agree?
Green Sticker for "Yes"

A robust parks and trails system	
An embraced regional mindset. The "Greater Morgantown Area" encompasses neighboring places to create an identifiable metropolitan area	
The Wharf District and Waterfront have potential to support additional live, work, and play uses	
Greenbag Rd. presents an opportunity for redevelopment	
WVU's Personal Rapid Transit system is undergoing modernization	
Various business districts are connected to trails and other transit networks	
A new drinking water reservoir coming is online in 2022	
COVID introduced successful flexible and outdoor options like outdoor dining and parklets.	
Expansion/development/growth just outside of city limits	
The city offers great quality of life of features including trails, access to adventure, etc.	

**Are there any additional strengths that should be identified?
Use a sticky note to tell us below!**

Land Use Inspiration

Which images resonates the most with your vision of Morgantown? Use a **green sticker** to indicate your favorites.



Neighborhood Retail



Regional Retail



Office



Industrial / Manufacturing



Neighborhood Parks & Trails



Outdoor Amenities



Walkable, Mixed Use Development



Increased Housing Choice

Parks & Open Space Inspiration

Which images resonates the most with your vision for Morgantown? Use a **green sticker** to indicate your favorites.



Trails & Greenways



Playgrounds



Open Space



Spraygrounds



Neighborhood Gardens



Plazas and Urban Public Spaces



Action Sports



Art & Sculpture Gardens



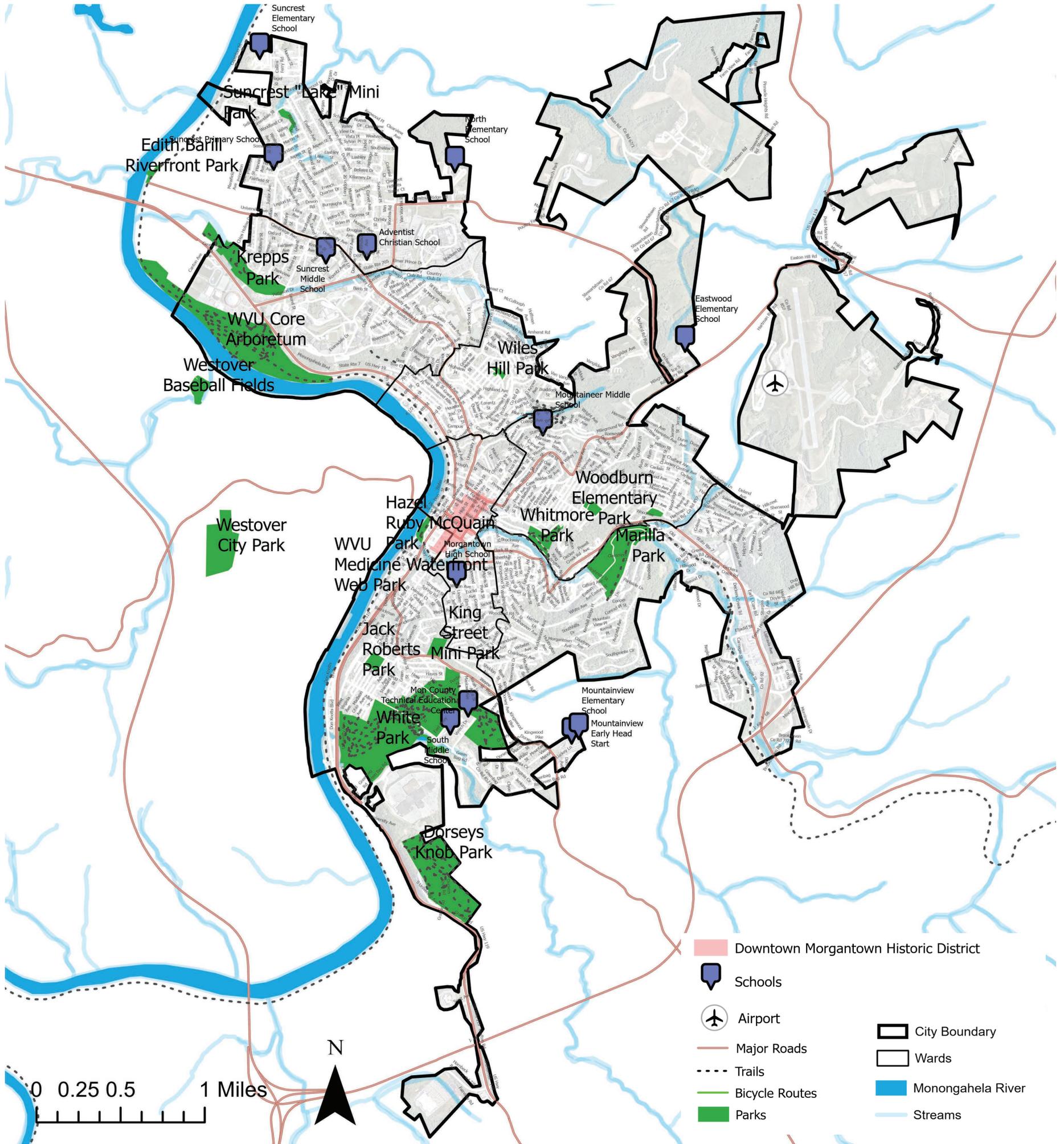
Park & Trail Opportunities

Existing Parks

Place a **green sticker** next to those parks and trails that you particularly like, and a **red sticker** next to those parks and trails that you think need improvements.

Future Opportunities

Using a marker, please indicate other opportunities for new parks within the city on this map.



Housing and Equitability Overview

Existing Housing

- Older housing stock
- Majority homes are **renter occupied** (58%)
- Morgantown's median **home value** of \$210,300 is considerably higher than surrounding areas (\$185,000)
- Approximately 3,500 **apartment units** are owned by West Virginia University
- There were concerns expressed about **dilapidated** and **vacant** housing

CONSTRUCTION TRENDS

- The pace of construction of rental housing units has slowed in recent decades and fallen behind construction of new owner-occupied housing units.



\$210k

median home price in Morgantown

27%

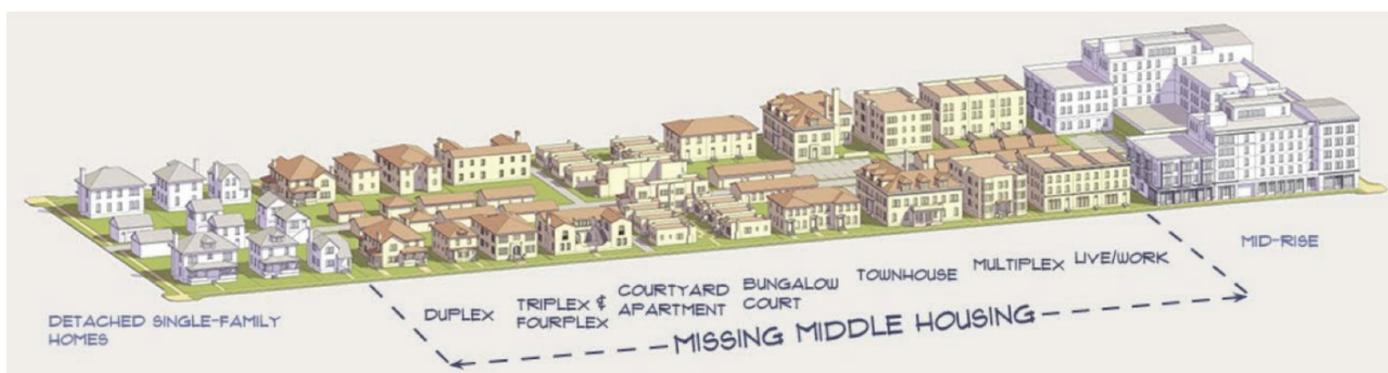
of the housing in Morgantown was constructed before 1990

48%

of the housing within one-mile of Morgantown was constructed after 1990

34 03.05.22

Lack of Affordable “Missing Middle” Housing



Missing Middle Housing is a range of house-scale buildings with multiple units—compatible in scale and form with detached single-family homes—located in a walkable neighborhood.

35 03.05.22

Community Equity

Geography	Median HH Income (\$2014)	Population Characteristics (2019)						Broadband Access in Household
		Avg. HH Size	White Alone	Degree or Higher	Youth (0-17)	Adults (18 to 64)	Seniors (65+)	
Morgantown	\$42,996	2.4	78.2%	55%	14.2%	76%	10%	88%
Charleston, WV	\$43,344	2.1	77.9%	39%	23.9%	57%	19%	78%
Fairmont, WV	\$43,319	2.3	88.9%	29%	27.3%	55%	18%	81%
Huntington, WV	\$31,162	2.3	85.3%	27%	24.4%	60%	15%	69%
Parkersburg, WV	\$35,778	2.3	94.3%	16%	26.3%	54%	20%	74%
Wheeling, WV	\$44,119	2.2	91.1%	31%	25.0%	52%	23%	70%
West Virginia	\$46,711	2.4	93.5%	21%	25.3%	54%	21%	76%
Monongalia	\$52,455	2.5	90.2%	43%	21.2%	66%	13%	86%

- Morgantown is more **diverse racially, generally younger, and has more college-educated residents** than either the state or county

Government	Worker Age and Earnings Comparison				
	Workers Under 29 Years	Workers Over 55 Years	Earns Less than \$1,250/month	Earns \$1,250 to \$3,333/month	Earns More than \$3,333/month
Morgantown	25.7%	22.2%	18.3%	30.8%	50.9%
Fairmont, WV	23.6%	24.0%	24.7%	35.9%	39.4%
Huntington, WV	23.0%	22.1%	20.8%	35.0%	44.2%
Charleston, WV	19.3%	26.3%	18.2%	36.6%	45.2%
Parkersburg, WV	19.4%	26.5%	22.7%	37.5%	39.8%
Wheeling, WV	19.4%	29.9%	23.1%	37.5%	39.4%
West Virginia	21.8%	24.8%	22.3%	35.9%	41.8%
Monongalia	26.9%	21.1%	21.5%	31.4%	47.1%

- Morgantown's median household income falls slightly below that of the state and Monongalia County
- Nearly 30% of the population in Morgantown lives below the **federal poverty line**
- The **Hazel House of Hope** has opened at the former Ramada Inn site

46 03.05.22

Housing and Equitability Housing Challenges

Do you Agree?
Green Sticker for "Yes"

Challenges

Lack of affordable housing options within the city	
Lack of modern amenities in older housing units	
Too many vacant properties	
Absentee property owners	
Properties in need of rehabilitation	
Steep slopes that limit new residential development	
Older homes may present environmental, health, and safety hazards (e.g., lead paint, asbestos) that discourage rehabilitation	
Missing a variety of housing types: one bedrooms, multi-room family, accessible units for older adults and disabled people, etc.	
NIMBYism (lack of desire for change in neighborhoods) and lack of information that supports more affordable housing development in the city	
Lack of fresh food options within walking distance of residential areas	
Trucks on State roads through residential sections reduce the quality of life of residents by creating noise and air pollution	

**Are there any additional challenges that should be identified?
Use a sticky note to tell us below!**

Housing and Equitability

Housing Strengths

Do you Agree?
Green Sticker for "Yes"

Strengths

<p>Recent redevelopment within Morgantown (e.g. Sunnyside Up) has added modern housing units</p>	
<p>Existing successful programs like the Morgantown Homecoming Program that supports home rehabilitation and new builds, as well as the Barrier-Free program that supports aging-in-place and disabilities</p>	
<p>Strong neighborhood pride and sense of community</p>	
<p>Beautiful old housing stock, if maintained. The celebrated historic architecture throughout many neighborhoods</p>	
<p>Multiple neighborhoods are within walking distance of Downtown and WVU</p>	
<p>Some businesses currently located in residential areas are doing well</p>	

**Are there any additional strengths that should be identified?
Use a sticky note to tell us below!**

Housing and Equitability

Equitability Challenges

Do you Agree?
Green Sticker for "Yes"

Challenges

Downtown needs to be more accessible for youth	
Lack of resources for the city's unhoused population	
Lack of affordable housing options	
Residents are impacted by drug use and addiction	
Lack of diverse, local job options	
Arts and culture programming offered needs to be accessible for all income levels and ages	
Trucks on State roads through town reduce the quality of life of residents by creating noise and air pollution	
There is a need for safe, reliable transportation for people without a personal automobile	
The city needs to be attractive to all socio-economic groups	
There is a need for grocery stores with healthy food options that are within walkable access to neighborhoods	
Lack of communication between different organizations, services, and the City	

**Are there any additional challenges that should be identified?
Use a sticky note to tell us below!**

Housing and Equitability

Equitability Strengths

Strengths

Do you Agree?
Green Sticker for "Yes"

Morgantown is a leader in providing social services. The Hazel House of Hope is unique.	
Morgantown is a community-oriented, tight-knit community	
The City provides strong public education options	
Low crime rates	
Morgantown is less affected by the West Virginia opioid crisis	
Morgantown has a volunteering culture and residents embrace a collaborative spirit	

**Are there any additional strengths that should be identified?
Use a sticky note to tell us below!**

Housing Inspiration

Which images resonates the most with your vision for future housing in Morgantown?
Use a **green sticker** to indicate your favorites.



Small-lot, Single Family Homes



**Accessory Dwelling Units (ADUs)
or In-Laws Suites**



Duplexes



House-Scaled Multi-Unit Buildings



Townhouses



Apartments



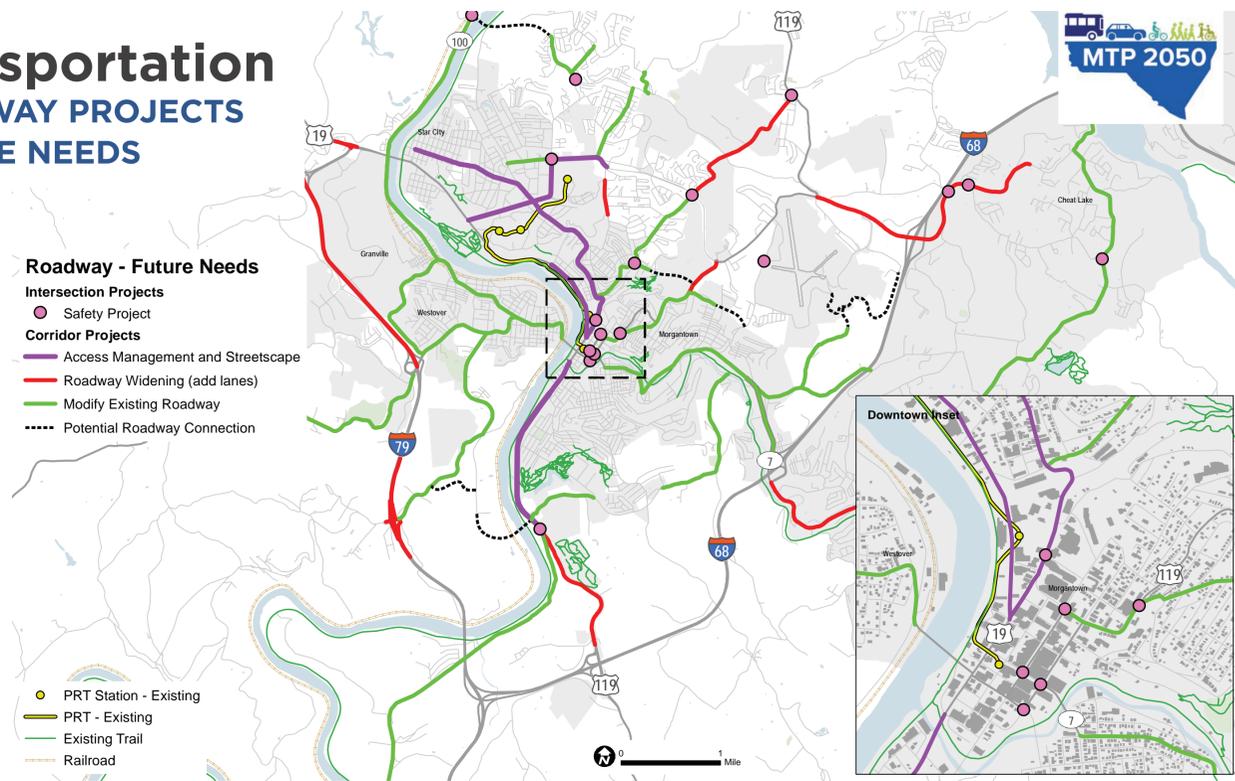
Neighborhoods with Mixed Housing



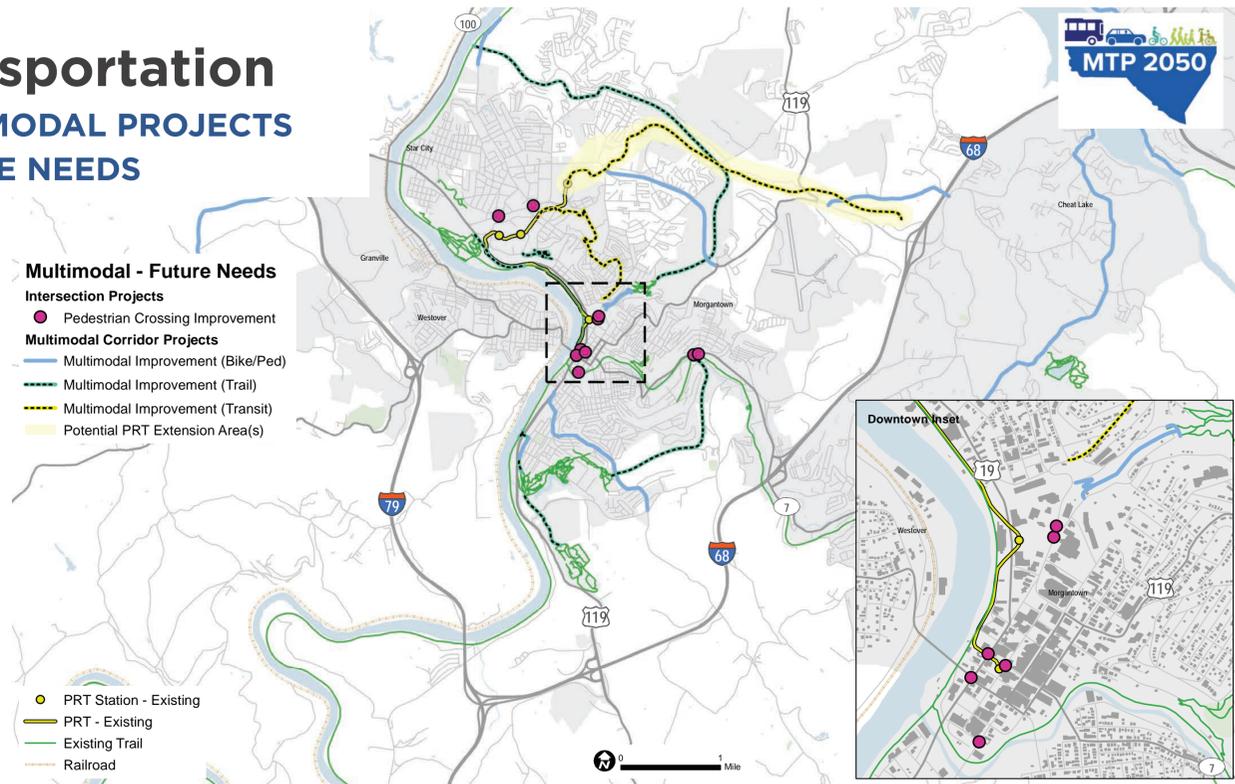
Mixed Use (Residential & Commercial)

Transportation & Infrastructure Overview

Transportation ROADWAY PROJECTS FUTURE NEEDS



Transportation MULTIMODAL PROJECTS FUTURE NEEDS



Community Infrastructure

TRANSPORTATION

- Working towards an alternate truck route
- Utility repairs, and lack of maintenance affect roadway and sidewalks conditions
- More sidewalks needed in some neighborhoods
- Regional network and connectivity is the focus for mobility

STORMWATER

- Increased flooding in recent years
- Aging infrastructure
- Flood control study planned
- Funding for stormwater management is being allocated by the city
- Wastewater Treatment Plant upgrades are underway

OTHER FACILITIES

- Constrained budget for facility upgrades
- Recent improvements include a new riverfront park
- City Hall renovation underway
- Morgantown Ice Arena upgrades are planned

Transportation & Infrastructure Challenges

Challenges

Do you Agree?
Green Sticker for "Yes"

WVU's Personal Rapid Transit (PRT) system is old and difficult to get to	
Public transit is limited in the evening and weekend. Limited hours and the relocation of the bus depot has discouraged use	
Roads and sidewalks are deteriorating; some neighborhoods lack sidewalks	
Gateways and major corridors in/out of Downtown require improvement	
Pedestrian safety and access to - and within - Downtown are significant issues	
Trucks on State roads through town reduce the quality of life of residents by creating noise and air pollution	
Flexible street space is needed to support rideshare and delivery services	
Stormwater management and flooding are issues in some sections	
A bike share system and more/safer bike facilities are needed in the city	

**Are there any additional challenges that should be identified?
Use a sticky note to tell us below!**

Transportation & Infrastructure Strengths

Strengths

Do you Agree?
Green Sticker for "Yes"

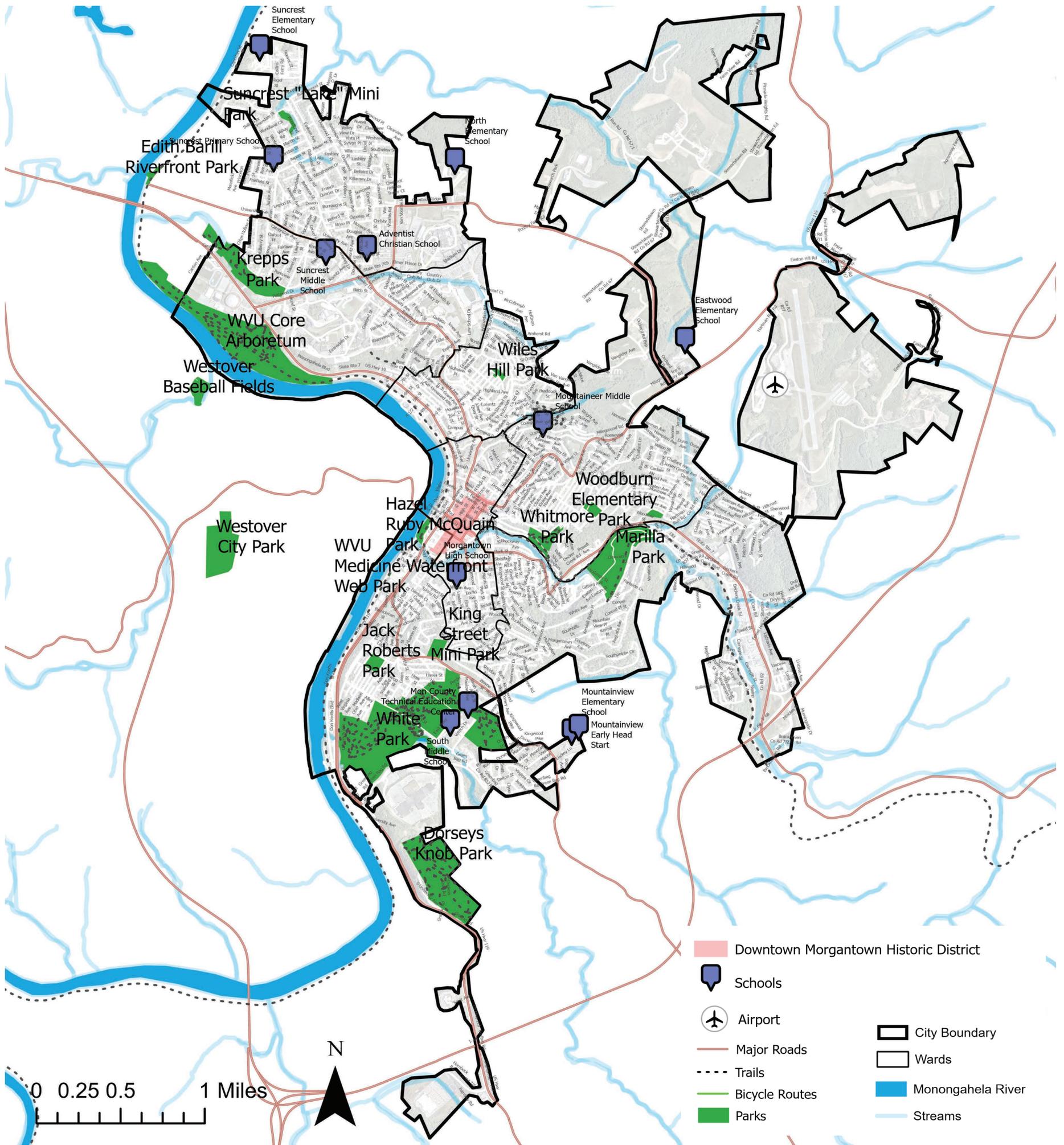
The PRT is a unique amenity for a city of Morgantown's size	
University expanded class options at both campuses	
Remote work (spurred on by COVID-19) has reduced traffic	
A major runway extension project at the airport is underway	
Trails such as Caperton and Decker's Creek provide outdoor recreation and connectivity	

**Are there any additional strengths that should be identified?
Use a sticky note to tell us below!**

Transportation & Infrastructure Stormwater Management

Have you seen or experienced flooding in Morgantown?
Let us know where using the map below!

Place a **yellow sticker** at locations where you have seen or experienced flooding in the city.



COMMUNITY FEEDBACK

PUBLIC MEETING #1:
IN-PERSON ENGAGEMENT



LAND MANAGEMENT

The following are land use types attendees desire for Downtown and throughout the City.

Desired Land Uses Downtown:



Desired Land Uses in Morgantown:



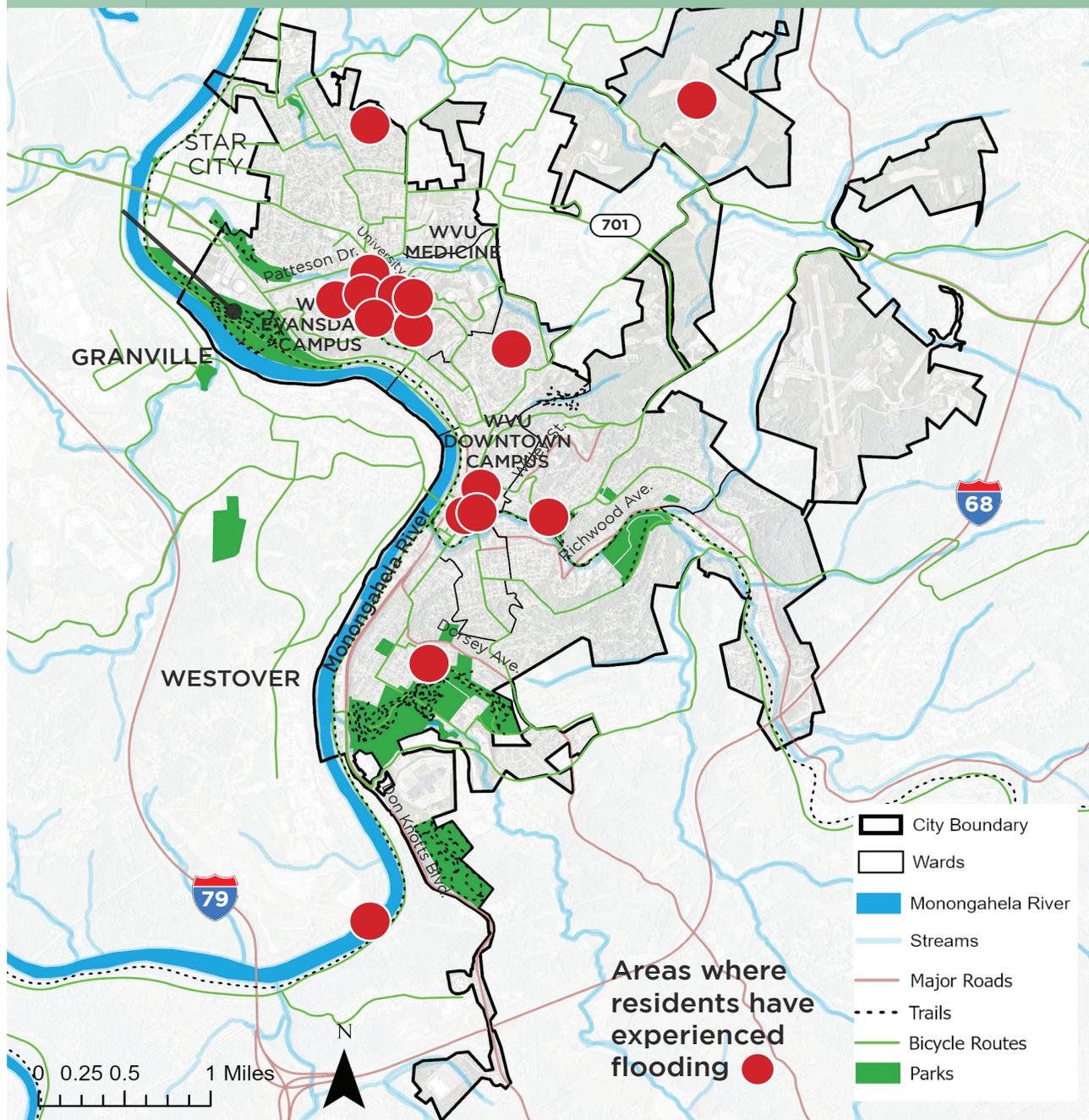
COMMUNITY FEEDBACK

PUBLIC MEETING #1:
IN-PERSON ENGAGEMENT



ENVIRONMENT

Morgantown faces several environmental challenges, including stormwater management. Meeting attendees identified areas where they have experienced flooding in Morgantown with a red dot.



COMMUNITY FEEDBACK

PUBLIC MEETING #1:
IN-PERSON ENGAGEMENT



COMMUNITY FACILITIES & SERVICES

Attendees identified their favorite parks and trails, as well as the types of parks they would like added in the future.

Favorite Trails & Parks:



Dorsey's Knob Park



White Park



Mylan Park



Caperton Trail



Core Arboretum



Marilla Park

Types of Desired Parks:



20%

Plazas and Urban Public Spaces



16%

Neighborhood Gardens



13%

Art & Sculpture Gardens



10%

Action Sports



9%

Open Space



14%

Trails & Greenway



12%

Spraygrounds



8%

Playgrounds

COMMUNITY FEEDBACK

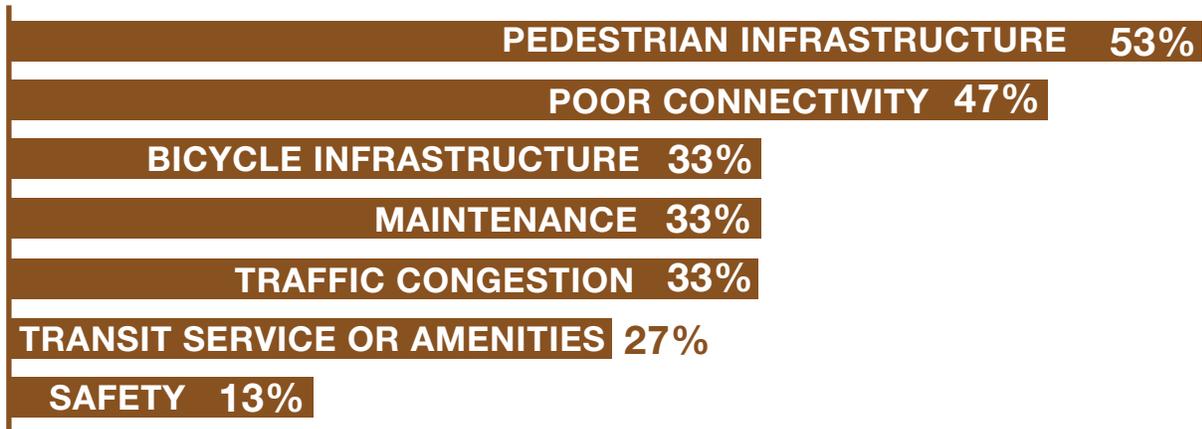
PUBLIC MEETING #1:
IN-PERSON ENGAGEMENT



TRANSPORTATION

Participants were concerned about issues related to pedestrian infrastructure (such as sidewalks) and ensuring that all transportation modes have adequate and maintained facilities.

Important Transportation Concerns:



* Meeting attendees could choose more than one option.



ECONOMIC DEVELOPMENT

Residents want to see the addition of small, locally-owned businesses to Morgantown, as well as jobs in the arts, entertainment, and recreation sectors.

Future Job Growth:



COMMUNITY FEEDBACK

PUBLIC MEETING #1:
IN-PERSON ENGAGEMENT



NEIGHBORHOODS & HOUSING

Participants identified their top three housing concerns as access to fresh food, trucks on State roads, and lack of affordable housing.

Morgantown's Top Three Housing Challenges:



Lack of fresh food options within walking distance of residential areas



Trucks on State roads through residential areas



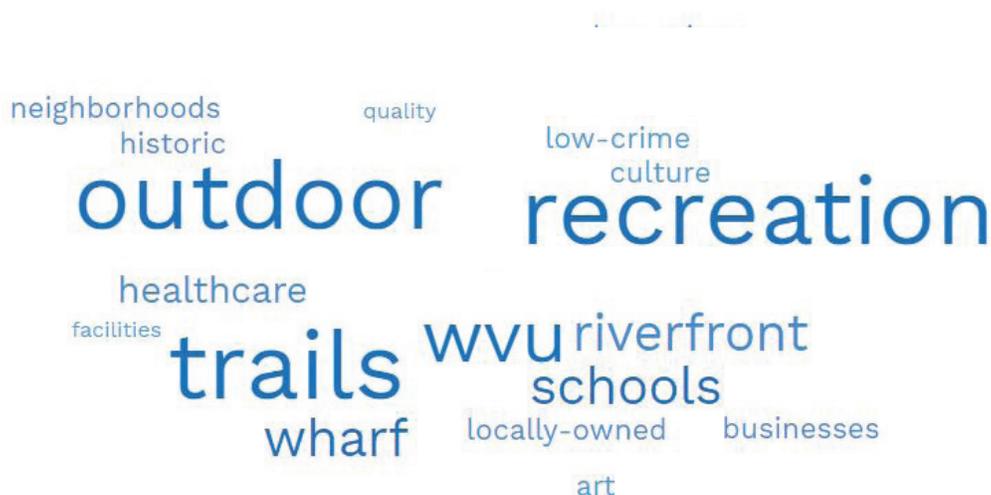
Lack of affordable housing options within the city

COMMUNITY FEEDBACK

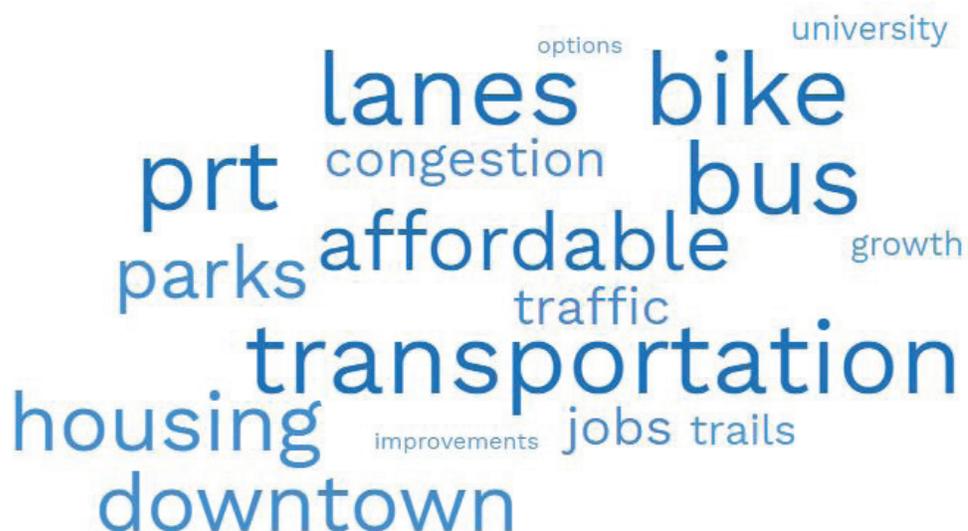
PUBLIC MEETING #1: VIRTUAL ENGAGEMENT

The online iteration of the first public meeting took place on March 5th, 2022 using Zoom. An overview of the Morgantown 2033 Comprehensive Plan process to-date was presented virtually by members of the consultant team, then the consultant team led attendees through several discussion questions in break-out groups. The meeting concluded with polling to gather similar community input as was gathered at the in-person event earlier in the week.

Morgantown's Top Three Strengths:



Morgantown's Top Three Challenges:



COMMUNITY FEEDBACK

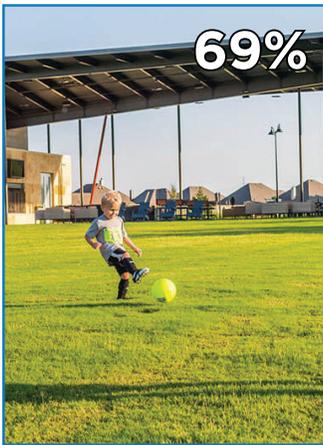
PUBLIC MEETING #1:
VIRTUAL ENGAGEMENT



COMMUNITY FACILITIES & SERVICES

The majority of attendees identified increased greenspace and parks funding as the two areas most in need of City improvements.*

Needed Parks Improvements:



69%

Greenspace



62%

Funding



52%

Trails



31%

Facilities



46%

Playgrounds



TRANSPORTATION

The majority of attendees identified pedestrian infrastructure and poor connectivity as the City's two most important transportation issues.*

Top Two Transportation Challenges:

SAFETY 13%

TRANSIT SERVICE / AMENITIES 27%

MAINTENANCE 33%

TRAFFIC CONGESTION 33%

BIKE INFRASTRUCTURE 33%

POOR CONNECTIVITY 47%

PEDESTRIAN INFRASTRUCTURE 53%

* Meeting attendees could choose more than one option.

COMMUNITY FEEDBACK

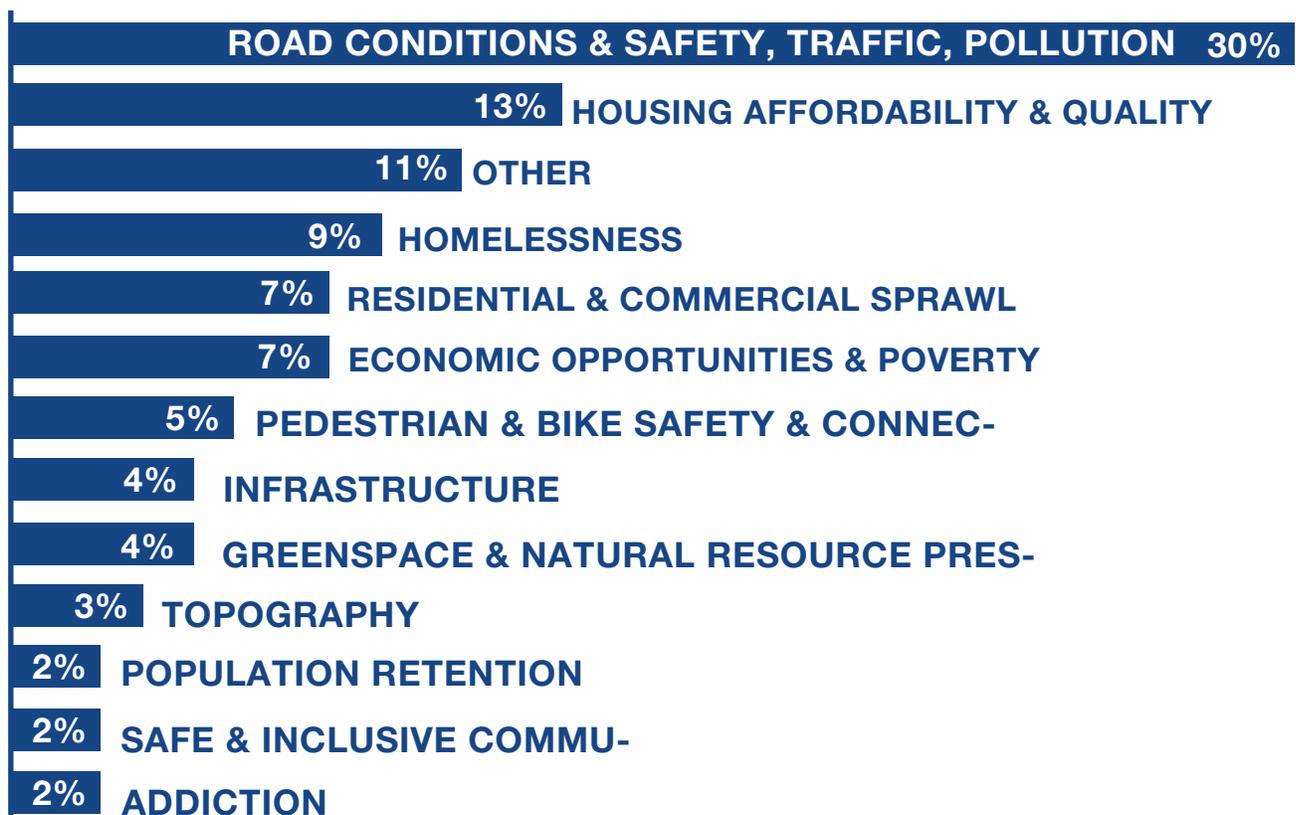
ONLINE PUBLIC ENGAGEMENT SURVEY SUMMARY

The public engagement survey was available on the City of Morgantown’s website to be completed from March 3rd to April 14th, 2022. It was promoted in the following ways:

- On the City’s website in a banner
- In a press release on 02/19/2022
- At the first public meetings on March 3rd and March 5th
- Dominion Post newspaper article on 03/04/2022
- Facebook advertisements

Top Two Challenges:

30% of respondents think that Morgantown’s road conditions, traffic, and pollution is the most pressing challenge that the City faces.



POSTER / TOPIC AREA

STICKY NOTES COLLECTED

Economic Development

What types of jobs or industries would you like to see...

Job opportunities in these fields [Arts, entertainment, and Recreation]
Do this in front of the Mountain Lair
IT
Tech, tech, tech

Downtown Inspiration (Images)

New public library
Trail-focus business. Waterfront
More green space!
UK and European cities have pedestrian-only streets that otherwise resemble our downtown

Repurpose old building as communal/workspaces/artesian shops/all city-owned
Grocery store w/ fresh products in downtown
Larger, more visible museum

Morgantown Overall Issues

Strengths

[Recent redevelopment] does not address "missing middle" of affordable housing

Housing built and planned enriches developers and bankrupts families
New housing is inadequate in quality, quantity, and typology
Better, affordable housing independent of student housing

Our metro area identifies a lot more than what is legal "Morgantown"
Public Library is the first stop for many new families
City parks and trails not maintained

Morgantown Overall Issues

Challenges

"Gateways and major corridors in/out..." Greenbag Rd "curvy road" / There are "slope challenges" / Roundabout could pose a significant impact
Greenbag Rd is a major trucking corridor / Truckers prefer turning lane to roundabouts
Entrances especially Willey Street - Horrible look and functionality
Rt 7 Brockway Ave needs major improvement

"Trucks on State roads through residential sections..." School bus drivers believe turning lanes are safer than roundabouts
Traffic is already an issue. Walking, busing, and biking need to be easier and safe for the future

"Lack of affordable housing options within city" Affordable? Yes. Clean & well kept? No
If someone making a middle class salary has trouble finding affordable housing there's a problem
The house my parents bought in 1999 cost \$80K. It should be worth \$135K today. It appraises for over \$200K today

Morgantown Overall Issues

"What one word describes Morgantown for those who live here?"

Challenging

Progressive
Promising
Fixer-upper
Boring
Rundown
Welcoming
Home
Dingy
Nature
Boring
Jobs?
Almost
Potential

Land Use Inspiration (Images)

Universal housing accessible all ages

Land Use

Strengths

<i>A robust parks and trails system</i>	Not concrete Park trails are not maintained Modernization Trails system should be connected as much as possible
<i>An embraced region mindset</i>	Yes. Metropolitan area = more resources
<i>Greenbag Rd presents an opportunity for redevelopment</i>	Bike connectivity No roundabout Roundabouts are a detriment to the community
<i>WVU's Personal Rapid Transit system</i>	I think the PRT is underutilized in the summer
<i>Expansion outside of city limits</i>	It's been modernizing for probably over a decade. They need to truly update With little to no codes / building enforcement
<i>City offers great quality of life features</i>	We need to take advantage of these possibilities more

Land Use

Challenges

	Granny flats, cottage courtyard and other multi-units > single family residential zone
<i>Lack of access for all residents</i>	Paved land for excessive parking lots = \$0 tax revenue and bad for people's interaction with city. Mixed use, multi-level development = more parts of town with the benefits of Downtown. This would be cheaper for infrastructure too. ADA compliant trails (other than rail trail)
<i>A need for more diverse amenities in Downtown</i>	We ignore areas such as Brockway just outside of downtown for events and beautification
<i>Lack of affordable housing options</i>	Quality affordable
<i>Topographically difficult</i>	Don't open new land. Reuse old mall bldgs., use abandoned parking lots City should create programs that promote revitalization by funding programs where citizens fix their houses and City pays them that a % under arch review requirements
<i>No Architectural Review Board</i>	
<i>Additional parking is needed in Downtown</i>	Add EV recharging - EVSE current grant would cover cost now!
<i>Expansive growth is occurring along periphery</i>	Uncoordinated strip mall growth

Parks and Open Space Inspiration (Images)

Use to connect parks, neighborhoods to rail trails
 Not owned by WVU
 Please make a review on all playgrounds, some are outdated or do not fit in the kids population. Partner with Kaboom! They help funding new playgrounds (Attn: White Park)
 MTB specific along with BMX, skate, etc.
 (Picture of food cart pods) Connected to a public library
 Ones not owned and operated by WVU
 With seating unlike Courthouse square

Parks and Open Space Inspiration (Map Exercise)

Need parks where there aren't any
 Whitmore park needs trail maintenance work
 No More Stroads! Mixed use development with roads and streets and bike/walking trails
 Dedicated bicycle and pedestrian trails connecting neighborhoods + mixed use areas
 More bike racks & bike parking in garages

Overall Challenges

Capital Improvement: expand, remodel the library and don't privatize
Housing prices and availability Large mismatch between income and career opportunities
Downtown's image as a safe and attractive destination... Asheville's art and culture are considered desirable not the "safe" downtown
 This reads as stigmatizing
There is a perception that Downtown doesn't offer There's nothing to do downtown except drink
 This is an exaggeration; however, the marketing/promotion of the cool events downtown Morgantown hosts has room for improvement
 This is a byproduct of the lack and difficulty to bike, public transit, walk to
It is difficult to find parking downtown Downtown
Steep slopes limit new development Use slopes for green space -- work around them
More in-town environmental friendly, affordable retail Add farm to table year-round grocery. Se Growov(sp?) in Wheeling for example
 Team with WVU on this

Overall Strengths

Include a play structure for children in the downtown area, preferably the courthouse square
 WVU growth and expansion helps it and its students, not necessarily the community at large
 State legislative action ease business entry, but curtail return to the community in tax dollars
WVU is a major university that has plans to grow Excellent, but WVU should grow within its physical footprint
WVU housing is revitalizing some neighborhoods WVU's residential expansion has limited opportunities for permanent residents
City offers strong access to outdoors Access needs improvement
 ASCENT is a slap in the face to every young person born and raised here who
 cant afford to stay
ASCENT WV talent attraction
The City offers a positive quality of life Public Library

Housing and Equitability

Strengths

<i>Morgantown is a leader in providing social services</i>	We need to work with social services and develop creative, actionable solutions to homelessness Moving social services outside of town only cuts people off from services it does not remove people from town Good idea. Jury is out on location process
<i>City provides strong public education options</i>	And great private schools, too Great schools overall WVU has been in top party school which is directly related to arrest made.
<i>Low Crime rates</i>	Safety is an issue Downtown long had a history of not being safe after dark
<i>Morgantown is less affected by opioid crisis</i>	Still affected <u>opioid crisis</u>

Housing and Equitability

Challenges

	Bus routes to outlying residential areas (not downtown)
<i>Lack of diverse, local job options</i>	Options largely limited to WVU, retail, fast food or graduate level STEM careers
<i>Need for grocery stores with healthy food</i>	Checkout GROWOV in Wheeling Look at Tesco in the UK as an example. There's a Tesco or Tesco Express every .5 to 1 mile

Housing Inspiration (Images)

White Ave is ripe for new housing -- lots of vacant lots
Well done mixed use -- not all high end \$\$\$\$

Housing and Equitability - Housing

Challenges

Challenges

<i>Properties in need of rehabilitation</i>	Lack of grocery store access to downtown residents -- especially those w/o a car -- this is a <u>major</u> issue Same for Unity Manor residents -- food desert Penn Ave has consistent issues Downtown/Walkable grocery store City policy can be more favorable to landlords than renters Vacant houses for more than 1 year should have <u>very high</u> taxes -- fix it or sell it
---	--

Housing and Equitability - Housing

Strengths

Strengths

<i>Existing successful programs like the Homecoming Program</i>	Affordable first time buyer programs for existing residents I have never heard of this program
<i>Multiple neighborhoods are within walking distance of WVU and Downtown</i>	Walking distance, not walking infrastructure for all of the neighborhoods
<i>Some businesses currently located in residential areas are doing well</i>	Example = Phoenix Bakery and Madeline Marie's!

Morgantown Overall Issues and Image

Dots Compiled

Challenge	Green	Yellow
Gateways and major corridors in/out of Downtown need significant improvements	18	
Downtown's image as a safe and attractive destination must improve particularly in comparison to peer cities such as Asheville, NC	19	
State policies that limit city expansion opportunities, and the City's ability to manage its roads negatively impact growth/expansion	10	
Trucks on State roads through residential sections and Downtown reduce the quality of life of residents by creating noise and air pollution	22	
Steep slopes limit new, much needed development. Recent County development, just outside the city limits, is drawing residents out of Morgantown	6	
Lack of diverse employment opportunities	14	
There is a need for safe, reliable transportation for people without a personal automobile	13	
Lack of affordable housing options within the city	21	
Lack of resources for the city's unhoused population	13	

Morgantown Overall Issues and Image

Strengths	Dots Compiled	
	Green	Yellow
The city offers a positive quality of life with features including trails, access to adventure, etc.	14	1
Morgantown is seen as an education and healthcare center	18	1
An embraced regional mindset. The “Greater Morgantown Area” encompasses neighboring places to create an identifiable metropolitan area		3
WVU is a major university located within Morgantown that has plans to grow	9	
Downtown has good “bones” and a strong cultural foundation (e.g. popular outdoor dining and nightlife; programming such as the Farmers Market and the Art Walk; theater; etc.)	13	
The Wharf District and Waterfront areas are gaining momentum for growth and revitalization	8	
Recent redevelopment within Morgantown (e.g. Sunnyside Up and Richwood areas) has added modern housing units	2	3
Strong neighborhood pride and sense of community	10	1
The city has a quality public school system	16	1
Proximity to major urban centers such as Pittsburgh and Washington, DC	17	1

Economic Development & Downtown

Dots Compiled

Challenge	Dots Compiled	
	Green	Yellow
Flight of businesses out of Downtown	8	
Need for workforce training in all industries	5	
Deteriorated roadways and other infrastructure discourages businesses from locating in the City	20	
Housing prices and availability are not attractive to potential businesses	8	
Gateways and major corridors in/out of Downtown need significant improvements	6	
There is a need for better walkability/bikability throughout the City, and better access from neighborhoods to Downtown	11	
Downtown's image as a safe and attractive destination must improve particularly in comparison to peer cities such as Asheville, NC	7	
There is a perception that Downtown doesn't offer many attractive options; bars dominate	17	
State policies that limit city expansion opportunities, and the City's ability to manage its roads negatively impact growth/expansion	6	
Truck traffic through Downtown damages roads and infrastructure such as traffic lights and signs	14	
WVU's student enrollment is decreasing	4	1
It is difficult to find parking in Downtown	10	
The airport has aging infrastructure	5	
Steep slopes limit new, much needed development	2	
There is need for additional housing options in and near Downtown	10	
Recent County development, just outside City limits, is drawing residents out of Morgantown	14	1
More in-town, environmentally-friendly, affordable retail options are needed	11	

Economic Development & Downtown

Strength	Dots Compiled	
	Green	Yellow
Recent state legislation makes it easier for businesses to enter/start up in West Virginia	1	
A runway extension is under construction at the airport, along with planning for a new business park	4	
WVU is a major university located within Morgantown that has plans to grow	5	
Technology and data companies are growing- an opportunity for Morgantown	6	
WVU housing is revitalizing some neighborhoods, such as Sunnyside	1	1
The Wharf District and Waterfront areas are gaining momentum for growth and revitalization	11	
The City's maintains a positive image in West Virginia	2	
The City offers strong access to outdoor amenities and recreation; the pandemic has encouraged more outside activity	13	
Local athletics are a strong citywide draw	5	
There is a variety of locally-owned businesses	1	
Strong investment and growth in the arts citywide, including at the University	2	
Proximity to major urban centers such as Pittsburgh and Washington, DC	11	
The city has a quality public school system	16	
The consolidation of social services at the Hazel House of Hope	1	
ASCENT WV talent attraction program for remote workers	4	1
Potential to think of Morgantown in a more regional context (Greater Morgantown Area)	5	
Morgantown's ability to resolve public infrastructure issues quickly		1
Morgantown is seen as an education and healthcare center. Scientific enterprises bring healthcare tourists, etc.	13	
Downtown has good "bones" and a strong cultural foundation (e.g. outdoor dining and nightlife; etc.)	8	
The city offers a positive quality of life with features including trails, access to adventure, etc.	14	

Economic Development Downtown

Challenge	Dots Compiled	
	Green	Yellow
Construction	4	
Manufacturing	6	
Retail	7	2
Healthcare	1	
Arts, Entertainment, and Recreation	25	
Public Administration	3	
Educational Services	7	
Hospitality	6	
Transportation, Warehousing, and Utilities	7	
Small, Locally- Owned Businesses	28	

Land Use

Dots Compiled

Strengths	Green	Yellow
A robust parks and trails system	9	
An embraced regional mindset. The "Greater Morgantown Area" encompasses neighboring places to create an identifiable metropolitan area	2	
The Warf District and Waterfront have potential to support additional live, work, and play uses	11	
Greenbag Rd. presents an opportunity for redevelopment	8	
WVU's Personal Rapid Transit system is undergoing modernization	1	1
Various business districts are connected to trails and other transit networks		
A new drinking water reservoir coming online in 2022	2	
COVID introduced successful flexible and outdoor options like outdoor dining and parklets	10	
Expansions/development/growth just outside of the city limits		3
The city offers great quality of life features including trails access to adventures, etc.	9	1

Land Use

Challenge	Dots Compiled	
	Green	Yellow
Lack of access for all residents to green space	13	
A need for more diverse amenities Downtown, such as housing, retail and restaurants	15	
A lack of affordable housing options within Morgantown and in/close to Downtown	17	
Topographically difficult for development in some locations; limits new development options	7	1
There is no Architectural Review Board to ensure high-quality development	14	
Downtown is missing mainstay retail such as grocery stores, clothing stores, general merchandise, etc.	22	
Sidewalks and roads are in need of upgrades	27	
Additional parking is needed in Downtown and around schools	8	1
Expansive growth is occurring along the periphery, outside city limits	13	
Morgantown has limited opportunities to expand its municipal borders	8	1

Housing

Challenge	Dots Compiled	
	Green	Yellow
Lack of affordable housing options within the city	20	
Lack of modern amenities in older housing units	9	
Too many vacant properties	6	
Absentee property owners	12	
Properties in need of rehabilitation	15	
Steep slopes that limit new residential development	4	
Older homes may present environmental, health, and safety hazards (e.g. lead paint, asbestos) that discourage rehabilitation	10	
Missing a variety of housing types: one bedrooms, multi-family, accessible units for older adults and disabled people, etc.	15	
NIMBYism (lack of desire for change in neighborhoods) and lack of information that supports more affordable housing development in the city	7	
Lack of fresh food options within walking distance of residential areas	24	
Trucks on State roads through residential sections reduce quality of life of residents by creating noise and air pollution	21	

Housing

Dots Compiled

Strengths	Green	Yellow
Recent redevelopment within Morgantown(e.g. Sunnyside Up has added modern housing units		2
Existing successful programs like the Morgantown Homecoming Program that supports home rehabilitation and new builds, as well as the Barrier-Free program that supports aging-in-place and disabilities		
Strong neighborhood pride and sense of community	19	
Beautiful old housing stock, if maintained. The celebrated historic architecture throughout many neighborhoods	18	
Multiple neighborhoods are within walking distance of Downtown and WVU	19	
Some businesses currently located in residential areas are doing well	14	

Equitability

Dots Compiled

Challenge	Green	Yellow
Downtown needs to be more accessible for youth	10	
Lack of resources for the city's unhoused population	11	
Lack of affordable housing options	22	
Residents are impacted by drug use and addiction	10	
Lack of diverse, local job options	10	
Arts and culture programming offered needs to be accessible for all income levels and ages	4	
Trucks of State roads through town reduce the quality of life of residents by creating noise and air pollution	17	
There is a need for safe, reliable transportation for people without a personal automobile	19	
The city needs to be attractive to all socio-economic groups	17	
There is a need for grocery stores with healthy food options that are within walkable access to neighborhoods	21	
Lack of communication between different organizations, services, and the City	20	

Equitability

Dots Compiled

Strengths	Green	Yellow
Morgantown is a leader in providing social services. The Hazel House of Hope is unique	3	
Morgantown is a community-oriented, tight-knight community	4	2
The City provides strong, public education options	12	
Low crime rates	7	
Morgantown is less affected by the West Virginia opioid crisis	1	4
Morgantown has a volunteering culture and residents embrace a collaborative spirit	12	

Transportation and Infrastructure

Challenge	Dots Compiled	
	Green	Yellow
WVU's Personal Rapid Transit (PRT) system is old and difficult to get to	7	
Public transit is limited in the evening and weekend. Limited hours and the relocation of the bus depot has discouraged use	13	
Roads and sidewalks are deteriorating: some neighborhoods lack sidewalks	22	
Gateways and major corridors in/out of Downtown required improvement	11	
Pedestrian safety and access to- and within-Downtown are significant issues	16	
Trucks on State roads through town reduce the quality of life of residents by creating noise and air pollution	14	
Flexible street space is needed to support rideshare and delivery services	11	
Stormwater management and flooding are issues in some sections	20	
A bike share system and more/safer bike facilities are needed in the city	12	

Transportation and Infrastructure

Challenge	Dots Compiled	
	Green	Yellow
The PRT is a unique amenity for a city of Morgantown's size	15	
University expanded class options at both campuses	2	
Remote work (spurred on by COVID-19) has reduced traffic	19	
A major runway extension project at the airport is underway	7	
Trails such as Caperton and Decker's Creek provide outdoor recreation and connectivity	14	

Land Use Inspiration

Image	Dots Compiled	
	Green	Yellow
Land Use		
Neighborhood Retail	10	
Regional Retail	3	3
Office	3	
Industrial/Manufacturing	2	1
Neighborhood Parks & Trails	13	
Outdoor Amenities	14	
Walkable, Mixed Use Development	10	
Increased Housing Choice	7	

Downtown Inspiration

Dots Compiled

Image	Green	Yellow
Outdoor Dining	14	1
Arts & Culture	24	1
Gathering Place & Family Attractions	23	1
Grocery Store/Retail	16	2
Connections	14	
Adaptive Reuse	16	
Business Incubation/Local Business	17	
Walkable, Infill Development	18	

Housing Inspiration

Dots Compiled

Image	Green	Yellow
Small-Lot, Single Family	9	
Accessory Dwelling Units	16	
Duplexes	13	
House-Scaled Multi-Family	8	
Townhouses	9	1
Apartments	8	
Neighborhoods w/ Mixed Housing	18	
Mixed Use (Residential & Commercial)	12	

Parks and Open Space

Dots Compiled

Image	Green	Yellow
Trails & Greenway	14	
Playgrounds	8	
Open Space	9	
Spraygrounds	12	
Neighborhood Gardens	16	
Plazas and Urban Public Spaces	20	
Action Sports	10	
Art & Sculpture Gardens	13	

2. PUBLIC MEETING #2

WELCOME!

Comprehensive Plan Overview

A comprehensive plan is an official statement of the City's vision for its future. It expresses the Morgantown community's aspirations and goals, while articulating a corresponding set of policies and recommendations to guide future decisions regarding land use, development, and capital improvements. The Morgantown 2033 plan identifies:

- 1 Community **values, issues, and assets**
- 2 The City's long and short-range **goals and objectives**
- 3 **Projects and policies** to address current and future community needs
- 4 Strategies that balance **growth and economic** development
- 5 Land use, transportation, and infrastructure recommendations to guide **growth and preservation**

Stay up to date with the project website:

<http://morgantownwv.gov/652/Morgantown-2033>

- [Learn more about the process](#)
- [View presentations](#)
- [Review draft documents](#)
- [Submit questions](#)

MORGANTOWN
 **2033**

Community Engagement Process

-  **PROJECT KICK-OFF**
Steering Committee Meeting #1
Meetings with City Staff
-  **INFORMATION GATHERING**
Stakeholder interviews (Dec. '21 - Feb '22)- 16 Interviews
WVU Pop Up Meeting - 30 Participants
Public Meetings (March 3rd & 5th) - 95 Participants
Online Community Survey - 71 Participants
-  **SYNTHESIS OF COMMUNITY ENGAGEMENT**
Planning Commission Meeting #2
Steering Committee Meeting #2
-  **REGIONAL COMPREHENSIVE PLAN FAIR**
Comprehensive Plan Fair - 25 Participants
-  **PLAN DEVELOPMENT**
Planning Commission Meeting #3
Steering Committee Meeting #3
-  **ADOPTION**
Public Meeting #3
Steering Committee Meeting #4
Planning Commission Meeting #4 (Recommendation)
City Council Adoption

OCT
'21

DEC
'21
-
MAR
'22

MAY
'22

SEP
'22

MAY
'23

JUN
'23
-
NOV
'23

Project Process

CAPTURE COMMUNITY ASPIRATIONS

Define overarching community values related to the entire Comprehensive Plan through public engagement.

DEFINE THE "BIG PICTURE"

Prepare draft Guiding Principles and Vision Statements for each topic area of the Comprehensive Plan.

ESTABLISH FUTURE OUTCOMES

Develop goals, objectives, and strategies related to each Plan element.

PREPARE AN IMPLEMENTATION PLAN

Establish action items corresponding to Plan objectives and prioritize each based on community values



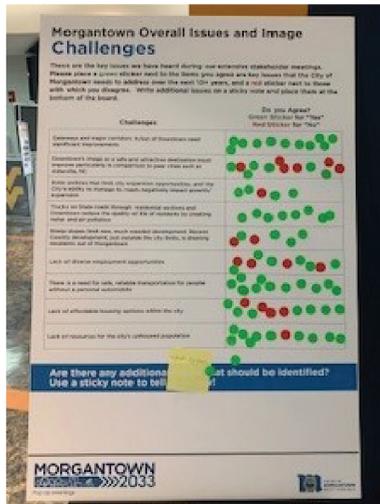
WHAT WE LEARNED

Through this lively engagement process, we learned that, overall, many residents in Morgantown are proud and appreciative of its quality of life but still feel that significant issues need to be addressed to retain and attract businesses and residents.

Critical Priorities: Key Themes

When asked about the overall critical priorities for implementing change, the key themes expressed were:

- Addressing truck traffic through neighborhoods and Downtown
- Enhancing aging infrastructure including road repairs and additional sidewalks, green space, and recreational trails
- Dedicating more resources to effectively serve the City's population
- Providing significantly more housing choices to increase affordability
- Creating new job opportunities to retain and attract new residents
- Preserving green space and natural resources, and
- Demonstrating effective support for equity in all of the City's initiatives



WVU Pop-Up Meeting



The Need for a Regional Vision

Residents and stakeholders recognized that the City of Morgantown cannot thrive in isolation, but must share its vision for the future with the region as a whole. This notion encompassed the following themes:

- Development of a regional way of thinking about issues such as transportation, development, and regional branding
- A continuing initiative aimed at building stronger local and state partnerships
- A cooperative effort to deal with the challenges of sprawl and the maintenance of high-quality development throughout the region
- Opening the door to regulatory mechanisms that will allow Morgantown to grow beyond its current boundaries through measures such as land annexation
- A concerted effort to enhance regional recreational opportunities



Land Management Issues

In addition to neighborhood and housing issues, there were ideas and opportunities expressed related to land management. These included:

- The need for a citywide vision that coordinates the overall appearance and aesthetics of Morgantown's different areas
- The strong desire for a safe and attractive Downtown that offers a diversity of amenities
- The exciting land use opportunities presented by the Wharf District and its adjacency to Downtown
- Developer preference to County development (immediately outside the boundaries of the City) for both employment and housing options

WHAT WE LEARNED



Key Transportation Issues

In response to the question, “What are the two most important transportation issues that the City needs to address in the next decade?” The majority of responses focused on:

- The need for improved pedestrian and bicycle infrastructure (86%)
- Poor connectivity throughout the city (47%)
- Traffic congestion (33%)
- Maintenance (33%)
- The need for better transit services (27%)



Environmental Considerations

The environment is of critical importance to the residents of Morgantown. With the emphasis on natural areas and outdoor recreation as major attractions for the city, the need to protect and enhance the Morgantown’s environment both now and into the future. Concerns included:

- The active protection of existing natural resources and environmentally sensitive areas
- The need to encourage more outdoor activities through protection and enhancement of the City’s natural resources, particularly in light of the growth in outdoor activities spurred by the COVID pandemic
- Recognition and response to issues of climate change and increased greenhouse gas emissions
- The creation of additional green jobs and green commerce to contribute to the economic development of the City
- Enhancement of stormwater management techniques to address issues of flooding in some areas of the City
- Exploration of sustainable energy opportunities



Achieving an Equitable City

Many of those who participated in the community engagement efforts emphasized interest in achieving a more equitable Morgantown - one that can be attractive to a wide range of socio-economic groups and can encourage graduating University students to remain in the City. Comments included:

- Enfolded equity into all initiatives (housing, jobs, transportation, food access, etc.)
- Supporting affordable housing
- Providing access to multimodal transportation options
- Increasing access to mental health and addiction services
- Incentivizing a broad range of employment opportunities
- Support for livable wages



Community Facilities and Services

Morgantown’s role in providing high quality community facilities and services was frequently mentioned as a significant asset by stakeholders. These include:

- A robust parks and trails system, including a new riverfront park
- High quality public schools
- Strong and successful local athletics programs
- Upgrades/renovations underway for several significant citywide facilities including City Hall and the Morgantown Ice Arena
- Low crime rates

WHAT WE LEARNED



Economic Development

Continued economic growth and development was recognized as a critical goal by both stakeholders and residents. The following points were noted:

- Morgantown is an education and healthcare hub for West Virginia; it should use this institutional base as a force for attracting and growing new business models
- The City already has a rich variety of locally-owned businesses and a perceived positive quality of life for the region. These provide strong branding opportunities for attracting new businesses
- The City has made significant investments in growing its arts and cultural amenities
- Technology and data sectors are important opportunities for growth
- Morgantown currently lacks a significant number of diverse employment opportunities, as well as appropriately sized and attractive settings for housing new businesses (particularly in the Downtown)



Neighborhood and Housing Issues

While many residents described the Morgantown as a “city of strong neighborhood pride and a sense of community”, there was also recognition of a number of serious issues --- many of which were identified in the 2013 Comprehensive Plan, and continue to be a concern in 2022. These include:

- The need for additional neighborhood retail and healthy food options
- The proliferation of vacant properties, as well as properties in need of rehabilitation and more stringent code enforcement
- The serious lack of affordable housing, which is forcing many to live in the County and commute into Morgantown on a daily basis
- A lack of housing options (e.g., one bedroom, multifamily, accessible units for older adults, etc.)
- A lack of programs that can support more housing affordability options

Many Thanks!

This Comprehensive Plan has been guided by the feedback received as a result of the extensive community input incorporated into this planning process. We wish to thank the many citizens of Morgantown for spending a significant amount of time with the Planning Team to share their goals, issues, and concerns for Morgantown - both today and over the next two decades.



Public Meeting #1

PLAN ELEMENTS & VISION STATEMENTS

Plan recommendations are organized into seven elements (or sections). Vision statements (shown below) define each element, which serves as a guide for informing Comprehensive Plan recommendations.



REGIONAL VISION

The City will lead a collaborative regional approach that nourishes local and state partnerships, addresses interconnected infrastructure issues, encourages high-quality development, protects the region's rich natural resources, and enhances its recreational opportunities.



LAND MANAGEMENT

Morgantown will be vibrant and welcoming, with safe, attractive, and dynamic neighborhoods and business districts offering a diverse mix of housing, business and entertainment opportunities. The City will update its policies to incentivize revitalization and redevelopment.



TRANSPORTATION

Morgantown will be an accessible city, working with its partners to offer a variety of convenient, safe, reliable, well-maintained and equitable transportation options. Enhanced transit, bicycle, and pedestrian networks will connect neighborhoods and business districts. In addition, the goal of minimizing traffic-induced air and noise pollution will be prioritized to improve residents' quality of life.



ENVIRONMENT

Morgantown will sustain its unique access to outdoor recreational amenities. The city will continue to invest in its future by protecting its natural resources and environmentally sensitive areas, taking measures to address climate change impacts – like stormwater management issues - and reducing greenhouse gas emissions.



NEIGHBORHOODS & HOUSING

Morgantown will preserve its unique neighborhoods while becoming more accessible to all socio-economic groups and will increase convenient resident access to retail and healthy food choices. The City will increase its supply of affordable, accessible and compatible housing options by prioritizing policies, programs, and funding to encourage missing middle and accessible housing, rehabilitation of aging properties, and the implementation of other infill opportunities.



COMMUNITY FACILITIES & SERVICES

Morgantown seeks to build on recent investments in both the arts and cultural programming to boost Morgantown's vibrancy, attractiveness, and livability for local residents and regional visitors alike. The City will pursue funding and other opportunities to strengthen community-wide and neighborhood parks, enhance its aging infrastructure, and strengthen its safety and community support services.



ECONOMIC DEVELOPMENT

Morgantown will focus on strengthening its ability to retain and attract residents, visitors, and employment opportunities. The City will expand its education and healthcare base to create a diverse range of jobs. Morgantown will explore feasible strategies to expand business opportunities Downtown, support its variety of locally-owned businesses and business districts city-wide, and nurture strong partnerships with the Morgantown Area Partnership, West Virginia University, the Airport Authority, and other community stakeholders.

REGIONAL VISION - Draft Goals & Strategies

RV-1 COLLABORATE WITH NEIGHBORING JURISDICTIONS

Plan together, have dialogue, and formulate reasonable solutions that benefit all stakeholders when dealing with regional issues.

- RV-1.1** Establish a reoccurring County and municipalities leadership meeting that is convened by the County Commission.

RV-1 ATTRACT HIGH-QUALITY DEVELOPMENT

Create walkable, compact, and transit-accessible development patterns to protect the environment, reduce commuting impacts, and enhance quality of life.

- RV-2.1** Work with the surrounding municipalities and the County to identify strategies to facilitate sustainable growth patterns. Ensure that adequate community services serve future growth areas.
- RV-2.2** Collaborate with the Morgantown Utility Board to regularly evaluate utility service area boundaries to support city growth and annexation opportunities.
- RV-2.3** Maintain open communication with WVU about future development and planning studies.
- RV-2.4** Collaborate with public entities to explore adaptive reuse and redevelopment of local vacated buildings and properties.
- RV-2.5** Continue to advance plans to update the City's Subdivision and Land Development Ordinance to streamline the review process and foster high-quality development standards.

RV-3 MITIGATE TRAFFIC IMPACTS

Mitigate traffic impacts on the health, safety, and livability of residents, visitors, and the environment in a coordinated and equitable manner.

- RV-3.1** Prioritize transportation improvements in coordination with the Morgantown Monongalia Metropolitan Planning Organization (MMMPO), Monongalia County, and West Virginia Department of Highways (WVDOH) to reduce congestion and increase mobility options near major employers and growth areas.
- RV-3.2** Ensure an equitable process in evaluating and implementing transportation projects.
- RV-3.3** Work with area stakeholders to minimize truck traffic on non-interstate highways.
- RV-3.4** Ensure that future development and related transportation improvements proactively address capacity and connectivity needs.

RV-4 MAINTAIN AND ENHANCE COMMUNITY SERVICES

Build upon the Greater Morgantown Area's assets to retain residents.

- RV-4.1** Optimize community services to support resident retention and promote well-being.
- RV-4.2** Ensure the development of premier regional attractions that support economic development goals.
- RV-4.3** Work toward greater housing affordability and protect tenants' rights.

RV-5 BUILD A STRONG REGIONAL WORKFORCE

Collaborate with local and regional partners to build a strong regional workforce.

- RV-5.1** Hold quarterly meetings (every three months) between local and regional partners to create new educational and workforce training opportunities for students and the general public.
- RV-5.2** Ensure regional capacity to support all identified sectors of employment growth.
- RV-5.3** In partnership with ongoing regional efforts, continue to implement business recovery strategies to address small business and service industry impacts from COVID-19.
- RV-5.4** Capitalize on regional assets such as the Morgantown Municipal Airport, the Morgantown industrial park, and the future I-68 Commerce Park to support economic development goals.
- RV-5.5** Continue to participate in regional and state programs and initiatives.

REGIONAL VISION - Draft Goals & Strategies

RV-6 ENHANCE RECREATIONAL OPPORTUNITIES

Enhance the Greater Morgantown Area's access to a variety of quality recreational opportunities.

- RV-6.1 Embrace the regional Mountaineer Country brand.
- RV-6.2 Continue to support and build upon the strong regional trail network.
- RV-6.3 Increase and enhance regional recreational activities and amenities.
- RV-6.4 Explore additional ecotourism and outdoor recreation opportunities, such as the Mylan Park BMX facility.

RV-6 PROTECT NATURAL RESOURCES

Protect Monongalia County's wealth of natural resources for current residents and future generations.

- RV-7.1 Leverage partnerships with WVU, the County, and other stakeholders to understand how Morgantown's open space fits into a regional system.
- RV-7.2 Ensure the protection of critical natural resources and parkland.
- RV-7.3 Collaborate with local and state partners to implement environmental stewardship programs and events.
- RV-7.4 Explore sustainable energy industry opportunities through partnerships with WVU and other nearby research institutions.

PLANNING COMMISSION AND STEERING COMMITTEE PRIORITIES

Place a sticker next to the priority you think should be addressed first.

Minimize truck traffic impacts Downtown while improving the district's bicycle and pedestrian infrastructure.

Incentivize revitalization efforts to establish Downtown as a live, work, and play destination.

Create walkable, compact, and transit-accessible development patterns throughout the City.

Protect natural resources while enhancing recreational opportunities.

Build a strong regional workforce through local and regional collaboration.

More coordination between Morgantown, the County, and neighboring municipalities in all elements of the comprehensive plan.

Do you have any additional thoughts? Let us know using a sticky note below.

LAND MANAGEMENT - Draft Goals & Strategies

LM-1 COORDINATE LAND USE PATTERNS WITH PARTNERS, MAJOR LANDOWNERS, AND EMPLOYERS

Coordinate the actions of major landowners and employers such as WVU and Monongalia County Schools to establish land use patterns that contribute to the economic, environmental, and community vitality of Morgantown.

- LM-1.1 Work with the Morgantown Municipal Airport Authority to plan for compatible uses that can service existing and future users.
- LM-1.2 Continue to meet regularly with WVU to discuss on-going campus planning efforts, expansion goals, student housing needs, and potential partnerships.
- LM-1.3 Work with Monongalia County Schools to assist with selection of new school locations and adaptive reuse of vacated properties.
- LM-1.4 Collaborate with WVU, WVU Innovation Corporation, and stakeholder groups to develop and support strategies that foster new uses in the former Mylan Pharmaceutical manufacturing facility and surrounding areas.
- LM-1.5 Work with area stakeholders to re-imagine the Greenbag Road Corridor.
- LM-1.6 Re-envision the Riverfront Redevelopment Taskforce and potentially include the Downtown area.
- LM-1.7 Work with the US Army Corp. of Engineers (USACE) and stakeholder groups to ensure the Morgantown Lock and Dam can be operated daily.
- LM-1.8 Continue to inventory and evaluate City-owned land that can positively contribute to the Morgantown residents' quality of life.
- LM-1.9 Coordinate with the Morgantown Parking Authority and WVU Transportation and Parking department to study parking utilization around the city.
- LM-1.10 Work with the County and other stakeholder groups to explore policies that encourage more harmonious development along the City's periphery, such as transfer of development rights.
- LM-1.11 Work with the State of West Virginia to make changes to the intra-city state roads that decrease non-local truck traffic and enhance the pedestrian experience.
- LM-1.12 Work with the Morgantown Area Parking Authority to better understand the demand, supply, economics, enforcement, and administration of parking in select neighborhoods and Downtown Morgantown.

LM-2 REDEVELOP AND REVITALIZE

Encourage an expanded mix of land uses along corridors and within commercial districts in the city, focusing on Downtown, the Wharf District, and Riverfront.

- LM-2.1 Promote the redevelopment of underutilized or functionally obsolete areas.
- LM-2.2 Encourage adaptive reuse of historic properties through promoting the repair, maintenance and revitalization of these sites.
- LM-2.3 Create compact, walkable and mixed-use neighborhoods along corridors and within commercial districts through the reuse of aging commercial and multifamily residential properties.
- LM-2.4 Promote higher-intensity (where appropriate), transit-oriented development around PRT stations (in anticipation of the line's updates and expansion).
- LM-2.5 Encourage sustainable, energy efficient building designs and low impact development.
- LM-2.6 Develop strategies and partnerships that can bring underutilized properties, including historic properties, parking areas, and commercial or industrial areas into productive and sustainable applications that will support increased residential, commercial, or a mix of uses.
- LM-2.7 Consider reducing parking minimums at locations appropriate for high-intensity mixed use development that are transit accessible.
- LM-2.8 Build upon recent development and public space activity along the Riverfront to incentivize public/private investment in this area.
- LM-2.9 Continue to establish Downtown as an arts, cultural and entertainment center for Morgantown.

LAND MANAGEMENT - Draft Goals & Strategies

LM-3 DEVELOP AND IMPLEMENT FIVE SMALL AREA PLANS

Develop a limited, achievable number of small area plans that will guide growth and development in more detail.

LM-3.1 Five key focus areas for which small area plans need to be developed are:

- Riverfront (includes the Wharf and Warehouse District)
- Sabraton (Earl Core Road Corridor)
- Lower Greenmont
- WV Route 705 Corridor
- Downtown

LM-4 ENSURE AESTHETIC COORDINATION OF THE BUILT ENVIRONMENT

Utilize streetscapes, arts and culture elements, and development patterns to unify Morgantown while the City continues to diversify uses.

LM-4.1 Enhance sense of place in the public realm.

LM-4.2 Include 'Historic Preservation' as a zoning overlay.

LM-4.3 Identify opportunities for improved community branding and wayfinding, including Downtown Morgantown and major destinations.

LM-4.4 Develop a Pattern Book to guide the design aesthetic of development, redevelopment, and reuse within residential areas.

LM-4.5 Consider implementing design guidelines for the five focus areas within the city.

LM-4.6 Ensure a greater mix of 'by-right' uses in Downtown Morgantown using form-based code zoning principles.

LM-4.7 Work with neighborhood associations and business owners to identify improvement projects such as facade enhancements and property improvements that could be supported by the City.

LM-4.8 Evaluate the feasibility of overhauling the City's Zoning Ordinance to preserve community character, support a diverse mix of uses in select areas and maximize opportunities to invest in the community by adopting hybrid approach to form-based code and conventional (traditional) zoning practices.

LM-5 STRIVE FOR COMPLETE COMMUNITIES

Integrate commercial districts and neighborhoods through increased connectivity, coordinated aesthetics, and a greater mix of uses to meet all residents' needs.

LM-5.1 Update development standards to require high-quality pedestrian-scaled complete streets with sidewalks, street trees, and adequate lighting.

LM-5.2 Encourage context-sensitive-scaled commercial services, amenities, and mixed-use nodes in central locations within neighborhoods.

LM-5.3 Encourage development practices that connect new construction and/or infill development opportunities to already developed areas in the community.

LM-5.4 Revise the City's development regulations so that new growth results in compact development patterns that foster pedestrian activity.

LM-5.5 Revise development regulations to regulate the location and quantity of parking.

LM-5.6 Promote bicycle, pedestrian, and vehicular interconnectivity between adjacent commercial and mixed-use parcels to minimize use of adjacent roadways for short trips.

LM-5.7 Ensure an equitable distribution of neighborhood-serving amenities across Morgantown.

Do you have any additional thoughts? Let us know using a sticky note below.

LAND MANAGEMENT - Draft Goals & Strategies

LM-6 PROTECT THE ENVIRONMENT & OPEN SPACE

Protect the environment, preserve open space, and upgrade parkland throughout the city.

- LM-6.1 Re-evaluate land use classifications to ensure that green space within City boundaries are preserved using land use tools.
- LM-6.2 Require new construction to employ context sensitive design to reduce impacts on existing site features and the natural environment.
- LM-6.3 Encourage green stormwater and graywater management.
- LM-6.4 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-6.5 Limit impervious surfaces along Monongahela River by pairing new development with open space and environmental protection features.

LM-7 IMPROVE EFFECTIVENESS OF DEVELOPMENT REGULATIONS AND PROCESSES

Improve effectiveness of development regulations and streamline the development processes to incentivize revitalization within city limits.

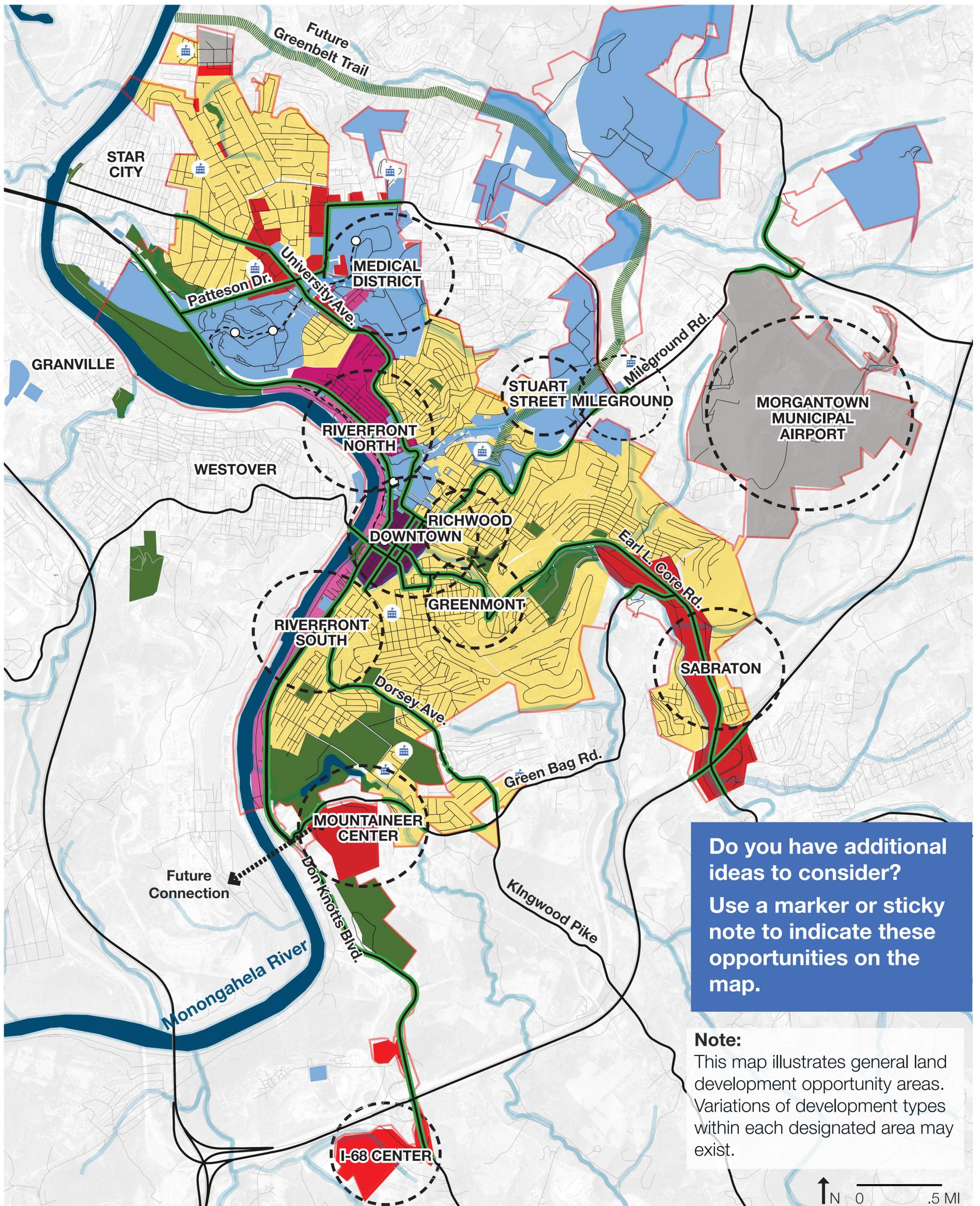
- LM-7.1 Adopt regulations that provide for an expedited development review and approval process in designated areas if proposals meet specific criteria.
- LM-7.2 Strengthen design standards (architectural appearance, building materials, landscaping, signage) and their enforcement in the zoning code.
- LM-7.3 Develop a new zoning district (e.g. Civic/Institutional) to be applied to property owned by WVU and considered a part of WVU's main campuses to provide a more predictable regulation of university-related development.
- LM-7.4 Develop a policy for determining which types of development requests can be approved administratively rather than by the planning commission or board of zoning appeals.
- LM-7.5 Update the Zoning Code to reflect the Land Management Plan and Small Area Plan recommendations.
- LM-7.6 Use incentives and zoning to promote development in areas with existing infrastructure capacity to reduce the need for infrastructure extensions and to concentrate infrastructure improvements, which will reduce short-term and long-term operating costs.
- LM-7.7 Ensure the development process is equitable and inclusive of all Morgantown residents. Refer to the 2020 City of Morgantown Strategic Plan for Diversity, Equity, and Inclusion.

PLANNING COMMISSION AND STEERING COMMITTEE PRIORITIES

Place a sticker next to the priority you think should be addressed first.

Establish architectural design guidelines for the Downtown district.	
Establish complete communities that are architecturally coordinated and connected by multimodal infrastructure.	
Continue ongoing public art initiatives to improve the aesthetics of parks, open spaces, and trails.	
Coordinate with WVU to ensure desired development patterns around/near the university.	
Update the zoning code so development can accomplish what is recommended in the Comprehensive Plan.	

LAND MANAGEMENT - Growth Framework



Do you have additional ideas to consider? Use a marker or sticky note to indicate these opportunities on the map.

Note: This map illustrates general land development opportunity areas. Variations of development types within each designated area may exist.

- Strengthen** Downtown as a livable and dynamic center for Morgantown and the region
- Establish** the riverfront as a distinct destination for Morgantown and the region
- Preserve** existing neighborhoods and, where appropriate, encourage a mix of housing types
- Revitalize** major commercial corridors and underutilized sites to support walkable and attractive mix of commercial and residential uses
- Continue** to improve housing and neighborhood amenities to encourage a mix of students, residents, and residential building types
- Improve** the visual character of gateway corridors into the city and create walkable streets that are supported by transit and bicycle amenities
- Support** business and logistics centers to expand economic development opportunities
- Enhance** parks & open spaces, including access to regional trails and adjacent neighborhoods
- Implement** branded districts to enhance the sense of place, improve citywide wayfinding, and to encourage revitalization
- Leverage** the University as a significant employer and amenity to anchor existing and emerging mixed-use districts in the city

LAND MANAGEMENT PLAN - Future Development Character



A mix of housing, office, commercial, and civic uses located adjacent to one another/sharing the same building. Generally larger in scale than other mixed-use areas. Contain more employment and commercial uses that serve the broader community. Should be located near the street, with parking provided on-street, behind, or between buildings.

Downtown



A mix of residential, commercial, and employment uses that engage the riverfront and amenities such as the Caperton Trail and Hazel Ruby McQuain Park to facilitate trail-oriented development. Encouraged to incorporate ecological sustainability best practices and contribute to the riverfront's sense of place.

Riverfront Mixed-Use



Multi-family housing with ground floor activating commercial uses, particularly at/near street intersections, to engage the public realm (streets and parks). May be larger in scale, with massing that steps down toward lower-scale residential areas. Parking should be located at the rear/sides of buildings and be buffered from public amenities.

Residential Mixed-Use



Located along major gateway roads into the city. Mix of housing, office, commercial, and civic uses adjacent to one another or within the same structure (such as offices or apartments above ground-floor retail). Should serve nearby neighborhoods (within 1/2 mile). Parking located behind/to the side of buildings and may be shared between multiple uses.

Corridor Mixed-Use



Range in height and scale that includes office, research, light industrial, clean manufacturing, or warehousing activities with single or multiple tenants. May involve multiple large-scale buildings in a campus setting. Buildings in a walkable configuration with shared parking behind/to the side. Mix of supportive retail establishments and residential uses are encouraged to allow for a live-work environment.

Business & Tech.



Includes a mix of small, multi-unit buildings and single-family structures. Structures may vary considerably in form and density depending on the adjacent context (up to four stories). Density and height ranges may increase along major corridors and adjacent to Downtown. Limited neighborhood-serving commercial uses may be considered along major corridors where these uses exist.

High-Intensity Residential



Accessory commercial units will create opportunities for additional neighborhood-serving amenities convenient to area residents. Structures may range to three stories and comprise a mix of "house-scale" types. Opportunities for "house-scaled" multifamily housing may be considered when contextually appropriate. Ground floor retail may be considered at intersections and along major corridors, particularly where these uses have historically existed.

Medium-Intensity Residential

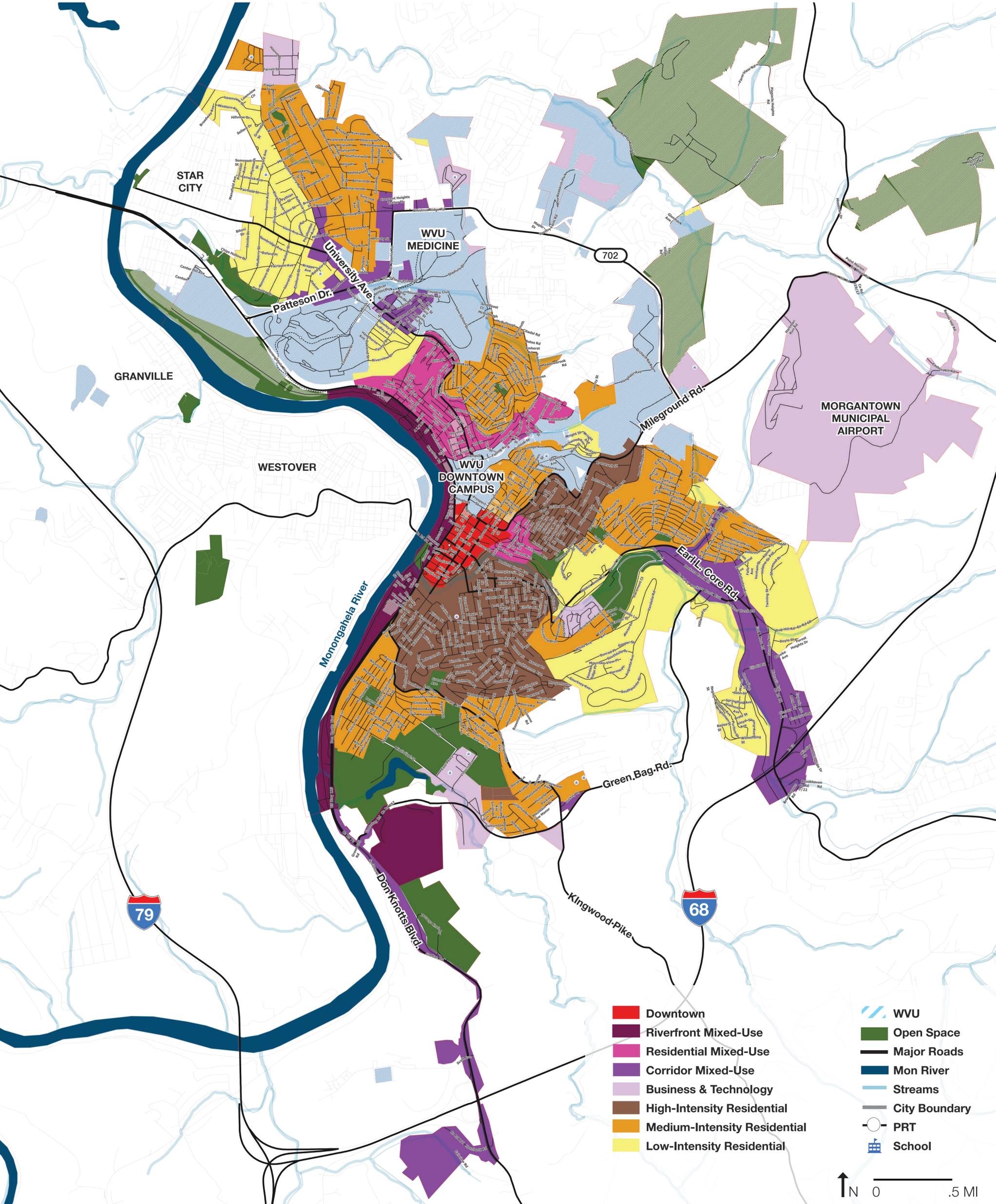


Comprised of detached 1-2.5 story residential structures each intended for one family. Densities range from six to twelve units per acre. Accessory dwelling units should be considered to increase housing type diversity.

Low-Intensity Residential

LAND MANAGEMENT PLAN

Do you have additional ideas to consider?
Use a marker to indicate these opportunities on the map below.



LAND MANAGEMENT - Focus Areas

Focus Area 1: Riverfront

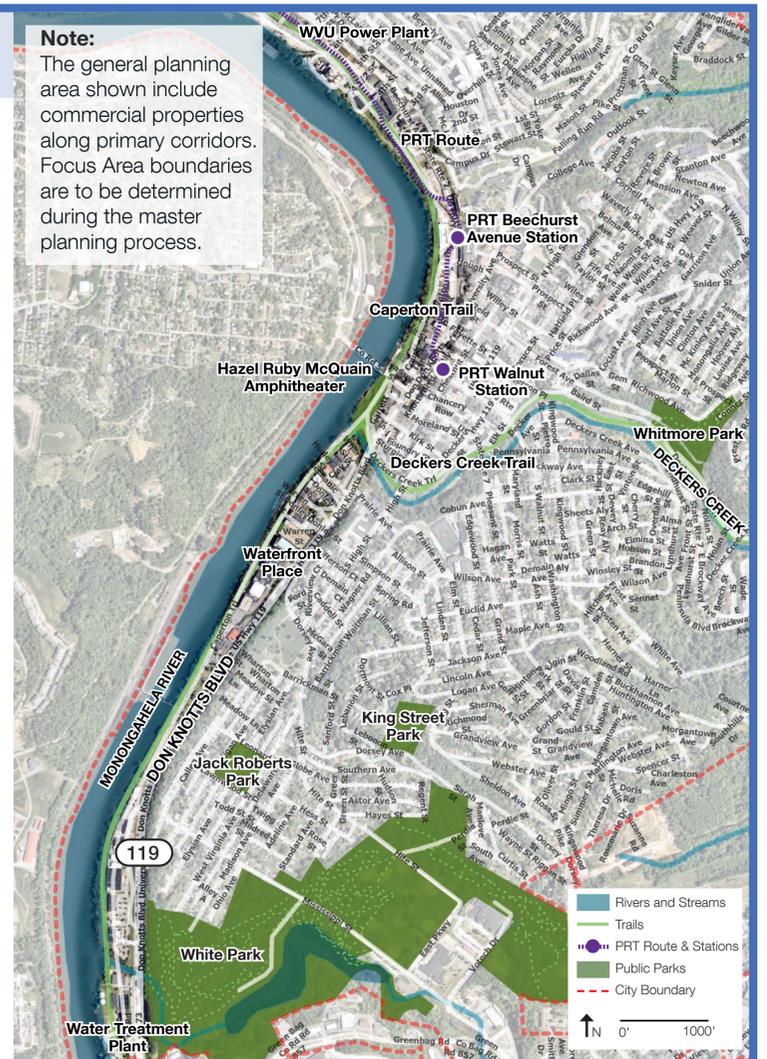
- **Create** a “must-see” mixed-use district
- **Enhance** waterfront amenities
- **Provide** premier arts and cultural opportunities
- **Establish** safe multimodal access between Downtown and the Riverfront
- **Orient** future development to amenities



Scenic Trail, Cincinnati, OH (Source: Savana Willhoite)



Riverfront, Greenville, SC (Source: Google E.)



Focus Area 2: Sabraton

- **Establish** an identifiable “gateway” into the City
- **Emphasize** walkability and bikeability
- **Build upon** existing services and support new uses
- **Encourage** vertical mixed-use development
- **Prioritize** large, single-owner sites
- **Orient** development to area amenities



Ikea Blvd., Charlotte, NC (Source: Google E.)



Village at Leesburg, Leesburg, VA (Source: Visit Loudon)



Do you have any additional thoughts? Let us know using a sticky note below.

LAND MANAGEMENT - Focus Areas

Focus Area 3: Lower Greenmont

- **Maximize** missing middle housing opportunities
- **Encourage** neighborhood-scale mixed-use
- **Utilize** topography to disguise building massing
- **Enhance** pedestrian and bicycle connections to area amenities
- **Maximize** the potential of underutilized commercial buildings

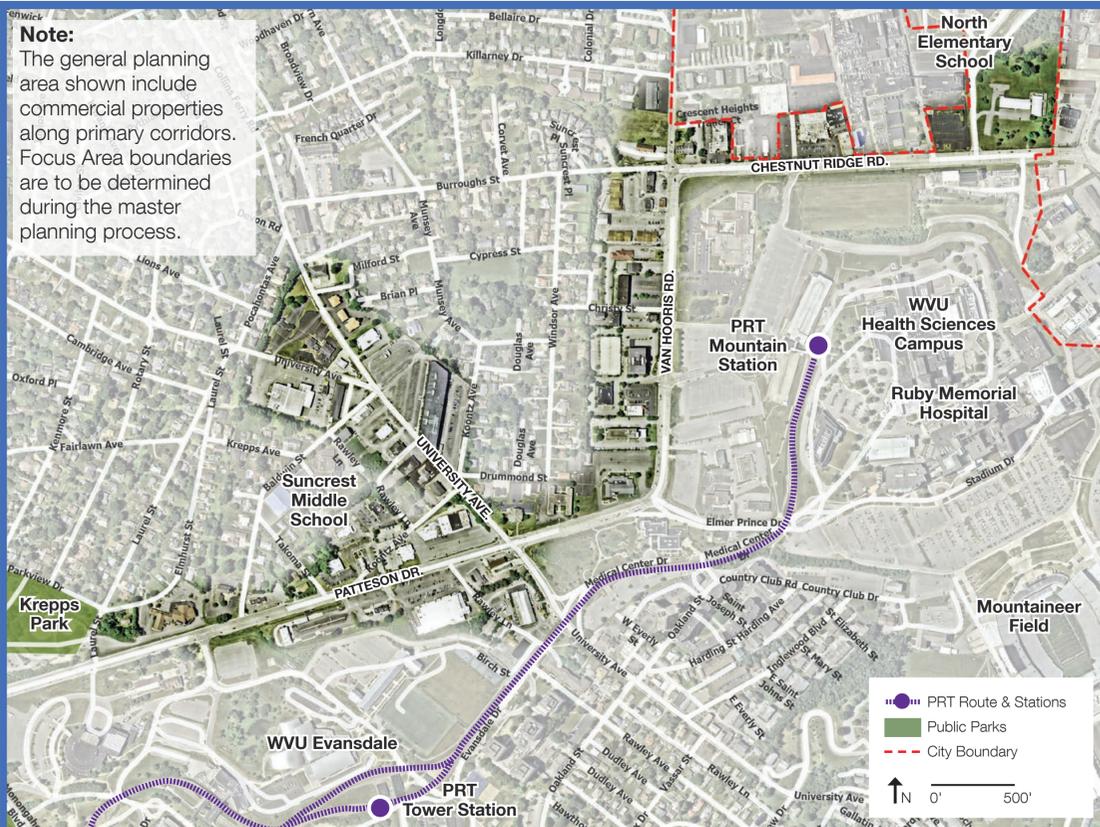


Neighborhood commercial use, Loveland, OH (Source: Hometown Cafe Loveland)



Note: The general planning area shown include commercial properties along primary corridors. Focus Area boundaries are to be determined during the master planning process.

Note: The general planning area shown include commercial properties along primary corridors. Focus Area boundaries are to be determined during the master planning process.



Focus Area 4: WV Route 705 Corridor

- **Enhance** streetscapes along major corridors
- **Improve** bike/ped connections to North Elementary School
- **Create** a walkable mixed-use district that steps down toward existing neighborhoods
- **Orient** development toward streets and open space amenities
- **Incorporate** a mix of student and non-student housing
- **Brand** the area as a “Medical District” that compliments Downtown and the Riverfront

Focus Area 5: Downtown

- **Consider** adaptive reuse and redevelopment of dilapidated and underutilized buildings
- **Emphasize** vertical, mixed-use infill development
- **Secure** a Downtown grocery store
- **Encourage and assist** in creating more outdoor gathering and dining spaces
- **Develop** a signature Downtown open space
- **Strengthen** synergies with the Riverfront
- **Introduce** additional public art throughout Downtown

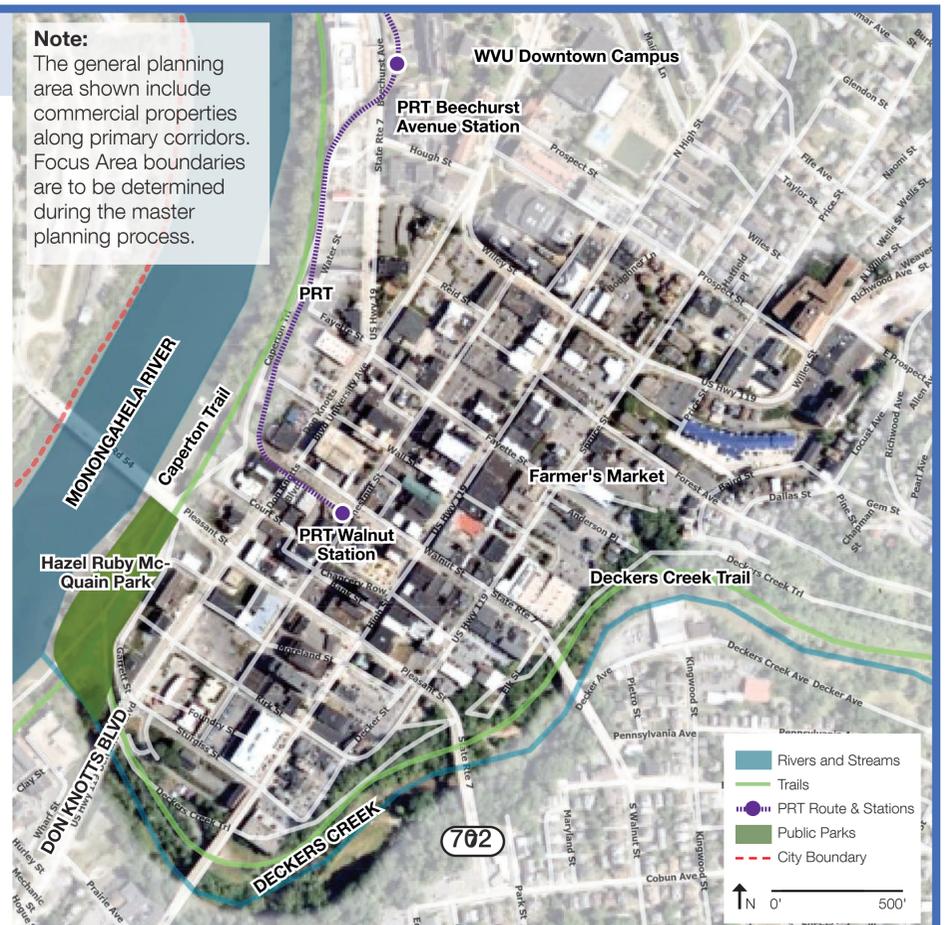


District branding, Worcester, MA (Source: Selbert Perkins Design)



Downtown Streetscape, Bethesda, MD (Source: Rhodeside Harwell)

Note: The general planning area shown include commercial properties along primary corridors. Focus Area boundaries are to be determined during the master planning process.



TRANSPORTATION - Draft Goals & Strategies

T-1 LEVERAGE PARTNERSHIPS TO IMPROVE TRANSPORTATION OPTIONS **Collaborate with WVU, WVDOT, Monongalia County, MMMPO, the Airport Authority, Mountain Line, and other stakeholders to improve Morgantown's mobility options.**

- T-1.1 Improve access to key destinations for underserved or disadvantaged populations.
- T-1.2 Strategically locate Mobility Hubs at convenient locations.
- T-1.3 Encourage transit oriented development (TOD).
- T-1.4 Collaborate with regional partners to continually improve upon an accessible system for people of all ages and abilities.
- T-1.5 Promote the use of regional trail networks for commuting and special events.
- T-1.6 Advocate for multimodal systems in all planning, design, and construction of transportation improvements.
- T-1.7 Improve recreational access along the Monongahela River.
- T-1.8 Improve freight access along the Monongahela River.
- T-1.9 Work with the Airport Authority and area stakeholders to improve flight options at the airport.

T-2 ADDRESS SAFETY AND POLLUTION ISSUES **Address issues of transportation safety, noise pollution, and air pollution to ensure safe and comfortable networks and living environments for Morgantown residents.**

- T-2.1 Coordinate with regional and state agencies to reduce through-truck traffic in residential and downtown areas.
- T-2.2 Continue implementing the Pedestrian Safety Action Plan and Bicycle and Pedestrian Transportation Plan recommendations.
- T-2.3 Require roadway safety improvements within the development / redevelopment processes.
- T-2.4 Adopt a Curb Management Plan that designates on-street zones for deliveries and rideshare drop off/pick up.
- T-2.5 Adopt a Vision Zero Policy targeting zero fatalities by 2030.
- T-2.6 Reduce automobile emissions and improve air quality.
- T-2.7 Work with the Morgantown Utility Board and other stakeholders to reduce and mitigate stormwater impacts of existing and future transportation systems.
- T-2.8 Consider opportunities to close/relocate the barge loading site near Seneca Village to reduce truck traffic through the City.
- T-2.9 Establish a program to partner with property owners to conduct sidewalk maintenance.

T-3 IMPROVE MULTI-MODAL CONNECTIVITY AND CONSISTENCY **Improve multi-modal transportation (pedestrians, bicycles, transit) connectivity to increase accessibility and sustainability.**

- T-3.1 Increase active transportation connectivity between neighborhoods, commercial districts, and trail networks.
- T-3.2 Expand access to the PRT system.
- T-3.3 Pursue partnership funding for an e-bike sharing system.
- T-3.4 Continue the City's Healthy Streets Initiative.
- T-3.5 Strengthen physical connections to adjacent communities.
- T-3.6 Address bottlenecks and first-mile/last-mile access to transit service.
- T-3.7 Explore the feasibility of a multi-use path along WV Rt. 705.
- T-3.8 Adopt a Bridge Replacement Policy to include improved pedestrian and bicycle facilities.



PRT Station, Morgantown, WV (Source: WVU)



Downtown Morgantown, WV (Source: Rhodeside Harwell)



Park St. Morgantown, WV (Source: Rhodeside Harwell)

TRANSPORTATION - Draft Goals & Strategies

T-4 BE ON THE FOREFRONT OF NEW TRANSPORTATION TECHNOLOGY
 Build on Morgantown’s existing infrastructure to capture new technology opportunities in transportation.

T-4.1 Communicate with WVU on their research into emerging technologies in transportation and how it can effect positive change in Morgantown.

T-4.2 Pursue partnerships with private and federal agencies researching new transportation technologies.

T-5 IMPROVE GATEWAYS AND CORRIDORS
 Improve the aesthetics and safety of major entrances into Morgantown and key transportation routes throughout the City.

T-5.1 Develop a streetscape master plan that identifies improvements to streets citywide.

T-5.2 Update design standards to implement recommendations of the streetscape master plan.

PLANNING COMMISSION AND STEERING COMMITTEE PRIORITIES

Place a sticker next to the priority you think should be addressed first.

<p>Emphasize the creation of “human-centered” complete streets for the City’s primary gateway corridors.</p>	
<p>Identify gateway corridors and district branding opportunities through the development of a citywide wayfinding signage study.</p>	
<p>Utilize the PRT as a placemaking asset and unique transportation resource in the City.</p>	
<p>Support emerging transportation technologies such as electric vehicles.</p>	
<p>Improve multimodal transportation options, notably sidewalks and bike lanes.</p>	
<p>Expand the airport flight offerings for commercial and industrial use.</p>	

Do you have any additional thoughts? Let us know using a sticky note below.

ENVIRONMENT - Draft Goals & Strategies

E-1 PROTECT NATURAL RESOURCES

Take steps to preserve Morgantown's unique natural resources, including waterways, viewsheds, topography, and tree canopy, for the enjoyment of current residents and future generations.

- E-1.1 Consider adopting policies and development standards that protect area viewsheds in the community.
- E-1.2 Identify and prioritize opportunities to preserve open space in the community from development pressures.
- E-1.3 Develop a conservation management plan that outlines strategies to preserve green space and natural resource amenities within the city.
- E-1.4 Ensure that all designated parkland is protected from development that is not related to recreational open space benefits.
- E-1.5 Partner with WVU and neighboring municipalities to create a biannual Monongahela River cleanup day.
- E-1.6 Protect existing slope easements. Protect existing slope easements.

E-2 STRENGTHEN NETWORK OF QUALITY PARKS AND RECREATIONAL AMENITIES

Leverage partnerships with WVU, Monongalia County, and surrounding municipalities to strengthen the network of parks and trails in the region to encourage non-motorized travel, provide equitable access to quality open spaces, and promote biodiversity.

- E-2.1 Continue to work closely with the Morgantown Green Team to protect and enhance open space.
- E-2.2 Leverage partnerships with surrounding municipalities and other stakeholder groups to develop a regional plan for open space preservation and enhancement.
- E-2.3 Develop North and South Greenbelts by establishing linear parks, designating scenic easements, and recognizing preservation corridors.

E-3 MITIGATE CLIMATE CHANGE IMPACTS

Mitigate climate change impacts of flooding and diminishing biodiversity.

- E-3.1 Implement green stormwater infrastructure.
- E-3.2 Require robust pedestrian, biking, and transit connections and infrastructure for all development and redevelopment.
- E-3.3 Encourage 'cool street' streetscape design best practices in roadway improvement projects.
- E-3.4 Preserve and enhance the tree canopy.
- E-3.5 Create a green building program to incentivize use of green building techniques that are energy efficient and environmentally friendly.
- E-3.6 Provide infrastructure to support vehicle electrification throughout residential and commercial areas.
- E-3.7 Consider adopting policies or development standards that encourage or require permeable pavement materials for low-traffic parking areas and pedestrian plazas.

E-4 GREEN INDUSTRY AND INNOVATION

Encourage the creation of green jobs and green commerce practices, and explore sustainable energy opportunities.

- E-4.1 Identify and support opportunities for ecotourism and outdoor recreation.
- E-4.2 Explore sustainable energy industry opportunities in sectors such as hydrogen and geothermal through partnerships with WVU and other nearby research institutions.
- E-4.3 Encourage alternative energy generation.
- E-4.4 Meet regularly with WVU to remain informed, provide input, and collaborate on strategies identified in WVU's sustainability and strategic action plans.

ENVIRONMENT - Draft Goals & Strategies

E-5 IMPROVE THE CITY'S ENVIRONMENTAL HEALTH

Address environmentally degraded properties to support sustainable, contemporary uses and to ensure the "highest and best use" of Morgantown's limited land resources.

- E-5.1 Apply for EPA funds to evaluate vacant properties for environmental contamination and register properties under brownfield classification.
- E-5.2 Assist property owners with application for EPA cleanup funds.
- E-5.3 Work with the Morgantown Utility Board to maintain ground and surface water quality.
- E-5.4 Formalize the Green Team as an appointed body by City Council with monthly reports.

PLANNING COMMISSION AND STEERING COMMITTEE PRIORITIES

Place a sticker next to the priority you think should be addressed first.

<p>Address stormwater management concerns, such as separating stormwater from sewer.</p>	
<p>Integrate green space into the built environment and include it in development standards.</p>	
<p>Protect the tree canopy and green spaces.</p>	
<p>Provide electric vehicle infrastructure.</p>	

Do you have any additional thoughts? Let us know using a sticky note below.



White Park, Morgantown, WV (Source: City of Morgantown)



Open space and stormwater infrastructure, Morgantown, WV (Source: Rhodeside Harwell)



Pole-mounted planter in Downtown Morgantown (Source: City of Morgantown)

NEIGHBORHOODS AND HOUSING- Draft Goals & Strategies

NH-1 INCREASE AFFORDABLE AND ACCESSIBLE HOUSING SUPPLY

Implement strategies that assist in creating a more balanced housing inventory that is safe, affordable,

- NH-1.1 Encourage mixed-use and mixed-income neighborhoods and housing developments throughout Morgantown.
- NH-1.2 Identify possible locations for shared off-street parking in residential areas to supplement the City's 'blue curb' program.
- NH-1.3 Explore reducing or removing parking minimums in accessible neighborhoods adequately serviced by public transportation.
- NH-1.4 Work with the Morgantown Land Reuse Agency, Housing Advisory Commission, and other stakeholder groups to develop policies and initiatives that support affordable housing in the community.
- NH-1.5 Ensure that Morgantown has affordable options for both rental and home-buying markets.
- NH-1.6 Reestablish and secure funding for aging in place home accessibility updates.
- NH-1.7 Pursue marketing and branding initiatives to encourage medical and institutional professionals to live within the City.
- NH-1.8 Support and preserve homeownership by providing assistance to income-qualified owners to make necessary home repairs.
- NH-1.9 Incentivize living Downtown.
- NH-1.10 Coordinate with surrounding jurisdictions to increase the regional supply of affordable housing options.
- NH-1.11 Conduct a Accessory Dwelling Unit feasibility study to identify opportunities and parameters in preparing a citywide ordinance.

NH-2 INCREASE TENANTS' RIGHTS AND PROPERTY OWNER/LANDLORD ACCOUNTABILITY

Implement strategies to ensure fair landlord-tenant transactions and safe, affordable, and accessible rental housing.

- NH-2.1 Publicize state and WVU resources that provide help to tenants facing eviction.
- NH-2.2 Establish a permanent eviction prevention fund to provide emergency rental assistance to lower income households in crisis.
- NH-2.3 Continue to enforce public health and safety requirements and include adequate landlord accountability measures.
- NH-2.4 Increase tenants' rights protections.
- NH-2.5 Lobby state legislature for changes to state law to allow for more streamlined processing of vacant and deteriorating properties.

NH-3 PRESERVE AND ENHANCE UNIQUE NEIGHBORHOOD CHARACTER

Celebrate the unique character of each neighborhood and re-energize distressed neighborhoods.

- NH-3.1 Prioritize code enforcement of rental and abandoned or vacant properties.
- NH-3.2 Develop a neighborhood branding initiative (e.g. street signs distinguishable by neighborhood and small public art installations) that builds upon the forthcoming city-wide brand to celebrate neighborhood identity (see ED-5.1, 5.2).
- NH-3.3 Promote housing redevelopment and housing infill development that is aesthetically compatible with their



Missing Middle Housing

Missing Middle Housing: A range of house-scale buildings (such as duplexes, fourplexes, cottage courts, and courtyard buildings) provides diverse housing options and supports locally-serving retail and public transportation options. Missing Middle Housing is compatible in scale and form with detached single-family homes.

Housing density options (Source: Rhodeside Harwell)

NEIGHBORHOODS AND HOUSING- Draft Goals & Strategies

PLANNING COMMISSION AND STEERING COMMITTEE PRIORITIES

Place a sticker next to the priority you think should be addressed first.

Address through-truck traffic in neighborhoods and Downtown.	
Create complete neighborhoods with a mix of housing options and access to amenities, including green space	
Increase missing middle housing supply.	
Create paths to homeownership.	
Reinvest in, and improve the management of deteriorating properties.	

Do you have any additional thoughts? Let us know using a sticky note below.



South Park, Morgantown, WV (Source Rhodeside Harwell)



Lower Greenmont, Morgantown, WV

COMMUNITY FACILITIES & SERVICES

Draft Goals & Strategies

CFS-1 BROADEN EDUCATIONAL AND ENGAGEMENT OPPORTUNITIES

Coordinate community stakeholders to broaden the educational and engagement opportunities available for all community members.

- CFS-1.1 Increase connectivity between schools and neighborhoods.
- CFS-1.2 Encourage Monongalia County Schools to continue to make their facilities available for community use outside of school hours for appropriate purposes.
- CFS-1.3 Streamline coordination between education providers and community residents.
- CFS-1.4 Collaborate with Monongalia County Schools to assess where new schools will be constructed in the City of Morgantown and how older schools are closed and re-purposed.
- CFS-1.5 Collaborate with Morgantown Public Library to broaden their educational, jobs training, arts, and cultural programming and services provided in Morgantown.
- CFS-1.6 Celebrate resources that tell the history of Morgantown.
- CFS-1.7 Continue to build strong relationships between the City's Arts and Culture Department and art-focused organizations (for-profit and non-profit organizations) to leverage limited resources and realize shared goals.
- CFS-1.8 Enhance senior services.

CFS-2 STRENGTHEN THE PARKS AND RECREATION SYSTEM

Maintain and strengthen Morgantown's parks, recreational facilities, and programming.

- CFS-2.1 Update the 2008 Parks and Recreation Master Plan.
- CFS-2.2 Upgrade existing parks and recreation infrastructure.
- CFS-2.3 Ensure equitable access to parks.
- CFS-2.4 Explore opportunities for community agricultural gardens, especially in neighborhoods without convenient, walkable access to a grocery store.
- CFS-2.5 Explore opportunities to pursue joint recreational programming with other local and regional entities, including West Virginia University, Monongalia County, and Monongalia County Schools.
- CFS-2.6 Continue to promote and support local initiatives that encourage recreational activities.
- CFS-2.7 Provide and program a variety of civic open spaces and amenities.
- CFS-2.8 Bring stakeholders together to coordinate the planning, development and maintenance of sidewalk, trails and other connections.

CFS-3 ENHANCE AGING INFRASTRUCTURE

Provide high quality utility and city services through new facilities, programming, and replacing aging infrastructure.

- CFS-3.1 Ensure the 2033 Comprehensive Plan is the foundation for funding and scheduling of capital projects in the City's Five-Year Capital Improvements Plan (CIP), 2022-2027.
- CFS-3.2 Manage future growth and development in accordance with the City's Capital Improvement Plan (CIP).
- CFS-3.3 Advocate for "smart city technologies" in future capital improvement projects.
- CFS-3.4 Explore new and expand existing local and regional partnerships for the ongoing provision and management of utility infrastructure and community services.
- CFS-3.5 Promote and implement green stormwater infrastructure.
- CFS-3.6 Encourage the separation of the City's combined sewer and stormwater systems.
- CFS-3.7 Examine potential impact and locations for a municipal composting facility.
- CFS-3.8 Expand Morgantown's recycling infrastructure and access.
- CFS-3.9 Explore alternative energy options.
- CFS-3.10 Pursue Water harvesting, water reuse, and greywater use in municipal buildings.
- CFS-3.11 Underground overhead utilities as feasible as part of ongoing streetscape and redevelopment efforts in the City.
- CFS-3.12 Continue City representation on area boards and commissions that manage local and regional infrastructure facilities.

COMMUNITY FACILITIES & SERVICES

Draft Goals & Strategies

CFS-4 MAINTAIN SAFETY FOR ALL RESIDENTS

Maintain a compassionate, high quality level of safety for all Morgantown residents and visitors.

CFS-4.1 Continue to evaluate and enhance the City's Community Ambassador Program.

CFS-4.2 Evaluate the need for expansion of police and safety facilities with the implementation of new land use policies and to improve safety Downtown.

CFS-4.3 Adopt policies that promote Crime Prevention through Environmental Design (CPTED).

CFS-5 SUPPORT HEALTHCARE FACILITIES AND SOCIAL SERVICES

Continue to provide community support services that enhance and increase people's access to healthcare facilities and social services.

CFS-5.1 Streamline coordination between area social services providers.

CFS-5.2 Support and coordinate programs working to end homelessness in the city.

CFS-5.3 Continue to work with Hazel's House to explore possible locations in/near Downtown for a community services/mobility hub (see T-1.2) with public restrooms, phone charging, and the provision of immediate resources.

CFS-5.4 Provide resources to protect residents from the threats of alcohol and substance abuse.

CFS-6 SUPPORT ARTS AND CULTURAL PROGRAMMING

Support and promote endeavors in furthering Morgantown's arts and cultural programming, and recreational and ecotourism opportunities.

CFS-6.1 Continue to fund arts and cultural programming throughout the city.

PLANNING COMMISSION AND STEERING COMMITTEE PRIORITIES

Place a sticker next to the priority you think should be addressed first.

Increase access to parks, open space, and trail networks.

Establish and maintain robust public safety departments

Address the addiction crisis and increase coordination between social service agencies.

Do you have any additional thoughts? Let us know using a sticky note below.

ECONOMIC DEVELOPMENT - Draft Goals & Strategies

ED-1 EXPAND THE RANGE OF EMPLOYMENT OPPORTUNITIES

Strengthen Morgantown's competitive advantage in education, healthcare, and government related services, and diversify the mix of businesses and employment opportunities available.

- ED-1.1 Explore opportunities to attract, expand or develop business opportunities at the Morgantown Municipal Airport and adjacent commerce park.
- ED-1.2 Continue to coordinate with the Morgantown Area Partnership and other stakeholder groups to leverage grants and state and federal funding.
- ED-1.3 Facilitate connecting current and prospective employers with workforce training and re-training programs.
- ED-1.4 Conduct an economic development analysis to evaluate Morgantown's strategic and competitive advantages, and identify emerging sectors of opportunity.
- ED-1.5 Work with state government, regional organizations, and adjacent jurisdictions to support transit-accessible employment in the greater Morgantown area.
- ED-1.6 Incentivize remote workers to relocate to Morgantown.
- ED-1.7 Retain WVU students after graduation.

ED-2 SUPPORT AND REVITALIZE EXISTING COMMERCIAL DISTRICTS

Revitalize aging and underutilized commercial districts and improve their relationship with surrounding neighborhoods.

- ED-2.1 Explore public-private partnership opportunities to encourage the revitalization of older commercial centers and designated focus areas.
- ED-2.2 Prioritize transportation improvements in coordination with the MMMPO to reduce congestion and increase mobility options near major employers and growth areas.
- ED-2.3 Consider making improvements to the existing PRT system that encourages ridership and the development of more visually appealing infrastructure.
- ED-2.4 Complete the Focus Area plans, beginning with a Master Plan for Downtown and Waterfront/Riverfront.
- ED-2.5 Establish an "Innovation Zoning District" to allow a mix of light flex industrial, research, and commercial uses near the airport to revitalize existing blighted or underdeveloped commercial areas.
- ED-2.6 Pursue zoning map amendments where appropriate to address potential conflicts and promote non-residential infill and redevelopment (see Land Management chapter).
- ED-2.7 Continue to maintain a listing of available business locations and their amenities, in collaboration with the Morgantown Area Partnership and the I-79 Development Council.
- ED-2.8 Establish Downtown as a regional arts, cultural, and entertainment district.

ED-3 SUPPORT AND REVITALIZE EXISTING COMMERCIAL DISTRICTS

Celebrate and support Morgantown's locally-owned businesses, while nurturing a culture of local entrepreneurship.

- ED-3.1 Continue to collaborate with stakeholder groups to identify and prioritize efforts to understand and respond to local business issues.
- ED-3.2 Expand the Monongalia County Development Authority's Morgantown Enterprise Center to provide additional office and incubation space to new small businesses (temporary use of vacant storefronts/office spaces).
- ED-3.3 Collaborate with the Morgantown Area Partnership to establish a revolving loan to support small business development in the City of Morgantown and Monongalia County.
- ED-3.4 In partnership with ongoing regional efforts, implement business recovery strategies to address impacts from COVID-19.
- ED-3.5 Increase the number of small-, women-, and minority- owned businesses in Morgantown.
- ED-3.6 Support the construction of a light manufacturing business incubator building in the city.

ECONOMIC DEVELOPMENT - Draft Goals & Strategies

ED-4 MAINTAIN A HIGH QUALITY OF LIFE FOR RESIDENTS

Build upon Morgantown's assets to retain residents and current businesses.

- ED-4.1 Continue to invest in public streetscape improvements, including upgraded sidewalks and crosswalks, pedestrian lighting, street furniture, and trash receptacles.
- ED-4.2 Pursue mixed use infill and creative reuse of buildings Downtown and on the waterfront to bring a variety of housing options close to employment opportunities.
- ED-4.3 Continue to ensure all residents and visitors feel welcome, regardless of race, ethnicity, religion, sexual orientation, gender identity, age, mental/physical disability, citizenship, or characteristics.
- ED-4.4 Continue to pursue activities and programs that support the Morgantown's unhoused population.
- ED-4.5 Advocate for community wealth building strategies outside of employment and training, including housing programs that provide access to homeownership for lower-income residents.

ED-5 PROMOTE CITYWIDE BRANDING

Develop and promote citywide and neighborhood branding initiatives for a consistent and attractive image.

- ED-5.1 Develop a citywide branding and marketing initiative that includes a community wayfinding program.
- ED-5.2 Develop a neighborhood branding initiative (e.g., street signs distinguishable by neighborhood) to celebrate neighborhood identity.
- ED-5.3 Improve gateways into the City and Downtown.
- ED-5.4 Celebrate the regional outdoor culture as embraced by the Mountaineer brand.

PLANNING COMMISSION AND STEERING COMMITTEE PRIORITIES

Place a sticker next to the priority you think should be addressed first.

Strengthen the city-wide brand that distinguishes neighborhoods/districts and	
Boost sense of place through public art.	
Increase mixed-use development for jobs creation.	
Support and attract small, local businesses in Downtown.	
Pursue public-private-university partnerships.	
Continue to support remote workers and integrate them into the community.	
Expand the airport flight offerings for commercial and industrial use.	

Do you have any additional thoughts? Let us know using a sticky note below.

IMPLEMENTATION - Overview, Draft Goals & Strategies

The Comprehensive Plan is meant to be a working document that provides direction and assists decision makers with short and long-range choices for improving the quality of life in Morgantown. Implementation will involve a host of City departments, boards and commissions, non-profits, businesses and citizens. It will also require collaboration with the MMMPO, West Virginia University, Monongalia County, and neighboring municipalities. This element includes guidance on managing and using the Plan.

Plan Management

The Comprehensive Plan should be monitored on a regular basis, and when necessary, it should be revised or updated. This section outlines the guidance for monitoring the plan's effectiveness and maintaining its relevancy.

Monitoring the Plan

The Comprehensive Plan should be monitored for implementation effectiveness and relevancy- this should happen formally, at least once per year.

Updating the Plan

A major update of the Comprehensive Plan should be scheduled by Council following a formal recommendation from the Planning Commission. The update should be considered at least every ten years. In the interim, key milestones may be reached which necessitate an update sooner than a ten-year cycle.

The Plan is intended to be used on a daily basis as public and private decisions are made concerning development, redevelopment, capital improvements, economic incentives and other matters affecting Morgantown. The following is a summary of how decisions and processes should align with the goals and strategies of the Plan.

- Annual Work Programs and Budgets. Individual departments, administrators, boards and commissions should be cognizant of the recommendations of the Plan when preparing annual work programs and budgets.

- Development Approvals. Administrative and legislative approvals of development proposals, including rezoning and subdivision plats, should be a central means of implementing the Comprehensive Plan. Decisions by the Planning Commission and City Council should reference relevant Comprehensive Plan recommendations and policies. The zoning code and subdivision regulations should be updated in response to regulatory strategies presented in the Plan.
- Capital Improvement Plan. An annual, five-year and ten-year capital improvement plan (CIP) should be prepared consistent with the Comprehensive Plan's land use policies and infrastructure recommendations. New improvements that are not reflected in the Plan, which could dramatically impact the Plan's land use recommendations, should necessitate a minor update to the Plan. Economic Incentives.
- Economic Incentives should be reviewed to ensure consistency with the recommendations of the Comprehensive Plan.
- Private Development Decisions. Property owners and developers should consider the goals and strategies of the Comprehensive Plan in their land planning and investment decisions. Public decision-makers will be using the Plan as a guide in their development deliberations such as zoning matters and infrastructure requests. Property owners and developers should be cognizant of and compliment the Plan's recommendations.
- Consistent Interpretation. City Council should collaborate with the Planning Commission to ensure clear and consistent interpretation of major items in the Plan.

IMPLEMENTATION TABLES

Following a series of goals and strategies for implementation are tables organized by each element of the Comprehensive Plan that indicate the desirable timeframe for completion and parties that should lead each recommendation. The timeframes are defined by the following: Short Term: 2024-2025; Mid Term: 2026-2030; Long Term: 2031-2033. **Your feedback about each element of the plan will help the project team assign the timeframes to each strategy.**

I-1 PROVIDE A STRATEGIC AND COORDINATED APPROACH TO PLAN IMPLEMENTATION

Ensure the Plan's success by continually nurturing and relationships between local governments, citizens, businesses, and institutions while building awareness of plan recommendations and evaluating progress regularly.

- I-1.1 Involve a wide variety of stakeholders in implementation.
- I-1.2 Monitor and share implementation progress.
- I-1.3 Provide resources for implementing the Plan.
- I-1.4 Require concurrence with the Comprehensive Plan.
- I-1.5 Update the Plan at least every ten years.

Do you have any thoughts? Let us know using a sticky note below.

MORGANTOWN 2033

PUBLIC MEETING 2: FEEDBACK THEMES

Key themes were pulled from the feedback received during the public meeting as written comments on sticky notes and stickers placed adjacent to strategies to show support. Additionally, before the public meeting, the Steering Committee and Planning Commission identified their priorities for each element of the Comprehensive Plan; attendees were asked to vote for the priority they felt was most important to address first in each element of the plan. A summary of those results is included in blue under the key themes.

Regional Vision:

1. Truck traffic through Morgantown is a regional issue that will require regional collaboration and enforcement.
2. Revitalization and regular evaluation of existing infrastructure, such as utilities, should be prioritized over creating new infrastructure.
3. Increase walkability, bikeability, and transit access in and around Morgantown.

Out of six Steering Committee and Planning Commission priorities, the most favored was:

- Minimize truck traffic impacts Downtown while improving the district's bicycle and pedestrian infrastructure (60% of 58 votes).

Land Management:

1. Protect natural resources such as the Monongahela River by requiring open space, stormwater management, and other environmental protection measures.
2. Improve key corridors by engaging area stakeholders, investing in small businesses, and improving multimodal mobility.
3. Establish a 'Historic Preservation' zoning overlay and improve enforcement of housing codes to address dilapidated and vacant properties.

Out of five Steering Committee and Planning Commission priorities, the most favored was:
TIE:

- Establish complete communities that are architecturally coordinated and connected by multimodal infrastructure (33% of 24 votes).
- Update the zoning code so development can establish what is recommended in the Comprehensive Plan (33% of 24 votes).

Transportation:

1. Eliminate truck traffic through Morgantown by considering relocation of the barge loading site near Seneca Village.
2. Mobility should be made safer and more accessible in Morgantown through multimodal improvements.
3. Morgantown should have a more defined Main Street.

Out of six Steering Committee and Planning Commission priorities, the most favored was:

- Improve multimodal transportation options, notably sidewalks and bike lanes (49% of 41 votes).

Environment:

1. Improve stormwater management practices throughout the City.
2. Promote the protection of mature trees and green space throughout the City.
3. Work to reduce Morgantown's carbon footprint by investing in green infrastructure, encouraging alternative energy development, and establishing the North and South Greenbelts.

Out of four Steering Committee and Planning Commission priorities, the most favored was:

- Protect the tree canopy and green spaces (45% of 38 votes).

Neighborhoods and Housing:

1. Reduce residential truck traffic through Morgantown, specifically on Brockway Avenue and Willey Street.
2. Create paths to homeownership by increasing missing middle and ADU allowances in the zoning code to allow for more affordability.
3. Enforce codes and hold landlords accountable for the condition of their properties to increase tenants' rights.

Out of five Steering Committee and Planning Commission priorities, the most favored was:

- Address through-truck traffic in neighborhoods and Downtown (45% of 60 votes).

Community Facilities:

1. Amplify the library and its resources to broaden the programming and services it provides in Morgantown.
2. Invest in sustainable programming such as an increase in recycling infrastructure or establishment of community agricultural gardens in neighborhoods without walkable access to a grocery store.
3. Create better resources surrounding youth, mental health, and the addiction crisis in Morgantown.

Out of three Steering Committee and Planning Commission priorities, the most favored was:

- Address the addiction crisis and increase coordination between social service agencies (66% of 32 votes).

Economic Development:

1. Support small businesses and remote workers in Morgantown to create a robust, diverse, and inclusive economy.
2. Establish Downtown as an artistic entertainment district and brand each neighborhood to create a sense of identity and community.
3. Support Morgantown's unhoused population compassionately.

Out of six Steering Committee and Planning Commission priorities, the most favored was:

- Support and attract small, local businesses Downtown (44% of 27 votes).

Goal / Board Section	Comment	Dot Count	Image Ref.
Economic Development	Lower Greenmont will shine if trucks go elsewhere		IMG_2846
Neighborhood & Housing	Critical issue here		IMG_2846
Neighborhood & Housing	Conversion / reuse of vacant properties		IMG_2846
Neighborhood & Housing	I agree with listed issues		IMG_2846
Neighborhood & Housing	Yes to code enforcement (second this)		IMG_2846
	Move City election to the November election. Westover and Granville had the smarts to do it so the special interest groups didn't control!		IMG_2844
Key Themes	Move elections to state / Fed elections!		IMG_2844
Key Themes	Move elections to regular election cycle		IMG_2844
	Need to view multi-use trails as transportation (viable), not only as recreation		IMG_2844
Key Themes	Need to address GPS routing trucks through neighborhoods		IMG_2844
Key Themes	Truck traffic out of downtown - separate truck route away from neighborhoods and Downtown		IMG_2844
Key Themes	Move municipal elections to statewide election day!		IMG_2844
Key Themes	Big trucks through south park needs rerouted		IMG_2844
	Get the limestone trucks out of our South Park and Greenmont neighborhoods. They pollute the air, sonic env., damage the roads, and hammer home values.		IMG_2844
Key Themes	Priority: truck traffic semis do not fit on city streets		IMG_2844
Key Themes	outer truck loop		IMG_2844
	Direct tractor trailers to use 705 instead of 119 (Willey Street) to move across town.		
	Or better yet to stay on I-68 and I-79 to bypass Downtown Morgantown		IMG_2844
Key Themes	Morgantown		IMG_2844
Key Themes	Preserving green space adding new trails & maintaining the rail trail		IMG_2844
Key Themes	Truck traffic should be routed via Greenbag Road		IMG_2844
Need for a Regional Vision	Need Morgantown specific economic development		IMG_2844
Land Mgmt. Issues	Acquire more green space		IMG_2844
Land Mgmt. Issues	Annexation?	1	IMG_2844
Land Mgmt. Issues	Preserve green space, enhance Downtown & Wharf District spaces		IMG_2844
Land Mgmt. Issues	Consolidate Morgantown, Westover & Star City		IMG_2844

Goal / Board Section	Comment	Dot Count	Image Ref.
Land Management	Require property for greenbelt		IMG_2847
Transportation	Need sidewalk throughout city		IMG_2847
Transportation	Turning lanes would help in many areas with traffic flow		IMG_2847
Environment	Yes, address climate change		IMG_2847
Environment	More parks, fewer gun ranges!		IMG_2847
Neighborhoods & Housing	More parks and funding for parks & trails preserved green space walk and bike safe better sidewalks		IMG_2847
Community Facilities & Services	WVU enrollment reduction is important - housing impacts		IMG_2847
Community Facilities & Services	Preserve existing forested land in city		IMG_2847
Community Facilities & Services	Master plans are needed for the Downtown, Wharf, and Richwood districts		IMG_2847
Econ Dev.	Focus on annexing donut holes before attracting community development or industrial development in those areas		IMG_2847
Econ Dev.	Commercial districts should pay their share via land value tax to promote cleaner, human sized development rather than excessive empty lots		IMG_2847
Econ Dev.	& CKB Airport		IMG_2847

Goal / Board Section	Comment	Dot Count	Image Ref.
RV-2.2	-	2	IMG_2848
RV-2.3	-	1	IMG_2848
RV-2.4	-	1	IMG_2848
RV-2.5	-	1	IMG_2848
RV-3.1	No new bridge to Morgantown Industrial Park invest in existing roads		IMG_2848
	Large county buses should not be used when low ridership is noted		
RV-3.1	Adjust to fit demand to keep less buses on roads		IMG_2848
RV-3.1	PRT to Charleston by 2050		IMG_2848
RV-3.3	-	1	IMG_2848
RV-4.3	-	1	IMG_2848
RV-5.1	-	1	IMG_2848
RV-6.2	-	1	IMG_2849
RV-7.1	-	1	IMG_2849
PC Priorities	Priority: Minimize truck traffic impacts Downtown while improving the district's bicycle and pedestrian infrastructure.	35	IMG_2849
PC Priorities	Priority: Incentivize revitalization efforts to establish Downtown as a live, work, and play destination.	7	IMG_2849
PC Priorities	Priority: Create walkable, compact ,and transit-accessible development patterns throughout the City.	8	IMG_2849
PC Priorities	Priority: Protect natural resources while enhancing recreational opportunities.	3	IMG_2849
PC Priorities	Priority: Build a strong regional workforce through local and regional collaboration.	2	IMG_2849
PC Priorities	Priority: More coordination between Morgantown, the County, and neighboring municipalities in all elements of the comprehensive plan.	3	IMG_2849
Comment	Get rid of trucks!		IMG_2849
Comment	Enforcement		IMG_2849
Comment	yes, enforcement less truck traffic		IMG_2849
Comment	Don't build bridge to industrial park that is redundant high cost with low benefit to region		IMG_2849
Comment	Restore degraded land. It pays to do so.		IMG_2849
Comment	Huge problem with very large long haul tractor trailers using the Willey Street to High Street to Dunkard Ave. Both north and south instead of interstates		IMG_2849
Comment	Invest in downtown and rail trail connectivity - huge opportunity		IMG_2849
Comment	Making high street true pedestrian main street gateway to WVU		IMG_2849
Comment	Close the coal-fired power plants		IMG_2849
Comment	Close coal-fired powerplants		IMG_2849
Comment	No trucks! 0 tolerance		IMG_2849

Goal / Board Section	Comment	Dot Count	Image Ref.
LM-1.2	-	2	IMG_2850
	But not necessarily following through on		
LM-1.5	roundabout	3	IMG_2850
LM-1.6	-	1	IMG_2850
LM-1.7	-	1	IMG_2850
LM-1.8	-	1	IMG_2850
LM-1.11	-	1	IMG_2850
LM-2.1	-	2	IMG_2850
LM-2.2	-	1	IMG_2850
LM-2.5	-	2	IMG_2850
LM-2.8	-	2	IMG_2850
LM-2.9	-	2	IMG_2850
	Most spaces do not need a dedicated minimum parking requirement, massive parking lots for each new structure waste space		IMG_2850
Comment	Walking on 705 to Mileground impossible		IMG_2851
Comment	connecting these small area nodes with corridor development		IMG_2851
Comment	Hold landlords to a higher safety standard to improve relation to home owners		IMG_2851
Comment	Green space park in Lower Greenmont along Deckers Creek	2	IMG_2851
LM-4.2	yes, yes!	3	IMG_2851
LM-4.7	-	1	IMG_2851
LM-4.8	-	1	IMG_2851
LM-5.1	-	1	IMG_2851
LM-5.4	-	1	IMG_2851
LM-5.6	-	2	IMG_2851
	Impact fee-2030		
	APFO-2032		
Comment	SALPO-2025		IMG_2851
Comment	Create greenway routes Greenbag Rd		IMG_2851
Comment	No LM-1.5 Just do it!		IMG_2851
LM-6.2	-	1	IMG_2852
LM-6.4	-	2	IMG_2852
LM-6.5	-	3	IMG_2852
LM-7.2	-	1	IMG_2852
LM-7.3	-	1	IMG_2852
LM-7.5	-	1	IMG_2852
	Establish architectural design guidelines for the Downtown district.		
PC Priorities		0	IMG_2852
	Establish complete communities that are architecturally coordinated and connected by multimodal infrastructure.		
PC Priorities		8	IMG_2852

PC Priorities	Continue ongoing public art initiatives to improve the aesthetics of parks, open spaces, and trails.	6	IMG_2852
PC Priorities	Coordinate with WVU to ensure desired development patterns around/near the university.	2	IMG_2852
PC Priorities	Update the zoning code so development can establish what is recommended in the Comprehensive Plan.	8	IMG_2852
Comment	("Establish architectural design guidelines for the Downtown district") Already exist	-	IMG_2852
Comment	("Update the zoning code so development can accomplish what is recommended in the Comprehensive Plan") Can we set a quota on smoke and vape shops in town?	-	IMG_2852
Comment	LM-6.5: Improper drainage creates landslides on rail trail that costs tens of thousands to clean up.	-	IMG_2852
Comment	Protect home ownership but create small business opportunities in neighborhoods	-	IMG_2852
Comment	Stormwater issues impact rail-trail arboretum and city parks	-	IMG_2852

Goal / Board Section	Comment	Dot Count	Image	Note
Growth Framework	Develop Whitmore Park into a City (Richwood) Botanic Gardin (Preserve WPA Stonework)	-	IMG_2855	

Goal / Board Section	Comment	Dot Count	Image	Note
Low-Intensity residential	Protect single housing Support small businesses	-	IMG_2856	
Low-Intensity residential	Housing type diversity is important to young professionals looking to make our homes in the area. There is a lack of availability of smaller, single family, starter housing available	-	IMG_2856	
Map	Rethink wilson works and Lower Greenmont properties for business mixed use	-	IMG_2857	
Map	Connect white park to rail trail w/safety cross walk and stairs at sawgrass light	-	IMG_2857	
Map	Bike/ped bridge option at same location other over don knots to rail-trail	-	IMG_2857	
Map	Capital market; Rethink Dinsmore tire-MUB property rail-trail connection	-	IMG_2857	
Map	Lower Greenmont should include businesses as well as residences-- residential mixed-use	-	IMG_2857	
Map	Rethink Old 84 lumber flea market, skate park and Capital Market	-	IMG_2857	

Goal / Board Section	Comment	Dot Count	IMG	Note
Focus Area 1	Provide premier arts and cultural opportunities		1 IMG_2858	
Focus Area 1	Establish safe multimodal access between Downtown and the Riverfront		1 IMG_2858	
Focus Area 2	Emphasize walkability and bikeability		2 IMG_2858	
Comment	Connect (lower) Jerome Park neighborhood to Rail Trail; create safe intersection	-	IMG_2858	
Comment	More tree canopy in Sabraton corridor	-	IMG_2858	
Comment	Meadow Lane first ward connection to rail trail	-	IMG_2858	
Comment	Prioritize bus shelters and wayfinding, bus signage throughout area (supports access and disability accommodations throughout county)	-	IMG_2858	
Comment	Bikeability infrastructure includes safe, integral (attached to concrete) bike parking (very little currently in Sabraton)	-	IMG_2858	
Focus Area 3	Tear down dilapidated housing	-	IMG_2859	
Focus Area 3	Enforce basic rental codes	-	IMG_2859	
Focus Area 3	Enforced housing codes	-	IMG_2859	
Focus Area 3	Deal with dilapidated housing	-	IMG_2859	
Focus Area 3	Enforce codes! And stop slum lords	-	IMG_2859	
Focus Area 3	Lower Greenmont will NEVER develop or attract private investment with the truck traffic in place.	-	IMG_2859	
Focus Area 4	705 is hostile to bikes. It's not much better for pedestrians. Why are there no crosswalks at hospitals and STC?	-	IMG_2859	
Focus Area 4	Very disheartening to see vacant properties in desirable area for 5+ years.	-	IMG_2859	
Focus Area 5	Sell city surface parking lots to make space for development --> use our parking structures	-	IMG_2859	
Focus Area 5	Plaza currently High Street and Spruce	-	IMG_2859	
Focus Area 5	Improve rail trail access to Whitmore park at hog back	-	IMG_2859	
Focus Area 5	Annex Collins Ferry Road to Rail-Trail	-	IMG_2859	

Goal / Board Section	Comment	Dot Count	IMG	Note
T-1.3	-		1 IMG_2860	
T-1.4	-		3 IMG_2860	
T-1.5	-		1 IMG_2860	
T-2.1	-		3 IMG_2860	
T-2.2	-		1 IMG_2860	
T-2.5	-		1 IMG_2860	
Comment	No trucks!			
Comment	Eliminate trucks		IMG_2860	
T-2.6	-		2 IMG_2860	
T-2.8	-		5 IMG_2860	
Comment	E-bikes are a viable alternative for students and residents alike if they feel safe using them on streets.		IMG_2860	
T-3.5	-		3 IMG_2860	
T-3.7	-		4	
Comment	705 is unsafe for bikes. It's not much better for pedestrians. Why are there no crosswalks at Suncrest Towne Center and hospitals?		IMG_2860	
Comment	Less asphalt, smaller parking lots, shaded lots		IMG_2860	
Comment	Better street lighting- LED, full cut off fixtures, light pollution reduction		IMG_2860	
Comment	Morgan town is car centered which makes walking/biking feel unsafe, nobody feels safe crossing 5 lanes of traffic		IMG_2860	
Comment	Move Greer lime loading station to near Green Bag Rd		IMG_2860	
Comment	WV has a complete streets policy that could be used for state roads throughout the city --> Has this been included in the		IMG_2860	
Comment	No bridge, no added truck traffic, no added car lanes		IMG_2860	
Comment	Make Morgantown a connector- MOR to major airports		IMG_2861	
Comment	Willey St makeover		IMG_2861	
Comment	Forest Ave. trail gateway	1	IMG_2861	
Priorities	Emphasize the creation of "human-centered" complete streets for the City's primary gateway corridors	6	IMG_2861	
Priorities	Identify gateway corridors and district branding opportunities through the development of a citywide wayfinding signage study.	2	IMG_2861	
Priorities	Utilize PRT as a placemaking asset and unique transportation resource to the city.	8	IMG_2861	
Priorities	Support emerging transportation technologies such as electric vehicles.	2	IMG_2861	
Priorities	Improve multimodal transportation options, notably sidewalks and bike lanes.	20	IMG_2861	
Priorities	Expand airport flight offerings.	3	IMG_2861	
Comment	We can't let the perfect be the enemy of the good! If a crosswalk makes sense- say at University and Mulberry- why does it need to turn into a fiscal nightmare because of signals and sidewalks?		IMG_2861	
Comment	Due to loss of Morgantown bus depot, we should create a mini-hub that shuttles between Downtown Morgantown and Westover Pifer Terminal		IMG_2861	
Comment	No safe bike and ped access to Suncrest Towne center		IMG_2861	
Comment	unsafe to walk 15minutes from my home to Wiles Hill Comm. Ctr.			
Comment	No safe ped x-ing steward/portman and Willowdale		IMG_2861	
Comment	Be cautious when choosing bike rental vendors. My experience in cities with scooters is they become damaged and abandoned and block sidewalks and roadways		IMG_2861	
Comment	We need pedestrian connections to Suncrest Towne Center. Biking or walking on Stewart St. is dangerous.		IMG_2861	
Comment	More sidewalks- sidewalk on Dorsey Ave.		IMG_2861	
Comment	Reconsider High St./Spruce St. traffic pattern- behave more like a Main Street		IMG_2861	
Comment	City should run/maintain sidewalks!		IMG_2861	

Comment
Comment

Get rid of trucks on Rt. 7
Divert trucks!

IMG_2861

Goal / Board Section	Comment	Dot Count	IMG	Note
E-1.1	-	1	IMG_2862	
E-1.2	-	2	IMG_2862	
E-1.3	-	2	IMG_2862	
E-1.4	-	1	IMG_2862	
E-1.5	-	1	IMG_2862	
Comments	Yes to E-1.5		IMG_2862	
E-1.6	-	1	IMG_2862	
Comments	Make Whitmore into a City Botanical Garden and green space. Improve connection to Rail Trail.		IMG_2862	
Comments	Woodburn Community Complex Continued Improvement		IMG_2862	
E-2.3	-	3	IMG_2862	
Comments	Invest in Whitmore! Please		IMG_2862	
Comments	Invest in Whitmore! Please		IMG_2862	
E-3	Curbs/sidewalks should be elevated above running water during rains		IMG_2862	
E-3.1	-	1	IMG_2862	
E-3.2	-	2	IMG_2862	
Comments	Yes! Induce demand for walking and riding just as we would for cars!		IMG_2862	
Comments	More trees!		IMG_2862	
E-3.4	-	1	IMG_2862	
E-3.5	-	1	IMG_2862	
E-3.6	-	1	IMG_2862	
Comments	And consider adopting policies requiring UL listed batteries in ebikes and other light electric transports		IMG_2862	
E-4.1	-	2	IMG_2862	
E-4.2	-	1	IMG_2862	
E-4.3	-	3	IMG_2862	
E-4.4	-	2	IMG_2862	
E-5.2	-	1	IMG_2863	
E-5.3	-	1	IMG_2863	
Priorities	Address stormwater management concerns, such as separating stormwater from sewer.	7	IMG_2863	
Priorities	Integrate green space into the built environment and include it in development standards	11	IMG_2863	
Priorities	Protect the tree canopy and green spaces	17	IMG_2863	
Priorities	Provide electric vehicle infrastructure	3	IMG_2863	
Comments	Make laws against allowing cars to idle when parked		IMG_2863	
Comments	Make laws against allowing cars to idle when parked		IMG_2863	
Comments	Work towards reducing Morgantown's carbon footprint		IMG_2863	

Goal / Board Section	Comment	Dot Count	IMG	Note
NH-1.4	-	3	IMG_2864	
NH-1.6	-	1	IMG_2864	
NH-1.8	-	1	IMG_2864	
Comment	and sidewalk repairs		IMG_2864	
NH-1.11	-	1	IMG_2864	
NH-2	-	3	IMG_2864	
NH-2.1	-	2	IMG_2864	
NH-2.2	-	3	IMG_2864	
NH-2.3	-	2	IMG_2864	
NH-2.4	-	3	IMG_2864	
NH-2.5	-	3	IMG_2864	
NH-3.1	-	8	IMG_2864	
Comment	Accessory dwelling units are key!		IMG_2864	
Comment	Housing infill: The most possible way to promote infill housing and filling the missing middle is to permit Accessory Dwelling Units		IMG_2864	
Priorities	Address through-truck traffic in neighborhoods and Downtown	27	IMG_2864	
Priorities	Create complete neighborhoods with a mix of housing options and access to amenities, including green space.	10	IMG_2864	
Priorities	Increase missing middle housing supply.	3	IMG_2864	
Priorities	Create paths to homeownership.	8	IMG_2864	
Priorities	Reinvest in, and improve the management of deteriorating properties.	12	IMG_2864	
Comment	Clean up Greenmont- It's not just one woman's job!		IMG_2865	
Comment	Trucks (semi-trucks) need directed to use I-68-I-79 (15 miles/17 minutes) They are using Mileground to Willey St to High St which has shorter mileage (8.4) but 20 minutes		IMG_2865	
Comment	Stop the truck traffic on Rt 7 through town. I know it is a state road but put in a weigh station to delay them enough that they will go the Greenbag Road.		IMG_2865	
Comment	Trucks bad!		IMG_2865	
Comment	No trucks!		IMG_2865	
Comment	No trucks on Brockway		IMG_2865	
Comment	Or convert or reuse?		IMG_2865	
Comment	Make absentee landlords accountable		IMG_2865	
Comment	No more trucks		IMG_2865	
Comment	We need investment in home repairs (see WV#DF Program!)		IMG_2865	
Comment	Sidewalks should be a CITY responsibility		IMG_2865	
Comment	Tractor trailers using Willey St. thru high street to Dunkard Ave to Shorten their routes by not using I68 & I-79 around Morgantown		IMG_2865	
Comment	Subsidize relocating greers limestone barge collector site to near green bag rd		IMG_2865	
Comment	Funding for landlord repairs		IMG_2865	
Comment	Less surface parking (such wasted space- build up!)		IMG_2865	
Comment	More all-population housing		IMG_2865	
Comment	Code enforcement		IMG_2865	
Comment	Yes! The gap in the market between rentals and affordable starter homes is so vast. Young families want to make Morgantown their home but are forced to leave for affordable housing.		IMG_2865	

Comment	Instead of funding for eviction prevention, use the funds for home repair.	IMG_2865
Comment	No trucks on Brockway!	IMG_2865
Comment	No trucks!	IMG_2865
Comment	Euclidian zoning was a mistake. Look at where growth is occurring in Mon County	IMG_2865
	Divert trucks on Brockway Ave.	
	1. Communities will thrive in Morgantown	
	2. Clean air	
	3. Safe roads	
Comment	4. Increase city traffic flow	IMG_2865
Comment	More housing; intergenerational focused and affordable	IMG_2865
Comment	Housing variety	IMG_2865

Goal / Board Section	Comment	Dot Count	IMG	Note
CFS-1.2	-		1 IMG_2867	
Comment	Morgantown Middle has to bus students from Cheat Lake Need school middle or high in Cheat Lake area		IMG_2867	
CFS-1.5	-	5	IMG_2867	
CFS-1.6	-	3	IMG_2867	
CFS-1.7	-	1	IMG_2867	
CFS-2.1	-	2	IMG_2867	
Comment	Fix Whitmore Park trail system		IMG_2867	
CFS-2.4	-	4	IMG_2867	
CFS-2.7	-	1	IMG_2867	
CFS-3.5	-	3	IMG_2867	
CFS-3.6	-	2	IMG_2867	
CFS-3.7	-	3	IMG_2867	
Comment	Yes to CFS-3.7		IMG_2867	
CFS-3.8	-	5	IMG_2867	
CFS-3.10	-	1	IMG_2867	
CFS-3.12	-	1	IMG_2867	
Comment	Municipal yard waste facility needed		IMG_2867	
CFS-4.1	-	1	IMG_2868	
CFS-4.2	-	1	IMG_2868	
CFS-5.2	-	1	IMG_2868	
CFS-6.1	-	1	IMG_2868	
Priorities	Increase access to parks, open space, and trail networks	10	IMG_2868	
Priorities	Establish and maintain robust public safety departments	1	IMG_2868	
Priorities	Address the addiction crisis and increase coordination between social service agencies	21	IMG_2868	
Comment	Social services agencies need data sharing and better coordination to serve clients with wrap around services		IMG_2868	
Comment	More mental health options for youth. Youth need access to drug rehab programs		IMG_2868	
Comment	New, much bigger library and a branch in Suncrest		IMG_2868	
Comment	New, much bigger library and a branch in Suncrest		IMG_2868	
Comment	Our library director is AMAZING invest in her/them		IMG_2868	
Comment	Our library director is AMAZING invest in her/them		IMG_2868	
Comment	Support library and community spaces		IMG_2868	
Comment	Get rid of Ambassador program		IMG_2868	
Comment	Get rid of Ambassador program		IMG_2868	
Comment	Invest in Whitmore (for real!)		IMG_2868	
Comment	Don't address addiction by disappearing homeless neighbors		IMG_2868	
Comment	Don't address addiction by disappearing homeless neighbors		IMG_2868	
Comment	Or, if you're near Virginia Manor, stormwater infrastructure able to meet demand		IMG_2868	

Goal / Board Section	Comment	Dot Count	Image Ref.	Note
ED-1.5	-		1 IMG_2869	
Comment	Require students that accept the Promise scholarship to stay in the state for 2 years following graduation		IMG_2869	
Comment	^^This would have HUGELY disadvantaged me (a Promise recipient)		IMG_2869	
Comment	State is marginalizing and scapegoating LGBTQ+ West Virginians- Morgantown needs to invest \$ in safe resources for LGBTQ+ youth to not retain West Virginians. Not just words			
ED-2.4	-		1 IMG_2869	
ED-2.8	-		3 IMG_2869	
Comment	Consider how to bring more outdoor restaurant seating to downtown.			
Comment	Eliminate truck traffic and addiction concerns		IMG_2869	
ED-3.5	-		1 IMG_2869	
Comment	We need help!		IMG_2869	
Comment	Make the \$3.00 per week municipal fee more economically fair		IMG_2869	
ED-4.1	-		7 IMG_2870	
ED-4.2	-		2 IMG_2870	
ED-4.3	-		4 IMG_2870	
ED-4.4	-		3 IMG_2870	
ED-5.3	-		2 IMG_2870	
Priority	Strengthen the city-wide brand that distinguishes neighborhoods/districts		5 IMG_2870	
Priority	Boost sense of place through public art		5 IMG_2870	
Priority	Increase mixed-use development for jobs creation		1 IMG_2870	
Priority	Support and attract small, local businesses in Downtown		11 IMG_2870	
Priority	Pursue public-private partnerships		1 IMG_2870	
Priority	Continue to support remote workers and integrate them into the		2 IMG_2870	
Comment	Create more opportunities for business spaces in neighborhoods.		IMG_2870	
Comment	Brand each neighborhood to create a sense of identity and		IMG_2870	
Comment	Vote out all the Republicans in legislature		IMG_2870	
Comment	Arts district		IMG_2870	

Goal / Board				
Section	Comment	Dot Count	Image Ref.	Note
Comment	Provide check list for time frames for goals to help monitor progress		IMG_2871	
Comment	City needs more grant acquisition to fund big initiatives in		IMG_2871	
Comment	Tell people who don't like in the city and who made it clear that they don't want to live in the city to STFU about what the city does.		IMG_2871	

Comment	Image Ref.
A comparison to where we stand on the 2023 Comp Plan and how well we did or how it changed and how we did	IMG_2872
County/city coordination	IMG_2872
Upload the plan doc to the web and distribute for comments	IMG_2872
More grants for vision implementation	IMG_2872
No fire fee	IMG_2872
30 year plan for annexation	
-B&O	
-Sales tax	
-Class 4 can be tax abatement	IMG_2872

Greenmont Neighborhood Association Comprehensive Plan: 2023-2033

For Consideration and Inclusion in the Morgantown 2033 Comprehensive Plan

I. Improve Public Infrastructure and Parking

- a. Repair missing, broken or decaying sidewalks and curbs, especially on main corridors.
- b. Repave crumbling streets, alleys and potholes.
- c. Improve lighting along alleys and pedestrian walkways such as Kerns Crossing (connects Deckers Creek Rail-Trail to Greenmont) and Walnut St. Bridge (connects downtown to Greenmont).
- d. Utilize city-owned lots to create public parking areas and reduce congestion on narrow streets caused by street-parked vehicles.

II. Address Blighted Areas

- a. Document abandoned and vacant properties throughout the neighborhood and enforce vacant structure registration to encourage the sale and/or development of abandoned or vacant properties.
- b. Work with the City of Morgantown to acquire and demolish vacant and dilapidated properties along Pennsylvania Avenue. These structures create opportunities for crime and vagrancy and deter economic development.
- c. Develop new public green spaces or parks, and other recreational opportunities in blighted areas of Greenmont.
- d. Address overflowing dumpsters and trash nuisances at multi-unit rental properties.
- e. Work in partnership with Code Enforcement to hold out of state or disengaged landlords or property owners accountable for rental property maintenance.

III. Implement Traffic Calming Measures

- a. Erect stop signs, speed bumps and other traffic calming measures on select streets and intersections throughout Greenmont, with a focus on White Avenue and intersections at alleys and main thoroughfares.
- b. Reduce or eliminate truck presence through Greenmont along Brockway Ave. Implement a weigh station, pedestrian walkway, traffic light or other measures to calm or deter this traffic, which causes noise and air pollution, poses a safety hazard, destroys public infrastructure and discourages private investment.

IV. Increase Law Enforcement Presence

- a. Improve police response and presence around areas with suspected or known criminal activity, such as drug houses and squatter houses, especially in Lower Greenmont.
- b. Discourage and prevent homeless encampments on city-owned or privately-owned property in Lower Greenmont.

V. Enhance Beauty and Identity of Neighborhood

- a. Erect Greenmont neighborhood welcome signs at the main gateways.

- b. Use vacant city-owned lots to develop new greenspaces or pocket parks in Greenmont, which is the only neighborhood in Morgantown without a BOPARC-supported park.
- c. Work collaboratively with residents, businesses and community members to encourage public art, historic designations and neighborhood-wide events in Greenmont.

VI. Adapt Zoning Regulations for Small Businesses

- a. Encourage single-family home ownership and reduce multi-unit rentals and develop a business zoning overlay that creates opportunities for small businesses to operate out of residential structures in select areas of Greenmont
- b. Create public parking areas on vacant city property to provide required parking for any neighborhood businesses.

3. REGIONAL COMPREHENSIVE PLAN FAIR

Comprehensive Plan Overview

A planning process to identify:

- 1 Community **values, issues, and assets**
- 2 The City's long and short-range **goals and objectives**
- 3 **Projects and policies** to address current and future community needs
- 4 Strategies that balance **growth and economic** development
- 5 Land use, transportation and infrastructure recommendations to guide **growth and preservation**

Stay up to date with the project website:

<http://morgantownwv.gov/652/Morgantown-2033>

- [Learn more about the process](#)
- [View presentations](#)
- [Review draft documents](#)
- [Submit questions](#)



Community Engagement

Stakeholder Interviews

- Dec. 2021-Feb. 2022: 70+ Participants

WVU Pop-Up Meeting: 30 Participants

Public Meetings: March 3rd & 5th, 2022

- Mar. 3rd, 2022 (In-Person): 60+ Participants
- Mar. 5th, 2022 (Virtual): 35 Participants

On-Line Community Survey

- Mar. 3rd - 13th, 2022: 71 Participants

Planning Commission Meeting #2

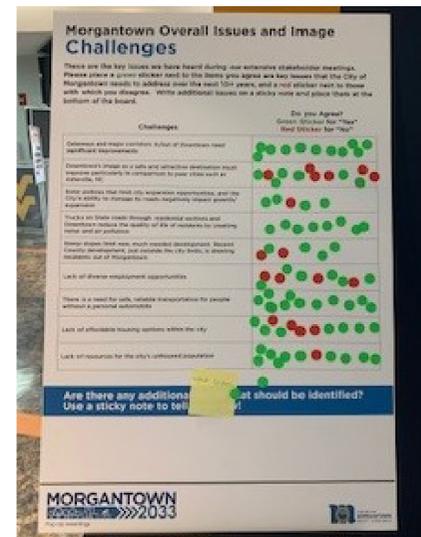
- May 23rd, 2022

Steering Committee Meeting #2

- May 24th, 2022

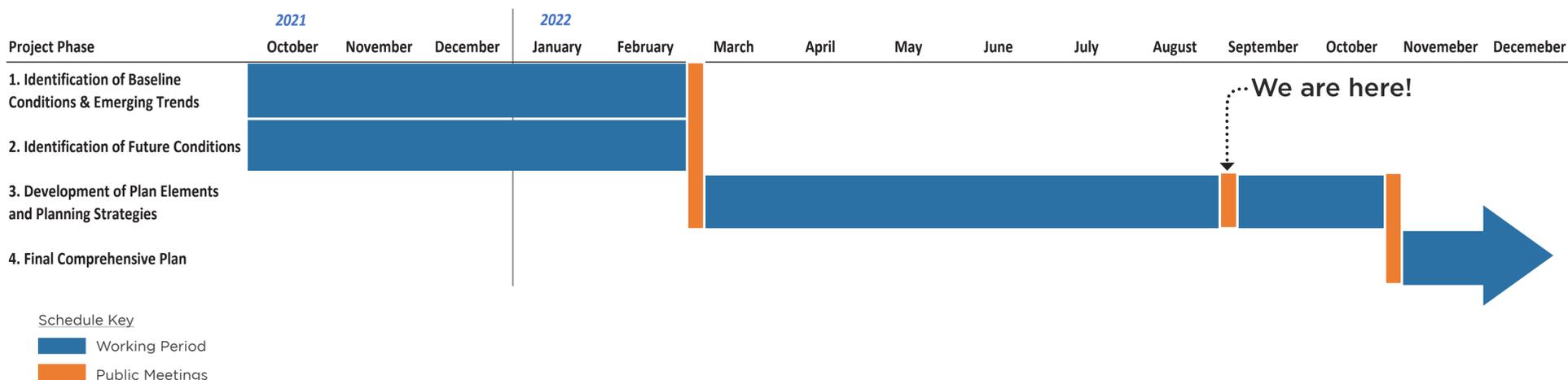
Steering Committee & Planning Commission Update

- Upcoming: Fall 2022



NEXT PUBLIC MEETING: FALL 2022 TO REVIEW DRAFT RECOMMENDATIONS!

Project Schedule



Schedule Key
 Working Period
 Public Meetings



Comprehensive Plan Fair: September 8, 2022



Draft Vision Statements

The following are vision statements developed based on community feedback received to date. The vision statements will serve to guide the recommendations of the Comprehensive Plan.

REGIONAL VISION



The City will lead a collaborative regional approach that nourishes local and state partnerships, addresses interconnected infrastructure issues, encourages high-quality development, protects the region's rich natural resources, and enhances its recreational opportunities.

LAND MANAGEMENT



Morgantown will be vibrant and welcoming, with safe, attractive, and dynamic neighborhoods and business districts offering a diverse mix of housing, business and entertainment opportunities. The City will update its policies to incentivize revitalization and redevelopment.

TRANSPORTATION



Morgantown will be an accessible city, working with its partners to offer a variety of convenient, safe, reliable, well-maintained and equitable transportation options. Enhanced transit, bicycle, and pedestrian networks will connect neighborhoods and business districts. In addition, the goal of minimizing traffic-induced air and noise pollution will be prioritized to improve residents' quality of life.

ENVIRONMENT



Morgantown will sustain its unique access to outdoor recreational amenities. The city will continue to invest in its future by protecting its natural resources and environmentally sensitive areas, taking measures to address climate change impacts - like stormwater management issues - and reducing greenhouse gas emissions.

NEIGHBORHOODS & HOUSING



Morgantown will preserve its unique neighborhoods while becoming more accessible to all socio-economic groups and will increase convenient resident access to retail and healthy food choices. The City will increase its supply of affordable, accessible and compatible housing options by prioritizing policies, programs, and funding to encourage missing middle and accessible housing, rehabilitation of aging properties, and the implementation of other infill opportunities.

COMMUNITY FACILITIES & SERVICES



Morgantown seeks to build on recent investments in both the arts and cultural programming to boost Morgantown's vibrancy, attractiveness, and livability for local residents and regional visitors alike. The City will pursue funding and other opportunities to strengthen community-wide and neighborhood parks, enhance its aging infrastructure, and strengthen its safety and community support services.

ECONOMIC DEVELOPMENT



Morgantown will focus on strengthening its ability to retain and attract residents, visitors, and employment opportunities. The City will expand its education and healthcare base to create a diverse range of jobs. Morgantown will explore feasible strategies to expand business opportunities Downtown, support its variety of locally-owned businesses and business districts city-wide, and nurture strong partnerships with the Morgantown Area Partnership, West Virginia University, the Airport Authority, and other community stakeholders.

Comprehensive Plan Key Themes

The following are summaries of feedback received throughout the planning process to date.

REGIONAL VISION



- A regional mindset is needed around issues such as **transportation, development, and branding**
- There is a need for local and state government **partnerships**
- State policies limit **city expansion** opportunities, and the City's ability to manage some **roads**
- Work with the County to solve issues such as **sprawl** and **higher-quality development** along the city's edges
- **Regional outdoor recreation and non-motorized connectivity** are needed (e.g. Caperton Trail)
- **Proximity** to major urban centers such as Pittsburgh and Washington, DC is important

LAND MANAGEMENT



- Areas are in need of **redevelopment & revitalization**
- A **vision** that coordinates city aesthetics is needed
- **Downtown** must be a safe and attractive destination with diverse amenities
- The Wharf District and Waterfront areas are **catalysts for growth**
- **Steep slopes** can limit new, much needed development
- Recent **county development**, just outside City limits, is providing employment and housing alternatives to Morgantown.

TRANSPORTATION



- **Safe, reliable transit** is needed
- Improve **walkability/bikability** throughout the City
- **Trucks** on State roads reduce the quality of life of residents by creating noise and air pollution
- **Gateways and major corridors** in/out of Downtown need improvements
- **Amenities** such as a bikeshare system, more/safer bike facilities, and electric vehicle charging stations are needed
- Additional **parking** is needed in Downtown and around schools
- Better utilize WVU's **Personal Rapid Transit** system
- Carefully consider the placement of roundabouts and other **traffic calming systems**

ENVIRONMENT



- Natural resources create an unique **identity** for Morgantown
- **Protect** natural resources and environmentally sensitive areas
- The City offers strong **access** to outdoor amenities and recreation; the pandemic has encouraged more outside activity
- Address **climate change** and **reduce greenhouse gas admissions**
- Create green **jobs** and encourage green **commerce**
- **Stormwater management** including flooding are issues in some areas
- Explore **sustainable energy** opportunities

Comprehensive Plan Key Themes

The following are summaries of feedback received throughout the planning process to date.

NEIGHBORHOODS & HOUSING



- Strong neighborhood **pride** and sense of community
- Celebrated **historic architecture** throughout many neighborhoods
- Multiple neighborhoods are within walking distance of **Downtown & WVU**
- Neighborhood **retail and healthy food options** are desired
- Significant number of **vacant properties**
- Properties are in need of **rehabilitation; code enforcement** is needed
- Lack of **affordable housing** options within the city (both rentals and ownership units)
- Morgantown is missing a variety of **housing types** (e.g. one bedrooms, multi-family, accessible units for older adults, etc.)
- There is a lack of **education and programs** that support more affordable housing in the city

COMMUNITY FACILITIES & SERVICES



- Significant recent investments in city **arts and cultural programming**
- The Monongalia County School District features quality **schools** in the city.
- **Local athletics** are a strong citywide and create a draw
- A **robust parks and trails system** including a new riverfront park
- City Hall **renovation** underway
- Morgantown Ice Arena **upgrades** are planned
- A few areas of the city **lack public green space**
- **Aging infrastructure** exists in the city
- There are **constrained budgets** for public infrastructure improvements
- The city experiences **low crime rates**

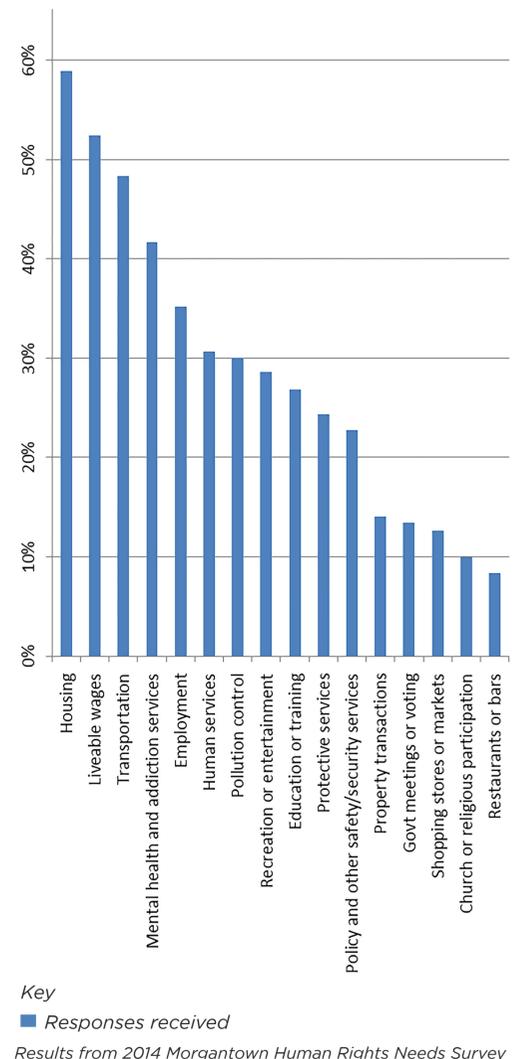
ECONOMIC DEVELOPMENT



- Morgantown is an **education and healthcare hub**
- The city has a variety of **locally-owned businesses**
- Positive **quality of life** in the region
- Strong investment and growth in the **arts and cultural amenities** citywide
- Trails, natural resources and access to outdoor adventure establishes a **brand**
- Lack of diverse **employment opportunities**
- **ASCENT WV** talent attraction program is an asset (a State program)
- **Technology and data sectors** are opportunities for Morgantown
- Encourage resilient business opportunities **Downtown**
- Establish **partnerships** with WVU

EQUITY

• Improvements to become a more inclusive city:



4. COMMUNITY SURVEY



SIGN UP FREE



Morgantown 2033

QUESTION SUMMARIES

DATA TRENDS

INDIVIDUAL RESPONSES

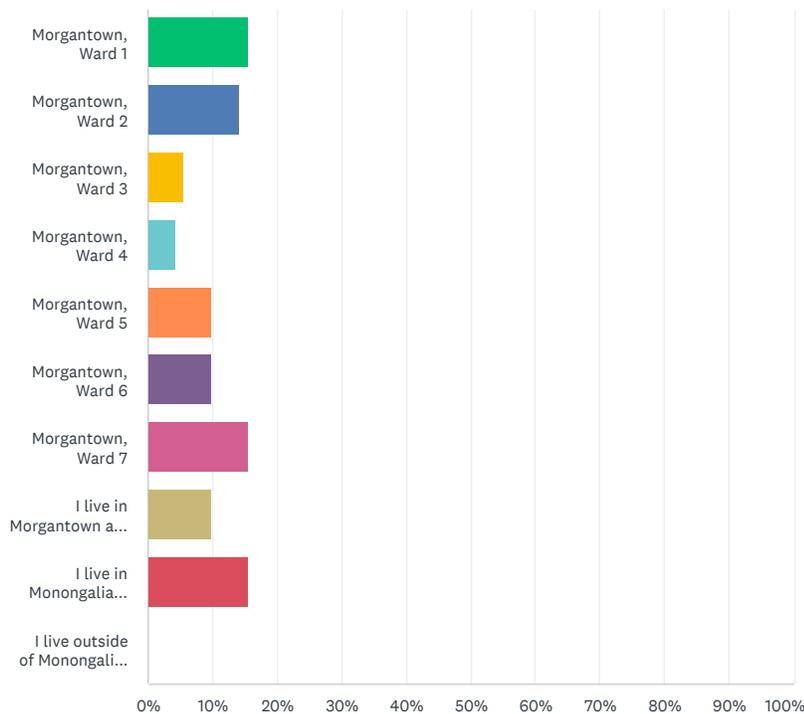
All Pages ▾

Q1



Where do you live?

Answered: 71 Skipped: 0



ANSWER CHOICES

RESPONSES

ANSWER CHOICES	PERCENTAGE	COUNT
Morgantown, Ward 1	15.49%	11
Morgantown, Ward 2	14.08%	10
Morgantown, Ward 3	5.63%	4
Morgantown, Ward 4	4.23%	3
Morgantown, Ward 5	9.86%	7
Morgantown, Ward 6	9.86%	7
Morgantown, Ward 7	15.49%	11
I live in Morgantown and don't know my ward.	9.86%	7
I live in Monongalia County but not in Morgantown.	15.49%	11
I live outside of Monongalia County.	0.00%	0
TOTAL		71

Share Link

<https://www.surveymonkey.com/re:>

COPY

Share

Tweet

Share

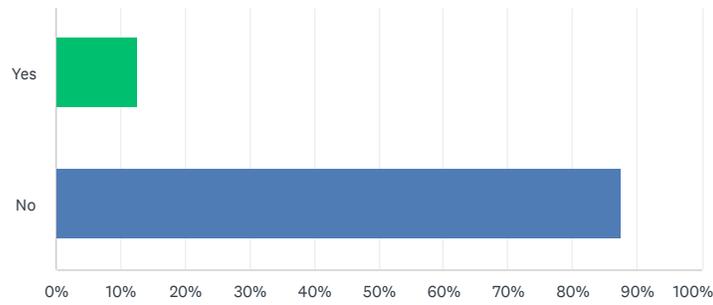
71 responses



SIGN UP FREE



Answered: 71 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	12.68%	9
No	87.32%	62
TOTAL		71

Q3



Email:

Answered: 66 Skipped: 5

vanceroberta@yahoo.com

4/13/2022 09:16 PM

stevo1279@gmail.com

4/13/2022 06:52 PM

london26501@yahoo.com

4/13/2022 06:32 PM

matthew.jacobsmeier.business@gmail.com

4/13/2022 05:56 PM

cmoore006@gmail.com

Q4



What are the top 2 issues that you think Morgantown

Share Link

COPY

71 responses

Answered: 49 Skipped: 22

ANSWER CHOICES		RESPONSES	
Issue #1	Responses	100.00%	49
Issue #2	Responses	97.96%	48

Q5



What are Morgantown's top two strengths?

Answered: 47 Skipped: 24

ANSWER CHOICES		RESPONSES	
Top Strength #1	Responses	100.00%	47
Top Strength #2	Responses	91.49%	43

Q6



What are Morgantown's top two challenges?

Answered: 48 Skipped: 23

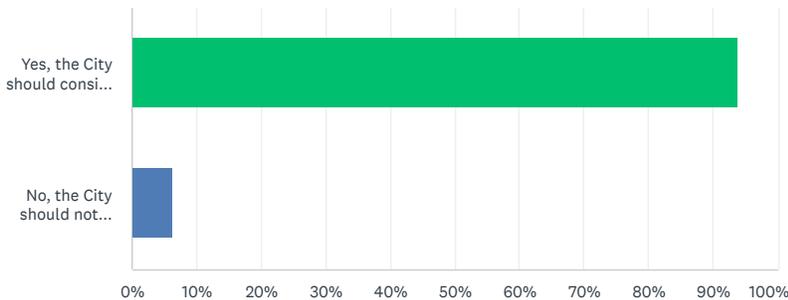
ANSWER CHOICES		RESPONSES	
Top Challenge #1	Responses	100.00%	48
Top Challenge #2	Responses	100.00%	48

Q7



Given the significant need to address the issue of housing affordability in Morgantown, do you think the City should consider options that are not single-family homes but are compatible with the neighborhoods in which they are located? Some examples of different housing types are provided above.

Answered: 49 Skipped: 22



ANSWER CHOICES	RESPONSES
----------------	-----------

Yes, the City should consider it.	93.88%	46
No, the City should not consider it at this time.	6.12%	3
TOTAL		49

Q8



Can you think of other downtowns that might serve as examples for Morgantown's downtown?

Answered: 42 Skipped: 29

No most all are dying as rental is exorbitant and parking lacking

4/13/2022 09:17 PM

No, Motown is unique due to river and Decker's Creek

4/13/2022 06:56 PM

Fairmont, WV. Staunton, VA

4/13/2022 06:37 PM

Charlottesville va

4/11/2022 12:18 PM

Nibin Australia

Q9



What is your favorite park in Morgantown and why? What are your 1 or 2 favorite trails?

Answered: 43 Skipped: 28

ANSWER CHOICES

RESPONSES

Favorite park and why:	Responses	100.00%	43
------------------------	-----------	---------	----

Q10



What are your 1-2 favorite trails? (land and water)

Answered: 41 Skipped: 30

ANSWER CHOICES

RESPONSES

Favorite trail and why:	Responses	100.00%	41
Favorite trail and why:	Responses	87.80%	36

Q11



What are the two most important transportation issues to address in Morgantown over the next 10 years?

Answered: 45 Skipped: 26

ANSWER CHOICES	RESPONSES
Issue #1	Responses 100.00% 45
Issue #2	Responses 93.33% 42

Q12



If you were trying to convince someone (a person or a business owner) to move to Morgantown, what are the 3 top factors you would emphasize?

Answered: 45 Skipped: 26

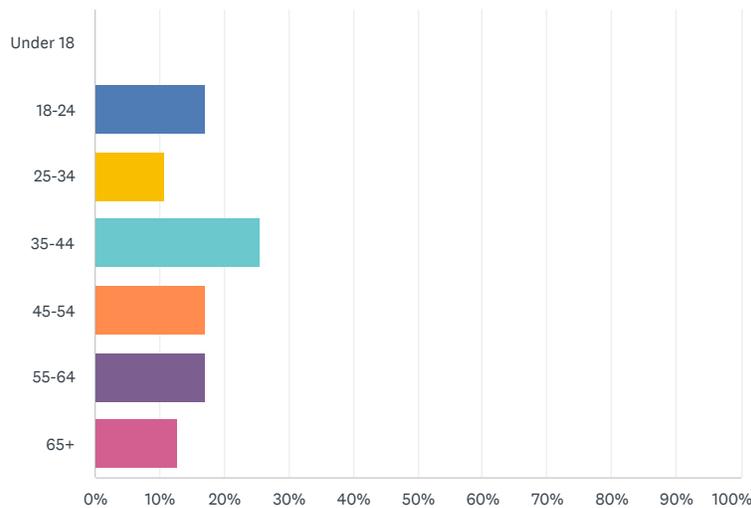
ANSWER CHOICES	RESPONSES
Factor #1	Responses 100.00% 45
Factor #2	Responses 100.00% 45
Factor #3	Responses 95.56% 43

Q13



What is your age?

Answered: 47 Skipped: 24



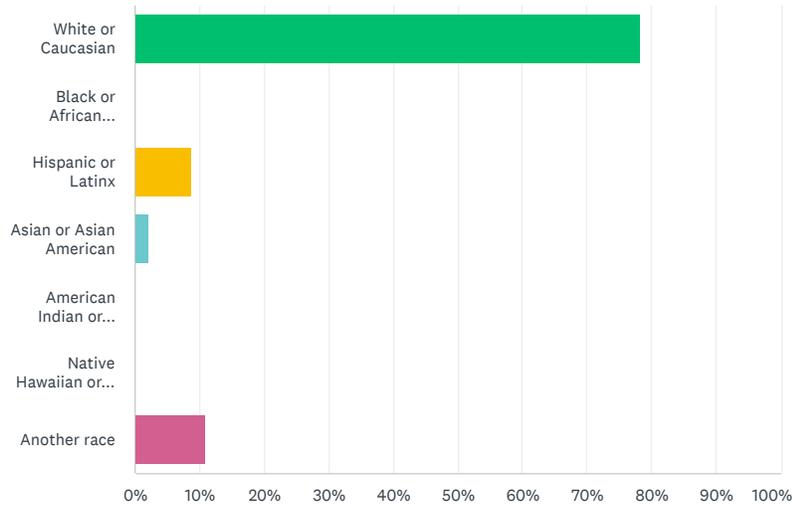
ANSWER CHOICES	RESPONSES
Under 18	0.00% 0
18-24	17.02% 8

18-24	11.02%	0
25-34	10.64%	5
35-44	25.53%	12
45-54	17.02%	8
55-64	17.02%	8
65+	12.77%	6
TOTAL		47

Q14

What is your race?

Answered: 46 Skipped: 25

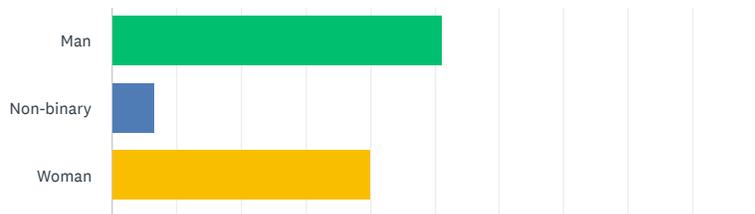


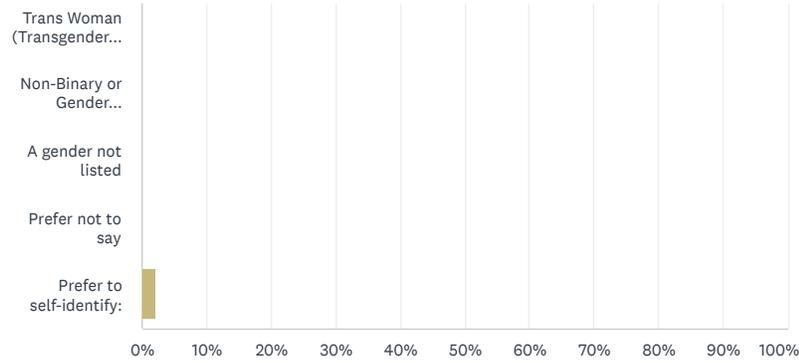
ANSWER CHOICES	RESPONSES	
White or Caucasian	78.26%	36
Black or African American	0.00%	0
Hispanic or Latinx	8.70%	4
Asian or Asian American	2.17%	1
American Indian or Alaska Native	0.00%	0
Native Hawaiian or other Pacific Islander	0.00%	0
Another race	10.87%	5
TOTAL		46

Q15

What is your gender?

Answered: 45 Skipped: 26





ANSWER CHOICES	RESPONSES	
Man	51.11%	23
Non-binary	6.67%	3
Woman	40.00%	18
Trans Woman (Transgender means your gender identity is different from the gender you were assigned at birth.)	0.00%	0
Non-Binary or Gender Nonconforming	0.00%	0
A gender not listed	0.00%	0
Prefer not to say	0.00%	0
Prefer to self-identify:	Responses 2.22%	1
TOTAL		45

Powered by  SurveyMonkey

Check out our [sample surveys](#) and [create your own now!](#)

COMMUNITY FEEDBACK

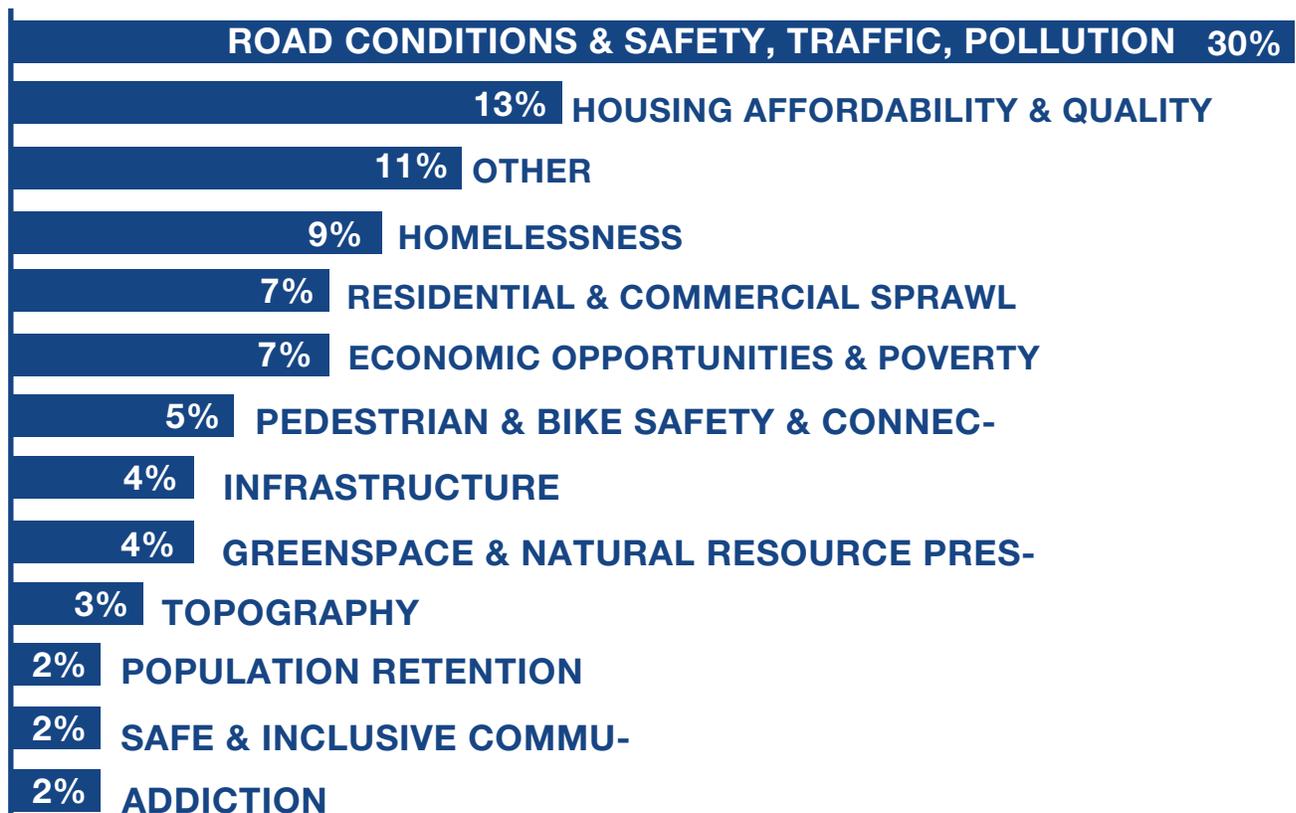
ONLINE PUBLIC ENGAGEMENT SURVEY SUMMARY

The public engagement survey was available on the City of Morgantown’s website to be completed from March 3rd to April 14th, 2022. It was promoted in the following ways:

- On the City’s website in a banner
- In a press release on 02/19/2022
- At the first public meetings on March 3rd and March 5th
- Dominion Post newspaper article on 03/04/2022
- Facebook advertisements

Top Two Challenges:

30% of respondents think that Morgantown’s road conditions, traffic, and pollution is the most pressing challenge that the City faces.



COMMUNITY FEEDBACK

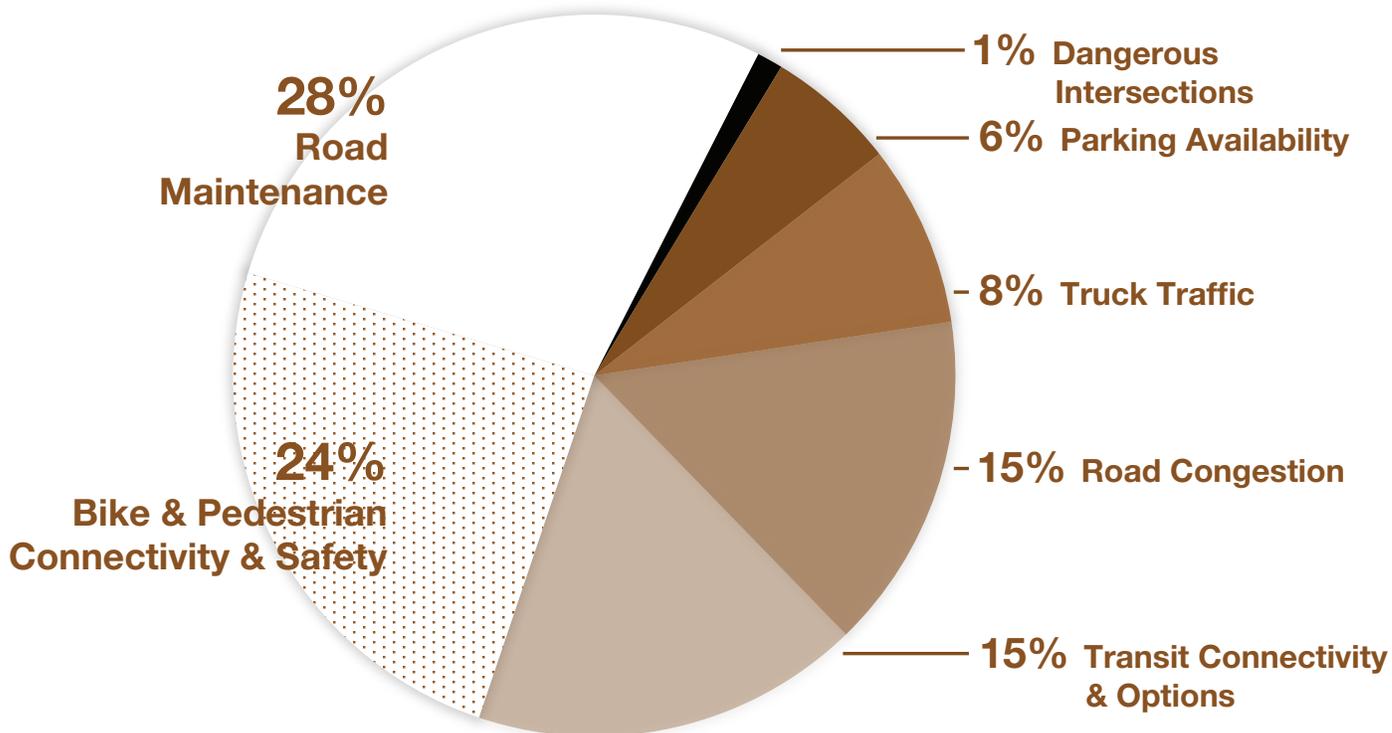
ONLINE PUBLIC ENGAGEMENT SURVEY SUMMARY



TRANSPORTATION

Survey respondents identified road maintenance and bicycle and pedestrian connectivity and safety as the top two transportation challenges.

Top Two Transportation Challenges:



NEIGHBORHOODS & HOUSING

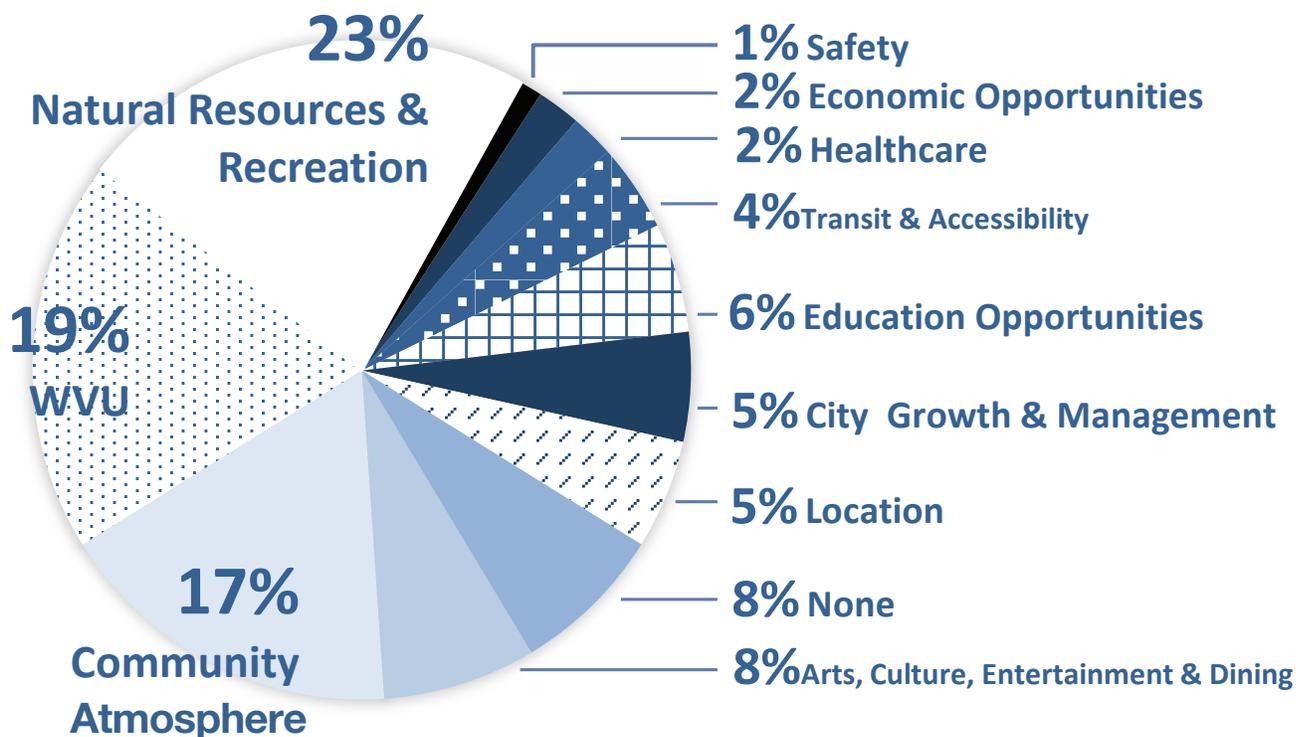
93% of respondents think the City should consider options that are not single-family homes that are compatible with the neighborhoods in which they are located.

COMMUNITY FEEDBACK

ONLINE PUBLIC ENGAGEMENT SURVEY SUMMARY

Top Two Strengths:

59% of respondents think that Morgantown’s natural resources and recreational opportunities, the presence of WVU, and the community atmosphere fall within the City’s top 2 strengths.



COMMUNITY FEEDBACK

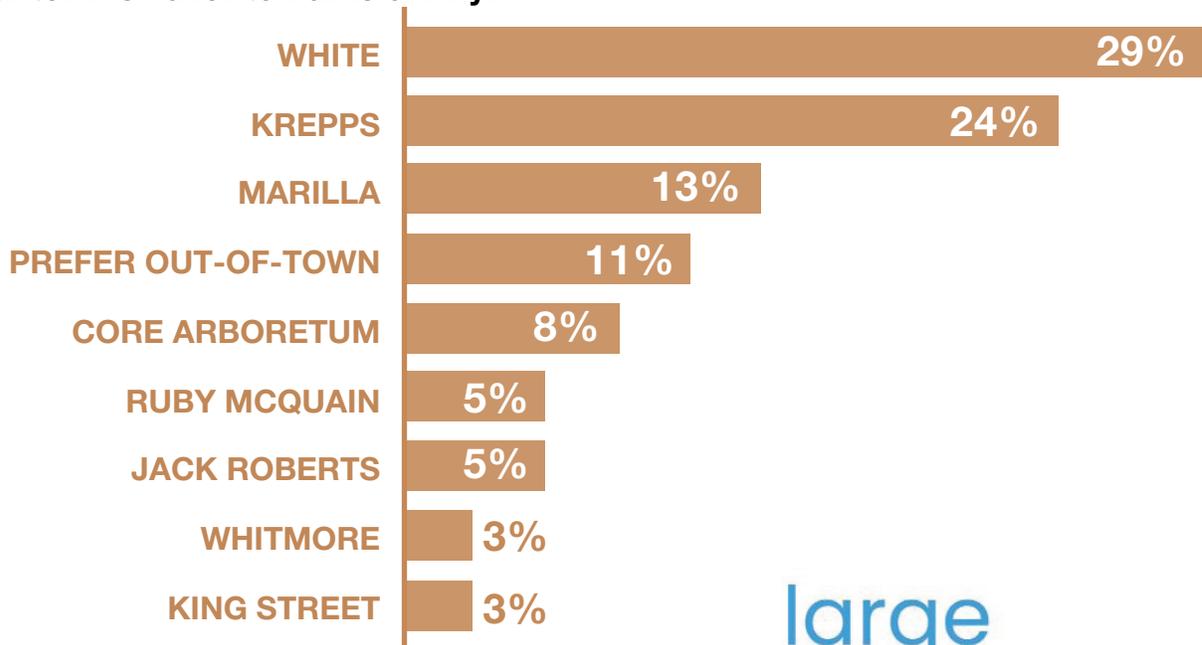
ONLINE PUBLIC ENGAGEMENT SURVEY SUMMARY



COMMUNITY FACILITIES & SERVICES

Morgantown's favorite park is White Park. Residents prefer parks with quality trails and access to recreation and nature.

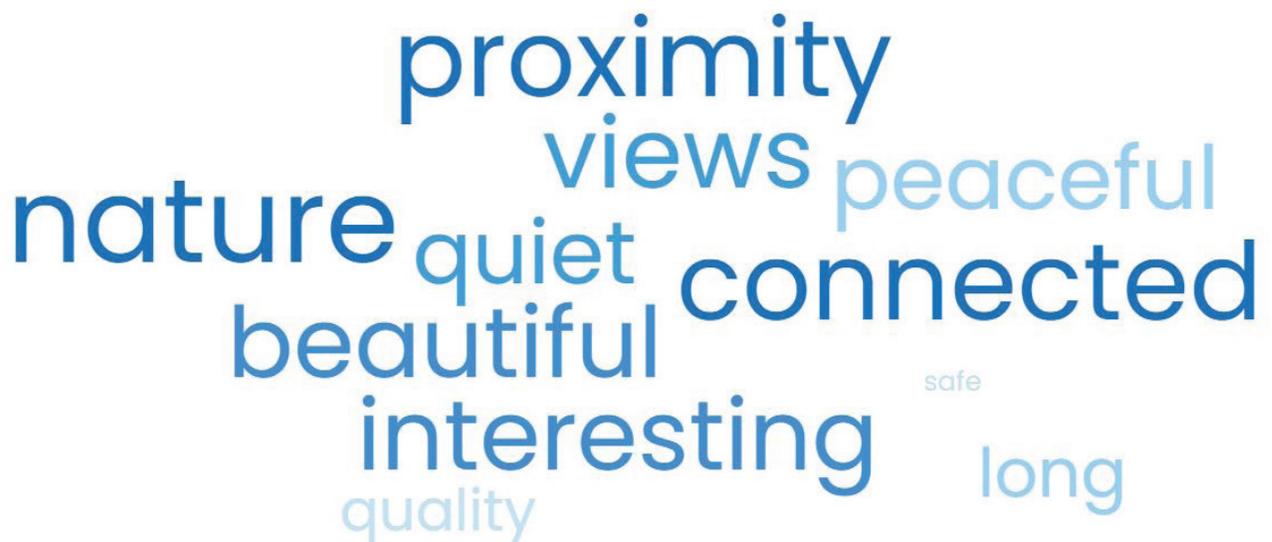
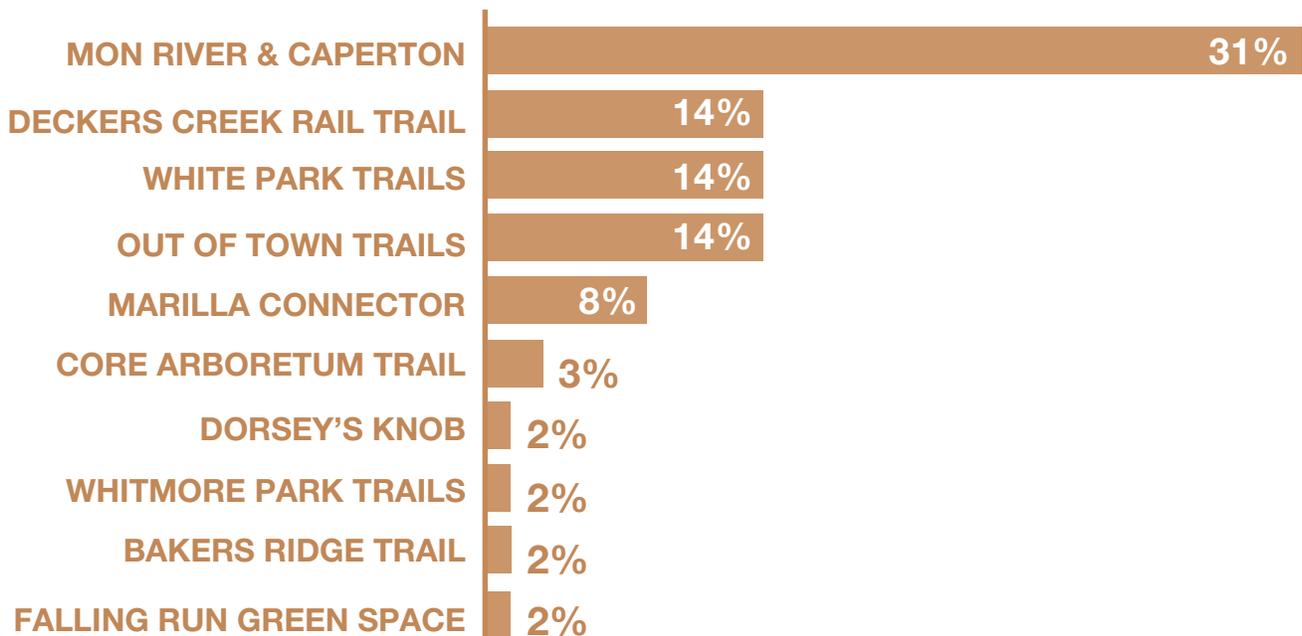
Morgantown's Favorite Parks & Why:





COMMUNITY FACILITIES & SERVICES

Morgantown's Favorite Trails & Why:



5. STAKEHOLDER INTERVIEWS

*(See the on-line PDF to enlarge
graphic contents)*

City Council Focus Group

Prompt	Comment
What people value	safe community; low crime
What people value	unique small city and having access to sports, culture and other amenities
What people value	access to outdoor activities
What people value	growing sense of community
What people value	statewide opioid challenges but less so in Morgantown area
What people value	social capital increasing
What people value	and very valuable
What people value	city amenities strong with park and rec venues
What people value	assets of university and hospital
What people value	waterfront area is underutilized but great venue
What people value	public school system
What people value	easy access to city and state parks
What people value	diversity and welcoming nature
What people value	outdoors
What people value	has been able to stem the tide of opioid crisis compared to rest of the state
What people value	music and arts
What people value	Morgantown culture
What people value	food culture
What people value	neighbors look out for each other
What people value	safe
What people value	accessible and walkable
What people value	young professionals, professors, students who value how Morgantown treats its residents
What people value	rail trail which is high quality
What people value	small business friendly
What people value	diverse economy and more opportunity
What people value	services - higher quality than other places in the county (police, fire, snow removal ,etc.)
What people value	University plays part in its impact on the city (culture, arts, learning experiences
What people value	sports
What people value	parks (we have many near neighborhoods with programming); how do we get more
What people value	surrounding amenities
What people value	we are an actual city with both living and working options
What people value	large city feel with a small town vibe
What people value	community celebrations
What people value	strong sense of community
What people value	clean air and water is valued
What people value	great livable neighborhoods
What people value	business districts that are connected to trails and other access networks
What people value	welcoming and progressive

What people value	vital downtown
What people value	University has been cooperating in working on community wide issues (even on issues that do not directly impact the university)
What people value	university has a lot of influence at the state level
What people value	attraction to nature (e.g. kayak launches at waterfront and wharf district) and also Star City
What people value	rich tradition of involvement in the community
What people value	access to opportunities, esp. due to university presence
What people value	local kids sports leagues (e.g. girls softball, baseball, hockey) and benefits from regional tournaments
What people value	no current boat rental opportunities but desired
What people value	accessibility
What people value	great school system (#1 and #3 HS in state)
What people value	need bike rental system/program (not just renting from a local bike shop)
What people value	hospitals and federal facilities - bring people with expertise in services
What people value	opportunity for community engagement is valued
What people value	opportunities for university partnership given student body presence?
What people value	active neighborhood associations
What people value	traditions of neighborhood activities and desire to bring those traditions back for kids (Halloween parades, caroling)
What people value	pride in local schools that many residents attended as children
Significant changes	push/pull of new businesses relocating out of city due to parking and space needs
Significant changes	parking is minimal for schools as well (which is tough for parents to be able to access school events)
Significant changes	keeping schools within and close to city limits is important
Significant changes	interest in more universally designed housing and more efficient use of housing/efficient design
Significant changes	inclusivity and being welcoming (tangible and more visual)
Significant changes	opportunity for downtown parking increase since school is in walking distance?
Significant changes	more pride events
Significant changes	increased road paving
Significant changes	trying to have housing available at various income levels across the city
Significant changes	housing affordability - biggest challenge
Significant changes	new reservoir coming online this year
Significant changes	balance of keeping character while also creating density to allow for more people to live in Morgantown
Significant changes	expansion and growth of areas outside of corporate limits
Significant changes	increased housing costs/pressures due to student housing
Significant changes	closing of Mylan pharmaceutical plant (big blow to local economy)
Significant changes	student housing - new development
Significant changes	pedestrian and bike planning with some implementation (need more)
Significant changes	forced community to rethink what downtown means/looks like
Significant changes	competition between students and families to access real estate

Significant changes	new development outside the city increased transportation problems
Significant changes	hospital improvements
Significant changes	continued emphasis on clean water
Significant changes	airport development (business park, start of roadway extension)
Significant changes	flooding in some areas is a problem
Significant changes	affordability challenges
Significant changes	strains city resources
Significant changes	sales tax and user fee (not liked generally but a benefit to the city economically)
Significant changes	ability to find creative revenue streams in order to support city services and infrastructure
Significant changes	many people are trying to move to outskirts to the city (negative aspect)
Significant changes	outside developments (Summer School Rd, Grafton Road) that bring 50+ homes in one development
Significant changes	confusion around if someone lives "in" the city of Morgantown when they have moved to a development on the outskirts
Significant changes	differentiator from other parts of WV - Morgantown is thriving!
Significant changes	new outside development seems unfettered and not addressing city needs, like affordability within the city limits
Significant changes	tearing down of older vacant/dilapidated housing for future redevelopment opportunities
Significant changes	strip malls nice but take away to stores inside the city
Significant changes	ongoing issues - development in lower greenmont
Significant changes	large redevelopment opportunity off of Richwood Ave
Significant changes	decaying downtown to turn into a destination for events, dining, arts, etc.
Significant changes	truck traffic that comes in from Rte. 7 through downtown tearing up roads and contributing to pollution
Significant changes	runway development
Significant changes	collaborative opportunities with city and univ
Significant changes	WVA univ is growing which is great but getting of tax roll in some way
Short and long term issues	no degradation for short term gain of profit
Short and long term issues	increase desire for people to be and live in our area
Short and long term issues	what can we do for affordable housing within proximity?
Short and long term issues	strip malls nice but take away to stores inside the city
Short and long term issues	support outdoor recreation opportunities to be upgraded
Short and long term issues	WVU Medicine largest private employer (+10K) but people cannot afford to live within city
Short and long term issues	historic downtown area and making that successful
Short and long term issues	preserve green space, improve water quality from creek to river
Short and long term issues	parks and rail trail system as well for preservation
Short and long term issues	City is viewed as difficult to work with (permitting and development process) - gives perception of being "big/out of state developer friendly since they have more capacity to deal with city processes"
Short and long term issues	opportunity through ARPA funding

Short and long term issues	need more streamlined online systems to provide checks/balances in city processes between agencies
Short and long term issues	shoring up revenues allows the City to meet other city needs and provide better services
Short and long term issues	affordable housing should be a major focus
Short and long term issues	homeless population that needs assistance (immediate issue)
Short and long term issues	Perception - City gets blamed for things that are not the city's responsibility (e.g. people don't understand they don't live within the city limits)
Short and long term issues	future opportunities for annexation and revenue streams - crucial for Morgantown's future
Short and long term issues	but the city needs to have a clear focus on how to address
Short and long term issues	similar challenges with public works dept
Short and long term issues	community between administration to public and council to public - need to streamline and enforce policies across the board
Short and long term issues	enforcement of city codes and ordinances is not equitable
Short and long term issues	infrastructure needs (relationships with county will be key)
Short and long term issues	downtown revitalization
Short and long term issues	connectivity and walkability - sidewalk enhancements
Short and long term issues	discourages small developers from working with the city
Short and long term issues	supporting public transit
Short and long term issues	need more diversity in businesses in downtown (beyond restaurants and bars)
Short and long term issues	communication issues with residents and between city departments
Short and long term issues	ongoing improvement of city services
Short and long term issues	need to consider creative income streams
Short and long term issues	recruitment of police/fire has been a challenge
Short and long term issues	Need a grocery store
Short and long term issues	Waterfront (and related amenities)
Short and long term issues	narrow roads and rights-of-way in West Virginia also exacerbate parking issues and limit ability to create bike/ped access
Short and long term issues	more parks, particularly in neighborhoods that may be lacking
Short and long term issues	sidewalks and walkability
Short and long term issues	park and amenities modernization program underway
Short and long term issues	connectivity throughout
Short and long term issues	keeping schools in or adjacent to the city
Short and long term issues	Closing of Mylan/being able to provide good paying jobs to a large # of residents
Short and long term issues	new business park
Short term and long term issues	what kinds of businesses make sense for the long term?
Short term and long term issues	Airport
Short term and long term issues	issue of how Morgantown acquires lands within the city limits
Short term and long term issues	amenities like sidewalk dining

Short term and long term issues	redefining downtown to be a viable business and cultural center
Short term and long term issues	need more integrated development
Short term and long term issues	more entertainment options?
Short term and long term issues	quarry trucks that traverse in and around downtowns - challenges the roadways
Short term and long term issues	project at Ramada Inn (Hazel's House of Hope) - moving amenities for the un/under-housed for easier access (healthcare, housing, substance abuse
Short term and long term issues	ped-let and welcoming people to come eat outside; more outside dining
Anticipated growth	physical outdoor activities (boating, kayaking, kids activities)
Anticipated growth	how to improve access to those corridors? (e.g. some did not add sidewalks or crosswalks) - Patterson, Evansdale, Saberton, 705, Don Knotts Blvd.
Anticipated growth	redevelopment of existing commercial corridors
Anticipated growth	where are there annexation possibilities?
Anticipated growth	Waterfront (noted previously)
Anticipated growth	Redevelopment of existing housing stock - need a housing replacement plan
Anticipated growth	how does that take place against well-established neighborhoods?
Anticipated growth	improve access, then amenities
Anticipated growth	entertainment district development
Anticipated growth	opportunity to integrate housing?
Anticipated growth	airport
Anticipated growth	opportunities for repurposing underutilized properties within city limits
Anticipated growth	Downtown - some infill but other empty land to be developed
Anticipated growth	rec center complex?
Anticipated growth	new transportation law supporting alternative/micros transportation means (skateboarding, cycling, scooters, etc.)
Anticipated growth	plans for a trail near mountaineer mall - opportunities for recreation amenity in parking lot (and more community integration)
Anticipated growth	accessibility at roadways (crosswalks, crossing/scramble lights)
Anticipated growth	need better coordination between county and city re: goals
Anticipated growth	how to ensure access for non-vehicular modes of transportation
Anticipated growth	e.g. Mylan park facility - who values this and who benefits?
Anticipated growth	integrating supporting parks for these micro-transit options into the larger transportation and parks planning
Anticipated growth	increase population presence at all hours; makes more desirable location
Anticipated growth	sidewalks need work more in some areas
Anticipated growth	Richwood
Anticipated growth	good growth would be welcome ; not new big buildings but smaller, boutique shops
Anticipated growth	Greenmont area challenges

Anticipated growth	economic opportunities for businesses which will also attract people (e.g. south park)
Anticipated growth	county has grown three or four fold but population in city limits has not changed
Anticipated growth	how can we make downtown even more desirable?
Anticipated growth	population is unchanged in 50 years
Anticipated growth	people will live outside the city but want access
Anticipated growth	what can we do to bring people in?
Anticipated growth	look at blighted areas to make them more desirable and bring in mixed income housing
Anticipated growth	green space corridor offers opportunity for growth; connector walkway to access downtown
Anticipated growth	how can we create positive experiences to getting into downtown?
Anticipated growth	but currently difficult to get to
Anticipated growth	Evansdale
Anticipated growth	no desire for large scale expensive luxury condos
Anticipated growth	lots of interest; great idea for diversification of businesses
Anticipated growth	redevelopment is more likely to happen than growth/expansion
Anticipated growth	every part of the city is attractive to be in
Anticipated growth	positive - there are multiple places in Morgantown that act as "centers" with different characters
Anticipated growth	opportunities for redevelopment in neighborhoods near downtown and rail trail (Woodburn, lower Greenmont for biz district and affordable housing)
Anticipated growth	future growth will likely be located along rail trail, wharf district
Anticipated growth	Morgantown is considered a big city but its boundaries are very small
Local strengths and defining the brand	national forest accessible for weekend
Local strengths and defining the brand	Morgantown is the place to have your 2nd home but preferably your first home
Local strengths and defining the brand	rail trail, coopers rock within two hours
Local strengths and defining the brand	Be near Wild and wonderful but access to urban life
Local strengths and defining the brand	promote access to nature and rec more
Local strengths and defining the brand	similar to Boulder and Asheville
Local strengths and defining the brand	opportunity for sports and culture due to WVU
Local strengths and defining the brand	why is the river not more utilized?
Local strengths and defining the brand	river and lake are great places for water opportunities
Local strengths and defining the brand	Reynolds Halls is first to be built with front to face river
Local strengths and defining the brand	limited access points and limited engagement opportunities

Local strengths and defining the brand	Rail Trail 20 years new when railroad tracks removed
Local strengths and defining the brand	Debris in the river and because of topography balls roll down into it as well
Local strengths and defining the brand	gives the impression that they don't care about the river so we need to demonstrate value
Local strengths and defining the brand	known as a leader in the state (as a city)
Local strengths and defining the brand	need to focus on promoting strengths despite locality associations
Local strengths and defining the brand	constantly battling other WV stereotypes
Local strengths and defining the brand	diverse in people and place
Local strengths and defining the brand	making Morgantown about the city rather than WVU
Local strengths and defining the brand	there is a "state perception" of what Morgantown is (more progressive and welcoming) vs. out of state perspective (it's WV)
Local strengths and defining the brand	recession-proof city
Local strengths and defining the brand	great place to live
Local strengths and defining the brand	city services and forward-thinking policies and econ dev are worth promoting
Local strengths and defining the brand	Morgantown needs to be able to say that it has purposefully set itself apart from the rest of WV
Local strengths and defining the brand	don't just want to be a university town or a hospital town
Local strengths and defining the brand	the diversity can make it difficult to define what a brand should look like
Local strengths and defining the brand	community and neighborhood nature
Local strengths and defining the brand	outdoor recreation and resources
Local strengths and defining the brand	small town feel with large town amenities
Local strengths and defining the brand	arts and culture
Local strengths and defining the brand	inclusiveness and diversity
Local strengths and defining the brand	sports
Local strengths and defining the brand	be YOU in Morgantown
Local strengths and defining the brand	be whoever you want to be
Local strengths and defining the brand	wide range of ages represented

Local strengths and defining the brand	previous Branding efforts tried to make Morgantown more formal than it is
Local strengths and defining the brand	creative culture; population interested in tech
Local strengths and defining the brand	population grew in the last census
Local strengths and defining the brand	young and growing population
Local strengths and defining the brand	relaxed, gritty, real
Upcoming public symposium	correction: 1st week of Feb
Upcoming public symposium	farmer's market and arts walk
Upcoming public symposium	downtown
Upcoming public symposium	mountain biking (related to pending plan)
Upcoming public symposium	both sides of the argument
Upcoming public symposium	entertainment
Upcoming public symposium	homelessness
Upcoming public symposium	traffic
Upcoming public symposium	housing costs
Upcoming public symposium	riverfront and parks
Upcoming public symposium	WVU Students
Upcoming public symposium	flooding (residential)
Upcoming public symposium	concerns about pollution (e.g. bitcoin mining)
Upcoming public symposium	pedestrian accessibility
Upcoming public symposium	large trucks that go through the city (city has a lawsuit with the state about the truck problem)
Upcoming public symposium	pedestrian-scale lighting (everywhere)
Upcoming public symposium	road and sidewalk paving
Upcoming public symposium	desire for more kid's activities/programming options (but related to city communications and information sharing)
Upcoming public symposium	rail trail (maintenance)
Upcoming public symposium	easier for kids to walk to school
Upcoming public symposium (what we will hear)	10 acres of space and resources!
Upcoming public symposium (what we will hear)	Hazel House of Hope H3 houses public service agencies to provided needed services
Upcoming public symposium (what we will hear)	like Richwood Dev project or H3, make sure univ is in the room
Upcoming public symposium (what we will hear)	desire for it to be successful to be a best in class model
Upcoming public symposium (what we will hear)	can the city and university collaborate more or better?
Upcoming public symposium	hot issue is warming shelter for unsheltered individuals
Upcoming public symposium (what we will hear)	informing residents of this new resource that is 2 miles from downtown so transportation needs
Upcoming public symposium	we provide infrastructure and sometimes its hard to get univ to pay for supporting
Upcoming public symposium (what we will hear)	some folks might also mention need for such services in the downtown area

Upcoming public symposium (what we will hear)	WVU is closing down one of three ways to get across town to reroute traffic and will be problematic
Upcoming public symposium (what we will hear).	and what are the univ' plans for the city that we can support?
Upcoming public symposium (what we will hear)	homelessness
Upcoming public symposium	streets and sidewalks
Upcoming public symposium (what we will hear)	perception by those outside of Morgantown that it has extensive blight
Parking lot	University meetings; Steering committee representation as well as affordable housing commission
Parking lot	we need to look at diversifying commission on student life

Arts Culture & Tourism Focus Group

Prompt	Comment
Significant changes	BOPARC is improving the parks
Significant changes	A lot more trail mileage in White Park
Significant changes	'New' Nature Preserve at Toms Run, on the Mon River Rail-Trail 6 miles south of town
Significant changes	The Monongahela River continues to get cleaner
Significant changes	seeing a more regional approach to recreation - people are not thinking about city/county borders
Significant changes	Ascend Program as a recruitment tool (contract basis - outdoor recreation)
Significant changes	Deckers Creek has been significantly cleaned up, and the Richard Mine will soon be treated.
Significant changes	Multiple theaters
Significant changes	future connections to Great Allegheny Passage - new initiatives
Significant changes	More discussion about the importance of greenspace, for both tourists AND locals
Significant changes	Murals
Significant changes	more orgs are now involved in outdoor recreation activities/management
Significant changes	connection to PA rail/trail system
Significant changes	supporting tourism - encouragement of use of trails for more than a 1 day visit/excursion
Significant changes	getting activity from SW PA and Western MD
Significant changes	certified arts designations at city and county levels from the State
Significant changes	2020 National Rails Trails Hall of Fame
Significant changes	Dining Options are wide and varied
Significant changes	arts/culture added to city strategic plan
Significant changes	increased launch sites
Significant changes	attracts visitors
Significant changes	Morgantown is a tourist hub
Significant changes	Opening of the art museum
Significant changes	hub and spoke that supports interaction with neighboring counties
Significant changes	Grants
Significant changes	Increased arts funding in K-12
Significant changes	draw is quality of life and experiences you have while here
Significant changes	investment in cultural facilities over last 2 years
Short and long term issues	relationship with private land owners - how to manage in the future
Short and long term issues	Note that a lot of land is in private hands - as value increases, can we look at land protection/preservation efforts of green spaces? how to value green space more than we currently do?

Short and long term issues	lots of funding available right now (ARPA, tourism grants, transportation \$)
Short and long term issues	Wharf District - can we pull in out of town property owners to help envision new opportunities?
Short and long term issues	Green space in Morgantown - opportunities for new green space?
Short and long term issues	Mountaineer Trail Network opportunities
Short and long term issues	what are the properties and opportunities in Morgantown that could support new economic activity?
Short and long term issues	can the city do an inventory of what exists to help decide what is needed?
Short and long term issues	opportunities for artist space, rec space
Short and long term issues	Continuing improvements of downtown look and feel
Short and long term issues	Connectivity to recreational opportunities
Short and long term issues	Botanic Garden - only one in WV
Short and long term issues	Densmore Tire
Short and long term issues	turning local eyesores into vibrant investments
Short and long term issues	Need to look regionally - see amenities in other communities that make us attractive as a region (not in competition with other localities)
Short and long term issues	e.g. Wilson Works (eyesore needs to be revitalized)
Short and long term issues	Increased programming and opportunities for residents and visitor e.g. Met, Arts & Ent WVU, museums, etc.
Short and long term issues	accessibility for all, regardless of income level
Short and long term issues	Stigma of some rail trail and downtown not being family friendly
Short and long term issues	More partnership between the city, county, university
Short and long term issues	Having one location where people can get information
Short and long term issues	Getting the city and county more connected on future issues
Short and long term issues	Though we have forgotten over the last two years, traffic is an issue given the size of the city
Short and long term issues	Think Regionally as opposed to city only
Short and long term issues	Capacity building of local artists, organizations, and facilities
Short and long term issues	Visitors don't see boundaries
Opportunities for growth	Opportunities for increased /improved communication BEFORE we think about growth
Opportunities for growth	Reference to Keith's work - flagship institution
Opportunities for growth	Think about the concept of "sustainability"
Opportunities for growth	e.g. Youth Cycling Program - great program with local partnerships but may not sustained for long-term
Opportunities for growth	making people aware of what is happening

Opportunities for growth	finding moments of interaction and synergy between organizations
Opportunities for growth	bringing in and supporting young leadership
Opportunities for growth	can be more opening and welcoming to new/younger people to get involved
Opportunities for growth	we need to explore more opportunities for greater collaboration
Opportunities for growth	K-12 opportunities
Opportunities for growth	Access for all
Opportunities for growth	M-Tech
Opportunities for growth	National Governor's Association - we are not always aware, and WV is not always included
Opportunities for growth	Increased public performances and programs. Expanded public art and murals
Opportunities for growth	roundtable discussions happening with recreation partners in the county
Opportunities for growth	Coordination & prioritization of planning
Opportunities for growth	we are a collaborative community but people tend to focus on one direction and stay in one lane
Local strengths and defining the brand	saying we are the "greater Morgantown area" is that much more powerful
Local strengths and defining the brand	Morgantown has a very strong brand already
Local strengths and defining the brand	arts and culture has supported this
Local strengths and defining the brand	Morgantown is the place where people come to or drive through
Local strengths and defining the brand	lots of great tools (including apps) that exist to connect people to local activities
Local strengths and defining the brand	changing the brand may not be needed
Local strengths and defining the brand	experiential travel
Local strengths and defining the brand	There is an interesting mix of long timers and transient population
Local strengths and defining the brand	brand of "Mountaineer Country" - rustic, independent, salt-of-the-earth guy
Local strengths and defining the brand	opportunity to use this brand and other local brands to support the development of niche businesses?
Local strengths and defining the brand	trail users are attracted to different aspects (small/local restaurants, breweries and retail)
Local strengths and defining the brand	Mountaineer County is a 7-county region (WVU is not included in that branding)

Local strengths and defining the brand	sports travel is one of our biggest audiences (traveling sports teams/leagues)
Local strengths and defining the brand	the draw - major restaurants and big box stores
Local strengths and defining the brand	Need to identify the varying audiences we can serve!
Engaging the community	nonprofits
Engaging the community	neighborhood associations
Engaging the community	Community Engagement Academy through WVU (confirm name)
Engaging the community	listservs and newsletter communications
Engaging the community	radio announcements
Engaging the community	social media
Engaging the community	newspaper story and press releases
Comp plan priorities	better understand air quality and impacts from truck traffic
Comp plan priorities	recognition of the importance of the remaining undeveloped areas
Comp plan priorities	how can we connect/identify win-win opportunities?
Comp plan priorities	can the city give economic incentives to support new small businesses develop and/or land owners to develop more green space or new economic opportunity on undeveloped land?
Comp plan priorities	downtown is an area for tremendous opportunity (as a stand-alone and with connections to other nodes)
Comp plan priorities	expanded rail-trails into western part of the county
Comp plan priorities	there are several unused, dilapidated properties that can be redeveloped into something vibrant (e.g. Surplus City, Dinsmore Tire, Wilson Works)

Morgantown High School Focus Group

Prompt	Comment
Places to hang out	botanical gardens
Places to hang out	high street and restaurants
Places to hang out	rail trail
Places to hang out	Morgantown Mall
Places to hang out	small business/locally owned restaurants
Places to hang out	Marilla Pool (great during the summer)
Places to hang out	jack Roberts park
Places to hang out	trail
Places to hang out	local coffee shops
Places to hang out	great to walk around during the warmer weather
Places to hang out	MHS is directly near/in downtown so easy to walk to
Places to hang out	Morgantown mall
Places to hang out	Cooper's Rock
Places to hang out	Snake Hill
Places to hang out	Mountain lair
Places to hang out	Pro Performance has fields for softball and soccer
Places to hang out	Creative Arts Center - shows & musicals
Places to hang out	The Pines Golf Course
Places to hang out	the new Mylan Park
Places to hang out	Rec center fields (pick-up soccer location)
Places to hang out	Ice Rink for free skate
Places to hang out	pick up tennis and basketball @ Marilla Park
Places to hang out	Wow Factory in Star City
Positives to living in	college town - great opportunities for academic and
Positives to living in Morgantown	great rivalry b/t the 2 high schools
Positives to living in Morgantown	very close knit community
Positives to living in Morgantown	still rural enough while also having a major university in town to create/support the city life - a draw for visitors
Positives to living in Morgantown	city feel downtown, but more connection to nature and non-city life in other parts
Positives to living in Morgantown	accessibility to different types of places for different types of activities
Positives to living in Morgantown	city feels welcoming and inviting
Positives to living in Morgantown	locally grown food via Farmers Markets and school gardening
Positives to living in Morgantown	memory attached to every part of town - special
Desired changes	need to encourage more small businesses to locate there

Desired changes	Morgantown Mall is dying - how to keep it going?
Desired changes	downtown could be safer - not always comfortable walking downtown
Desired changes	would not want to walk there alone
Desired changes	Rail Trail can also feel unsafe
Desired changes	could be more accessible for youth and those who want to explore downtown
Desired changes	large homeless population - opportunities to consider more affordable housing and drug rehab centers
Desired changes	e.g. Tucker County has a very cool downtown that feels safer than Morgantown; let's look at what they are doing differently
Desired changes	Infrastructure improvements needed - roads are narrower, more potholes
Desired changes	Public libraries in other areas are larger and not downtown - feel safer than Morgantown library feels
Issues of importance	WV salaries don't align with local costs of living
Issues of importance	Nature - one of the best aspects of the city
Issues of importance	a lot of college students have challenges finding affordable housing, too
Issues of importance	diverse opportunities (e.g. new wing at children's hospital, etc.)
Issues of importance	homeless population
Issues of importance	more expensive to live in Monongalia County than other
Issues of importance	Local education is strong
Issues of importance	atmosphere at and affordability of WVU is a +
Issues of importance	student mental health
Issues of importance	sense of community
Issues of importance	need to feel safe
Issues of importance	concerns about drug use in the city and throughout WV
Issues of importance	local tradition (esp. WVU sports)
Issues of importance	will often go to Pittsburgh and Bridgeport
Issues of importance	Diversity (LGBTQ, race)
Issues of importance	Complaints from parents about lack of activities for toddler and elementary-aged children
Issues of importance	Maintaining a cleaner Morgantown and making it user-friendly
Issues of importance	Opportunities for young people where they can work with others and develop interests
Your future plans	would consider coming back to Morgantown and West Virginia
Your future plans	highly considering WVU as a valuable option for college
Your future plans	Morgantown feels like home and is good to come back to
Your future plans	move away for college but move back later to help community
Your future plans	positive memories associated with WVU
Your future plans	will likely move away - for the desire to see other places outside of Morgantown

Your future plans	Morgantown is a small town and not as diverse as other places - worth exploring other cities/places
Your future plans	Morgantown is a good transition from small town to a bigger
Your future plans	join military to explore other places and cultures - but would like to come home after
Your future plans	family will likely stay in Morgantown long-term (parents, etc., esp. those who work for WVU)
Your future plans	there is a West Virginia state pride that doesn't exist in other states
Your future plans	many kids grow up in a smaller town, come to WVU for school, and then stay; Morgantown is a drawing card for those who like WV and the roots they have but can't stay in their hometown because of lack of opportunity/resources/jobs. Education
Your future plans	Morgantown is center of that because of WVU presence

WVU Student Government Focus Group

Prompt	Comment
Attracting students	Local businesses on High Street/downtown
Attracting students	High street - local businesses in and out BUT local business is a highlight
Attracting students	Art in downtown is attraction; art walk
Attracting students	Rail Trail is highly used and unique to Morgantown
Attracting students	Farmer's Market? - not well-known by students
Attracting students	night life
Attracting students	White Park - popular, further out
Attracting students	sporting events
Attracting students	college town feel
Attracting students	hills make walkability limited
Attracting students	Dorsey's Knob
Attracting students	can be difficult to get around - transportation shuts down early in evenings
Attracting students	difficult to access colosseum
Attracting students	walkable
Attracting students	traffic
Visiting Morgantown	Transportation - used but needs renovation
Visiting Morgantown	Blackbear, Mario's, Most local food places, around WVU
Visiting Morgantown	Mario's Fishbowl
Visiting Morgantown	Safety walking around downtown? Yes, it is a concern
Visiting Morgantown	Mountaineer's Roasting Company
Visiting Morgantown	Would get more use if open later and on weekends
Visiting Morgantown	Slightly outside Morgantown, but Cooper's Rock
Visiting Morgantown	The Grind
Visiting Morgantown	Cooper's Rock
Visiting Morgantown	Cheat Lake
Values	Community & Family Feel
Values	family feelings
Values	Something for everyone - lots of things to do
Potential for change and new amenities	More Thrift Stores
Potential for change and new amenities	Not much green space within walking distance of campus
Potential for change and new amenities	More shopping and businesses on Patterson Drive (Evansdale side of Campus)
Potential for change and new amenities	Adding more businesses to High Street - Revitalizing
Potential for change and new amenities	Waffle House

Potential for change and new amenities	Restaurants, Coffee Shops, Stores/Shopping
Potential for change and new amenities	Access to Green Space - Proximity
Potential for change and new amenities	City Support for Core Arboretum
Potential for change and new amenities	hundreds of dollars to park near campus each month
Potential for change and new amenities	micro mobility & microtransit?
Potential for change and new amenities	- exciting idea (discussed in past, SGA has investigated; some challenges: width of roads)
Potential for change and new amenities	Better transportation, improved nighttime safety,
Potential for change and new amenities	Bike Lanes, wider roads
Potential for change and new amenities	Local Food Truck "Park" - with space to study, eat, be outside AND support local business
Potential for change and new amenities	Affordable housing CLOSER to campus (walkable distance)
Potential for change and new amenities	Parking issues - availability, affordability
Staying in Morgantown	Opportunities for students to connect to local organizations, non profit, city affairs, etc.?? Yes- University is pretty well connected, especially with community outreach and service
Staying in Morgantown	Center for Service and Learning (Community Engagement)
Staying in Morgantown	More job opportunities, in and out of the University
Staying in Morgantown	Do most people stick around or leave? Most leave
Staying in Morgantown	Increase amount of "out of WVU" jobs
Staying in Morgantown	Push for Community Service Hours
Staying in Morgantown	WVU Extension
Staying in Morgantown	Staying isn't an option for a lot of majors/ professions State legislation is more conservative; support local leaders supporting more progressive legislation Launch Lab" supports ideas for local businesses (students and community members)

Housing Focus Group

Prompt	Comment
Equity	how important is that? (e.g. a nonprofit that builds who is tax exempt)
Significant changes since 2015	priced out of affordability
Significant changes since 2017	limited downpayment assistance for first time or low income buyers within the city
Significant changes since 2018	decreased student tenancy numbers in other areas
Significant changes since 2019	hurt occupancy outside of city limits
Significant changes since 2020	Decrease in our (City) ability to provide rehab through CDBG
Significant changes since 2023	increase in homelessness
Existing neighborhoods and housing stock	students also want modern amenities so housing in the downtown make it hard to rent
Existing neighborhoods and housing stock	aging housing stock conditions
Existing neighborhoods and housing stock	young families seeking to purchase homes want amenities not available in older homes (i.e. ac, multiple bathrooms, etc.)
Existing neighborhoods and housing stock	but concern of recapture and environmental concerns put a hold on it and involved HUD tactics
Existing neighborhoods and housing stock	vacancies off campus also a result of decline in student enrollment
Existing neighborhoods and housing stock	federal govt has made rehab difficult
Existing neighborhoods and housing stock	don't how long they will be rentable and hard to convince students to live
Existing neighborhoods and housing stock	resident hall stock is also very old (3 are not air conditioned)
Existing neighborhoods and housing stock	successful program ["Barrier Free"] but funds ran out
Existing neighborhoods and housing stock	lack of neighborhood association near campus (originally driven by student encroachment)
Short and long term issues	lack of accessible units
Short and long term issues	progress made but more work to be done
Short and long term issues	transportation- Morgantown workers can't afford to live in Morgantown
Short and long term issues	increasing homeless populations
Short and long term issues	absentee landlords (for a variety of reasons) can be difficult to work with
Short and long term issues	not a good look for neighborhood
Short and long term issues	demand for no step accessible units for folks with disabilities
Short and long term issues	owners often lived out of state so were not addressed previously
Short and long term issues	elder friendly housing is non existent
Potential for revitalization	landlords hesitant to work with any low income program

Potential for revitalization	landlords in town prefer student market vs residential market because its more lucrative
Potential for revitalization	not a lot of units eligible for housing programs
Potential for revitalization	can get vouchers but can't find landlords
Potential for revitalization	rehab program was difficult because of environmental safety concerns
Potential for revitalization	concerns about care of units by low income families but same can be said for students
Potential for revitalization	college towns have become so expensive (Ohio and Michigan attempting for hard to thwart market forces)
Potential for revitalization	need housing: aging in place/elderly friendly
Potential for revitalization	need: retirees housing
Potential for revitalization	1 bedroom homes needed (seniors, veterans, widows, etc.)
Potential for revitalization	housing need: family sized!
Potential for revitalization	need for LIHTC
Potential for revitalization	market is student driven and comes at the expense of family housing
Equity	increasing homelessness problem so low income housing project
Equity	obstacle is buildable land
Equity	nimbyism- concerns around concentration of low income housing
Equity	lack of accessible units, public housing,
Equity	concerns of eminent domain
Equity	when looking at development, people ask about tax base
Equity	terrain renders property difficult to build upon
Equity	education and awareness
Equity	when residents hear of development, they expect the worst
Equity	has land use prohibited building of affordable housing? zoning in terms of less appetite for infill development
Equity	single family workforce homes (\$250-\$270K)
Comp plan priorities	1 and 2 bedroom units for public housing and LIHTC
Comp plan priorities	housing for people who are ailing or failing
Comp plan priorities	owner occupied rehab housing
Comp plan priorities	workforce housing (live where you work)
Comp plan priorities	educational efforts for landlords to change perception
Comp plan priorities	need an affordability program supported by employers or city (i.e. grants or forgivable loans)
	Fresh food option needed within walking distance for most residents
Significant changes since 2016	housing stock in the city is very old sometimes over 100 years
Equity	blight in a promising neighborhood- could it be acquired and demolished and turned over to PHA?
Significant changes since 2013	construction of 1,000 heads in one central location

Significant changes since 2014	increase in density for rental units in the city (result of WVU housing projects)
Significant changes since 2021	programs for low income homeowners who couldn't own a home now are able to for greater Morgantown population thanks housing program
Significant changes since 2022	sunny side increased density
Significant changes since 2024	Morgantown Homecoming Program (hiatus since covid)
Significant changes since 2025	housing authority has been helpful in converting rental units at risk of owner occupancy loss
Significant changes since 2026	building new houses as well (Morgantown Homecoming Program)
Existing neighborhoods and housing stock	owner occupied program using CDBG funds was successful
Existing neighborhoods and housing stock	aging in place program (Barrier Free) put in ramps, showers, etc.
Short and long term issues	municipalities gaining traction on dilapidated structures demolition
Potential for revitalization	Greenmount and its proximity is not being capitalized
Potential for revitalization	neighborhoods in walking distance of campus are attractive for students and families
Potential for revitalization	some older homes are in great shape and beautiful
Potential for revitalization	any known public, private partnership? student housing and housing authority both have done public private
Potential for revitalization	tiny homes?
Equity	interest in hearing about how other communities handle it
Equity	provide success stories and examples of equitable housing
Existing neighborhoods and housing stock	student encroachment gave birth to homecoming program
Equity	don't know how the community might react to ADUs.
Comp plan priorities	what would be range for this? \$250-\$270K would be entry level

Economic Development (Small Business) Focus Group

Prompt	Comment
Significant changes	Ramada Inn project to help with homeless population
Significant changes	cleaning up downtown is vital
Significant changes	WVU ongoing expansion, medical school, residential dorms and arts
Significant changes	changes around the boundary can affect the city + or -
Significant changes	partnership's mission is economic development though it may not be bringing in dollars
Significant changes	new ballpark, university town center west ridge, Mylan park, Morgantown industrial park, airport, business park
Significant changes	loss of Mylan Pharmaceuticals
Significant changes	79 corridor (from Bridgeport to Washington) has become regional magnet for retail
Issues to address	combine with star city to increase boundaries and ability of local govts to work together
Issues to address	good partnership with Mylan Park and bolster Bolt Park
Issues to address	city's work with Ramada Inn project and clean up of downtown
Issues to address	affects of Covid and its impact on workers and work environments
Issues to address	Ascend WVA- affordable and attractive housing for these participants (young pros)
Issues to address	dream of partnership is one big county govt (i.e. Nashville) as opposed to 5 different municipalities
Issues to address	long term: MSA to grow for national recognition , increasing boundaries will be necessary
Issues to address	airport and business park are medium term
Issues to address	condemnation needed of vacant or run down props
Issues to address	regional airport instead of a city airport needed
Issues to address	limited opportunities in Morgantown
Issues to address	how can we support more entrepreneurs who would invest in the area?
Issues to address	availability of capital, providing support to launch and build
Issues to address	limited inventory in Morgantown compared to Fairmont
Issues to address	bringing In businesses to invest in the Wharf
Issues to address	some may try to avoid taxes by being in Morgantown
Issues to address	attracting more students
Pressures for change	airport and business park expansion
Pressures for change	homeless situation can make it feel unsafe
Pressures for change	downtown has improved since Ramada Inn project
Pressures for change	DoH vacancies due to low wages
Pressures for change	update roads!
Pressures for change	how to improve roads without increasing taxes too much (e.g. sales tax?)
Pressures for change	adopting regional brand is a positive pressure

Pressures for change	can't compete with others over pay so why not contract it out to the city? for maintenance not new roads
Future growth	cleaning up of old houses would have support
Future growth	Mountaineer Mall- redevelopment of?
Future growth	power plant- what will happen to it?
Future growth	Mylan Park potential
Future growth	airport and business park would be supported and are big opportunities
Future growth	Morgantown mall too but not in city limits
Future growth	perception that downtown is for college students
Future growth	room for hospital to grow from city limits to intramural fields
Future growth	mixed use necessary with residents to support commercial side
Future growth	big employers so big locations needed and # of people to support it
Future growth	parking challenges
Future growth	graduating students typically go back home to open up their businesses
Future growth	need for more family friendly businesses
Future growth	talking to new and potential businesses
Future growth	extra 1% tax plays into business location decisions
Future growth	energy friendly (oil and gas) states growing- WVA can be one and will that attract more businesses?
Strengths, branding, marketing	lack of private schools (non denominational)
Strengths, branding, marketing	outdoor infrastructure underway
Strengths, branding, marketing	convenience of location
Strengths, branding, marketing	taking on a regional mindset to brand the city?
Strengths, branding, marketing	get buy-in from other areas and combine forces
Strengths, branding, marketing	small town living yet easy access to desirable areas
Strengths, branding, marketing	charter school? one opening in the fall
Strengths, branding, marketing	Ascend WVA (Morgantown full and other cities being explored)
Strengths, branding, marketing	close access to outdoors
Strengths, branding, marketing	best public school system in the state
Strengths, branding, marketing	WVU is a brand so maintain close relationship with them

Strengths, branding, marketing	amenities
Strengths, branding, marketing	Ascend WVA will return to Morgantown for another round of applications!
Strengths, branding, marketing	hospitals are strengths
Strengths, branding, marketing	Morgantown is easier to deal with than other areas in getting resolution to problems

Economic Development (Industry Leaders) Focus Group

Prompt	Comment
Significant changes	P3 development model (Sunny Side Up, Richwood Area) - positive redevelopment samples
Significant changes	recent development of more social services in close proximity
Significant changes	development/growth around morgantown (has helped econ strength of area but would have been nice if it had been in city)
Significant changes	great education opps
Significant changes	closing of Mylan facility - negative
Significant changes	recent state leg to make it easier for businesses to come in
Significant changes	finding new ways to create space within city limits
Significant changes	route 43 has improved access to local retail
Significant changes	affordable place to live; RE taxes are great
Significant changes	shift in role of development authorities since 2010 to support business sector diversification
Significant changes	runaway extension project
Significant changes	creation of I-68 commerce park
Significant changes	business friendly
Significant changes	city landscape has improved
Significant changes	growth of WVU (and WVU medicine) has brought other positives
Significant changes	growth in tech/data companies
Major issues to be addressed	Strategies to bring more people back to Downtown?
Major issues to be addressed	workforce (trained and ready) needed for all industries
Major issues to be addressed	roads and general infrastructure enhancements needed
Major issues to be addressed	maintenance and stormwater run off
Major issues to be addressed	Roadway width? minimum standards?
Major issues to be addressed	better response from fire/ems/police
Major issues to be addressed	Housing choices (variety)?
Major issues to be addressed	trucks and related impacts on traffic and roads
Major issues to be addressed	transformation of housing into more SF/workforce opportunities
Major issues to be addressed	also need transformation in student housing
Major issues to be addressed	need improved gateways (current ones into downtown are
Major issues to be addressed	Major corridors in/out of Downtown
Major issues to be addressed	livability on waterfront
Major issues to be addressed	old houses and old storefronts - blight
Major issues to be addressed	need better walkability between different areas of downtown; safer ways to cross roads
Major issues to be addressed	downtown - not what a university city's downtown should be
Major issues to be addressed	current WVU housing efforts has enhanced downtown - yes to P3
Major issues to be addressed	homeless population detracts from experience in downtown
Major issues to be addressed	social service providers locating to support homeless population
Major issues to be addressed	retailers, restaurants

Major issues to be addressed	great announcements on Warner and Metropolitan - but work to do to bring into city limits
Major issues to be addressed	missing mainstay stores (clothing, goods, etc.)
Pressures for change	demand for those looking to make lifestyle changes
Pressures for change	continuing/growing demand for outdoor spaces and recreation
Pressures for change	need to look for positive, sustained growth opps
Pressures for change	to support existing city services
Pressures for change	residual demand from COVID
Pressures for change	to attract those interested in coming into the city
Pressures for change	competition from the county
Pressures for change	concern about moving autonomy from localities to the state - how to find the balance
Pressures for change	ensuring there is a blend/balance in home rule
Future growth	is regulation good or bad for business?
Future growth	ease of doing business in Morgantown
Future growth	continuation of the Wharf
Future growth	waterfront development
Future growth	opps to repurpose to meet city's growth needs
Future growth	WVU business school development
Future growth	in and around the airport
Future growth	greenfield opportunities
Future growth	REVITALIZATION
Future growth	supported by runway extension and commerce park development
Future growth	Sunnyside Area
Future growth	increased cultural activities located here
Future growth	reinvestment in certain neighborhoods
Future growth	some people will love growth for long term opportunity
Future growth	infrastructure improvements critical here
Future growth	Richwood Project (could be part of solution for Willy Street)
Future growth	Greenbag corridor has been looked at as a "bypass" road; underutilized but could support routes to downtown
Future growth	planning for growth is key
Future growth	others will be afraid of impacts
Future growth	Willy Street
Local strengths and branding	the city has a positive reputation in the state
Local strengths and branding	known for WVU from the outside
Local strengths and branding	other states are capitalizing on this, and industries like tech are
Local strengths and branding	access to outdoor amenities - big perk!
Local strengths and branding	already marketed as the home for WVU (positive and negative)
Local strengths and branding	local businesses owned by families who have been here for
Local strengths and branding	presence of the arts and local athletics
Local strengths and branding	urban living in proximity to the great outdoors
Local strengths and branding	some proximity to Pittsburgh (1hr) and DC (4hr)

Local strengths and branding	stability in continuity in population that has stayed/come back
Local strengths and branding	quality of schools (local schools plus blending with WVU opps)
Local strengths and branding opps	opportunity to be both urban and rural depending on what you want /how you want to live
Local strengths and branding	bridge the college town persona with professional urban living
Local strengths and branding	look at Asheville, NC as a model
Local strengths and branding	Morgantown does not define its own assets well enough
Local strengths and branding	opportunity for branding downtown
Local strengths and branding	downtown Morgantown has to be healthy for the entire county
Local strengths and branding	needs to be a primary marketing focus for the city
Local strengths and branding opps	importance of districting to create zones with different experiences that are also connected
Local strengths and branding	also as an attraction for WVU??? good/bad

Transportation Focus Group

Prompt	Comment
Significant changes	few larger buildings with the univ.
Significant changes	705 corridor down to coliseum include 13 traffic signals with a few new ones outside of Morgantown
Significant changes	downtown not as necessary
Significant changes	univ has expanded classes on both campuses so impacted peak hour travel
Significant changes	within the city, it's limited but outside the city, a lot of has changed with development
Significant changes	25% of univ working remotely
Significant changes	perceived traffic is unchanged
Significant changes	biggest impact outside of city in terms of what impacts transportation
Significant changes	roadway maintenance and risk is affected with fewer trucks
Significant changes	downtown power plant going from coal to natural gas has impacted truck traffic
Significant changes	more efficient change to PRT
Significant changes	pandemic has affected traffic in a significant way
Significant changes	not enough justification to run PRT over summer
Significant changes	added summer classes will impact PRT availability
Significant changes	PRT usually shut down in the summer for maintenance with alternative options in place
Significant changes	ridership has stayed steady (10%) but ebbs and flows with student population which dictates ridership
Significant changes	closing of Mylan pharmaceuticals and major layoffs affects
Transportation assets	sidewalks planned and adding industrial roads to attempting to support that
Transportation assets	phase 1: autonomous vehicles on existing PRT structure
Transportation assets	phase 2: getting over power rail to individually battery powered vehicles
Transportation assets	modernized training system and undertaking feasibility study
Transportation assets	lots of work to be done on bus system
Transportation assets	city trying to bolster airport service
Transportation assets	runway project underway
Transportation assets	move of depot crippled bus system
Transportation assets	students still use bus but others not as much
Transportation assets	105 miles of roadway; no plans to abandon any of that
Transportation assets	fully utilize as Transportation corridors incl ADA compliance
Transportation assets	increasing direct access to Morgantown
Transportation assets	plans to open additional rights of way and shifting usage and diversify traffic
Transportation assets	little space to expand means diversifying instead of adding
Transportation assets	univ has done a lot to encourage alternative to PRT

Transportation assets	rail trails are spines of non modernized travel in the city
Transportation assets	request to remove parking lanes
Transportation assets	parking facilities undergoing renovations currently
Transportation assets	increase support for those without access to motor vehicles
Transportation assets	we've seen some reuse of parking in downtown district
Transportation assets	hard questions not being asked about car parking in t
Transportation assets	social services in centralized location
Transportation assets	just responding to demands for more, free parking
Transportation assets	shelter moved to periphery as well to ramada inn
Issues to address	perception of walking facilities is opposite
Issues to address	no plan for ongoing funding or funding but no plan to maintain
Issues to address	plans to increase bicycle ridership to 5% by 2020
Issues to address	highest rates of walking in the country
Issues to address	truck traffic downtown and how it impacts maintenance of state roads and city streets
Issues to address	quality of life issue- noise and pollution, etc.
Issues to address	how to fund the maintenance of those facilities
Issues to address	improvements to sidewalks and multi use trails
Issues to address	state streets so we have little say which impacts being outdoors downtown
Issues to address	have not been able to address this; destroyed politically to attempt to minimize truck traffic
Issues to address	we don't have a good way to measure these uses
Issues to address	need to change pedestrian facilities and shift responsibility from home owner to the city
Issues to address	20 millions dollar investment in sidewalks;
Issues to address	1.6 million for the whole city
Issues to address	HUGE is we can get truck traffic out!
Issues to address	major of funding is for curb ramps
Issues to address	still in infancy to collect data on ridership
Issues to address	What is the alternative route for truck? MPA identified Greenway (13 vs 12 miles for example)
Issues to address	providing flexible street space for uber/Lyft and deliveries
Issues to address	demand is increasing for this
Issues to address	ports on the river closer to the alternate route
Issues to address	businesses and people affected by truck issue though some businesses would be affect
Issues to address	issue of lock-and-dam driving issue/portion of issue
Issues to address	us army corps of engineers is another stakeholder
Issues to address	blighted neighborhoods would be transformed
Pressures for change	growth all over Morgantown so it would be nice to see old neighborhoods redeveloped
Pressures for change	how to get people to terminal stations to take advantage of PRT

Pressures for change	rail trails and PRT are the exceptions
Pressures for change	we have a lot of people who come to Morgantown from cities who have more or better transportation system options
Pressures for change	regulations allow for ease in redevelopment
Pressures for change	mountain lion is well run but not appreciated
Pressures for change	student population creates pressure
Pressures for change	legal options to raise money (i.e. user fees) and other legal issues create pressure
Pressures for change	spreading out of population is part of issue; second is commuters from outside
Pressures for change	WV 705 and Mon Blvd corridor are most congested
Pressures for change	bicycle pedestrian safety concerns
Pressures for change	resentment of bike orientation
Pressures for change	if we can't afford to improve roadways, how can we improve sidewalks is something heard
Pressures for change	concerns over Beechurst Ave.
Pressures for change	Add lanes to widen; or improve walk/bike infrastructure?
Future growth	where does redevelopment occur? and mixed use or workforce housing? how to accommodate
Future growth	residential: lower greenmont to be redeveloped
Future growth	commercial: saber? neighborhood
Future growth	beech hurst:
Future growth	Sunnyside good area for growth (older homes)
Future growth	limit growths anywhere?
Future growth	perfect for higher density redeveloped
Future growth	Richwood Ave corridor to be more dense
Future growth	parks? preserve access and connections but don't need to increase at the cost of development
Future growth	desire for infill development in single family neighborhoods but opposition from property owners
Future growth	within a mile of Morgantown # of workers increased who lived where they work
Future growth	housing problem so more housing, more affordable housing
Future growth	being part of city but not paying taxes
Transportation priorities	100 miles of shared use trails that are accessible
Transportation priorities	improving working relationship with WVDOH
Transportation priorities	balancing vehicle, pedestrian, bicycle priorities
Transportation priorities	bicycle share system; shared use micro-mobility
Transportation priorities	simmering desire but feeling that "we don't deserve"
Transportation priorities	how to make balance work between these groups and city and WVDOH
Transportation priorities	updating street design manual
Transportation priorities	PRT - vehicle modernization

Transportation priorities	How to fund this? Federal and WVU dollars?
Transportation priorities	developers say its more difficult with regulations
Transportation priorities	Complete Streets cross-sections needed
Transportation priorities	is dev community paying their fair share for infrastructure? (No!)
Transportation priorities	not allowing engineering firms or consultants misrepresent
Transportation priorities	Level of Service (LOS) as 'benefit'
Transportation priorities	similar to water and sewer, pro forma and impact on infrastructure
Transportation priorities	redefining how we do transportation impact studies
Transportation priorities	storm water management is now everyone's problem requiring a lot of resources
Transportation priorities	target should be use of system
Transportation priorities	don't have to follow example for mid block pedestrian crossings
Transportation priorities	allowing people to mislead on misunderstood metrics
Transportation priorities	free streets board
Transportation priorities	Moving people, not just cars

Downtown Focus Group

Prompt	Comment
Strengths	unique asset in topography, with significant elevation changes
Strengths	It's a community, a neighborhood where people work together
Strengths	to make it a better place
Strengths	major university (19,000 people in 1 mile radius) so nice positioning
Strengths	What are the three primary corridors into Downtown?
Strengths	historic district makes it an experience ; it's one a of a kind
Strengths	South: US 19 / Don Knotts Blvd.
Strengths	city and municipal buildings are all downtown
Strengths	opportunity to create a cultural vibe with unique features
Strengths	North: US 19 / Beechurst Ave
Strengths	historic resources is an asset; wonderful range of historic buildings (1890's to 1925) including Met and Warner theatres, Morgantown hotel etc. statement pieces of architecture
Strengths	West: US 19 Westover Bridge
Strengths	East: WV 7 Brockway Ave
Strengths	Walkability to neighborhoods surrounding Downtown
Strengths	Northeast: US 119 Willey St
Major issues	we have the potential for better public spaces
Major issues	connectivity to trails and to neighborhoods
Major issues	public realm needs to be dressed up
Major issues	outdoor dining option
Major issues	perception of safety
Major issues	way finding (e.g. challenge of one way streets)
Major issues	natural divisions
Major issues	a lot of parking lots and limited green space
Major issues	need for improved relationship with DOH
Major issues	opportunities to have a better relationship with DOH
Major issues	state highway/DOH as a challenge to deal with
Major issues	University, High Street, other nearby roads
Major issues	exposed power lines on side streets
Major issues	noisy trucks that affect pedestrians
Major issues	Housing options?
Change	engagement has been up and down over the years
Change	relationship to parking authority is interesting; they have a lot of power and are a separate entity
Change	will clean up blight
Change	Richwood Avenue development (40 acres of mixed use)
Change	pressures of suburban development (1,000 acre development close to
Change	parking authority has resources to give and should be used as a tool but they work in a bubble
Change	pulling retail apart

Change	this could be a strain on downtown if restaurants and others are expected
Change	perceptions on lack of parking downtown
Change	poses opportunities and challenges
Change	lack of taking advantage of upper story under occupied buildings by
Change	challenge of town and gown relationship
Change	university enrollment has decreased in recent years
Change	shrinking population of student base; student housing has moved away
Change	can we look at a blending of the community and less of us vs them?
Anticipated growth	social services are plentiful so attractive to transient people
Anticipated growth	new market tax credits
Anticipated growth	opportunity zone
Anticipated growth	west of high street and river
Anticipated growth	Old Ramada hotel is a community service center; Salvation Army, food shelter, homeless shelter, Health right
Anticipated growth	3-miles south
Anticipated growth	historic tax credits
Anticipated growth	opportunities will open to redevelop downtown
Anticipated growth	sunny side up gateway into downtown
Anticipated growth	rich wood corridor (adjacent to Woodbury neighborhood)
Anticipated growth	Warner theatre may be refurbished to be used as a hub and change the dynamic of lower high street, making downtown more attractive to invest and
Anticipated growth	housing potential along rail trail
Anticipated growth	pleasant street will have opportunity for growth
Anticipated growth	potential for underutilized buildings to be housing for young professionals and empty retail space to be mixed use
Defining the brand	residential and commercial component planned
Defining the brand	Ascend WVA (coworking space will on the river)
Defining the brand	cultural entertainment district (i.e. dining, arts, etc.)
Defining the brand	healthy living
Defining the brand	how to build on an attraction?
Defining the brand	can designate certain areas (e.g. upper high street)
Defining the brand	how can the river be leveraged ?
Defining the brand	river rail town is the reason for Morgantown
Defining the brand	strong farmers market
Defining the brand	new amphitheater on the river
Defining the brand	cultural aspects will set us apart from box stores and other town centers in
Defining the brand	30-40 miles of rail trails system
Defining the brand	historic core is the backbone
Defining the brand	sidewalks?
Defining the brand	hiking, biking, climbing
Defining the brand	the Wharf district and downtown can come in the way of way finding but can be leveraged for a connecting trail
Defining the brand	Walkable?! Rail-Trails

Defining the brand	Dog-friendly - not quite
Defining the brand	indoor climbing facility off the rail trail and Coopers Rock
Defining the brand	need to sell the ability to live in Morgantown and live near your work
Future outlook	connectivity between our city, county, and university can be siloed but is improving
Future outlook	thinking outside the box to solve for downtown
Future outlook	at a key breaking point; now is the time
Future outlook	challenges but momentum from social services realignment
Future outlook	potential of livability component is high
Future outlook	universities will be challenged as education moves online more
Future outlook	we won't see a lot of new buildings
Future outlook	make use of our existing footprints and take advantage of empty lots and be sensitive to need of green space and public benches
Future outlook	optimistic about rehab of old buildings
Future outlook	refreshment area for open containers
Future outlook	growth potential of university has changed in a covid world
Future outlook	university engaging with downtown and leveraging of existing building stock
Future outlook	more livability
Future outlook	opportunities for families to make downtown more attractive
Future outlook	we are a launching point/ a point of change
Future outlook	opportunity for green space/pocket park
Future outlook	empty lots in/near downtown create opportunities

Community Development Focus Group

Prompt	Comment
Significant changes	development & growth
Significant changes	continual growth
Significant changes	good efforts on increasing diversity - still hoping to further expand & develop
Issues to address	need more press; need to highlight positive things in city; shift our image locally & nationally
Issues to address	homelessness issue - seems to have grown - affects local businesses
Issues to address	resident & business perspective
Issues to address	opportunity - how to leverage relationship with WVU
Issues to address	embrace water-front - harness & work with development professionals to develop space to live, learn, work, & play - place-making
Issues to address	affordability - more expensive town to live compared to surrounding area
Issues to address	university focusing on more family-oriented space
Issues to address	limited shelter space; mental illness; not well-planned emergency shelter for homeless - work on needs of all in community, not just one group (both residents, advocates, businesses)
Issues to address	WVU has gone through much transformation - worked hard to develop relationships with city (police, shared services) - college city, research opportunity - worked to reduce student issues (student conduct) - create family, safe environment for region
Issues to address	complicated because parks & rec under city
Issues to address	parks and recreation need improvement "I don't want to take my children there" - playgrounds, pools
Issues to address	how to we get back "most livable town in US" ??
Issues to address	face-lifting needed - store fronts, side walks; work with landlords & owners to improve & beautify
Issues to address	dead trees, pedestrian path issues, opportunity to improve landscaping / beautification
Issues to address	need economic development & growth (loss of town staples)
Issues to address	opportunities with WVU
Issues to address	parks & rec: (safety not an issue) more amenities - long term plan for maintaining or replacing - old and run-down - immediate & long term focus
Issues to address	make it welcoming - quality infrastructure, visually attractive consistently across town
Issues to address	roads - widening, potholes - more partnerships to continue improving infrastructure
Issues to address	good planning for metropolitan weather and amphitheater - amphitheater sits on great rail trail - take advantage for best utilization

Issues to address	pharmaceutical shut down - big loss for town - people leave due to job loss
Opportunities	WVU
Opportunities	waterfront
Opportunities	rail trail
Opportunities	WVU Partnerships
Opportunities	education and arts majors - volunteer in community, partner to make city's priorities become reality
Opportunities	community arts fund
Opportunities	public art, youth artwork publicly displayed, community performance, etc.
Opportunities	hands-on student experiences
Opportunities	win-win for students and community
Opportunities	helps make students accountable to community -sense of ownership
Opportunities	Your Community Foundation managing arts fund from city since 2006
Opportunities	funds decreased in 2021; make sure it continues
Opportunities	efforts to renovate MAC (arts and cultural center) - not much feedback from city yet - want to create partnership to restore building
Opportunities	Puskar foundation focuses on needs - no arts funding
Opportunities	concern: funds redirected towards relocation of homeless services
Strengths and brand	start-up West Virginia - attract companies to WV
Strengths and brand	do students want to stay? IF THEY CAN GET JOBS
Strengths and brand	great education
Strengths and brand	family friendly
Strengths and brand	safe
Strengths and brand	50% of student population from out of state
Strengths and brand	strong efforts to build community among students & show beauty of state
Strengths and brand	most billionaire grads leave the state "had to leave state to get a job"
Strengths and brand	people help when needs are seen
Strengths and brand	generous, caring people who live here
Strengths and brand	central location (Pittsburg, DC)
Strengths and brand	volunteering culture
Strengths and brand	collaborative spirit
Strengths and brand	networks through WVU
Strengths and brand	philanthropic spirit
Equity	cost of living. Homes for young families in Morgantown are VERY expensive.
Equity	affordability
Equity	jobs / pay
Equity	rent affordability for students
Equity	job pay/housing cost ratio

Equity	make sure everyone can find a sense of belonging - over 100 languages spoken at WVU
Equity	attractive to all socio-economic groups
Engagement	social media - Greater Morgantown Forum (pros and cons)
Engagement	newspapers (print & virtual) - Dominion Post
Engagement	focus groups (could be virtual)
Engagement	city council meetings, town halls, etc. (with moderation & ground rules)
Engagement	Hazel Ruby-McQuain Trust
Engagement	Benedum Foundation
Priorities	make it tangible; short term, "quick wins"
Priorities	bettering philanthropy, focusing on areas of greatest need in community
Priorities	creating partnerships
Priorities	community leaders who care about city & give confidence to community in process
Priorities	affordability
Priorities	utilizing rivers & waterfront
Priorities	roads, infrastructure

Historic Preservation Focus Group

Prompt	Comment
Areas to consider protecting	national register. Currently student rental. Out of state owner who is ailing. Needs protection, starting to
Areas to consider protecting	More about Kern's Fort: https://www.theclio.com/entry/46045
Areas to consider protecting	Make Kerns for into educational resource?
Areas to consider protecting	Warner Theater: currently vacant and deteriorating
Areas to consider protecting	Greenmont & South Park: oldest neighborhoods in Mtown with original structures
Areas to consider protecting	Historic post office (currently has group working towards restoration). Museum in basement of annex.
Areas to consider protecting	Jerome Park (historically community of color)
Areas to consider protecting	Highlight historic structures in downtown area - "showcase we are still connected to community's past without getting in way of community's future"
Areas to consider protecting	Other "lost archeological treasures"
Perceived threats	university growth and expansion
Perceived threats	threats to Kerns Fort
Perceived threats	town's growth and expansion as home of university
Perceived threats	Sabraton? not many structures left except Harner Homestead (Listravia)
Perceived threats	fire/property damage (as a current rental)
Perceived threats	new ownership
Perceived threats	Repurposing buildings
Perceived threats	Seneca & Jerome Park
Perceived threats	redevelopment
Perceived threats	Fires
Perceived threats	need for new roof - danger of being torn down
Perceived threats	lack of knowledge - need more research in some areas
Perceived threats	Sabraton/Listravia Ave area
Perceived threats	There is no architectural review board
Balancing econ dev and preservation	protect historical assets WHILE ALSO allowing for economic development opportunities
Balancing econ dev and preservation	use of state tax credit program as tool for restoration?
Balancing econ dev and preservation	historic preservation and economic growth go hand in hand - encourage local tourism
Celebrated historic resources	Many large structures lost to parking lots over years
Celebrated historic resources	Elmer Jacobs - architect of many main attractions in DT Morgantown

Celebrated historic resources	Home of Aaron J. Garlow (president of 2nd Bank) - built in 1907
Celebrated historic resources	Aull House
Celebrated historic resources	Natural historic landscapes? Opportunities for connecting landscapes to historical structures?
Celebrated historic resources	IOOF building (Walnut & High St)
Celebrated historic resources	Hotel Morgan
Celebrated historic resources	Baptist church - structure from 1800s, front is from 1900s
Celebrated historic resources	Rail Trail
Celebrated historic resources	Bldg. that houses Appalachian Gallery
Celebrated historic resources	Met Theater
Celebrated historic resources	Decker St Trail
Celebrated historic resources	Beauty School (originally private home)
Celebrated historic resources	Challenge: how do restored buildings fit into the community?
Celebrated historic resources	History of M&K Railroad
Celebrated historic resources	Old Labor Temple - saved from demolition, converted into apartment buildings
Preservation challenges or issues	Fort Hill Site (2004/8?): site of two native Monongalia villages were excavated before redevelopment. Unsure where artifacts are now kept.
Preservation challenges or issues	No other known major controversies over historic preservation - most have been well received and supported
Preservation challenges or issues	Is there a systematic way for historic preservation priorities to get into planning and programming (e.g., CIP) processes and documents?
Preservation challenges or issues	concerns about proper restoration? (no city guide) - YES it is a concern
Preservation challenges or issues	stone house near Morgantown HS recently bought, undergoing renovations now
Preservation challenges or issues	most preservation happens organically with new owners

Neighborhoods Focus Group

Prompt	Comment
Living in Mtown	increased activities/programming at amphitheater
Living in Mtown	excellent and responsive police force
Living in Mtown	ever changing
Living in Mtown	we interact and are here for one another
Living in Mtown	love our neighborhood
Living in Mtown	urban feel but close to nature
Living in Mtown	small town but large reach due to Univ
Living in Mtown	bike lanes could be improved
Living in Mtown	global community thanks to Univ of WVA
Living in Mtown	needs are shared
Living in Mtown	Community enjoys interacting when events are hosted. Very active.
Living in Mtown	communicate via email or neighborhood directory
Living in Mtown	healthy lifestyles conducive
Living in Mtown	new residents
Living in Mtown	ability to access major metro areas in driving distance
Living in Mtown	neighborhood council allows for resident feedback
Living in Mtown	everyone is proud of their neighborhoods
Living in Mtown	close to trails
Living in Mtown	gives people an identity
Living in Mtown	location allows for safety from natural disasters
Living in Mtown	enjoy having things for their families
Living in Mtown	good family city
Living in Mtown	respond well to events
Living in Mtown	connectivity can be improved
Living in Mtown	really close to everything (downtown, rail trail, etc.)
Living in Mtown	don't share feedback unless there are concerns
Living in Mtown	community is interactive at residents
Living in Mtown	pockets of neighbors who enjoy each other and have support for one another
Significant changes	Morgantown industrial park
Significant changes	shopping center called Univ town center with much demand
Significant changes	viewpoints eroding with development
Significant changes	Mylan Park
Significant changes	sunny side up project has reduced blight
Significant changes	WVU medicine
Significant changes	improvement of city streets sooner and better
Significant changes	developments are growing but not within city limits which affect taxes etc.
Significant changes	classrooms projects, student housing, sunny side up project
Significant changes	opportunities to develop the wharf for economic development
Significant changes	user fee and sales tax which allows for paving roads

Significant changes	investments in recreational facilities will be key
Significant changes	more developments in city would be desired
Significant changes	addition of bike lanes
Significant changes	shift in DOH - more receptive to connectivity issues and projects
Significant changes	development potential in downtown also
Major issues	are homeless folks driven in to take advantage of social services?
Major issues	half the population commutes to work
Major issues	power plant from coal to natural gas? will truck issue be resolved soon?
Major issues	tremendous homeless population
Major issues	issues for greenmont association
Major issues	affects downtown and other commercial districts
Major issues	roads especially those that go downtown
Major issues	drug use and addiction and mental illness
Major issues	high property values
Major issues	poor living conditions - vacancy, house fires
Major issues	needs are significant even as Morgantown fares better than other parts of WV
Major issues	major trucks noise and pollution
Major issues	outdoor dining to keep us with covid times
Major issues	affordable housing challenge
Major issues	univ brings good but also shifts what we have like family friendly communities
Major issues	vandalism, alcoholism etc. in young population
Major issues	keeping businesses in, drawing families, having social services
Major issues	more tailored to college students
Major issues	abandoned properties
Major issues	fewer options for families
Major issues	downtown business district is key and needs attention
Major issues	kids speeding
Major issues	street sweepers to clean streets
Major issues	opportunity to improve road maintenance services
Equitable future	pedestrian access
Equitable future	bike/ped plan to be incorporated for walking and biking infrastructure
Equitable future	how do we ensure city is making investments back into the community?
Equitable future	affordable and accessible housing
Equitable future	safety
Equitable future	underground utilities
Equitable future	transportation
Equitable future	Humans project underway to define who are our residents ?
Equitable future	opportunity for families to be closer to town
Equitable future	assistance with community policing

Equitable future	need for a diverse police force
Equitable future	142 countries represented at university
Equitable future	how can we embrace diversity?
Equitable future	sidewalks (not ditches) between low income housing and grocery stores
Equitable future	police force is compassionate and helpful
Equitable future	11 vacant positions in police force
Equitable future	better jobs
Equitable future	limited living options for seniors
Equitable future	businesses to pay decent salaries
Equitable future	out of state property owners - how can we increase engagements
Equitable future	interest in small business grant programs to bring in diversely-owned businesses
Equitable future	univ medicine program retain physicians
Equitable future	opportunities for graduates and faculty to stay
Equitable future	more options for individuals to plant roots and fewer transplants
Community outreach	it was more than a display of the plan but a desire to get input
Community outreach	small percentage of people participate in discussions
Community outreach	appeal to an interest
Community outreach	social media
Community outreach	different aspects of the city presented in public spaces like the library
Community outreach	consider paid advertising to target residents
Community outreach	city went around with open invitations to meet and provide input on things like infrastructure, human services, etc.
Community outreach	newspaper
Community outreach	75% of residents active on social media
Community outreach	you can't make people pay attention
Community outreach	highlight problem and pose an attractive solution
Community outreach	recycle right program was pushed out well on social media
Community outreach	radio commercials and local channel news
Community outreach	metro news talk line hosted by Hoppy
Community outreach	Woodburn neighborhood association supplemented with door hangers since mostly they were using social media and emails
Community outreach	smaller images on varying topics in a drip campaign
Community outreach	don't pay attention once they're angry
Community outreach	going to mountain lair
Community outreach	paid Facebook ads saw significant returns
Community outreach	generation Morgantown
Community outreach	make it short!
Community outreach	trying to get different age groups
Community outreach	actively trying to engage youth
Community outreach	Generation Morgantown
Community outreach	(click for link)

Community outreach	practical survey like google form or survey monkey that can be posted on social or listservs
Community outreach	ask what would keep you in Morgantown

Community Services and Facilities

Prompt	Comment
Recent studies and projects	everything in parks and rec system is aged and needs upgrading
Recent studies and projects	2 major projects currently in planning phase:
Recent studies and projects	1. upgrades to comm. ice arena
Recent studies and projects	2. upgrades to one of swimming pools
Recent studies and projects	smaller projects - park amenities, facility upgrades, trail system, etc.
Recent studies and projects	most recent parks and rec masterplan completed in 2008 - very outdated
Recent studies and projects	crisis intervention team project - interdepartmental project - trains officers to respond to people experiencing crises (mental illness, substance abuse) - approach individuals, refer to mental health facilities
Recent studies and projects	waste water treatment plan upgrade - will finish mid-2023 - currently 95%
Recent studies and projects	construction of dam - reservoir for drinking water - completion next fall
Recent studies and projects	currently receiving proposals for flood control study (proposals due 1/7/22)
Recent studies and projects	other smaller projects
Recent studies and projects	2 street projects (Pleasant & Walnut) new sidewalks, streetscape, lighting, design, etc.
Recent studies and projects	improvements to 8th and university Ave
Recent studies and projects	roadway projects
Recent studies and projects	improvements at campus & 1st, intersection improvements
Recent studies and projects	north street - widen street and add sidewalks
Recent studies and projects	money for safety improvements to Richwood and Willey St. - for future, larger development coming in area
Recent studies and projects	updates to 10 yr. paving plan
Recent studies and projects	utility company replacing gas lines - affect downtown streets in summer (Lower heights, spruce, pleasant, walnut, chestnut)
Recent studies and projects	trail projects - have funding, connect White Park, 1st ward neighborhood with Mountain View school, bike-connection
Recent studies and projects	widening Becherst Ave.
Recent studies and projects	connect sincerest neighborhood to rail trails
Recent studies and projects	will replace and improve sidewalks
Recent studies and projects	improve trail parking
Major issues	parks & rec aging infrastructure
Major issues	some facilities are free; ice arena & pools have low fees - county vs city residents same rate
Major issues	fees augment our budget
Major issues	buildings, mechanics & operations
Major issues	aging infrastructure
Major issues	retention and recruitment of officers
Major issues	keep up with expectations of public
Major issues	nation-wide problem of new recruitment
Major issues	sewer services
Major issues	sports complex, complex trail systems, etc.
Major issues	resources for maintaining facilities, improvements, etc.
Major issues	covid
Major issues	profession has been under social scrutiny
Major issues	keep up with growth and development in the area

Major issues	economic challenge for replacement & improvement
Major issues	natural turnovers
Major issues	flood control
Major issues	support from senior leadership for public works, budget for projects, etc.
Major issues	4 building improvements coming (city hall, public safety building)
Major issues	limited budget, but still success in getting projects funded
Major issues	helping find revenue for improvements
Major issues	CIP, bond funding, grants
Major issues	municipal service fee was approved --> creating more budget
Community assets	make & improve roadways
Community assets	ice skating rink - in process of improvement
Community assets	all recreational opportunities need to be enhanced and sustained
Community assets	don't have jurisdiction over state roads that carry most of traffic
Community assets	strong programming - all ages - community resources
Community assets	recreation is something people desire in their community
Community assets	recreation can help pull people to Morgantown
Community assets	people don't understand who is responsible for different roads
Community assets	working to collaborate more with DOH
Priorities for the comp plan	hard to "keep up" with plan
Priorities for the comp plan	recommendations - make & develop metrics for long-term use
Priorities for the comp plan	challenging to coordinate projects with plans (funding)
Priorities for the comp plan	improved engineering standards for development within city (driveways)
Priorities for the comp plan	improved coordination
Priorities for the comp plan	more guidance & clear standards
Priorities for the comp plan	streamline plan review process
Priorities for the comp plan	keeping it comprehensive
Priorities for the comp plan	more customer user friendly
Community outreach	hoping to make an independent police dept website for improved communication
Community outreach	recent online surveys - very successful (project-specific)
Community outreach	officers attend monthly neighborhood association meetings to share information
Community outreach	1. survey
Community outreach	2. in person engagement
Community outreach	3. survey remains open for a few more weeks
Community outreach	public engagement sessions
Community outreach	yearly community survey at end of summer/camp season - can share with RHI

Social Services Focus Group

Prompt	Comment
Issues of concern	space for public lockers
Issues of concern	desire for social space needs near downtown
Issues of concern	public convenience center is missing (like a visitors center) - phone charging, immediate resources
Issues of concern	lack of affordable case management for individuals with mental health
Issues of concern	warming center or rain shelter - to meet homeless population needs
Issues of concern	showers and public restrooms
Issues of concern	addiction treatment
Issues of concern	resources that can serve un/underinsured individuals
Issues of concern	affordable housing
Issues of concern	accessibility of services (including building accessibility where services are offered)
Issues of concern	transportation/public transit beyond the university community
Issues of concern	safe housing (code enforcement and education to public)
Issues of concern	largely car, bus, or foot access. poor bike network system and lack of sidewalks
Issues of concern	affordable transit options
Community assets	lack of defined identity/brand for Morgantown
Community assets	close proximity to east coast amenities (within 3 hours)
Community assets	lots of resources - not well coordinated
Community assets	small city with defined n'hoods that people identify with
Community assets	town in transition
Community assets	great volunteers of time and resources
Community assets	great proximity to metropolitan areas
Community assets	community that cares
Community assets	access to finances and grants
Community assets	university - services, resources
Relocation of social s	residents being sent to Hazle's House of Hope rather than other feeding programs
Relocation of social s	to-go hot meals feeding program - part of Woodburn
Relocation of social s	challenges of Woodburn and Jerome residents being able to afford transportation costs to access food programs
Change	loss of temp construction jobs
Change	fewer mid-high wage jobs
Change	loss of local business (mine closings, pharmaceutical industry)
Change	slow rebound of service industry
Change	increased number of home listings due to lack of jobs
Change	general loss of jobs, including/in particular low paying jobs
Change	lack of internet access (education, mental health treatment, etc.)
Equity	more attempts at empathy and outreach to marginalized populations
Equity	economic inequity and lack of understanding of need

Equity	Council is working to understand equity issues
Equity	police - compassionate and informed
Equity	many people don't feel heard
Equity	decision making occurs as gov't and business policy level - not at the ground level
Equity	need to make a connection to the ground level - people aren't connected
Equity	lack of understanding of how the public can access council/advocate for themselves to government officials
Outreach	sending flyers through the school system (home with students)
Outreach	social media
Outreach	local businesses (planet fitness)
Outreach	use social service agencies to disseminate information
Outreach	share concise flyer
Outreach	Morgantown Partnership
Outreach	home visits
Outreach	churches
Outreach	rec center at WVU
Outreach	university E-news
Outreach	larger apartment complexes and property mgmt offices
Outreach	neighborhood associations (each has FB page - 7 in total)
Outreach	utility bill inserts

6. STEERING COMMITTEE MEETINGS



MORGANTOWN

2033

Comprehensive Plan Update
Steering Committee Meeting #2: April 19th, 2022



Comprehensive Plan Update

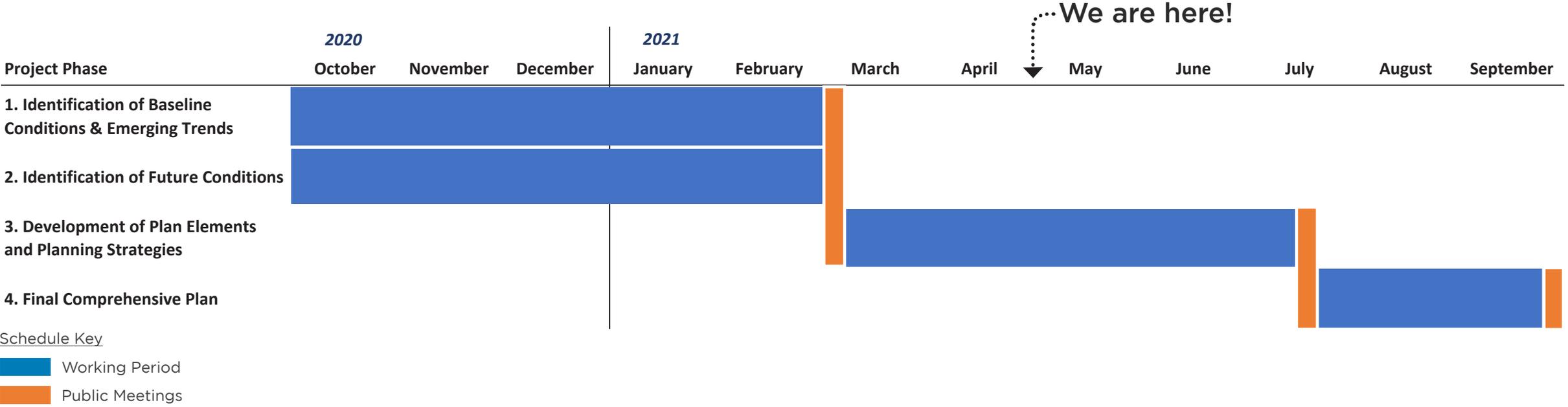


A planning process to identify:

- 1** Community **values, issues, and assets**
- 2** The City' long and short-range **goals and objectives**
- 3** **Projects and policies** to address current and future community needs
- 4** Strategies that balance **growth and economic** development
- 5** Landuse, transportation and infrastructure recommendations to guide **growth and preservation**



Project Schedule

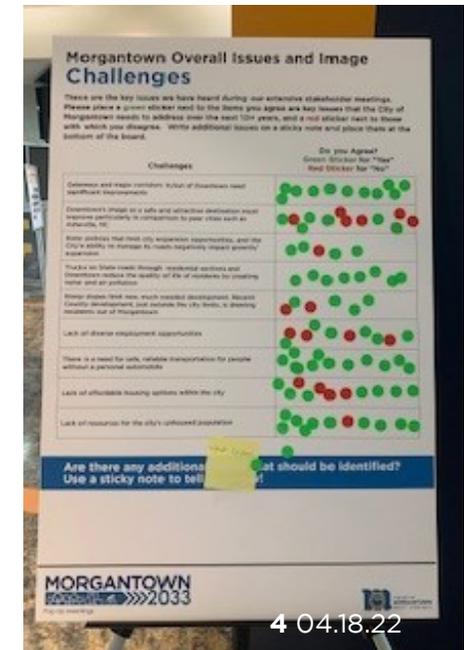


Community Engagement

- **Stakeholder Interviews:** December 2021-February 2022
- **Public Meetings:** March 3rd & 5th
- **On-Line Community Survey:** March 3rd – 13th
- **Planning Commission Meeting #2:** April 18th
- **Steering Committee Meeting #2:** April 19th

WHAT'S NEXT?

- **On-going Planning Commission Updates**
- **Public Meeting #2:** Summer/Fall 2022



What We Heard: Comprehensive Plan Themes

**REGIONAL
VISION**



**LAND
MANAGEMENT**



TRANSPORTATION



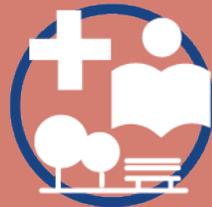
ENVIRONMENT



**NEIGHBORHOODS
& HOUSING**



**COMMUNITY
FACILITIES &
SERVICES**



**ECONOMIC
DEVELOPMENT**



IMPLEMENTATION



REGIONAL VISION



Key Themes Heard

- A regional mindset is needed around issues such as **transportation, development, and branding**
- There is a need for local and state government **partnerships**
- State policies limit **city expansion** opportunities, and the City's ability to manage some **roads**
- Work with the County to solve issues such as **sprawl** and **higher-quality development** along the city's edges
- **Regional outdoor recreation and non-motorized connectivity** are needed (e.g. Caperton Trail)
- **Proximity** to major urban centers such as Pittsburgh and Washington, DC is important

Key Themes Heard

County Comp. Plan Community Workshop Survey Results

- Administered by Monongalia County
- January 24th - February 24th, 2022: 97 participants
- City/County ongoing collaboration & coordination

1. REGULATIONS

- Land conservation
- Open space
- Environmental protections
- Improved water quality
- County-level planning and zoning
- High-quality, mixed-use development
- Riverfront developments
- Increased bridge connections

2. RECREATION & ENTERTAINMENT

- Parks and trails
- Family-friendly activities
- Pedestrian connections
- Food trucks
- Community programming
- Nightlife
- Year-round markets
- Community gardens

3. INVESTING IN COMMUNITY SUCCESS

- Priority investment areas
- Water-based tourism
- Historic preservation
- Public art & culture
- Adaptive reuse
- Airport improvements
- Transit access
- New industries and additional jobs

LAND MANAGEMENT

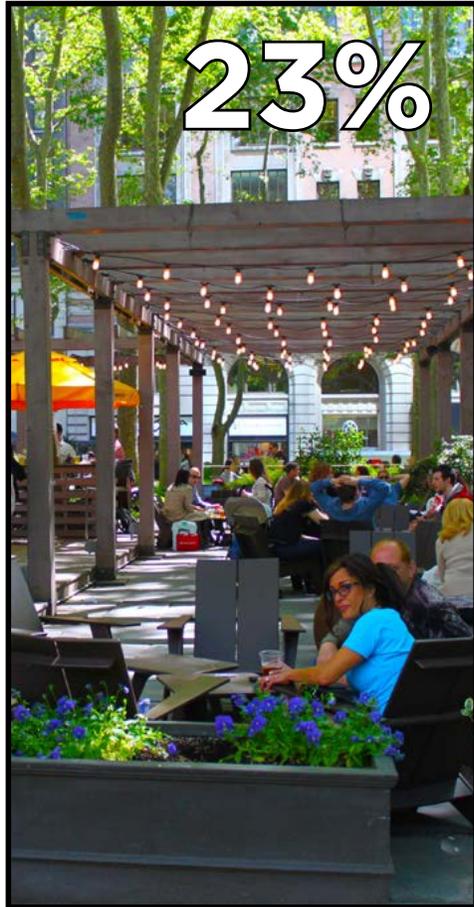


Key Themes Heard

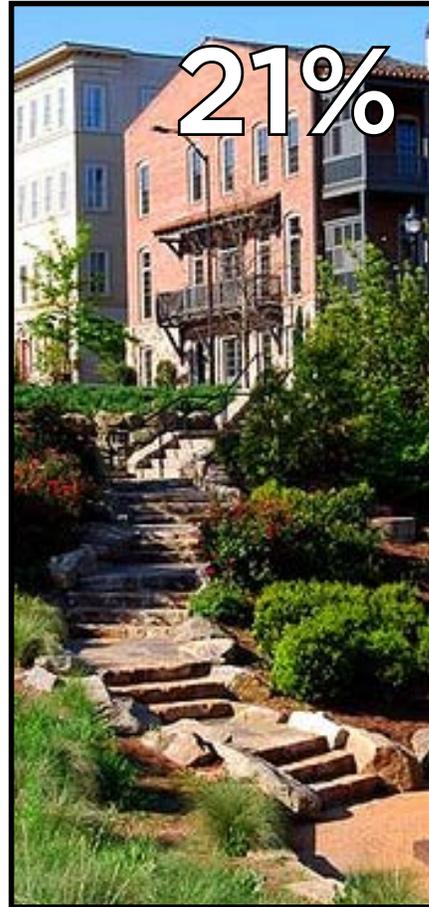
- Areas are in need of **redevelopment & revitalization**
- A **vision** that coordinates city aesthetics is needed
- **Downtown** must be a safe and attractive destination with diverse amenities
- The Wharf District and Waterfront areas are **catalysts for growth**
- **Steep slopes** can limit new, much needed development
- Recent **county development**, just outside City limits, is drawing residents out of Morgantown

Key Themes Heard

Desired Land Use



Outdoor Amenities



Neighborhood Parks & Trails



Neighborhood Retail



Walkable, Mixed Use Development



Increased Housing Choice



Office



Regional Retail



Industrial/
Manufacturing

Key Themes Heard

Downtown: Desired Land Use



Arts & Culture



Gathering Places & Family Attractions



Business Incubation/Local Business



Adaptive Reuse



Outdoor Dining



Walkable, Infill Development



Grocery Store/Retail



Connections

Key Themes Heard

Downtown: Aspirational Places

Common Elements

- Outdoor dining
- Small parks and plazas
- Places to hang out
- Less emphasis on cars, more emphasis on people
- Diverse commercial uses
- Entertainment venues
- Bike connections
- Education and healthcare anchors
- Adaptive reuse



Ithica, NY



Winchester, VA



Charlottesville, VA



Burlington, VT

**EXAMPLES OF
ADDITIONAL
DOWNTOWNS
IDENTIFIED**

Savannah, GA
Holland, MI
Huntington, WV
State College, PA
Ann Arbor, MI

Asheville, NC
Bentonville, AR
Durham, NC
Cumberland, MD
Etc...

TRANSPORTATION



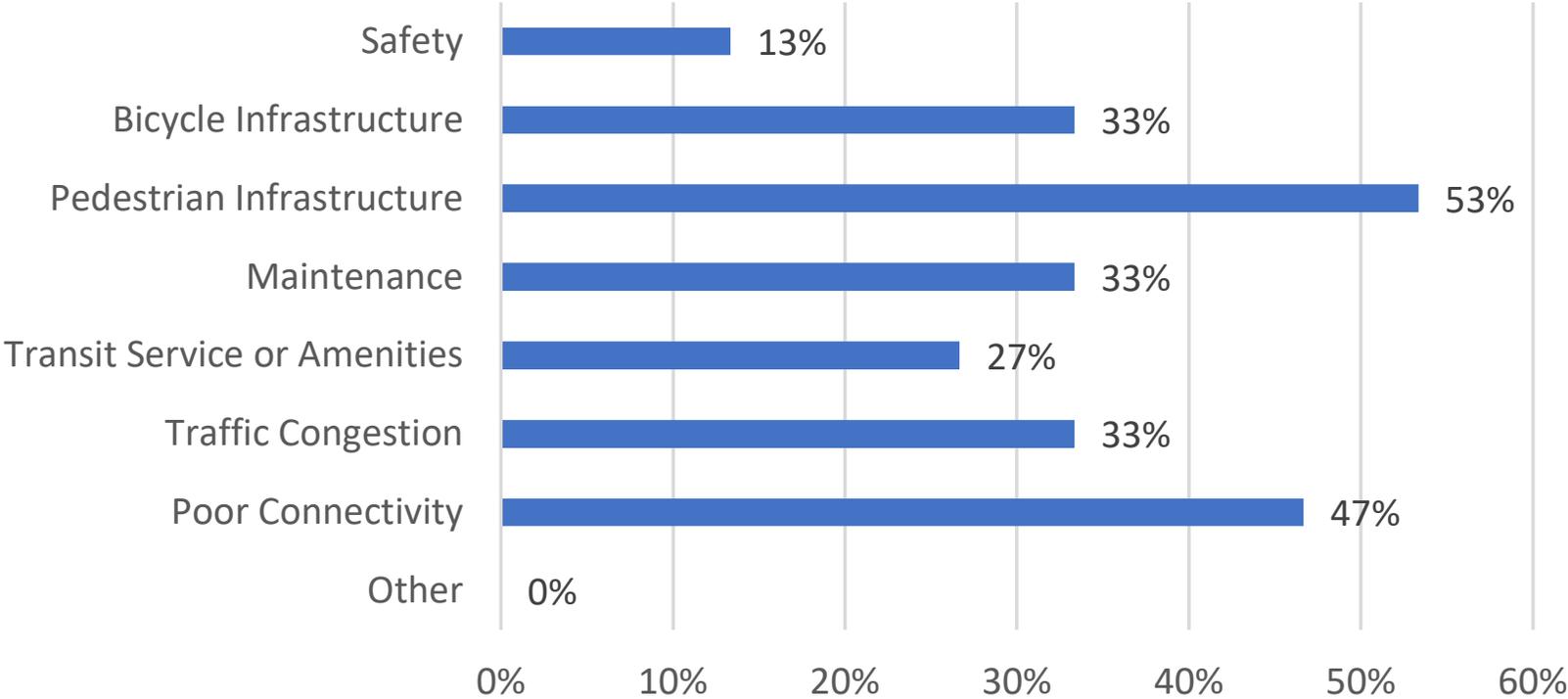
Key Themes Heard

- **Safe, reliable** transit is needed
- Improve **walkability/bikability** throughout the City
- **Trucks** on State roads reduce the quality of life of residents by creating noise and air pollution
- **Gateways and major corridors** in/out of Downtown need improvements
- **Amenities** such as a bikeshare system, more/safer bike facilities, and electric vehicle charging stations are needed
- Additional **parking** is needed in Downtown and around schools
- Better utilize WVU's **Personal Rapid Transit** system
- Carefully consider the placement of roundabouts and other **traffic calming systems**

Key Themes Heard

Transportation Priorities

What are the 2 most important transportation issues that the City needs to address in the next decade?



ENVIRONMENT



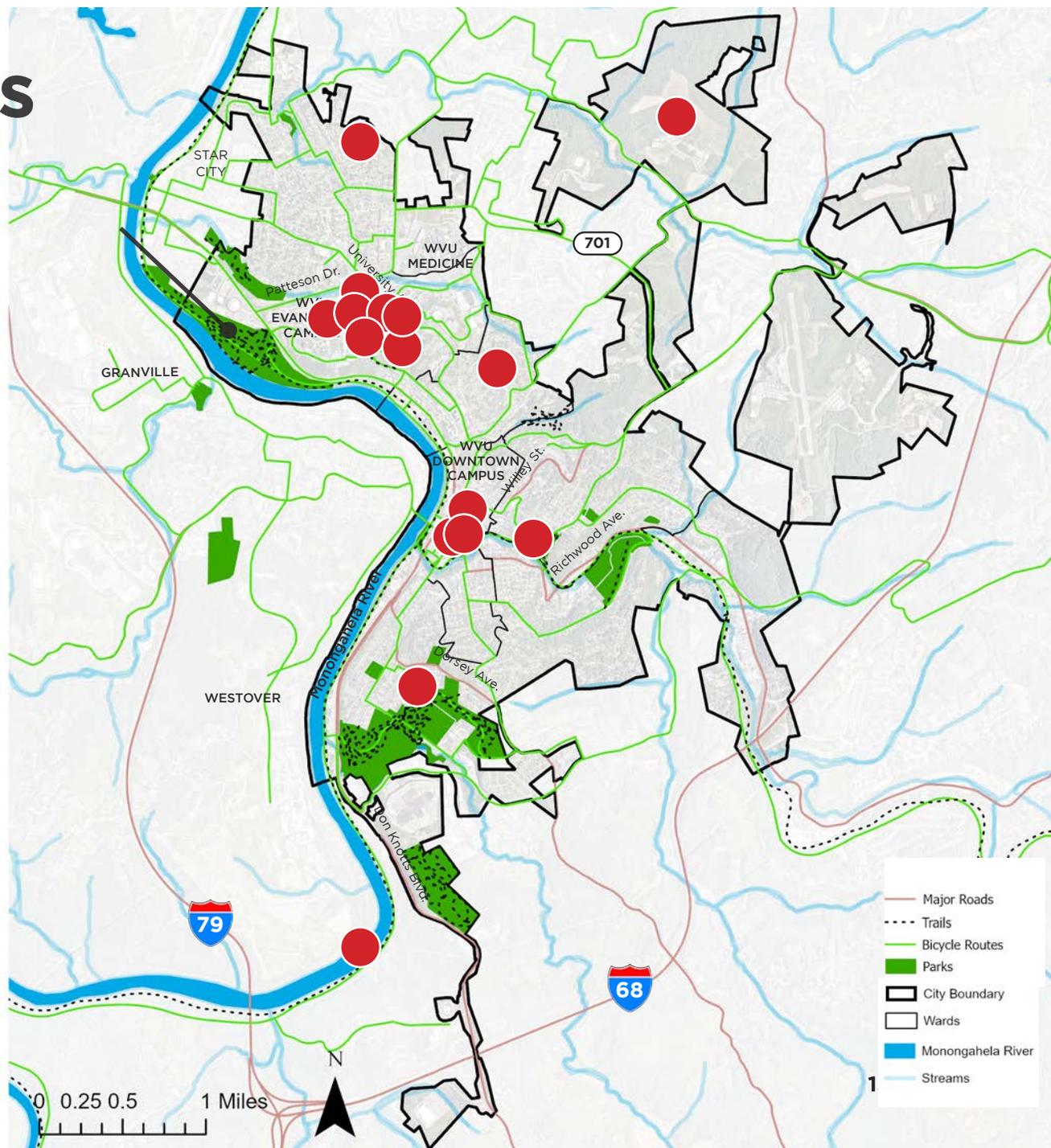
Key Themes Heard

- Natural resources create an unique **identity** for Morgantown
- **Protect** natural resources and environmentally sensitive areas
- The City offers strong **access** to outdoor amenities and recreation; the pandemic has encouraged more outside activity
- Address **climate change** and **reduce greenhouse gas admissions**
- Create green **jobs** and encourage green **commerce**
- **Stormwater management** including flooding are issues in some areas
- Explore **sustainable energy** opportunities

Key Themes Heard

Stormwater Management

● Areas where residents have experienced flooding



NEIGHBORHOODS & HOUSING



Key Themes Heard

- Strong neighborhood **pride** and sense of community
- Celebrated **historic architecture** throughout many neighborhoods
- Multiple neighborhoods are within walking distance of **Downtown & WVU**
- Neighborhood **retail and healthy food options** are desired
- Significant number of **vacant properties**
- Properties are in need of **rehabilitation; code enforcement** is needed
- Lack of **affordable housing** options within the city (both rentals and ownership units)
- Morgantown is missing a variety of **housing types** (e.g. one bedrooms, multi-family, accessible units for older adults, etc.)
- There is a lack of **education** and **programs** that support more affordable housing in the city

Key Themes Heard

Desired Housing Types



Neighborhoods with Mixed Housing



Accessory Dwelling Units



Duplexes



Small-Lot, Single Family



Townhouses



Mixed Use (Residential & Commercial)

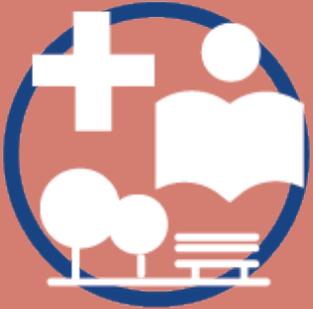


House-Scaled Multi-Family



Apartments

COMMUNITY FACILITIES & SERVICES



Key Themes Heard

- Significant recent investments in city **arts and cultural programming**
- The city has a quality **school system**
- **Local athletics** are a strong citywide and create a draw
- A **robust parks and trails system** including a new riverfront park
- City Hall **renovation** underway
- Morgantown Ice Arena **upgrades** are planned
- A few areas of the city **lack public green space**
- **Aging infrastructure** exists in the city
- There are **constrained budgets** for public infrastructure improvements
- The city experiences **low crime rates**

Key Themes Heard

Favorite Trails & Parks



Dorsey's Knob Park



White Park



Caperton Trail



Mylan Park



Core Arboretum



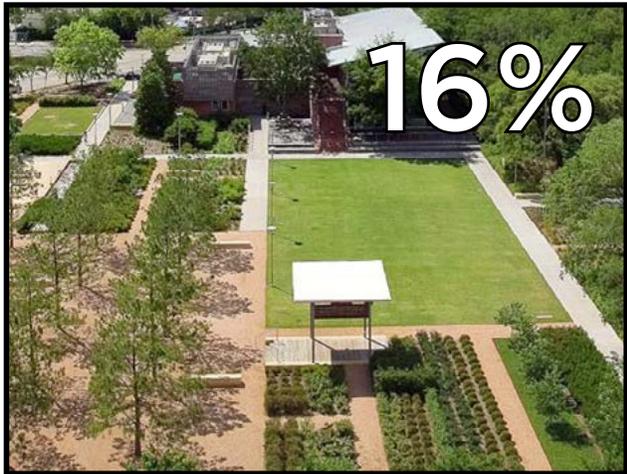
Marilla Park

Key Themes Heard

Desired Parks



Plazas and Urban Public Spaces



Neighborhood Gardens



Art & Sculpture Gardens



Action Sports



Open Space



Trails & Greenway



Spraygrounds



Playgrounds

ECONOMIC DEVELOPMENT

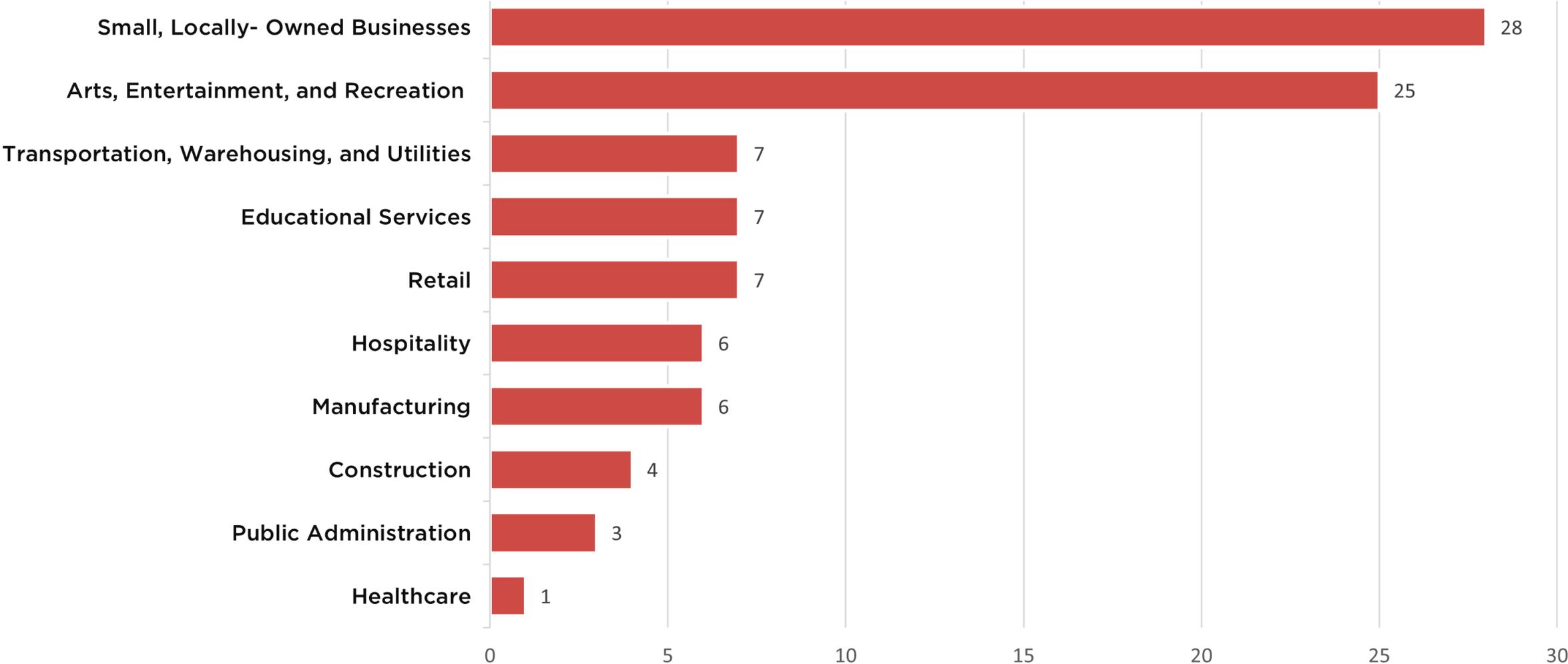


Key Themes Heard

- Morgantown is an **education and healthcare hub**
- The city has a variety of **locally-owned businesses**
- Positive **quality of life** in the region
- Strong investment and growth in the **arts and cultural amenities** citywide
- Trails, natural resources and access to outdoor adventure establishes a **brand**
- Lack of diverse **employment opportunities**
- **ASCENT WV** talent attraction program is an asset (a State program)
- **Technology and data sectors** are opportunities for Morgantown
- Encourage resilient business opportunities **Downtown**
- Establish **partnerships** with WVU

Key Themes Heard

Desired Jobs



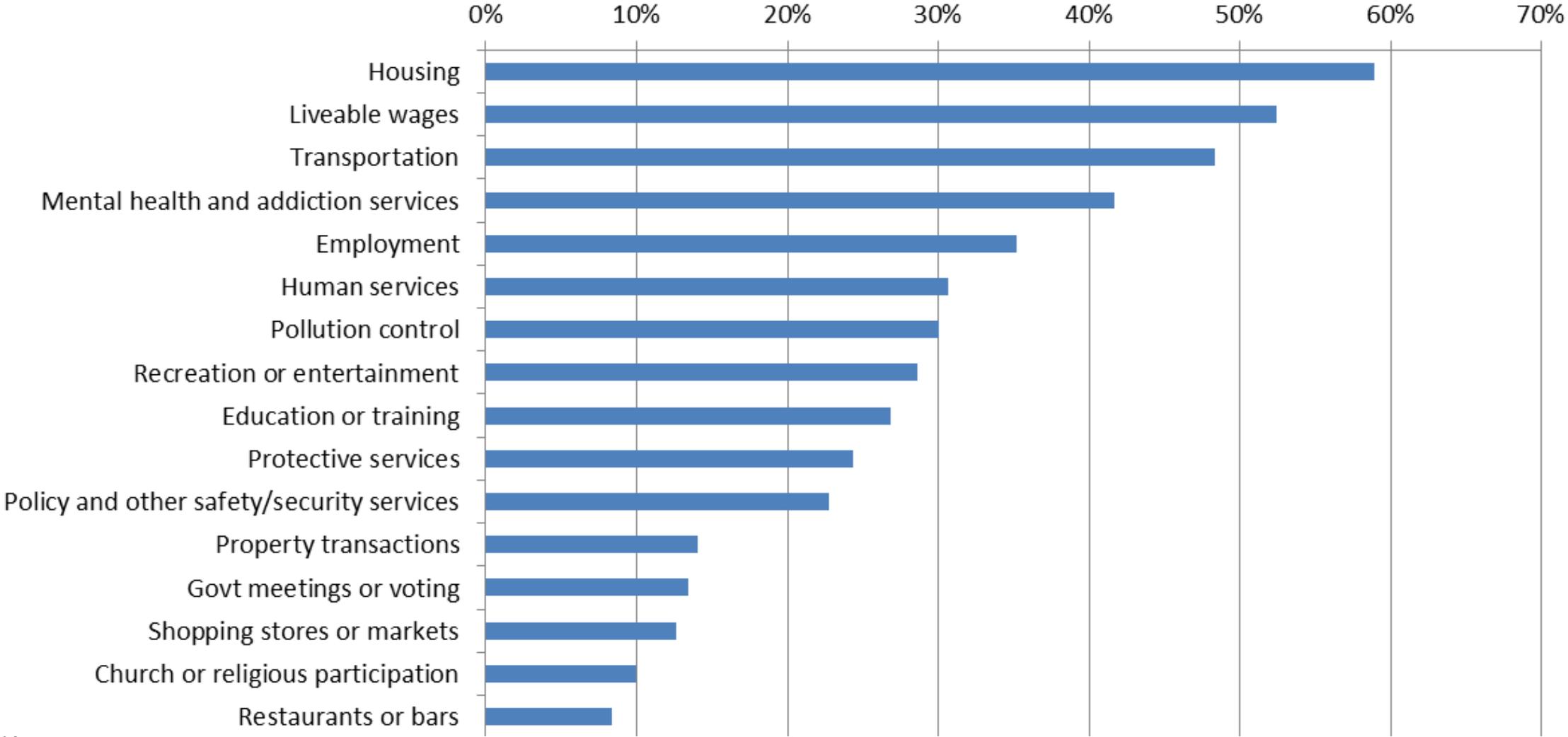
Key
■ Responses received

Key Themes Heard

- **Enfold** equity into all initiatives (e.g. housing, jobs, transportation, food access etc.)
- The city needs to be attractive to all **socio-economic** groups
- Lack of resources for the city's **unhoused population** - Hazel House of Hope is a great resource
- Support **affordable housing**
- Provide access to **multimodal transportation** options
- Increase access to **mental health & addiction services**
- Incentivize **employment opportunities**
- Support **livable wages**

Key Themes Heard

Improvements to become a More Inclusive City



Key
■ Responses received

IMPLEMENTATION



Key Themes Heard

Community Priorities

- Address **truck traffic** through neighborhoods and downtown
- Enhance **infrastructure** such as roads, sidewalks, green space, and recreational trails
- Houseless population **resources**
- Address **affordable housing**
- **Job** creation
- Preservation of **green space and natural resources**
- Support **equitability** in all initiatives

FOCUS AREAS

Focus Areas: Scope

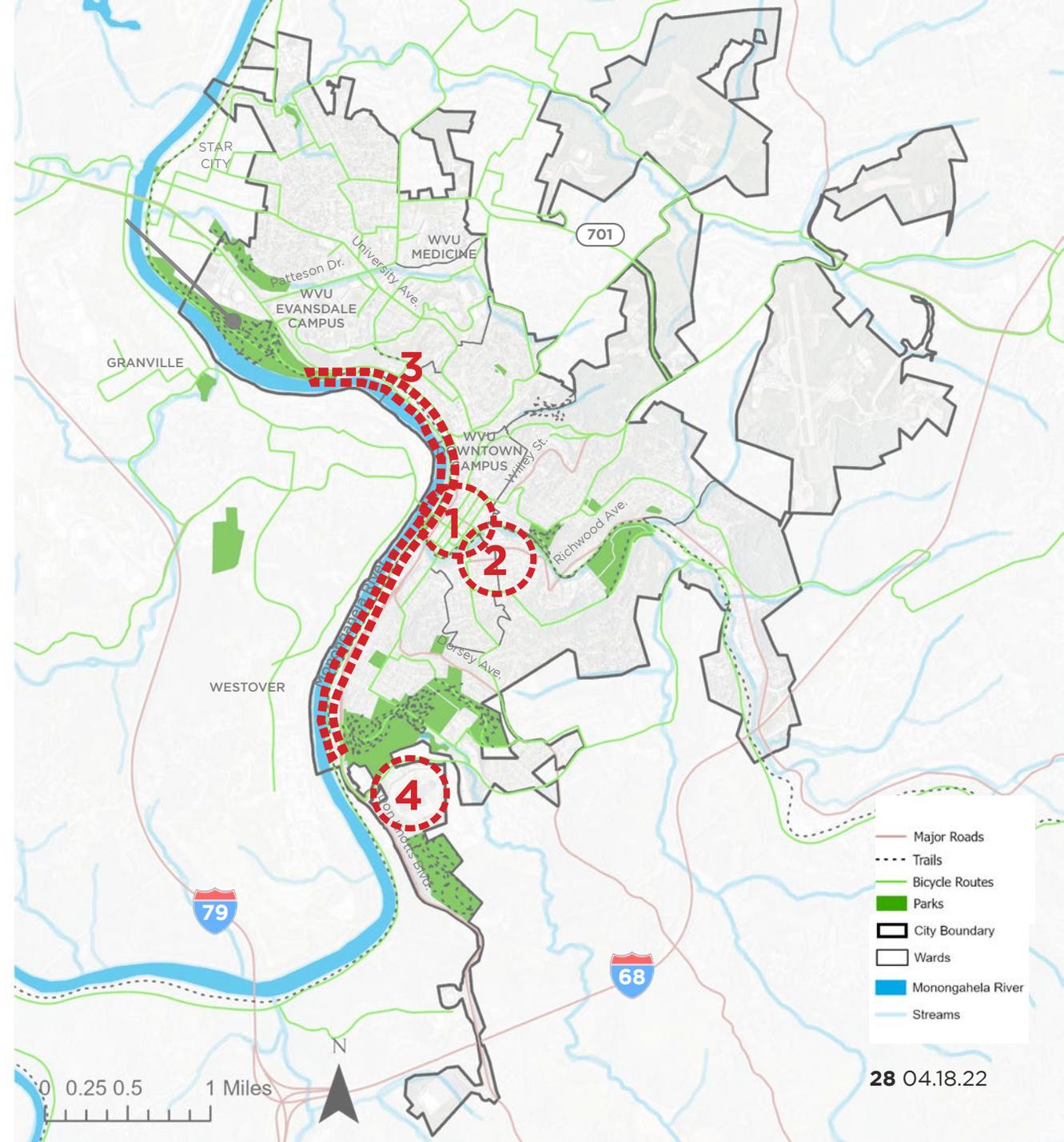
- Investigate three to five locations
- Focus Area recommendations will include:
 - Framework concept and potential program
 - Supporting precedent imagery
 - A summary narrative to illustrate proposed growth area character
- Detailed master plans may be developed following the Comprehensive Planning process for each Focus Area

FOCUS AREA SELECTION CONSIDERATIONS

- Areas in need of revitalization and reinvestment
- Potential to support mix-use including affordable housing
- Economic development potential
- Community context
- Opportunities to support amenities for residents
- Accessible to transit and multi-modal systems

Potential Focus Areas

- Potential locations identified:
 1. Downtown
 2. Lower Greenmont
 3. Riverfront (consider key areas)
 4. Mountaineer Mall
- Focus Area locations need confirmation



NEXT STEPS

Next Steps

- **Coordinate** with regional partners and Metropolitan Transportation Planning efforts
- **Develop** Comprehensive Plan draft recommendations
- **Coordinate** with the Planning Commission & Steering Committee
- **Conduct** Public Meeting #2: Summer/Fall 2022

Stay up to date with the project website:

<http://morgantownwv.gov/652/Morgantown-2033>

- Learn more about the process
- View presentations
- Review draft documents
- Submit questions



Discussion

MORGANTOWN
 **2033**



MORGANTOWN



2033



Comprehensive Plan Update
Steering Committee Meeting #3: June 20th, 2023



Agenda

- 1 Project Overview**
- 2 Comprehensive Plan Elements**
- 3 Breakout Group Discussion**
- 4 Report Back**
- 5 Next Steps**



Project Overview

The Comprehensive Plan will be used on a daily basis as public and private decisions are made concerning development, redevelopment, capital improvements, economic incentives and other matters affecting Morgantown.



CAPTURE COMMUNITY ASPIRATIONS

Define overarching **community values** related to the entire Comprehensive Plan through public engagement.

DEFINE THE “BIG PICTURE”

Prepare draft **Guiding Principles** and **Vision Statements** for each topic area of the Comprehensive Plan.

ESTABLISH FUTURE OUTCOMES

Develop **goals, objectives,** and **strategies** related to each Plan element.

PREPARE AN IMPLEMENTATION PLAN

Establish **action items** corresponding to Plan objectives and **prioritize** each based on community values.

Project Overview- Engagement Overview

MORGANTOWN 2033 STEERING COMMITTEE

- October 21, 2021
- April 19th, 2022

PUBLIC MEETINGS

- March 3rd, 2022
- In-Person Symposia
- 60 Participants
- March 5th, 2022
- Virtual Symposia
- 35 Participants

POP-UP MEETINGS

- WVU Mountain Lair (30 Participants)- February 17th, 2022
- Comp Plan Fair (25 Participants)- September 8th 2022

MORGANTOWN PLANNING COMMISSION

- March 10, 2022
- May 23, 2022

STAKEHOLDER INTERVIEWS (16)

- City Council
- Downtown Morgantown
- Economic Development- Small Business
- Economic Development- Industry/ Development Leaders
- Community Development & Philanthropy
- Housing
- Social Services
- Arts, Culture, Tourism, & Recreation
- Community Services & Facilities
- Historic Preservation
- WVU Student Government
- MHS Student Council
- Neighborhood Coordinating Council
- Transportation
- Green Team

2

Comprehensive Plan Elements



Comprehensive Plan Elements

**REGIONAL
VISION**

An icon within a blue circle showing a globe on the left and a white outline map of Indiana on the right.

**LAND
MANAGEMENT**

An icon within a blue circle depicting a house, trees, and a winding river.

TRANSPORTATION

An icon within a blue circle showing a person on a bicycle, a person in a wheelchair, and a bus.

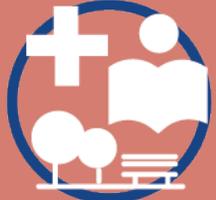
ENVIRONMENT

An icon within a blue circle featuring a recycling symbol and stylized trees.

**NEIGHBORHOODS
& HOUSING**

An icon within a blue circle showing a multi-story building and a house.

**COMMUNITY
FACILITIES &
SERVICES**

An icon within a blue circle depicting a cross, a person, a tree, and a bench.

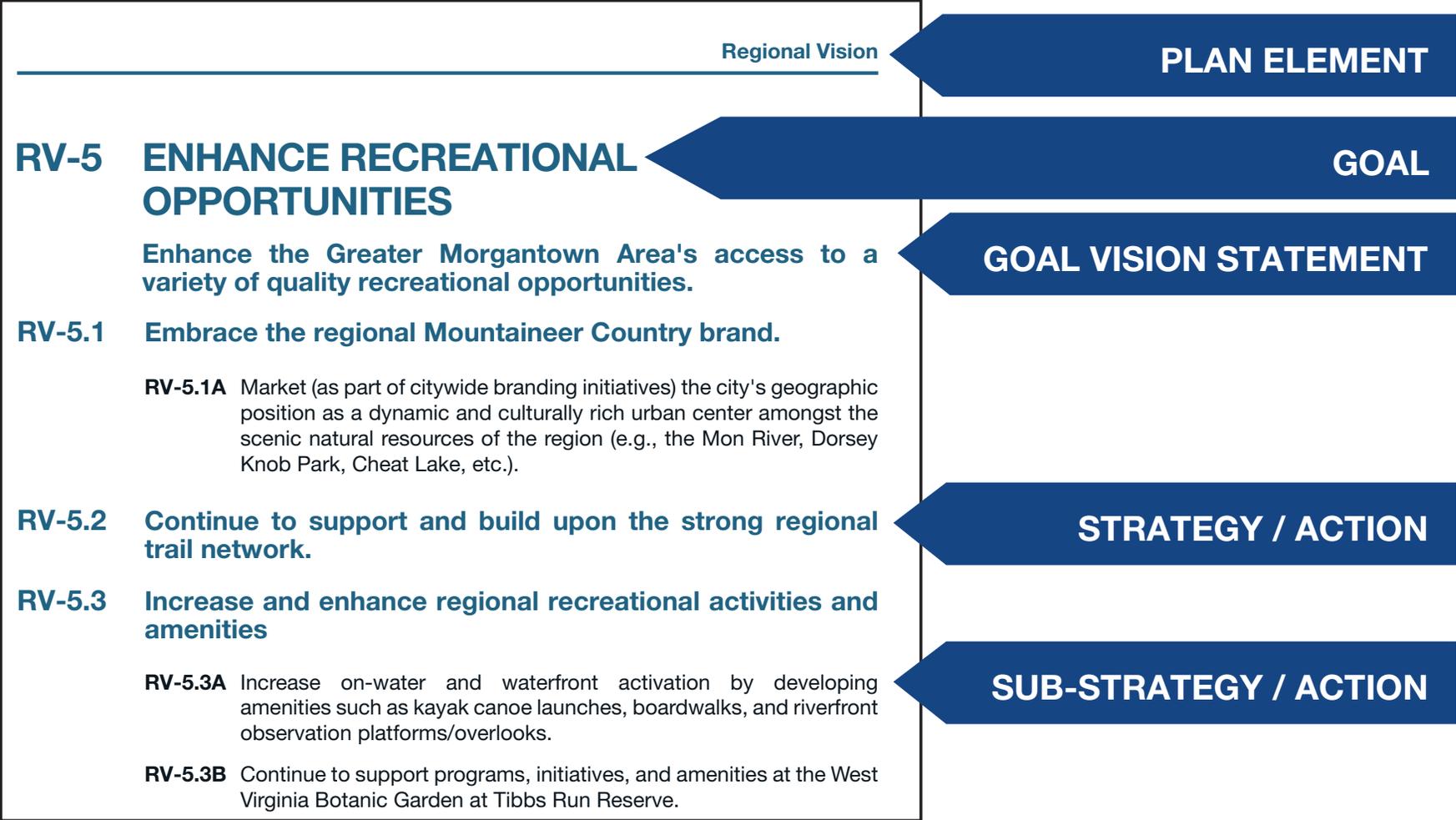
**ECONOMIC
DEVELOPMENT**

An icon within a blue circle showing a lightbulb above two hands shaking.

IMPLEMENTATION

An icon within a blue circle featuring three interlocking gears.

Comprehensive Plan Elements - Organization



REGIONAL VISION - Goals

RV-1 MINIMIZE SPRAWL & ATTRACT HIGH-QUALITY DEVELOPMENT

Create walkable, compact, and transit-accessible development patterns to protect the environment, reduce commuting impacts, and enhance quality of life.

RV-2 MITIGATE TRAFFIC IMPACTS

Mitigate traffic impacts on the health, safety, and livability of residents, visitors, and the environment in a coordinated and equitable manner.

RV-3 MAINTAIN AND ENHANCE COMMUNITY SERVICES

Build upon the Greater Morgantown Area's assets to retain residents.

RV-4 BUILD A STRONG REGIONAL WORKFORCE

Collaborate with local and regional partners to build a strong regional workforce.

RV-5 ENHANCE RECREATIONAL OPPORTUNITIES

Enhance the Greater Morgantown Area's access to a variety of quality recreational opportunities.

RV-6 PROTECT NATURAL RESOURCES

Protect Monongalia County's wealth of natural resources for current residents and future generations.

LAND MANAGEMENT - Goals

LM-1 COORDINATE LAND USE PATTERNS WITH PARTNERS, MAJOR LANDOWNERS, & EMPLOYERS

Coordinate the actions of major landowners and employers such as WVU and Monongalia County Schools to establish land use patterns that contribute to the economic, environmental, and community vitality of Morgantown.

LM-2 REDEVELOP AND REVITALIZE

Encourage an expanded mix of land uses along corridors and within commercial districts in the city, focusing on Downtown, the Wharf District, and Riverfront.

LM-3 DEVELOP AND IMPLEMENT FIVE SMALL AREA PLANS

Develop a limited, achievable number of small area plans that will guide growth and development in more detail.

LM-4 ENSURE AESTHETIC COORDINATION OF THE BUILT ENVIRONMENT

Utilize streetscapes, arts and culture elements, and development patterns to unify Morgantown while the City continues to diversify uses.

LM-5 STRIVE FOR COMPLETE COMMUNITIES

Integrate commercial districts and neighborhoods through increased connectivity, coordinated aesthetics, and a greater mix of uses to meet all residents' needs.

LM-6 PROTECT THE ENVIRONMENT & OPEN SPACE

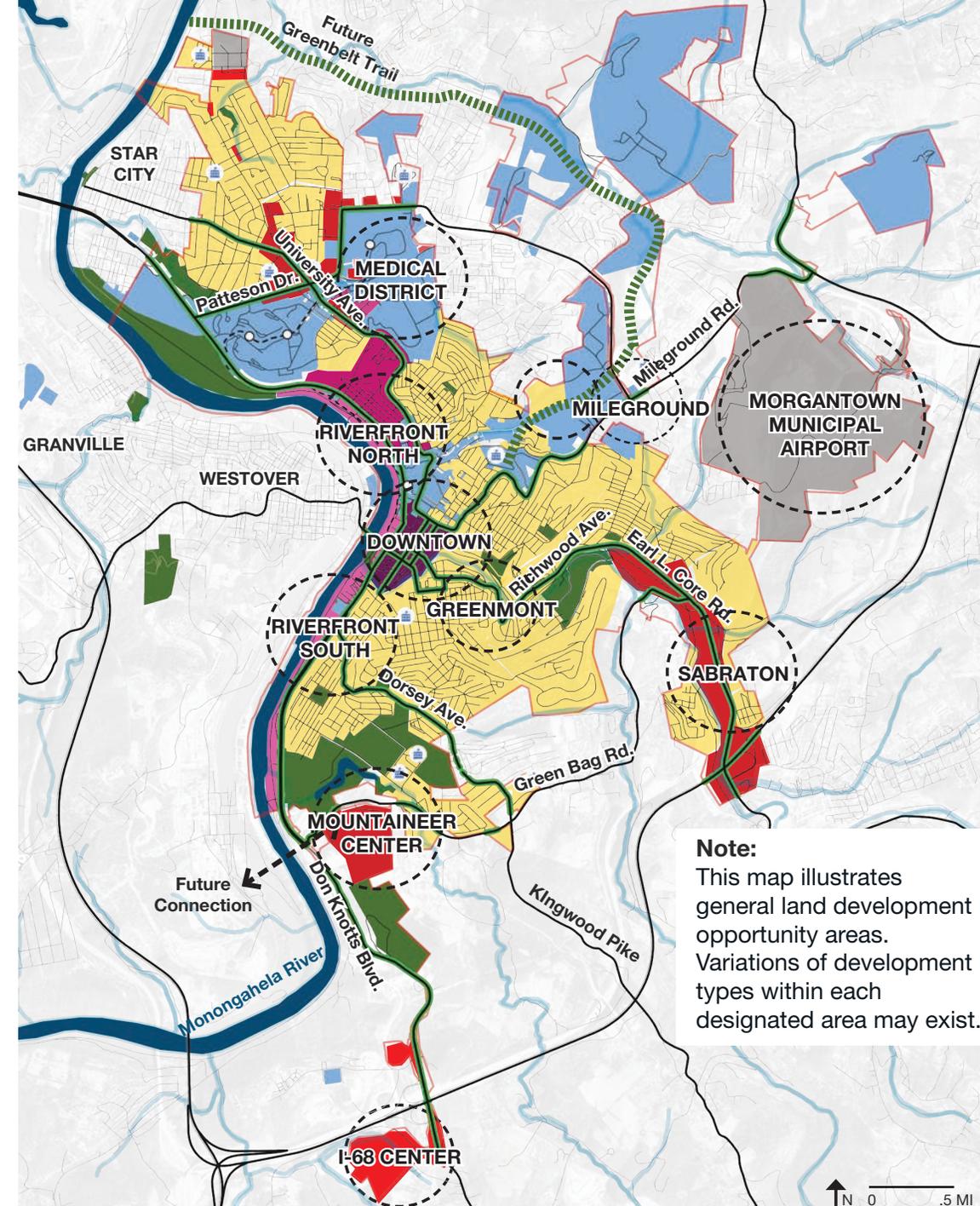
Protect the environment, preserve open space, and upgrade parkland throughout the city.

LM-7 IMPROVE EFFECTIVENESS OF DEVELOPMENT REGULATIONS AND PROCESSES

Improve effectiveness of development regulations and streamline the development processes to incentivize revitalization within city limits.

LAND MANAGEMENT - Growth Framework

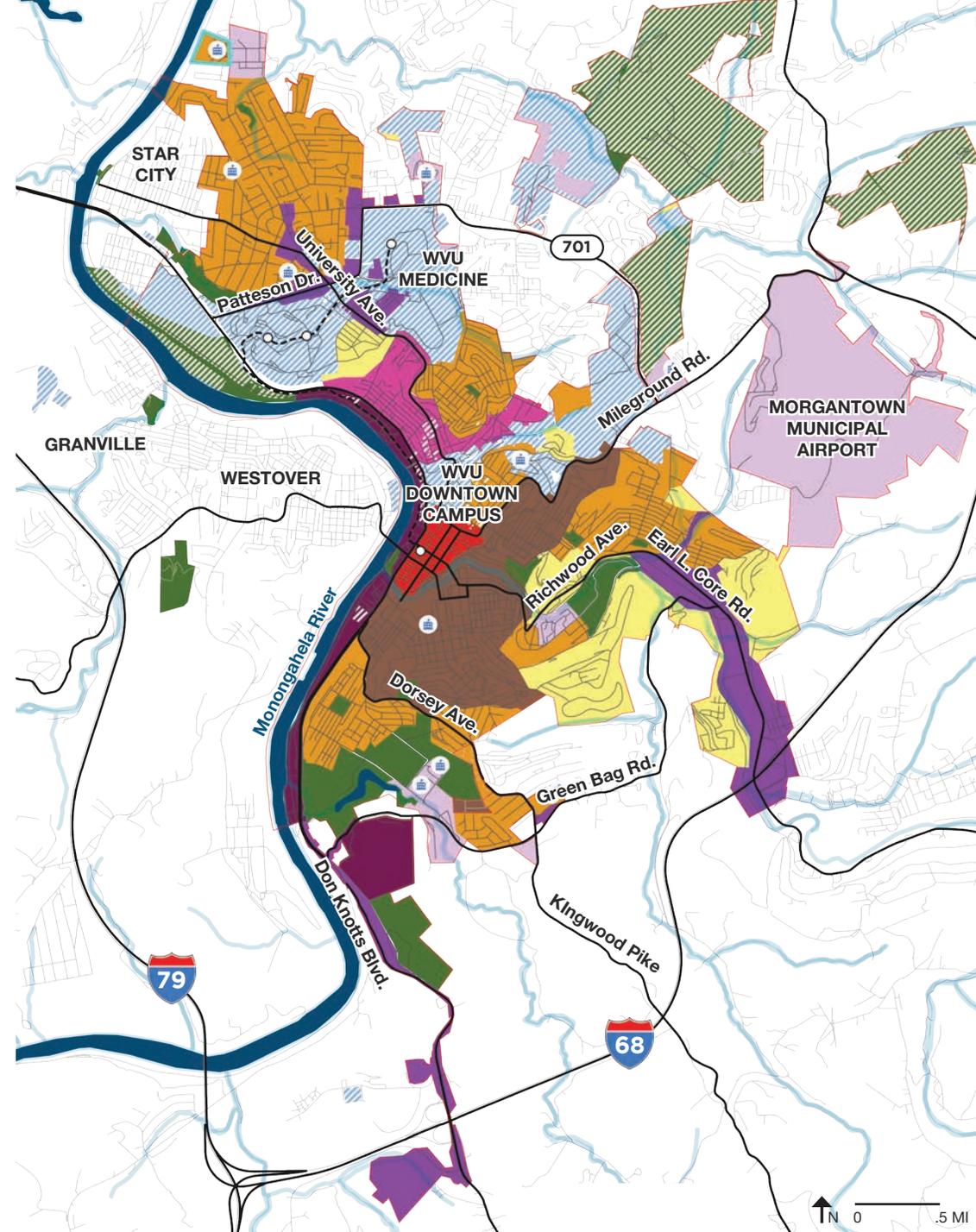
-  **Strengthen** Downtown as a livable and dynamic center for Morgantown and the region
-  **Establish** the riverfront as a distinct destination for Morgantown and the region
-  **Preserve** existing neighborhoods and, where appropriate, encourage a mix of housing types
-  **Revitalize** major commercial corridors and underutilized sites to support walkable and attractive mix of commercial and residential uses
-  **Continue** to improve housing and neighborhood amenities to encourage a mix of students, residents, and residential building types
-  **Improve** the visual character of gateway corridors into the city and create walkable streets that are supported by transit and bicycle amenities
-  **Support** business and logistics centers to expand economic development opportunities
-  **Enhance** parks & open spaces, including access to regional trails and adjacent neighborhoods
-  **Implement** branded districts to enhance the sense of place, improve citywide wayfinding, and to encourage revitalization
-  **Leverage** the University as a significant employer and amenity to anchor existing and emerging mixed-use districts in the city



LAND MANAGEMENT

- Land Management Map

- Downtown
- Riverfront Mixed-Use
- Residential Mixed-Use
- Corridor Mixed-Use
- Business & Technology
- High-Intensity Residential
- Medium-Intensity Residential
- Low-Intensity Residential
- WVU
- Open Space
- Major Roads
- Mon River
- Streams
- City Boundary
- PRT
- School



LAND MANAGEMENT - Development Character



Downtown



Riverfront Mixed-Use



Residential Mixed-Use



Corridor Mixed-Use



Business & Tech.



Up to 4 Stories, ADUs

High-Intensity Residential



Up to 3 Stories, ADUs

Medium-Intensity Residential



1-1.5 Stories, ADUs

Low-Intensity Residential

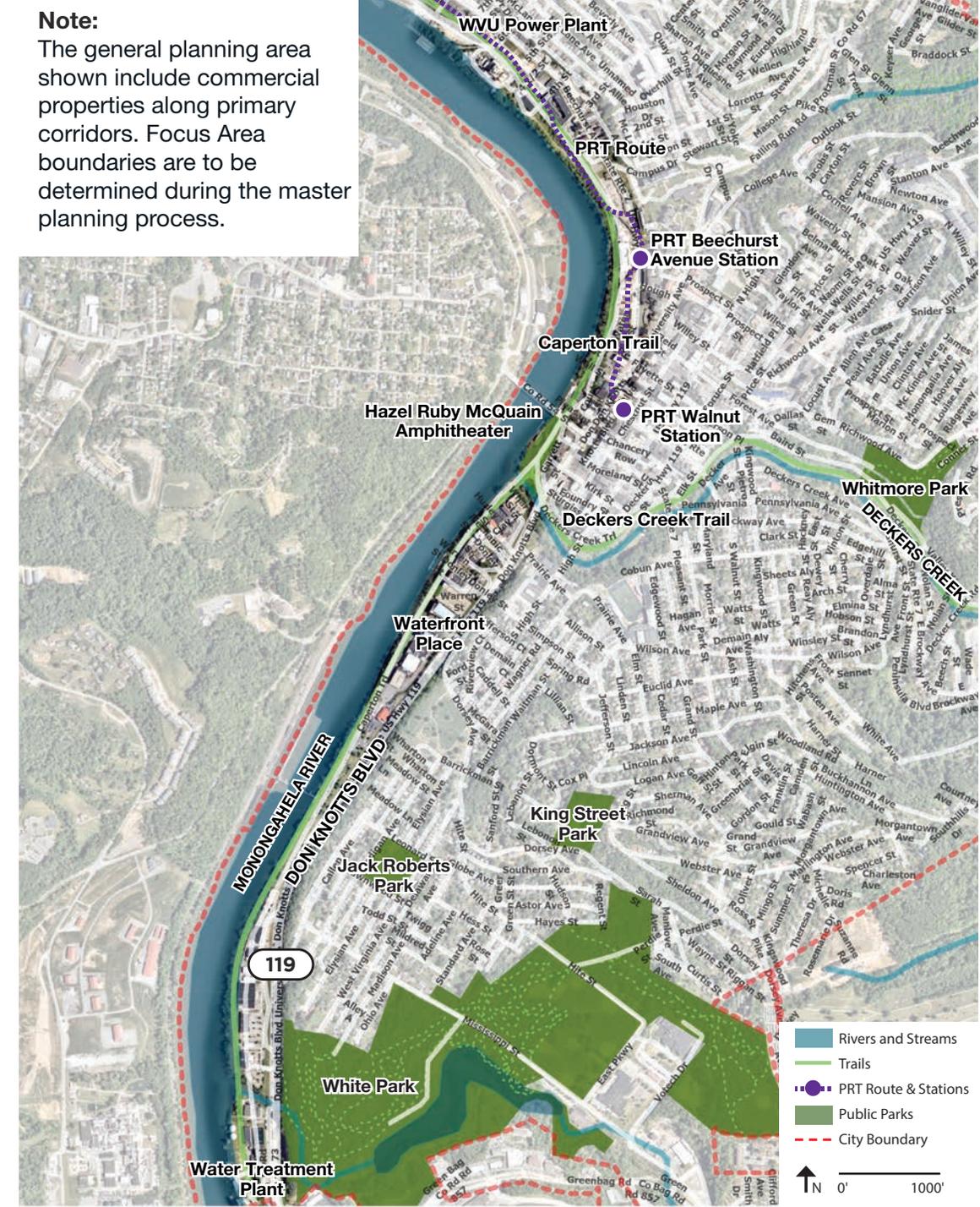
LAND MANAGEMENT

- Focus Area 1: Riverfront

- Create a “must-see” mixed-use district
- Enhance waterfront amenities
- Provide premier arts and cultural opportunities
- Establish safe multimodal access between Downtown and the Riverfront
- Orient future development to amenities
- Creatively reuse the Power Plant where possible

Note:

The general planning area shown include commercial properties along primary corridors. Focus Area boundaries are to be determined during the master planning process.



LAND MANAGEMENT

Focus Area 2: Sabraton

- Establish an identifiable “gateway” into the City
- Emphasize walkability and bikeability
- Build upon existing services and support new uses
- Encourage vertical mixed-use development
- Prioritize large, single-owner sites
- Orient development to area amenities



LAND MANAGEMENT - Focus Area 3: Lower Greenmont

- **Maximize** missing middle housing opportunities
- **Encourage** neighborhood-scale mixed-use
- **Utilize** topography to disguise building massing
- **Enhance** pedestrian and bicycle connections to area amenities
- **Maximize** the potential of underutilized commercial buildings

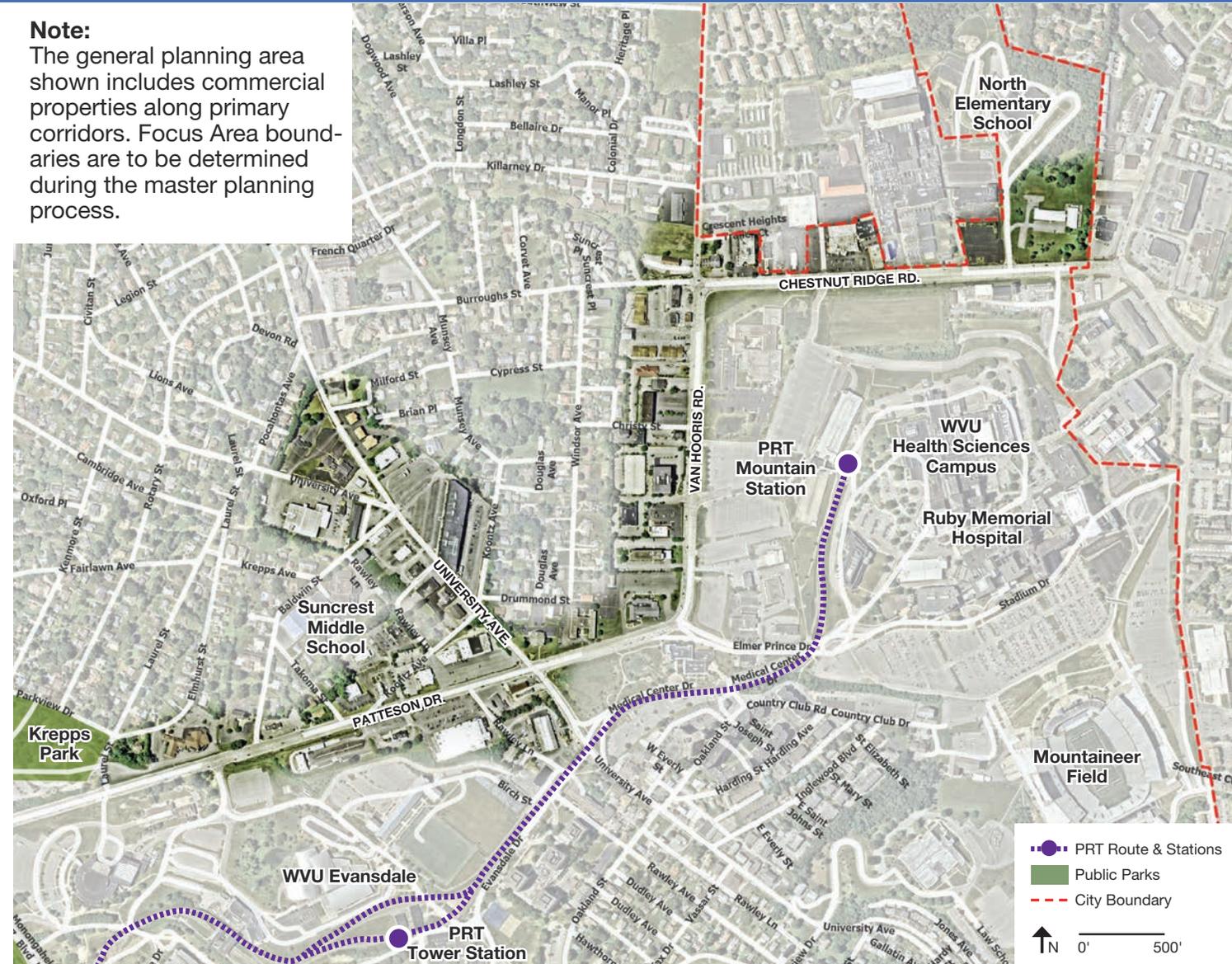


LAND MANAGEMENT - Focus Area 4: WV Route 705 Corridor

- **Enhance** streetscapes along major corridors
- **Improve** bike/ped connections to North Elementary School
- **Create** a walkable mixed-use district that steps down toward existing neighborhoods
- **Orient** development toward streets and open space amenities
- **Incorporate** a mix of student and non-student housing
- **Brand** the area as a “Medical District” that compliments Downtown and the Riverfront

Note:

The general planning area shown includes commercial properties along primary corridors. Focus Area boundaries are to be determined during the master planning process.

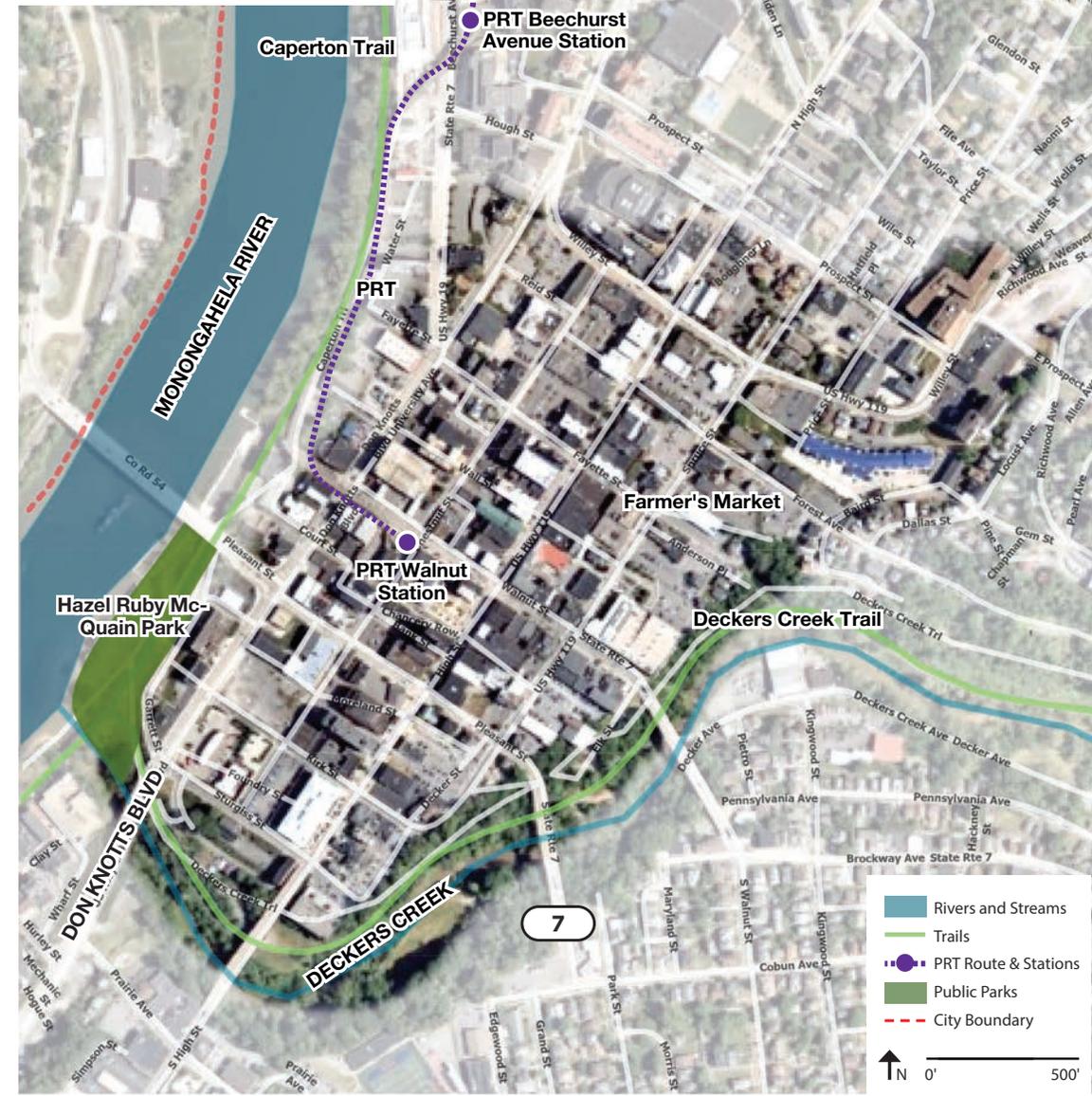


LAND MANAGEMENT

- Focus Area 5: Downtown

- Consider adaptive reuse and redevelopment of dilapidated and underutilized buildings
- Emphasize vertical, mixed-use infill development
- Secure a Downtown grocery store
- Encourage and assist in creating more outdoor gathering and dining spaces
- Develop a signature Downtown open space
- Strengthen synergies with the Riverfront
- Introduce additional public art throughout Downtown

Note:
The general planning area shown include commercial properties along primary corridors. Focus Area boundaries are to be determined during the master planning process.



TRANSPORTATION - Goals

T-1 LEVERAGE PARTNERSHIPS TO IMPROVE TRANSPORTATION OPTIONS

Collaborate with WVU, WVDOT, Monongalia County, MMMPO, the Airport Authority, Mountain Line, and other stakeholders to improve Morgantown's mobility options.

T-2 ADDRESS SAFETY AND POLLUTION ISSUES

Address issues of transportation safety, noise pollution, and air pollution to ensure safe and comfortable networks and living environments for Morgantown residents.

T-3 IMPROVE MULTI-MODAL CONNECTIVITY AND CONSISTENCY

Improve multi-modal transportation (pedestrians, bicycles, transit) connectivity to increase accessibility and sustainability.

T-4 INVESTIGATE MODES OF NEW TRANSPORTATION TECHNOLOGY

Build on Morgantown's existing infrastructure to capture new technology opportunities in transportation.

T-5 IMPROVE GATEWAYS & CORRIDORS

Improve the aesthetics and safety of major entrances into Morgantown and key transportation routes throughout the City.



ENVIRONMENT - Goals

E-1 PROTECT NATURAL RESOURCES

Take steps to preserve Morgantown's unique natural resources, including waterways, viewsheds, topography, and tree canopy, for the enjoyment of current residents and future generations.

E-2 STRENGTHEN NETWORK OF QUALITY PARKS & RECREATIONAL AMENITIES

Leverage partnerships with WVU, Monongalia County, and surrounding municipalities to strengthen the network of parks and trails in the region to encourage non-motorized travel, provide equitable access to quality open spaces, and promote biodiversity.

E-3 MITIGATE CLIMATE CHANGE IMPACTS

Mitigate climate change impacts of flooding and diminishing biodiversity.

E-4 GREEN INDUSTRY AND INNOVATION

Encourage the creation of green jobs and green commerce practices, and explore sustainable energy opportunities.

E-5 IMPROVE THE CITY'S ENVIRONMENTAL HEALTH

Address environmentally degraded properties to support sustainable, contemporary uses and to ensure the "highest and best use" of Morgantown's limited land resources.



NEIGHBORHOODS & HOUSING - Goals

NH-1 INCREASE AFFORDABLE AND ACCESSIBLE HOUSING SUPPLY

Implement strategies that assist in creating a more balanced housing inventory that is safe, affordable, and accessible.

NH-3 PRESERVE AND ENHANCE UNIQUE NEIGHBORHOOD CHARACTER

Celebrate the unique character of each neighborhood and re-energize distressed neighborhoods.

NH-2 INCREASE TENANTS' RIGHTS AND PROPERTY OWNER / LANDLORD ACCOUNTABILITY

Implement strategies to ensure fair landlord-tenant transactions and safe, affordable, and accessible rental housing.



COMMUNITY FACILITIES & SERVICES - Goals

CFS-1 BROADEN EDUCATIONAL AND ENGAGEMENT OPPORTUNITIES

Coordinate community stakeholders to broaden the educational and engagement opportunities available for all community members.

CFS-2 STRENGTHEN THE PARKS AND RECREATION SYSTEM

Maintain and strengthen Morgantown's parks, recreational facilities, and programming.

CFS-3 ENHANCE AGING INFRASTRUCTURE

Provide high quality utility and city services through new facilities, programming, and replacing aging infrastructure.

CFS-4 MAINTAIN SAFETY FOR ALL RESIDENTS

Maintain a compassionate, high quality level of safety for all Morgantown residents and visitors.

CFS-5 SUPPORT HEALTHCARE FACILITIES AND SOCIAL SERVICES

Continue to provide community support services that enhance and increase people's access to healthcare facilities and social services.



ECONOMIC DEVELOPMENT - Goals

ED-1 EXPAND THE RANGE OF EMPLOYMENT OPPORTUNITIES

Strengthen Morgantown's competitive advantage in education, healthcare, and government related services, and diversify the mix of businesses and employment.

ED-2 SUPPORT AND REVITALIZE EXISTING COMMERCIAL DISTRICTS

Revitalize aging and underutilized commercial districts and improve their relationship with surrounding neighborhoods.

ED-3 SUPPORT LOCALLY-OWNED BUSINESSES

Celebrate and support Morgantown's locally-owned businesses, while nurturing a culture of local entrepreneurship.

ED-4 MAINTAIN A HIGH QUALITY OF LIFE FOR RESIDENTS

Build upon Morgantown's assets to retain residents and current businesses.

ED-5 PROMOTE CITYWIDE BRANDING

Develop and promote citywide and neighborhood branding initiatives for a consistent and attractive image.

ED-6 SUPPORT ARTS AND CULTURAL PROGRAMMING

Support and promote endeavors in furthering Morgantown's arts and cultural programming, and recreational and ecotourism opportunities.



3

Breakout Groups

Discussion

- What should be Morgantown's **priorities** for each **Plan Element**?
- Did you notice anything **missing or incorrect** in the draft Comprehensive Plan?
- Is there **anything else** you would like the group to discuss that hasn't been covered yet?



MORGANTOWN
 **2033**

4 | Report Back





5

Next Steps

Next Steps

- **Edit** the Comprehensive Plan draft recommendations based on Steering Committee comments
- **Meet** with the Planning Commission: July 13th, 2023
- **Conduct** Public Meeting #2: July 20, 2023
- **Prepare** the implementation plan and identify priority strategies
- **Initiate** the Public Hearing process for Plan adoption

Stay up to date with the project website:

www.morgantown.gov/morgantown2033

- [Learn](#) more about the process
- [View](#) presentations
- [Review](#) draft documents
- [Submit](#) questions



7. PLANNING COMMISSION PRESENTATIONS



MORGANTOWN

2033



Comprehensive Plan Update

Planning Commission Meeting #1: March 10th, 2022



Comprehensive Plan Update



A planning process to identify:

- 1 Community **values, issues, and assets**
- 2 The City' long and short-range **goals and objectives**
- 3 **Projects and policies** to address current and future community needs
- 4 Strategies that balance **growth and economic** development
- 5 Landuse, transportation and infrastructure recommendations to guide **growth and preservation**



Morgantown's 2013 Comprehensive Plan

**REGIONAL
VISION**



**LAND
MANAGEMENT**



TRANSPORTATION



ENVIRONMENT



**NEIGHBORHOODS
& HOUSING**



**COMMUNITY
FACILITIES &
SERVICES**



**ECONOMIC
DEVELOPMENT**



IMPLEMENTATION

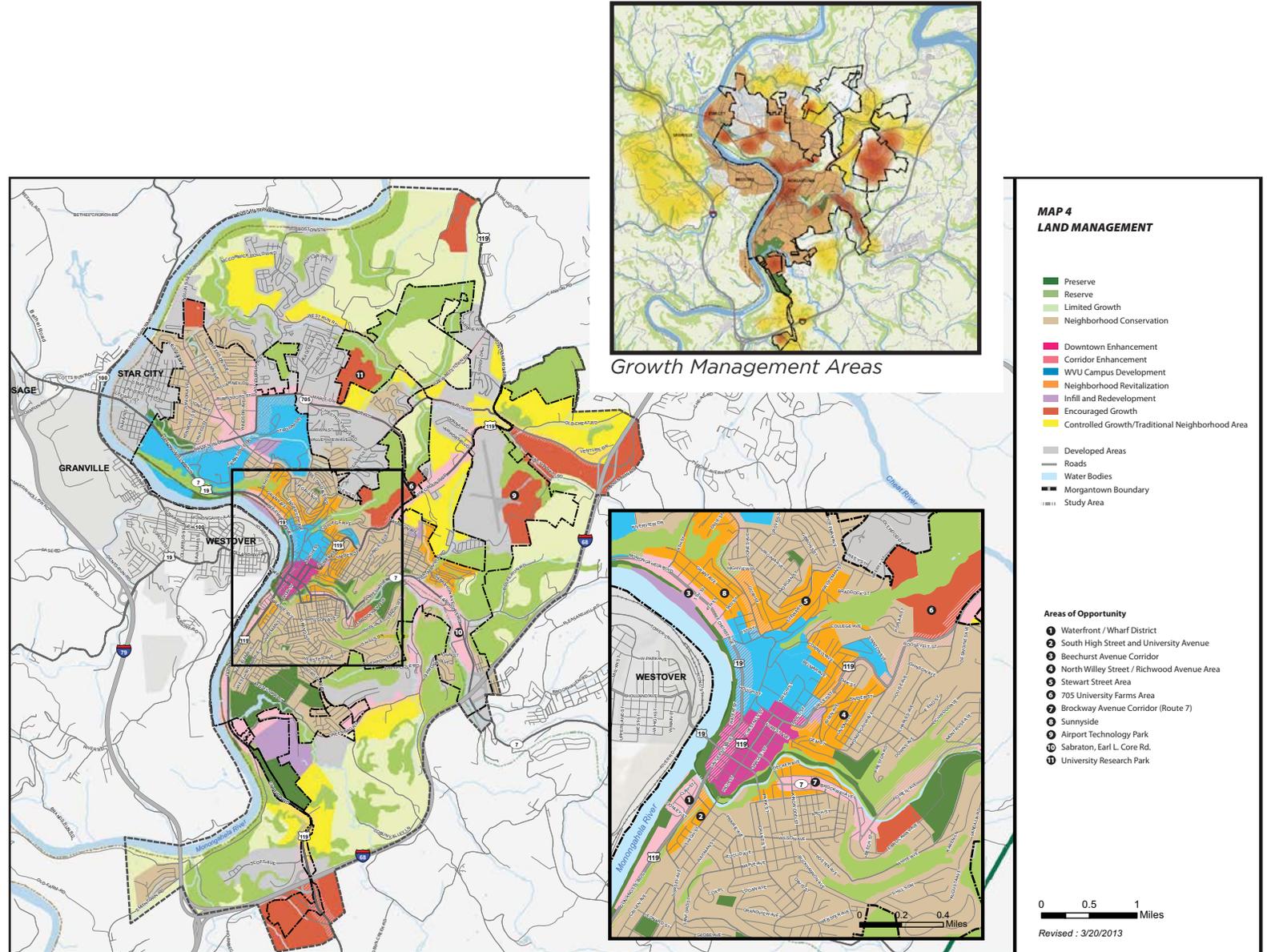


Morgantown's Current Comprehensive Plan Elements

Morgantown's 2013 Comprehensive Plan

Opportunity Areas

1. Waterfront / Wharf District
2. South High Street & University Avenue
3. Beechhurst 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



Growth Management Areas

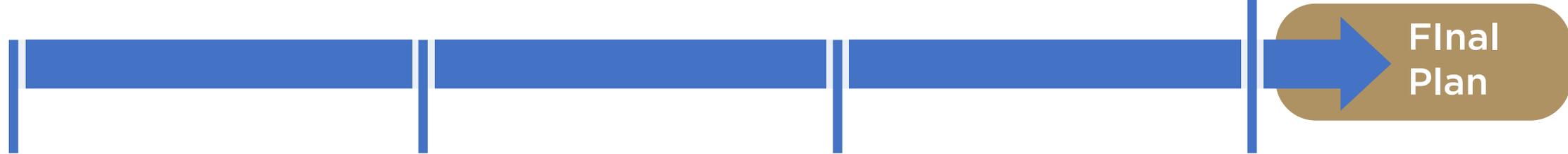
Our Process

The Comprehensive Plan will be used on a daily basis as public and private decisions are made concerning development, redevelopment, capital improvements, economic incentives and other matters affecting Morgantown.

FIGURE 10.1 COMPREHENSIVE PLAN IMPLEMENTATION

POLICY	TIMEFRAME	RESPONSIBILITY
3. LAND MANAGEMENT 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.		
<i>Objective 1. Strengthen Downtown.</i>		
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.	Short Term Planning Division
LM 1.2	Rezone sites within the Downtown "Character Areas" as recommended in the 2010 Downtown Strategic Plan Update.	Immediate City Council
LM 1.3	Increase the supply and quality of public space and infrastructure capacity through property acquisition and public/private partnerships.	Mid Term City Council

2013 Comprehensive Plan Implementation Table



CAPTURE COMMUNITY ASPIRATIONS

Define overarching **community values** related to the entire Comprehensive Plan through public engagement.

DEFINE THE "BIG PICTURE"

Prepare draft **Guiding Principles** and **Vision Statements** for each topic area of the Comprehensive Plan.

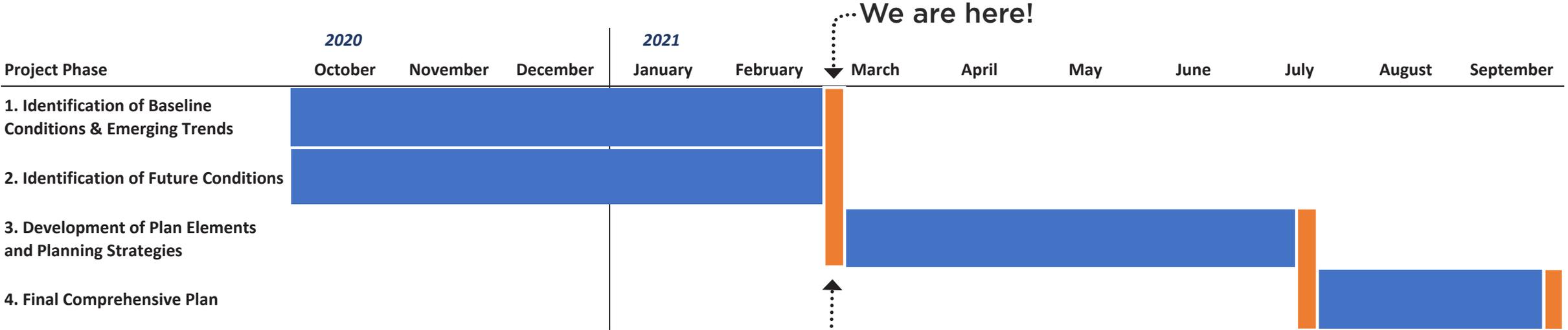
ESTABLISH FUTURE OUTCOMES

Develop **goals, objectives,** and **strategies** related to each Plan element.

PREPARE AN IMPLEMENTATION PLAN

Establish **action items** corresponding to Plan objectives and **prioritize** each based on community values.

Project Schedule



Schedule Key
■ Working Period
■ Public Meeting

ADDITIONAL OUTREACH

- Steering Committee Meetings
- Stakeholder Interviews (16)
- Pop-Up Meetings (1)
- City Staff Meetings
- Planning Commission
- City Council

PUBLIC MEETING #1

- Project Overview
- Review Existing Conditions and Trends
- Assess Community Needs

PUBLIC MEETING #2

- Project Update
- Review Draft Policies & Strategies
- Revise Recommendations (Post Meeting)

PUBLIC HEARING

- Approve final plan recommendations

Who Have We Heard From So Far...

MORGANTOWN 2033 STEERING COMMITTEE

- Local & County Government
- WVU
- Healthcare
- Architects
- Developers
- Construction Contractors

PUBLIC MEETINGS

- March 3rd, 2022
- In-Person Symposia
- 60 Participants
- March 5th, 2022
- Virtual Symposia
- 35 Participants

POP-UP MEETING

- WVU Mountain Lair (30 Participants)

STAKEHOLDER INTERVIEWS (16)

- City Council
- Downtown Morgantown
- Economic Development- Small Business
- Economic Development- Industry/ Development Leaders
- Community Development & Philanthropy
- Housing
- Social Services
- Arts, Culture, Tourism, & Recreation
- Community Services & Facilities
- Historic Preservation
- WVU Student Government
- MHS Student Council
- Neighborhood Coordinating Council
- Transportation

What We Heard From Stakeholders...

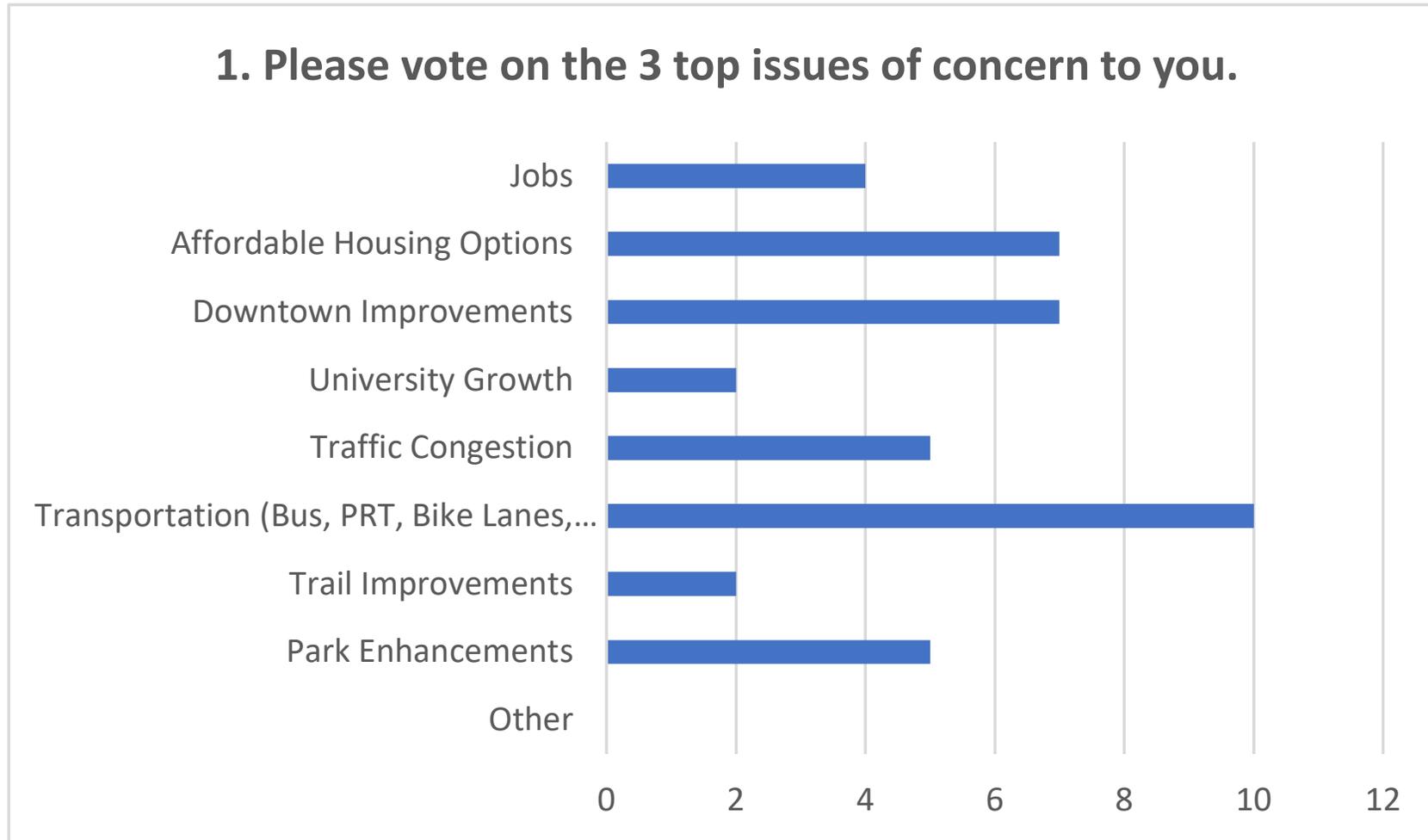
KEY STRENGTHS

- Trails, access to adventure, natural resources, etc.
- Healthcare
- WVU & public school system
- An embraced regional mindset
- A Downtown with good “bones” and cultural amenities
- The Wharf District and Waterfront areas
- Recent redevelopment
- Neighborhood pride & sense of community
- Proximity to major urban centers such as Pittsburgh and Washington, DC

KEY CHALLENGES

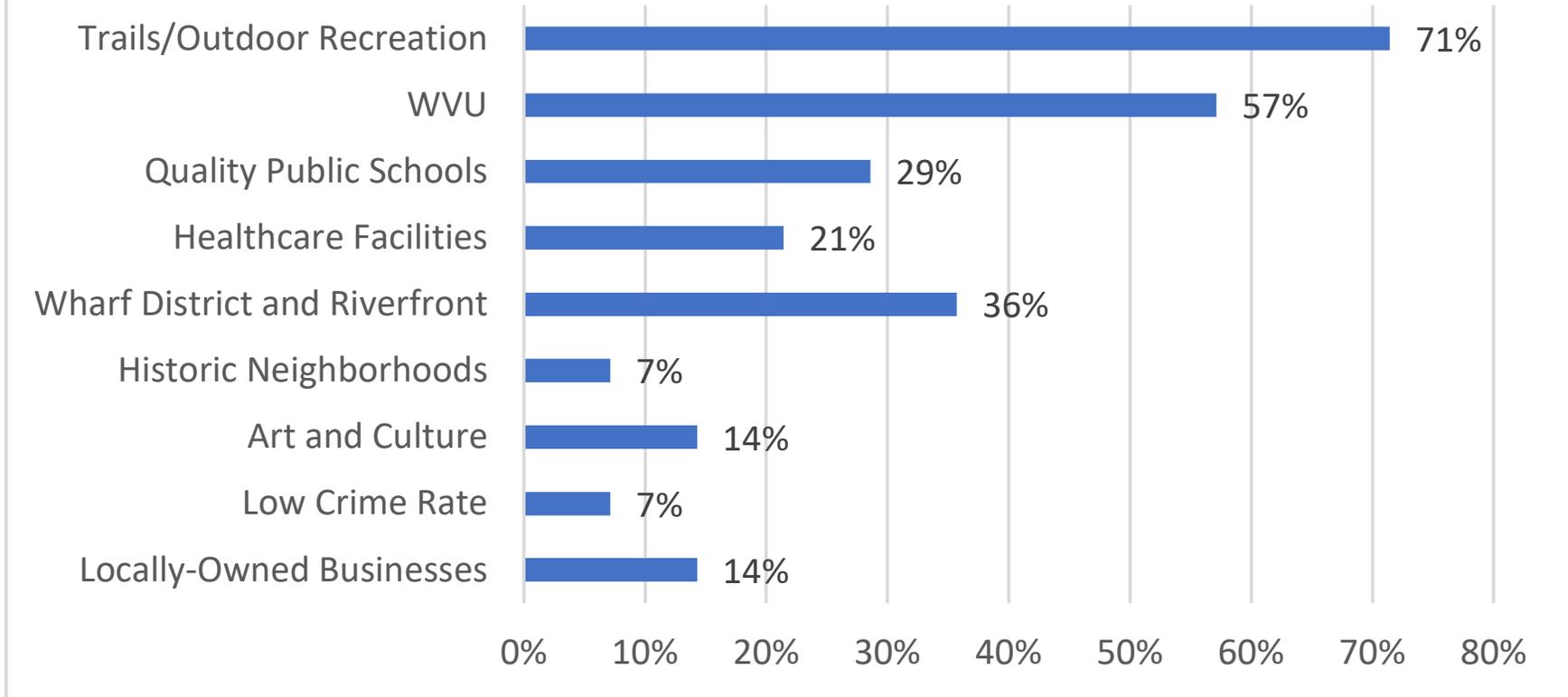
- Gateways and major corridors
- Downtown’s image
- State policies that limit city expansion opportunities, and the City’s ability to manage its roads
- Trucks on State roads through residential sections and Downtown
- Steep slopes
- Recent County development at outskirts
- Lack of diverse employment opportunities
- Need for safe, reliable transportation options
- Lack of affordable housing options within the city
- Lack of resources for the city’s unhoused population

Virtual Symposia Poll Results

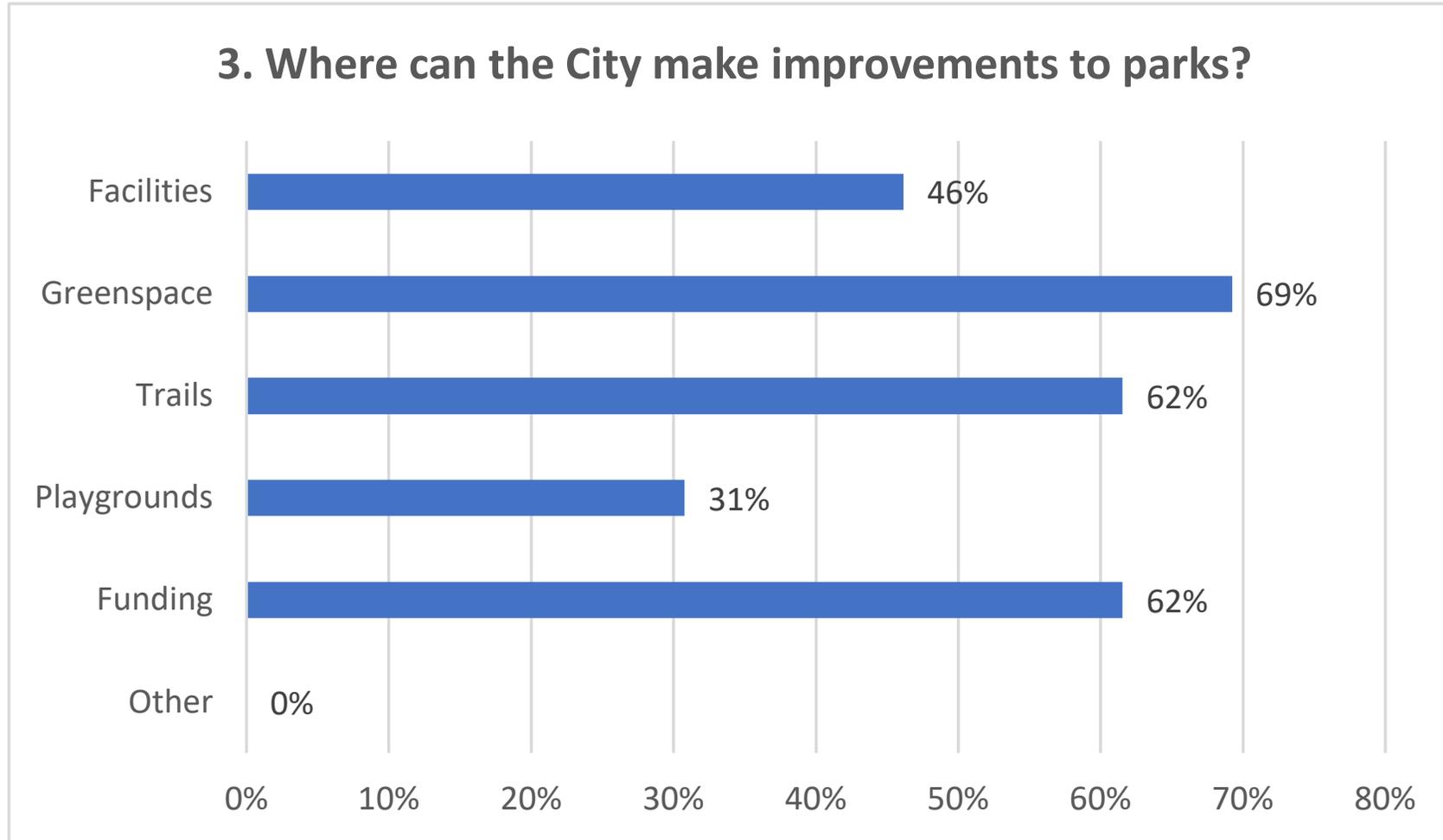


Virtual Symposia Poll Results

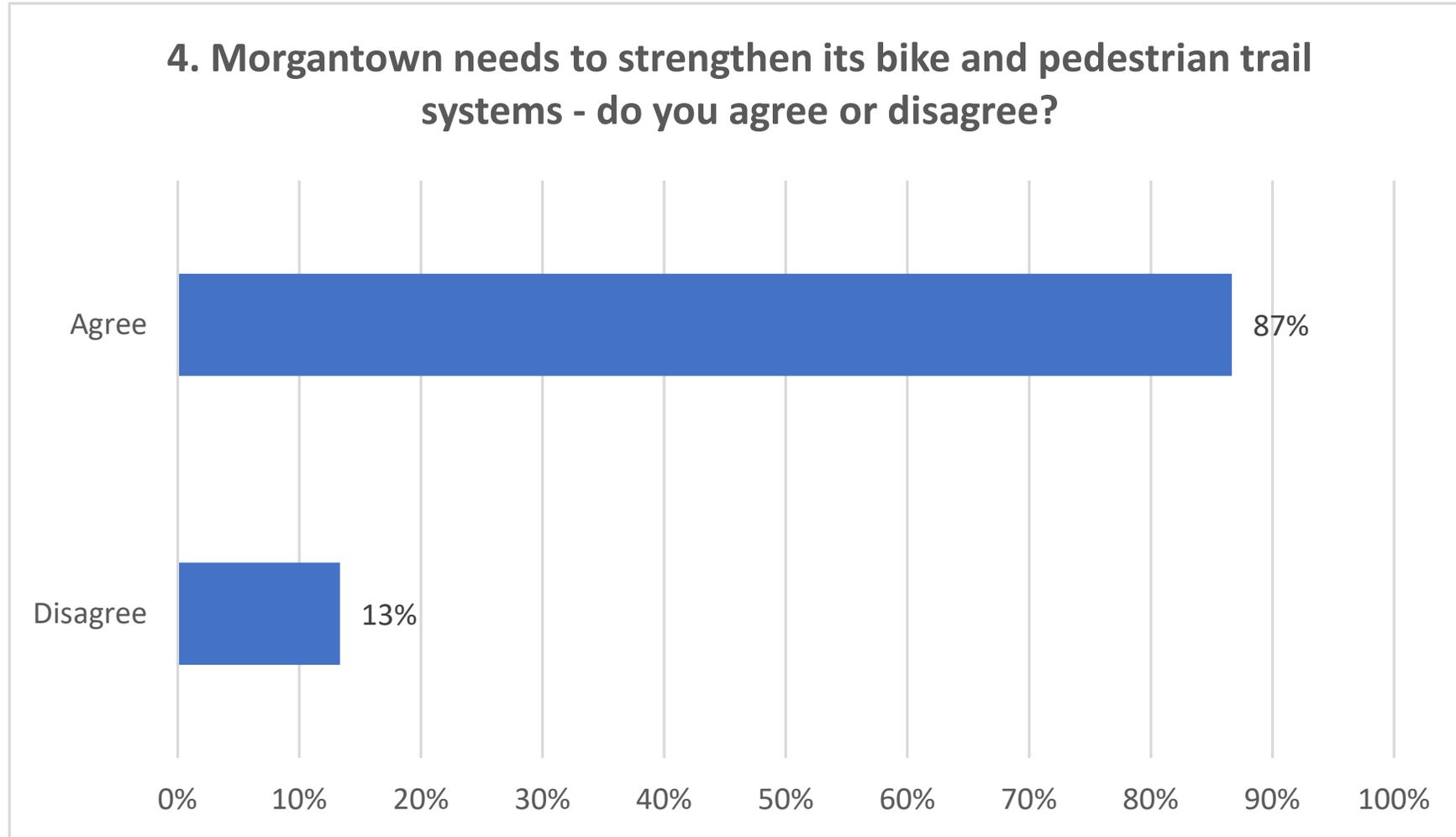
2. Please vote on the top 3 strengths that the City can be proud of.



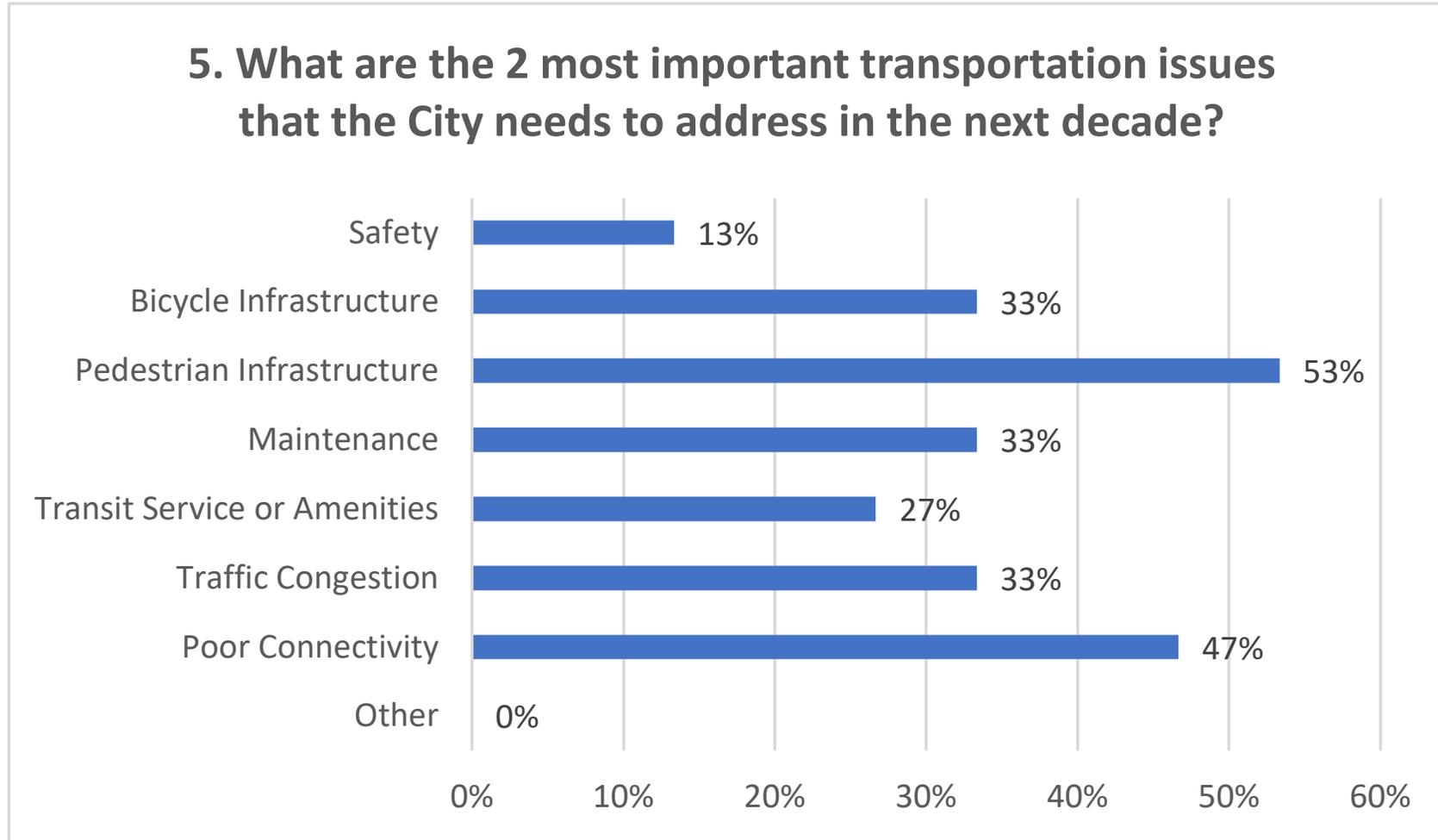
Virtual Symposia Poll Results



Virtual Symposia Poll Results

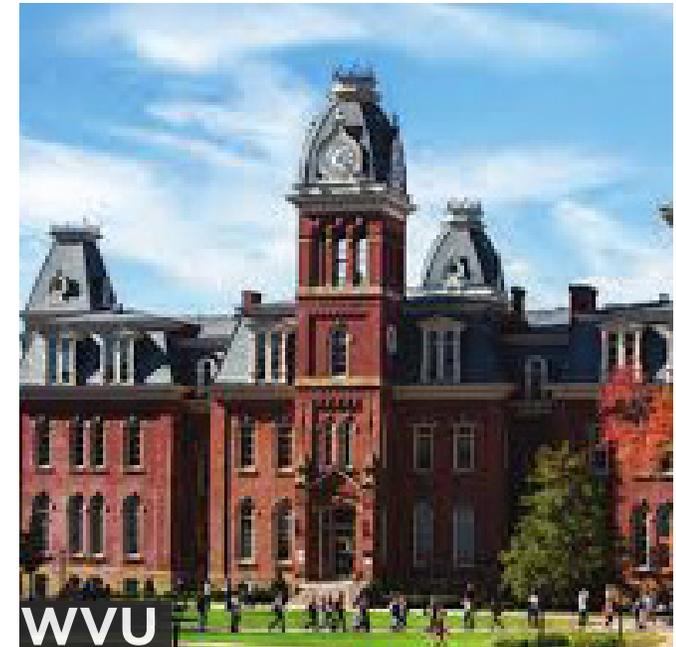


Virtual Symposia Poll Results



A Great Place to Live!

- A **safe, welcoming and family-friendly** community
- **Small town** feel, **big city** amenities
- A **central location** that provides **urban living** in proximity to the **'great outdoors'**
- **Quality education** including local schools and WVU
- A great and evolving **Downtown**
- A thriving **local, regional, and national business** hub
- Abundant **arts, sports, and cultural resources**
- **and much more!**



ECONOMIC DEVELOPMENT & DOWNTOWN

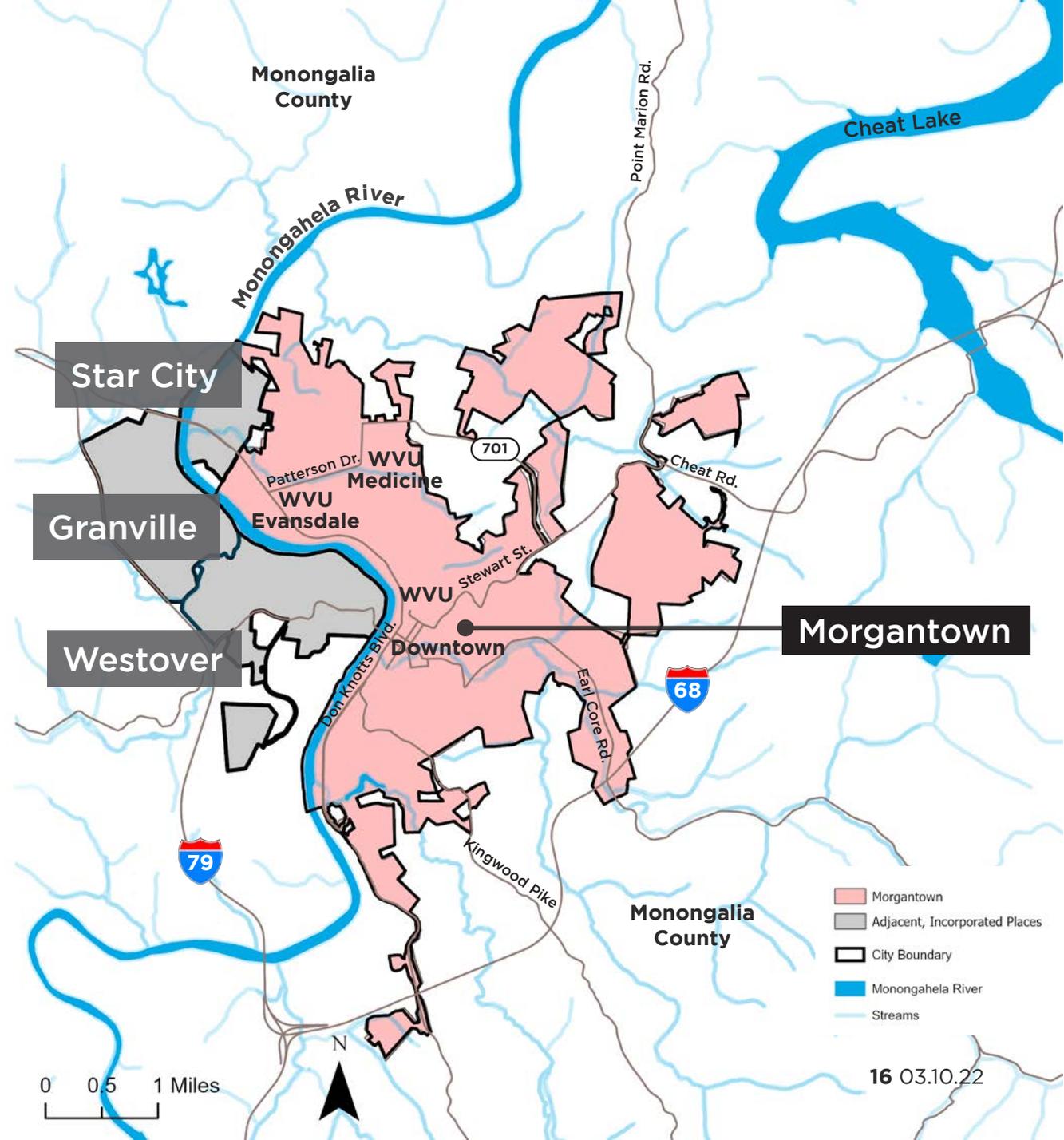
A City in a Region

The City of Morgantown

- A major regional **population center** and **activity hub**
- West Virginia's **third largest city**
- 30,000+ residents (excluding WVU students)
- 10 square miles

Monongalia County

- 366 square miles
- Includes **four municipalities: Star City, Granville, Westover, and Morgantown**
- 105,000+ residents
- The majority of population centered in and around Morgantown



Regional Growth

Population History and Forecasts								Change 2000 to 2020 (%)
Geography	1990	2000	2010	2015	2020	2030	2040	
Morgantown	28,272	26,697	29,660	30,708	30,347	31,582	32,645	14%
Charleston, WV	57,691	53,421	51,400	50,566	48,864	46,014	43,243	-9%
Fairmont, WV	21,667	19,264	18,690	18,773	18,416	17,081	16,089	-4%
Huntington, WV	54,865	51,785	49,171	48,944	46,842	44,485	41,947	-10%
Parkersburg, WV	34,728	33,317	31,492	30,991	29,738	28,302	26,671	-11%
Wheeling, WV	35,446	31,294	28,486	27,894	27,052	23,636	20,854	-14%
West Virginia	1,792,000	1,803,000	1,852,944	1,842,000	1,793,716	1,837,675	1,846,781	-1%
Monongalia	75,645	81,907	96,189	104,681	105,822	116,538	126,591	29%

Sources: US Census 1990-2000; Monongalia: Woods & Poole and trend line forecast for municipal values 2030 through 2040; other forecasts: prior population 1990-2020. Growth rates based on prior trend data.

- Overall, West Virginia is experiencing **population decline**
- Monongalia County and Morgantown is projected to **increase in population** through 2040
- Growth will be driven by a **diverse economy** that includes WVU, government, hospitality, health and education employment.

Current Growth Patterns Surrounding Morgantown



North

- Suburban residential development
- Stewartstown Road
- West Run and Cheat Lake



West

- Shopping centers, 'big-box' retail
- Star City, Granville, & Westover



South

- Commercial & light industrial development
- Suburban residential
- Rural



East

- Morgantown Municipal Airport
- Industrial & commercial development
- Suburban Residential

Morgantown's Downtown

- The city's **'urban center'**
- Proximity to **natural resources**
- Walkable to surrounding historic **neighborhoods**
- **WVU** and **PRT** anchored
- Home to many **locally-owned** businesses
- Emerging **arts** and **culture**
- Wharf District and waterfront **revitalization** serve as extensions of Downtown
- **Top issues** include vacancies, under-performing uses, traffic, limited river access, limited outdoor activity, & safety concerns



1. High St.



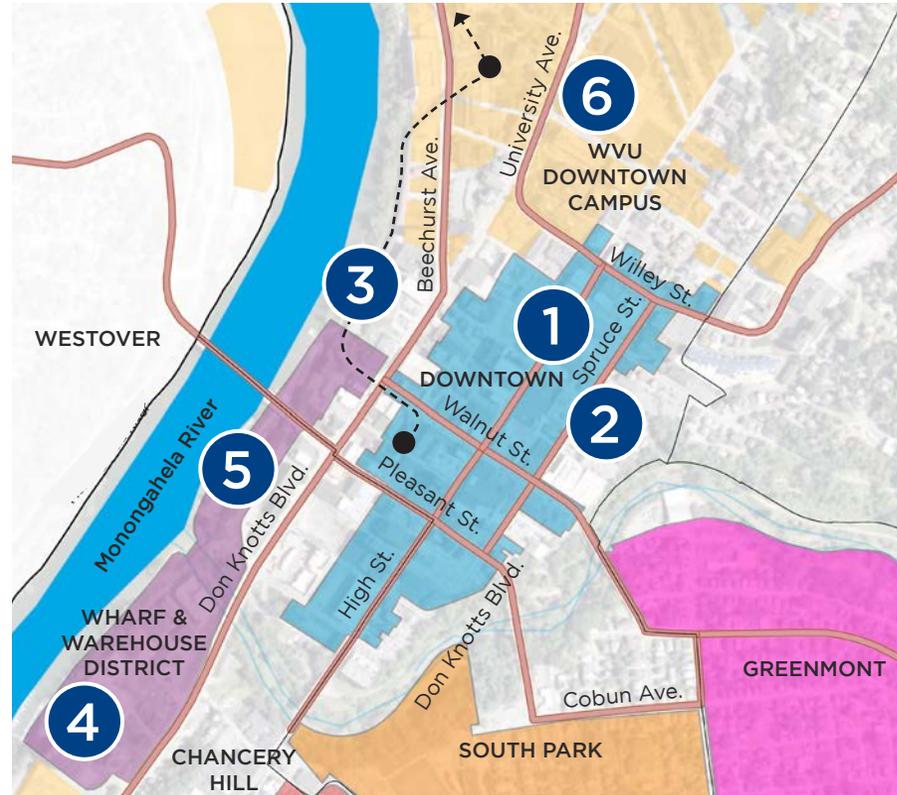
2. Farmers Market



3. PRT



4. Wharf District

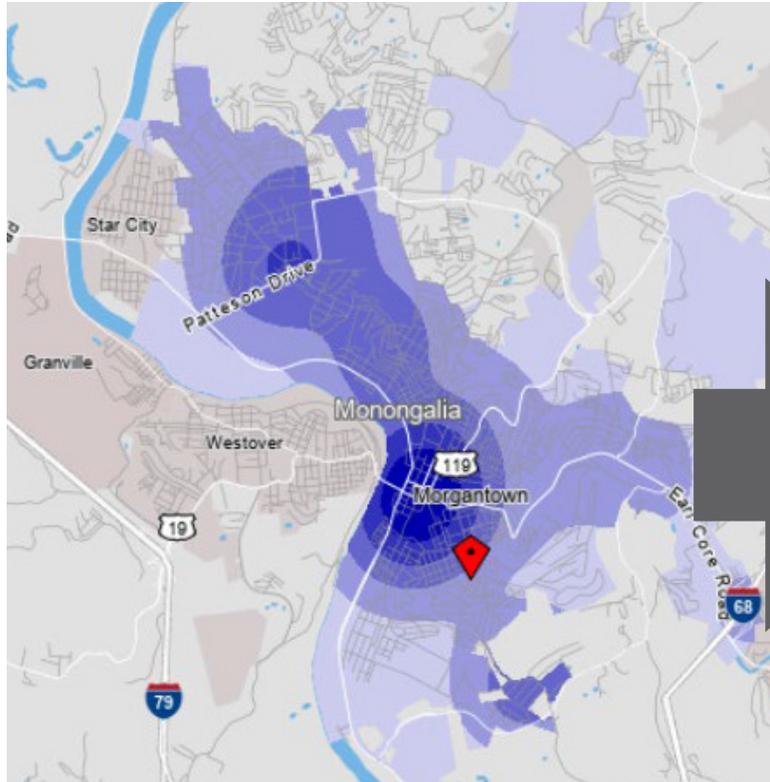


5. Caperton Trail, Riverfront Park, & Decker's Creek



6. WVU

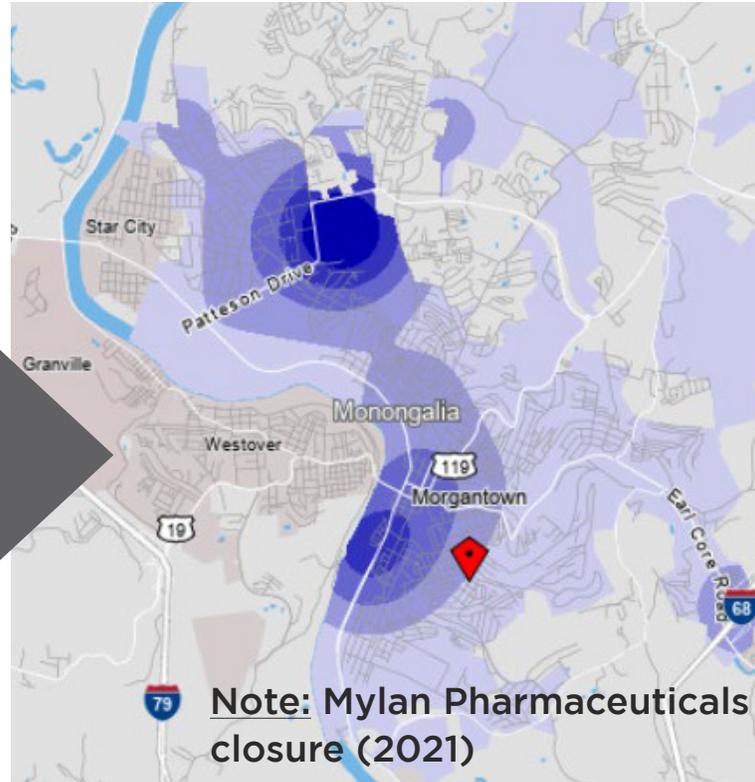
Employment Shifts from Downtown



2002

Prior Employment Clusters

- Downtown/WVU
- WVU Evansdale Campus



2019

Shifting Employment Clusters

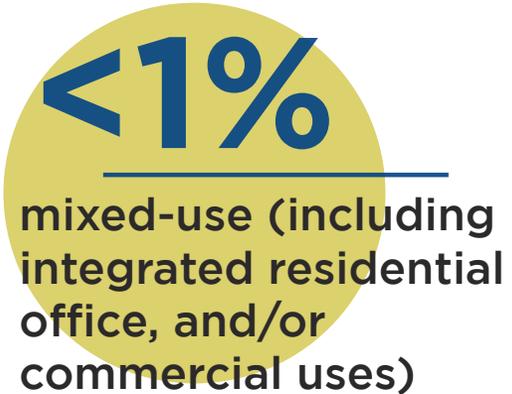
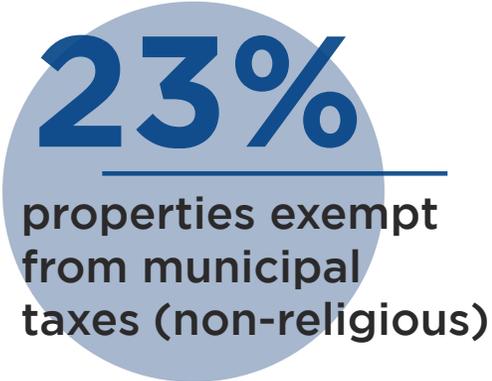
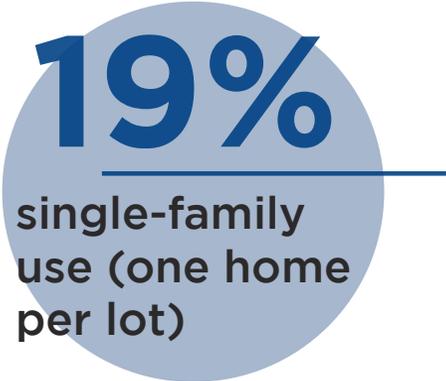
- Wharf District
- WVU Medical Center

COMMUTING PATTERNS

- Majority of workers commute into Morgantown
- Between 2002 and 2019, workers living inside of Morgantown has decreased **3.4%**
- During the same period, the number of workers increased by **43%** in the area between the city limits and one mile away

LAND USE

Existing Development: Key Statistics



Historic Resources

29

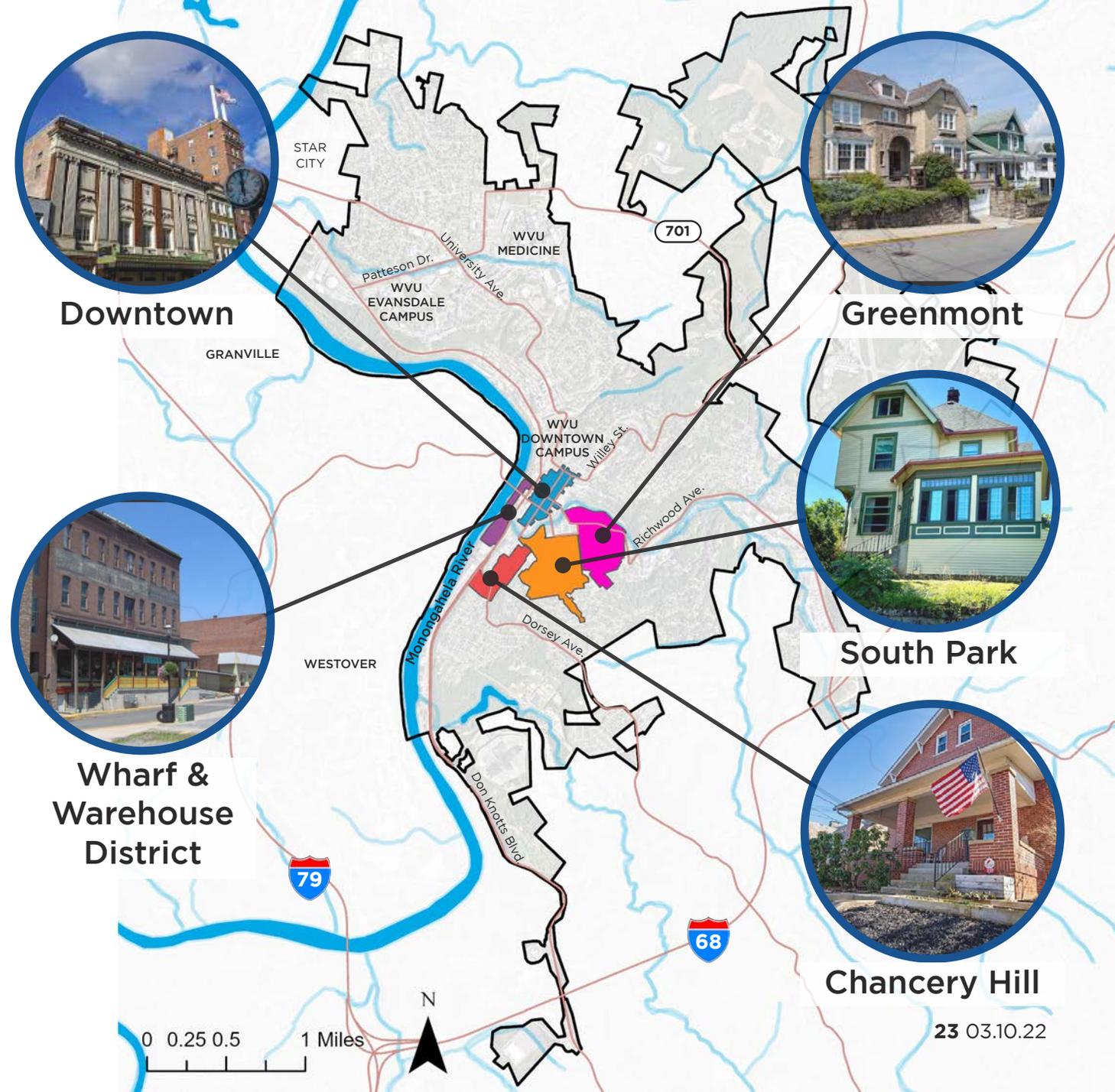
structures on the National Register of Historic Places

5

historic districts on the National Register of Historic Places



South Park (1909)



Education Facilities

PUBLIC SCHOOLS

- 12 schools within the city limits
- Most within a **walkable context** to adjacent neighborhoods
- Three 'Blue Ribbon' elementary schools (USDE)
- Morgantown High School - well known for **academic excellence, sports, and creative arts**

WEST VIRGINIA UNIVERSITY

- West Virginia's largest residential university
 - 29,707 students
 - 913 acres
- Three core academic **campuses**
 - Downtown, Evansdale, and Health Sciences

29%

of Morgantown's land area is comprised of West Virginia University-owned sites



WVU
Evansdale Campus



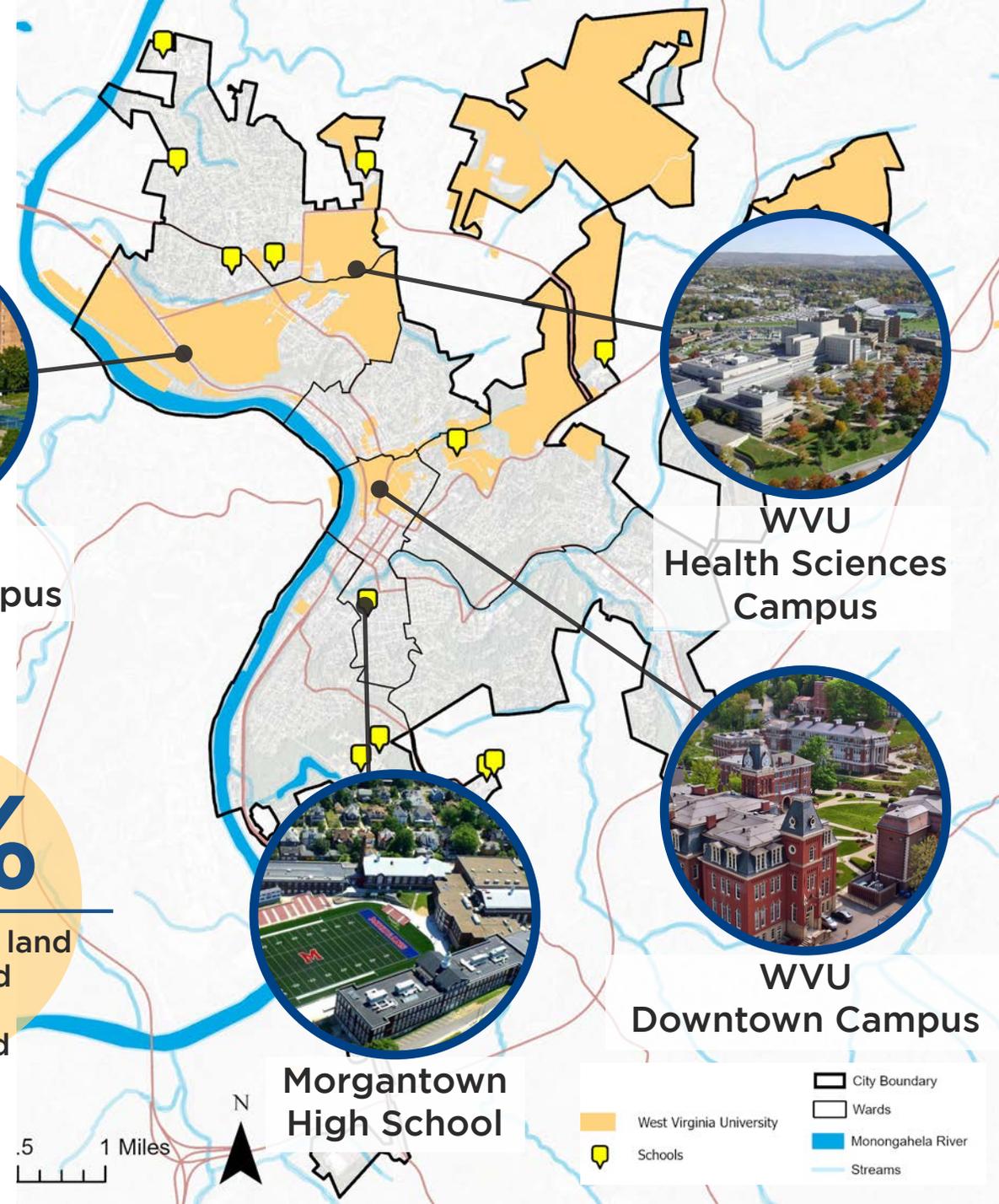
WVU
Health Sciences
Campus



WVU
Downtown Campus



Morgantown
High School



Recreation

10

miles of greenway trail within the city including Caperton and Decker's Creek trails

23

miles of greenway trails connecting outside the city

15

parks of varying sizes and amenities offered

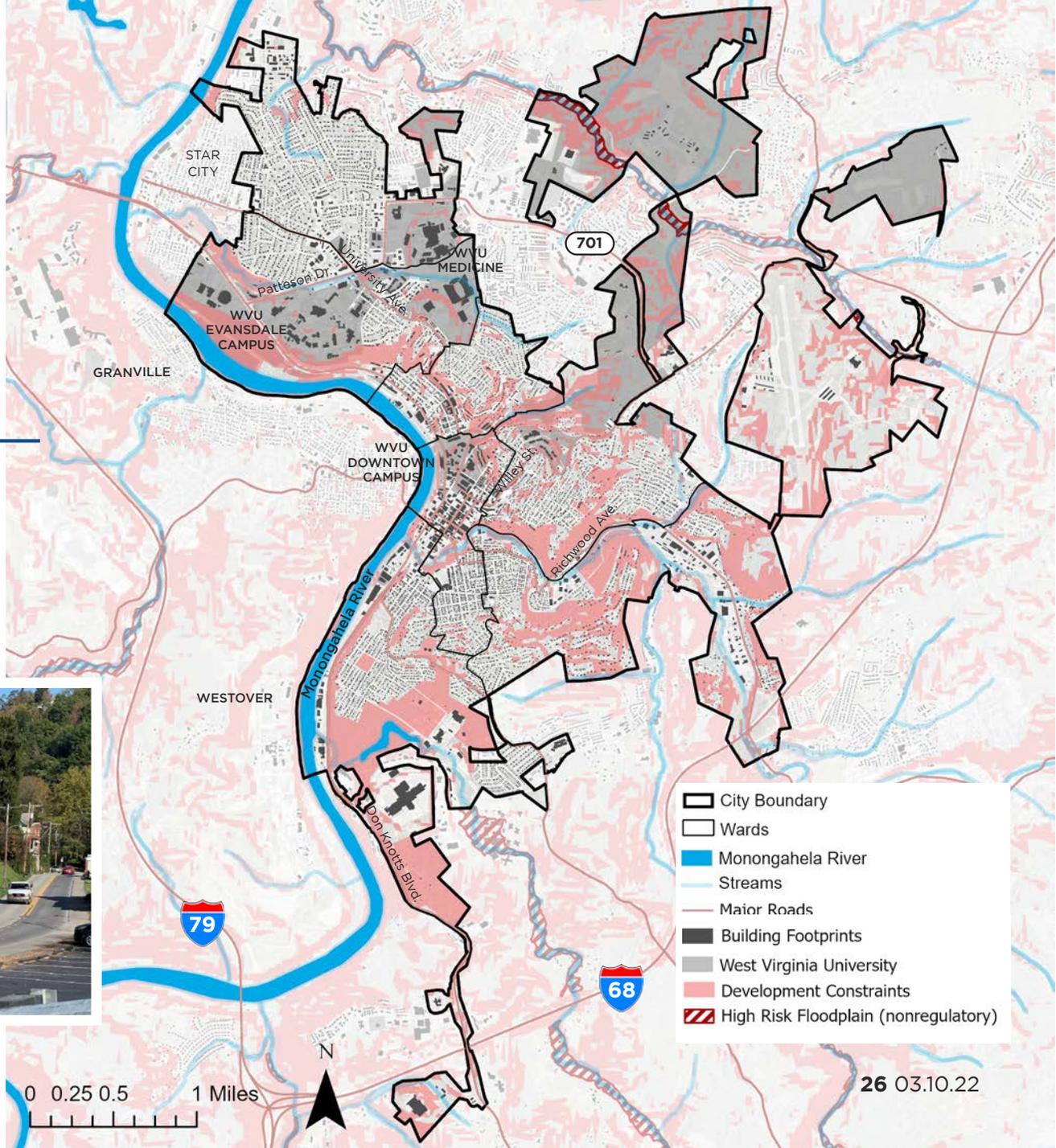


Development Constraints



FLOOD ZONES

30%
of Morgantown's land area include features that constrain land development

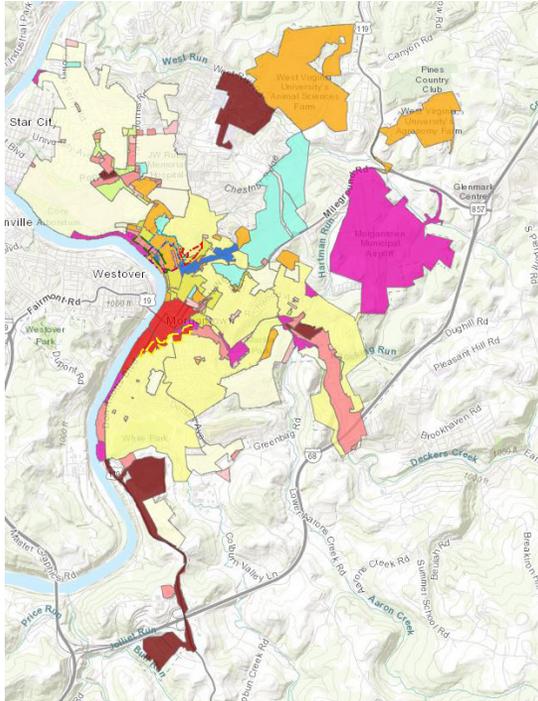


ENVIRONMENTAL RESOURCES



TOPOGRAPHY

Recent Land Use Plans & Studies



CITYWIDE ZONING CODE

Regulates land use and development patterns within the City

Morgantown Retail Feasibility Study



Prepared For
Main Street Morgantown
201 High St., Suite 2
Morgantown, West Virginia 26505

Effective Date
November 11, 2014

Job Reference Number
14-410

DRAFT 1

Author: Patrick M. Bowen, President & Lead Contact
155 E. Columbus Street, Ste. 200 | Pickerington, Ohio 43147
Phone: (614) 833-9300 | patrickb@bowernational.com
www.bowernational.com



RETAIL FEASIBILITY STUDY (2014)

Evaluated retail space within Downtown Morgantown



AREA 18 SMALL AREA PLAN (2019)

Recommends mixed-use redevelopment, neighborhood services, retail, and urban residential infill along the River



HOUSING NEEDS ASSESSMENT (2020)

Provides overview of community demographics, access to affordable housing, and includes strategies to address housing affordability

HOUSING

Existing Housing

- Older housing stock
- Majority homes are **renter occupied** (58%)
- Morgantown's median **home value** of \$210,300 is considerably higher than surrounding areas (\$185,000)
- Approximately 3,500 **apartment units** are owned by West Virginia University
- There were concerns expressed about **dilapidated** and **vacant** housing

CONSTRUCTION TRENDS

- The pace of construction of rental housing units has slowed in recent decades and fallen behind construction of new owner-occupied housing units.



\$210k

median home price
in Morgantown

27%

of the housing in
Morgantown was
constructed before
1990

48%

of the housing
within one-mile of
Morgantown was
constructed after
1990

Lack of Affordable “Missing Middle” Housing



Missing Middle Housing is a range of house-scale buildings with multiple units—compatible in scale and form with detached single-family homes—located in a walkable neighborhood.

TRANSPORTATION & INFRASTRUCTURE

MMMPO Metropolitan Transportation Plan



- Long-Range (2050) **regional** planning effort
- Federal requirement for **funding**
- Prioritizing the region's top **priorities** - renewed every five years
- **Coordinated** needs with City Comp Plan, and County Comp Plan

Mobility is constrained by **physical limitations** (hills)



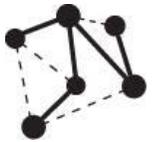
Lack of **adequate maintenance** (pavement management)



Focus on **SAFETY issues** for **ALL modes**



Focus on **enhancing the existing network** and infrastructure



The MTP & Morgantown Comprehensive Plan include separate timelines for completion

www.mmmpo2050.com

Community Infrastructure

TRANSPORTATION

- Working towards an alternate truck route
- Utility repairs, and lack of maintenance affect roadway and sidewalks conditions
- More sidewalks needed in some neighborhoods
- Regional network and connectivity is the focus for mobility

STORMWATER

- Increased flooding in recent years
- Aging infrastructure
- Flood control study planned
- Funding for stormwater management is being allocated by the city
- Wastewater Treatment Plant upgrades are underway

OTHER FACILITIES

- Constrained budget for facility upgrades
- Recent improvements include a new riverfront park
- City Hall renovation underway
- Morgantown Ice Arena upgrades are planned

COMMUNITY EQUITY

Community Equity

Population Characteristics (2019)								
Geography	Median HH Income (\$2014)	Avg. HH Size	White Alone	Bachelors Degree or Higher	Youth (0-17)	Adults (18 to 64)	Seniors (65+)	Broadband Access in Household
Morgantown	\$42,996	2.4	78.2%	55%	14.2%	76%	10%	88%
Charleston, WV	\$43,344	2.1	77.9%	39%	23.9%	57%	19%	78%
Fairmont, WV	\$43,319	2.3	88.9%	29%	27.3%	55%	18%	81%
Huntington, WV	\$31,162	2.3	85.3%	27%	24.4%	60%	15%	69%
Parkersburg, WV	\$35,778	2.3	94.3%	16%	26.3%	54%	20%	74%
Wheeling, WV	\$44,119	2.2	91.1%	31%	25.0%	52%	23%	70%
West Virginia	\$46,711	2.4	93.5%	21%	25.3%	54%	21%	76%
Monongalia	\$52,455	2.5	90.2%	43%	21.2%	66%	13%	86%

- Morgantown is more **diverse racially, generally younger, and has more college-educated residents** than either the state or county

Worker Age and Earnings Comparison					
Government	Workers Under 29 Years	Workers Over 55 Years	Earns Less than \$1,250/month	Earns \$1,250 to \$3,333/month	Earns More than \$3,333/month
Morgantown	25.7%	22.2%	18.3%	30.8%	50.9%
Fairmont, WV	23.6%	24.0%	24.7%	35.9%	39.4%
Huntington, WV	23.0%	22.1%	20.8%	35.0%	44.2%
Charleston, WV	19.3%	26.3%	18.2%	36.6%	45.2%
Parkersburg, WV	19.4%	26.5%	22.7%	37.5%	39.8%
Wheeling, WV	19.4%	29.9%	23.1%	37.5%	39.4%
West Virginia	21.8%	24.8%	22.3%	35.9%	41.8%
Monongalia	26.9%	21.1%	21.5%	31.4%	47.1%

- Morgantown's median household income falls slightly below that of the state and Monongalia County
- Nearly 30% of the population in Morgantown lives below the **federal poverty line**
- The **Hazel House of Hope** has opened at the former Ramada Inn site

3 | Next Steps



Next Steps

- **Administer** the online survey (through March 18th)
- **Review and summarize** community feedback
- **Conduct** Steering Committee Meeting #2
- **Coordinate** with regional partners and MTP planning
- **Develop** Comprehensive Plan draft recommendations
- **Coordinate** with the Planning Commission
- **Conduct** Public Meeting #2: Summer 2022

Stay up to date with the project website:

www.morgantown.gov/morgantown2033

- [Take the survey!](#)
- [Learn more about the process](#)
- [View presentations](#)
- [Review draft documents](#)
- [Submit questions](#)





MORGANTOWN

2033



Comprehensive Plan Update
Planning Commission Meeting #2: April 23rd, 2022



Comprehensive Plan Update



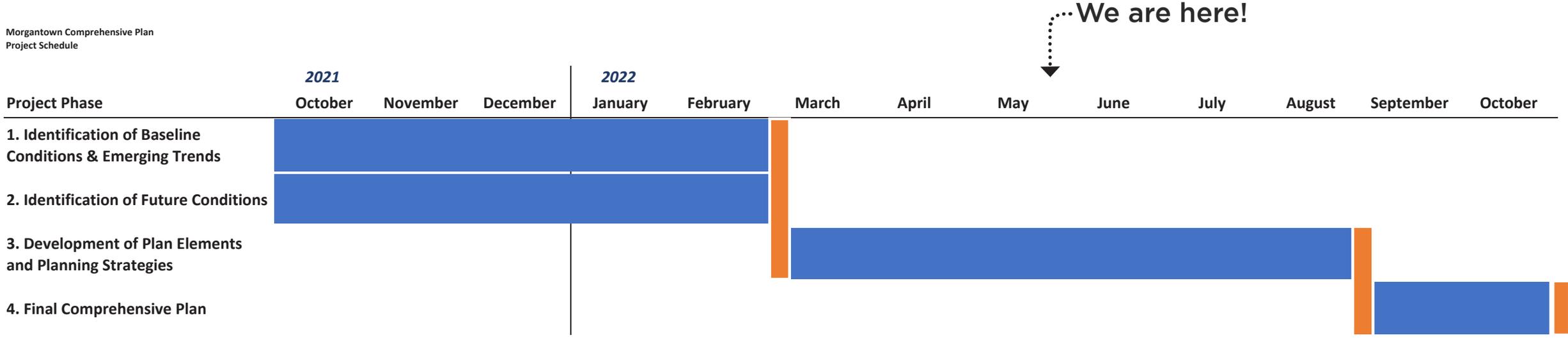
A planning process to identify:

- 1 Community **values, issues, and assets**
- 2 The City' long and short-range **goals and objectives**
- 3 **Projects and policies** to address current and future community needs
- 4 Strategies that balance **growth and economic** development
- 5 Landuse, transportation and infrastructure recommendations to guide **growth and preservation**



Project Schedule

Morgantown Comprehensive Plan
Project Schedule



...We are here!
↓

Schedule Key

- Working Period
- Public Meetings

Community Engagement

- **Stakeholder Interviews:**
 - December 2021-February 2022: 70+ Participants
- **WVU Pop-Up Meeting**: 30 Participants
- **Public Meetings**: March 3rd & 5th, 2022
 - March 3rd (In-Person): 60+ Participants
 - March 5th (Virtual): 35 Participants
- **On-Line Community Survey**
 - March 3rd - 13th, 2022: 71 Participants
- **Planning Commission Meeting #2**: May 23rd, 2022



What We Heard: Comprehensive Plan Themes

REGIONAL
VISION



LAND
MANAGEMENT



TRANSPORTATION



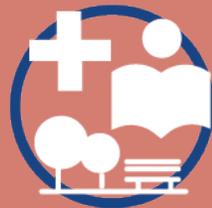
ENVIRONMENT



NEIGHBORHOODS
& HOUSING



COMMUNITY
FACILITIES &
SERVICES



ECONOMIC
DEVELOPMENT



IMPLEMENTATION



REGIONAL VISION



Key Themes Heard

- A regional mindset is needed around issues such as **transportation, development, and branding**
- There is a need for local and state government **partnerships**
- State policies limit **city expansion** opportunities, and the City's ability to manage some **roads**
- Work with the County to solve issues such as **sprawl** and **higher-quality development** along the city's edges
- **Regional outdoor recreation and non-motorized connectivity** are needed (e.g. Caperton Trail)
- **Proximity** to major urban centers such as Pittsburgh and Washington, DC is important

Key Themes Heard

County Comp. Plan Community Workshop Survey Results

- Administered by Monongalia County
- January 24th - February 24th, 2022: 97 participants
- City/County ongoing collaboration & coordination

1. REGULATIONS

- Land conservation
- Open space
- Environmental protections
- Improved water quality
- County-level planning and zoning
- High-quality, mixed-use development
- Riverfront developments
- Increased bridge connections

2. RECREATION & ENTERTAINMENT

- Parks and trails
- Family-friendly activities
- Pedestrian connections
- Food trucks
- Community programming
- Nightlife
- Year-round markets
- Community gardens

3. INVESTING IN COMMUNITY SUCCESS

- Priority investment areas
- Water-based tourism
- Historic preservation
- Public art & culture
- Adaptive reuse
- Airport improvements
- Transit access
- New industries and additional jobs

LAND MANAGEMENT

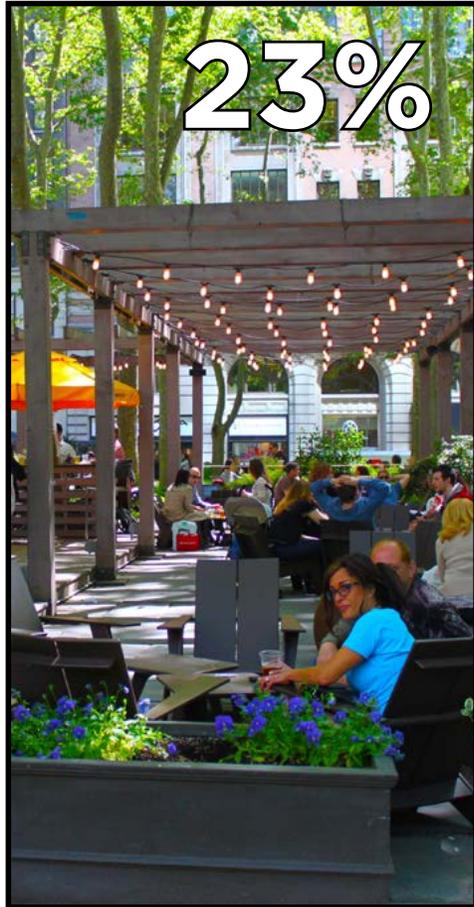


Key Themes Heard

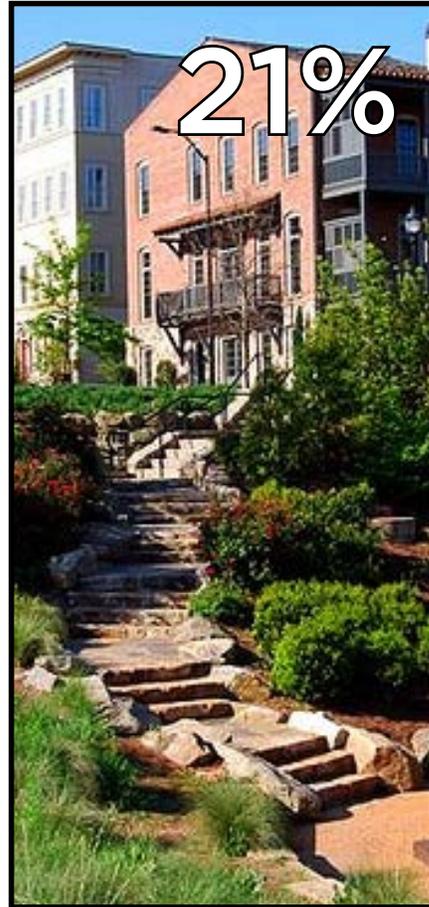
- Areas are in need of **redevelopment & revitalization**
- A **vision** that coordinates city aesthetics is needed
- **Downtown** must be a safe and attractive destination with diverse amenities
- The Wharf District and Waterfront areas are **catalysts for growth**
- **Steep slopes** can limit new, much needed development
- Recent **county development**, just outside City limits, is providing employment and housing alternatives to Morgantown.

Key Themes Heard

Desired Land Use



Outdoor Amenities



Neighborhood Parks & Trails



Neighborhood Retail



Walkable, Mixed Use Development



Increased Housing Choice



Office



Regional Retail



Industrial/
Manufacturing

Key Themes Heard

Downtown: Desired Land Use



Arts & Culture



Gathering Places & Family Attractions



Business Incubation/
Local Business



Adaptive Reuse



Outdoor Dining



Walkable, Infill Development



Grocery Store/Retail



Connections

Key Themes Heard

Downtown: Aspirational Places

Common Elements

- Outdoor dining
- Small parks and plazas
- Places to hang out
- Less emphasis on cars, more emphasis on people
- Diverse commercial uses
- Entertainment venues
- Bike connections
- Education and healthcare anchors
- Adaptive reuse



Ithica, NY



Winchester, VA



Charlottesville, VA



Burlington, VT

EXAMPLES OF
ADDITIONAL
DOWNTOWNS
IDENTIFIED

Savannah, GA
Holland, MI
Huntington, WV
State College, PA
Ann Arbor, MI

Asheville, NC
Bentonville, AR
Durham, NC
Cumberland, MD
Etc...

TRANSPORTATION



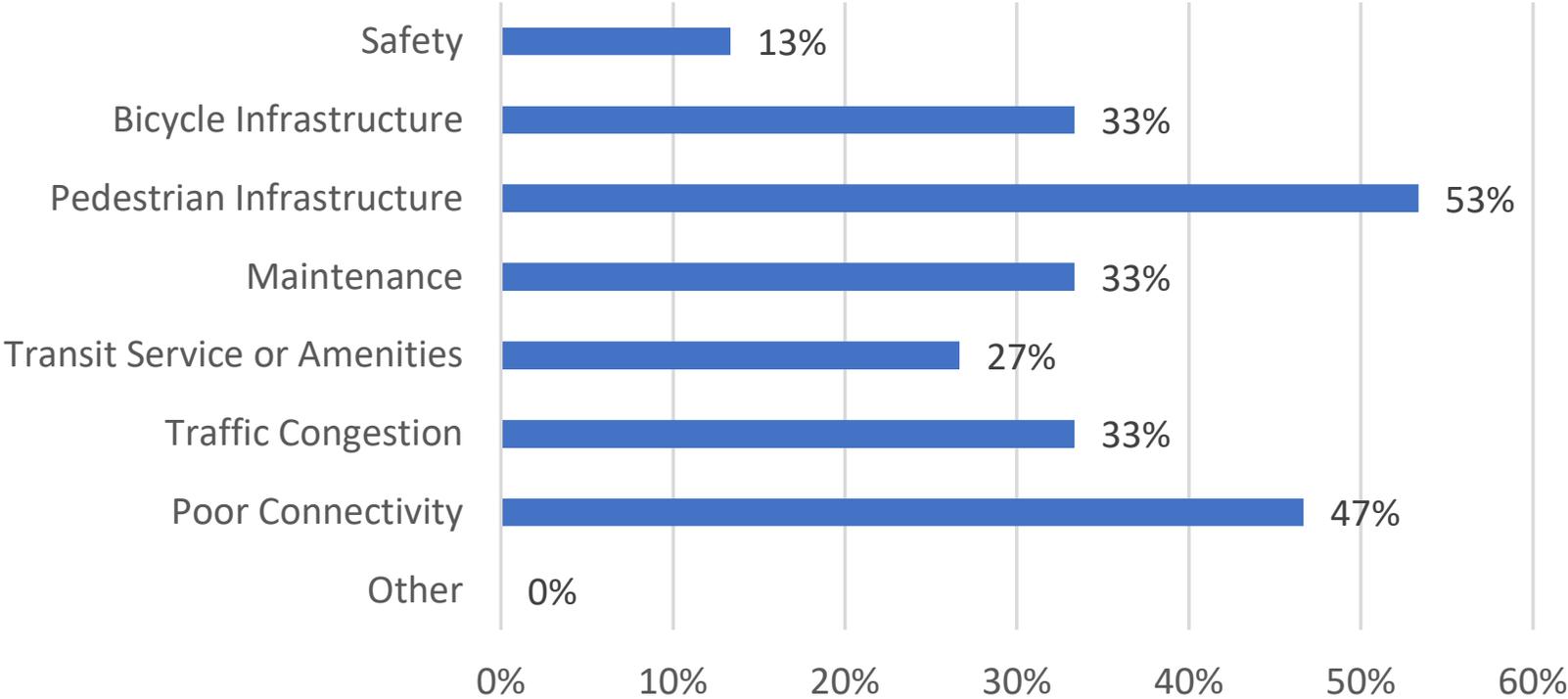
Key Themes Heard

- **Safe, reliable** transit is needed
- Improve **walkability/bikability** throughout the City
- **Trucks** on State roads reduce the quality of life of residents by creating noise and air pollution
- **Gateways and major corridors** in/out of Downtown need improvements
- **Amenities** such as a bikeshare system, more/safer bike facilities, and electric vehicle charging stations are needed
- Additional **parking** is needed in Downtown and around schools
- Better utilize WVU's **Personal Rapid Transit** system
- Carefully consider the placement of roundabouts and other **traffic calming systems**

Key Themes Heard

Transportation Priorities

What are the 2 most important transportation issues that the City needs to address in the next decade?



ENVIRONMENT



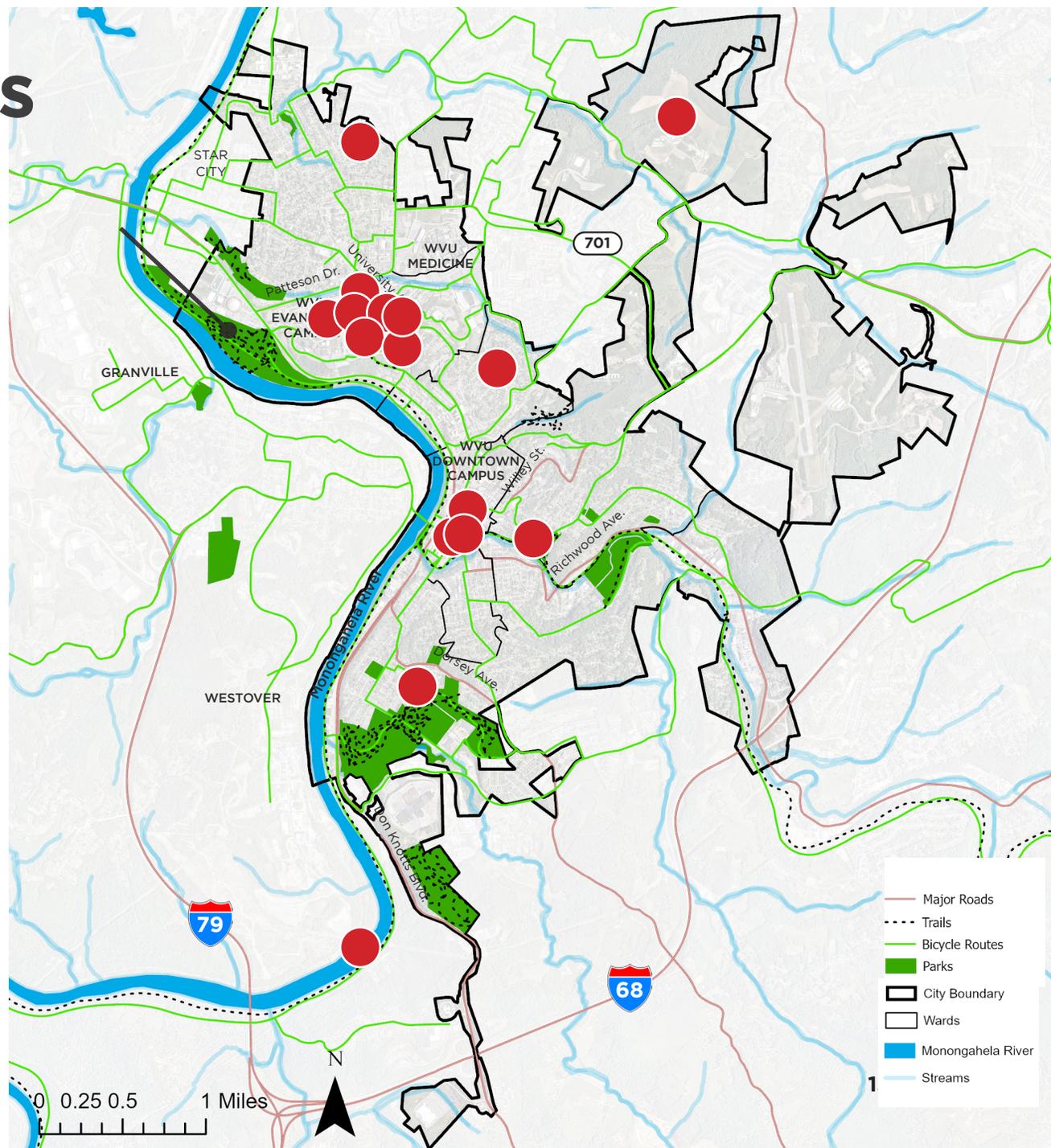
Key Themes Heard

- Natural resources create an unique **identity** for Morgantown
- **Protect** natural resources and environmentally sensitive areas
- The City offers strong **access** to outdoor amenities and recreation; the pandemic has encouraged more outside activity
- Address **climate change** and **reduce greenhouse gas admissions**
- Create green **jobs** and encourage green **commerce**
- **Stormwater management** including flooding are issues in some areas
- Explore **sustainable energy** opportunities

Key Themes Heard

Stormwater Management

● Areas where residents have experienced flooding



NEIGHBORHOODS & HOUSING



Key Themes Heard

- Strong neighborhood **pride** and sense of community
- Celebrated **historic architecture** throughout many neighborhoods
- Multiple neighborhoods are within walking distance of **Downtown & WVU**
- Neighborhood **retail and healthy food options** are desired
- Significant number of **vacant properties**
- Properties are in need of **rehabilitation; code enforcement** is needed
- Lack of **affordable housing** options within the city (both rentals and ownership units)
- Morgantown is missing a variety of **housing types** (e.g. one bedrooms, multi-family, accessible units for older adults, etc.)
- There is a lack of **education** and **programs** that support more affordable housing in the city

Key Themes Heard

Desired Housing Types



Neighborhoods with Mixed Housing



Accessory Dwelling Units



Duplexes



Small-Lot, Single Family



Townhouses



Mixed Use (Residential & Commercial)

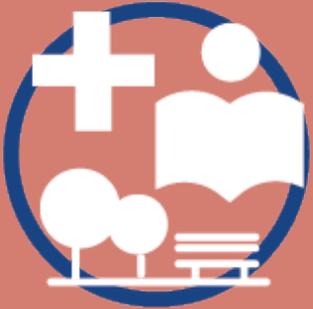


House-Scaled Multi-Family



Apartments

COMMUNITY FACILITIES & SERVICES



Key Themes Heard

- Significant recent investments in city **arts and cultural programming**
- The Monongalia County School District features quality **schools** in the city.
- **Local athletics** are a strong citywide and create a draw
- A **robust parks and trails system** including a new riverfront park
- City Hall **renovation** underway
- Morgantown Ice Arena **upgrades** are planned
- A few areas of the city **lack public green space**
- **Aging infrastructure** exists in the city
- There are **constrained budgets** for public infrastructure improvements
- The city experiences **low crime rates**

Key Themes Heard

Favorite Trails & Parks



Dorsey's Knob Park



White Park



Caperton Trail



Mylan Park



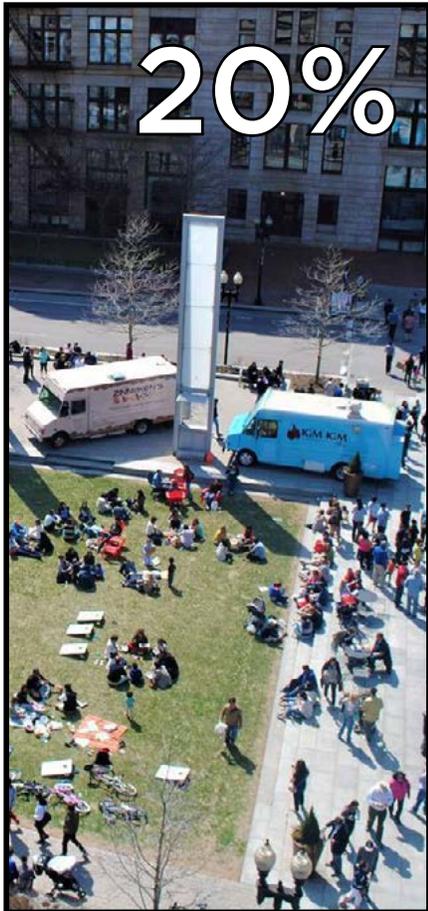
Core Arboretum



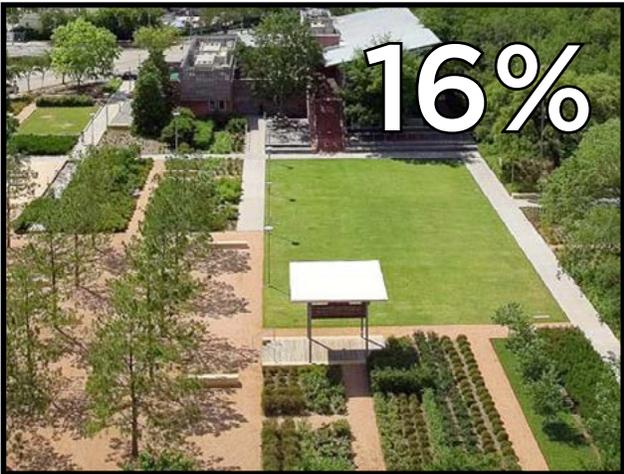
Marilla Park

Key Themes Heard

Desired Parks



Plazas and Urban Public Spaces



Neighborhood Gardens



Art & Sculpture Gardens



Action Sports



Open Space



Trails & Greenway



Spraygrounds



Playgrounds

ECONOMIC DEVELOPMENT

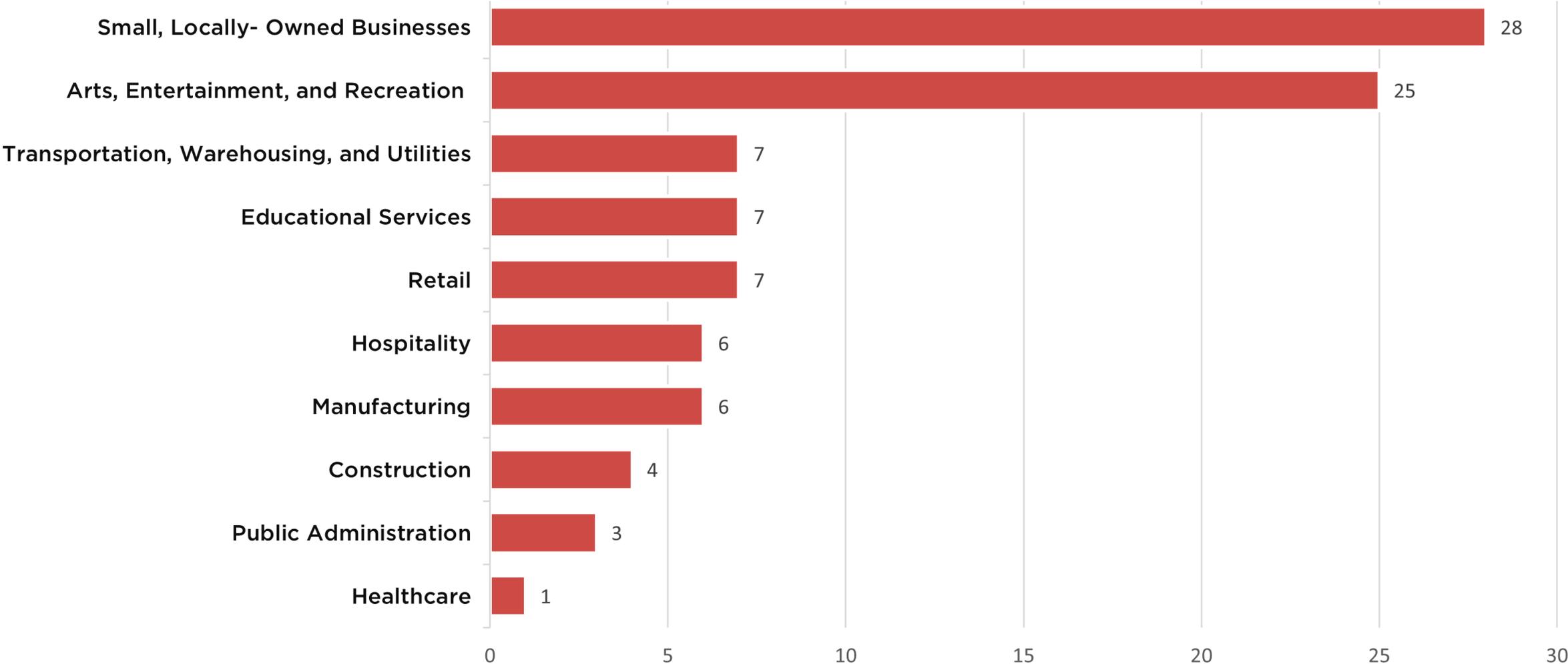


Key Themes Heard

- Morgantown is an **education and healthcare hub**
- The city has a variety of **locally-owned businesses**
- Positive **quality of life** in the region
- Strong investment and growth in the **arts and cultural amenities** citywide
- Trails, natural resources and access to outdoor adventure establishes a **brand**
- Lack of diverse **employment opportunities**
- **ASCENT WV** talent attraction program is an asset (a State program)
- **Technology and data sectors** are opportunities for Morgantown
- Encourage resilient business opportunities **Downtown**
- Establish **partnerships** with WVU

Key Themes Heard

Desired Jobs



Key

■ Responses received

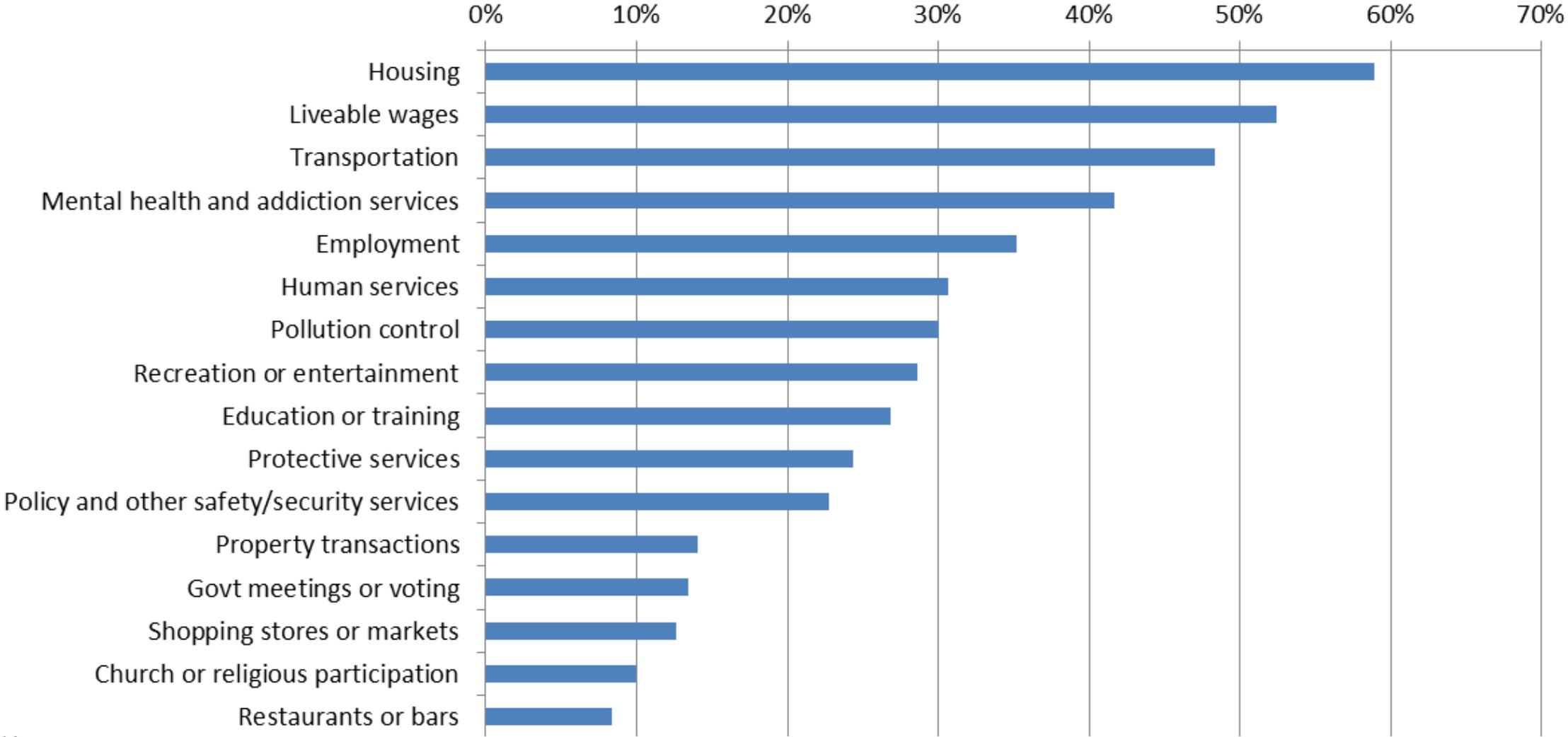
Key Themes Heard

- **Enfold** equity into all initiatives (e.g. housing, jobs, transportation, food access etc.)
- The city needs to be attractive to all **socio-economic** groups
- Lack of resources for the city's **unhoused population** - Hazel House of Hope is a great resource
- Support **affordable housing**
- Provide access to **multimodal transportation** options
- Increase access to **mental health & addiction services**
- Incentivize **employment opportunities**
- Support **livable wages**

EQUITABILITY

Key Themes Heard

Improvements to become a More Inclusive City



Key
■ Responses received

IMPLEMENTATION



Key Themes Heard

Community Priorities

- Address **truck traffic** through neighborhoods and downtown
- Enhance **infrastructure** such as roads, sidewalks, green space, and recreational trails
- Houseless population **resources**
- Address **affordable housing**
- **Job** creation
- Preservation of **green space and natural resources**
- Support **equitability** in all initiatives

DRAFT VISION STATEMENTS

Draft Vision Statements

REGIONAL VISION



Morgantown will support a collaborative regional approach that can nourish local and state partnerships, address interconnected infrastructure issues, encourage high-quality development, and protect the region's rich natural resources and recreational opportunities.

LAND MANAGEMENT



Morgantown will be vibrant and welcoming, with a safe, attractive, and dynamic Downtown offering a diverse mix of housing, business, and entertainment opportunities. The Wharf District and Waterfront areas will attract a growing mix of uses, and the City will update its branding and policies to incentivize revitalization and redevelopment.

Draft Vision Statements

TRANSPORTATION



Morgantown will be an accessible city, offering a variety of safe, reliable, well-maintained, and equitable transportation options. Enhanced transit, bicycle, and pedestrian networks will permeate and connect all neighborhoods. The gateways and corridors leading into and out of Downtown will be accessible, safe, and inviting. In addition, the goal of minimizing traffic-induced air and noise pollution will be prioritized to improve residents' quality of life and attract new businesses.

ENVIRONMENT



Morgantown will sustain its unique access to outdoor amenities and recreation. The city will continue to invest in its future by protecting its natural resources and environmentally sensitive areas, taking measures to address climate change impacts – like stormwater management issues – and reducing greenhouse gas emissions. The City will encourage the creation of green jobs and green commerce and will explore sustainable energy opportunities.

Draft Vision Statements

NEIGHBORHOODS & HOUSING



Morgantown neighborhoods will become more accessible to all socio-economic groups and will increase convenient resident access to retail and healthy food choices. The City will increase its supply of affordable and compatible housing options by prioritizing policies, programs, and funding to encourage missing middle housing,

COMMUNITY FACILITIES & SERVICES



Morgantown seeks to build on recent investments in both the arts and cultural programming to boost Morgantown's vibrancy, attractiveness, and livability for local residents and regional visitors alike. Morgantown will continue to support and celebrate its quality school system. The City will pursue funding and other opportunities to strengthen community-wide and neighborhood parks and to maintain its aging infrastructure.

Draft Vision Statements

ECONOMIC DEVELOPMENT



Morgantown will focus on strengthening its ability to retain and attract residents, visitors, and employment opportunities. The City will expand its education and healthcare base to create a diverse range of jobs, with technology and data sectors as strong options. Morgantown will explore feasible strategies to expand business opportunities Downtown, support its variety of locally owned businesses city-wide, and nurture a strong partnership with West Virginia University.

FOCUS AREAS

Focus Areas: Scope

- Investigate three to five locations
- Focus Area recommendations will include:
 - Framework concept and potential program
 - Supporting precedent imagery
 - A summary narrative to illustrate proposed growth area character
- Detailed master plans may be developed following the Comprehensive Planning process for each Focus Area

FOCUS AREA SELECTION CONSIDERATIONS

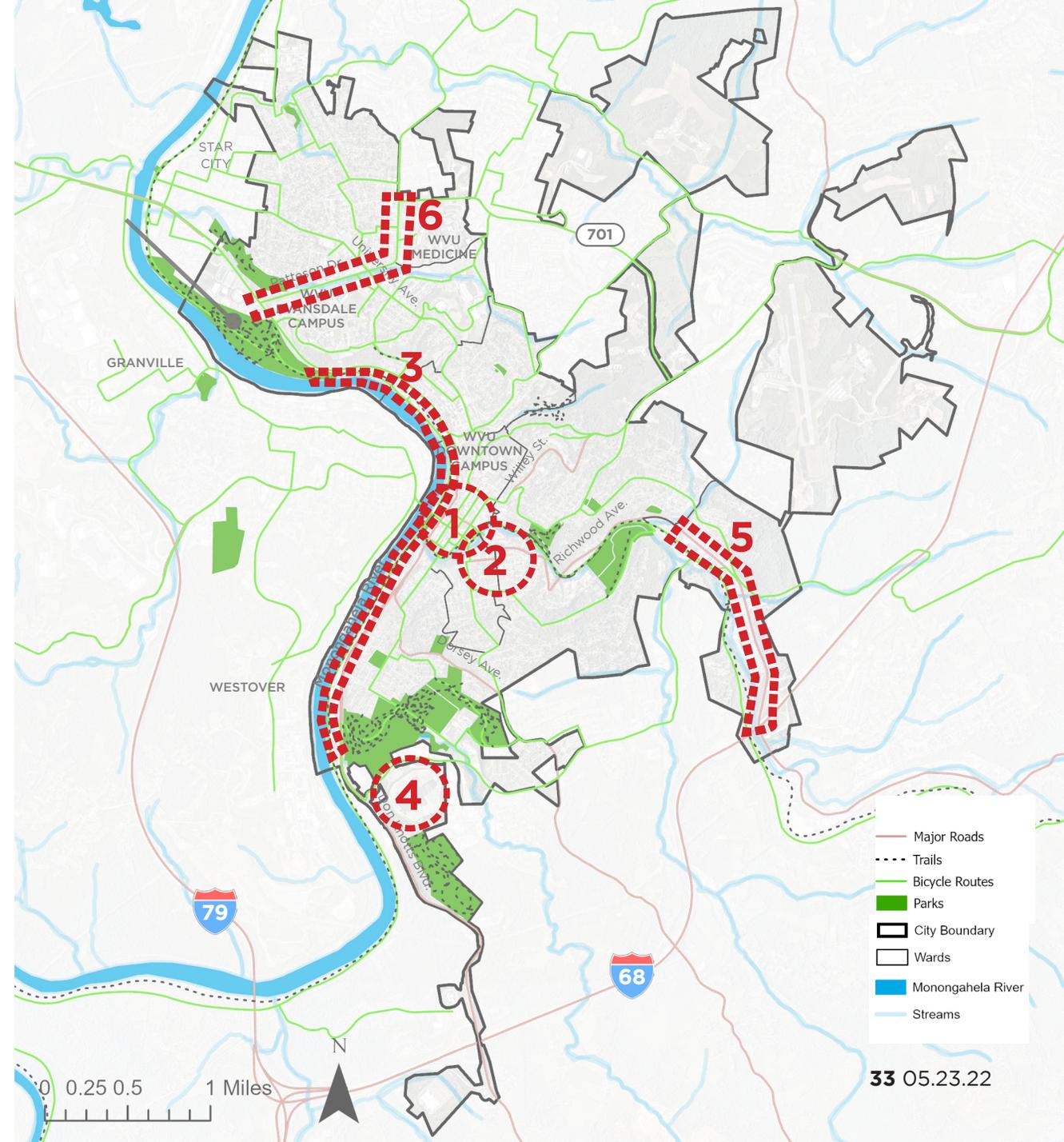
- Areas in need of revitalization and reinvestment
- Potential to support mix-use including affordable housing
- Economic development potential
- Community context
- Opportunities to support amenities for residents
- Accessible to transit and multi-modal systems

Potential Focus Areas

- Potential locations identified:

1. Downtown
2. Lower Greenmont
3. Riverfront (consider key areas)
4. Mountaineer Mall
5. Sabraton
6. Patteson Dr. / Van Voorhis Rd.

- Focus Area locations need confirmation



NEXT STEPS

Next Steps

- **Coordinate** with regional partners and Metropolitan Transportation Planning efforts
- **Develop** Comprehensive Plan draft recommendations including strategies for each Element
- **Coordinate** with the Planning Commission & Steering Committee
- **Conduct** Public Meeting #2: Summer/Fall 2022

Stay up to date with the project website:

<http://morgantownwv.gov/652/Morgantown-2033>

- Learn more about the process
- View presentations
- Review draft documents
- Submit questions



Discussion

MORGANTOWN
 **2033**



MORGANTOWN

2033



Comprehensive Plan Update
Planning Commission Meeting #3: July 13th, 2023



Agenda

- 1 Project Overview**
- 2 Comprehensive Plan Elements**
- 3 Discussion**
- 4 Next Steps**



Project Overview

The Comprehensive Plan will be used on a daily basis as public and private decisions are made concerning development, redevelopment, capital improvements, economic incentives and other matters affecting Morgantown.



CAPTURE COMMUNITY ASPIRATIONS

Define overarching **community values** related to the entire Comprehensive Plan through public engagement.

DEFINE THE “BIG PICTURE”

Prepare draft **Guiding Principles** and **Vision Statements** for each topic area of the Comprehensive Plan.

ESTABLISH FUTURE OUTCOMES

Develop **goals, objectives,** and **strategies** related to each Plan element.

PREPARE AN IMPLEMENTATION PLAN

Establish **action items** corresponding to Plan objectives and **prioritize** each based on community values.

Project Overview- Engagement Overview

MORGANTOWN 2033 STEERING COMMITTEE

- October 21, 2021
- April 19th, 2022
- June 20th, 2023

PUBLIC MEETINGS

- March 3rd, 2022
- In-Person Symposia
- 60 Participants
- March 5th, 2022
- Virtual Symposia
- 35 Participants

POP-UP MEETINGS

- WVU Mountain Lair (30 Participants)- February 17th, 2022
- Comp Plan Fair (25 Participants)- September 8th 2022

MORGANTOWN PLANNING COMMISSION

- March 10, 2022
- May 23, 2022

STAKEHOLDER INTERVIEWS (16)

- City Council
- Downtown Morgantown
- Economic Development- Small Business
- Economic Development- Industry/ Development Leaders
- Community Development & Philanthropy
- Housing
- Social Services
- Arts, Culture, Tourism, & Recreation
- Community Services & Facilities
- Historic Preservation
- WVU Student Government
- MHS Student Council
- Neighborhood Coordinating Council
- Transportation
- Green Team

2

Comprehensive Plan Elements



Comprehensive Plan Elements

**REGIONAL
VISION**

An icon within a blue circle showing a globe on the left and a white outline map of Indiana on the right.

**LAND
MANAGEMENT**

An icon within a blue circle depicting a house, trees, and a winding river.

TRANSPORTATION

An icon within a blue circle showing a person on a bicycle, a person in a wheelchair, and a bus.

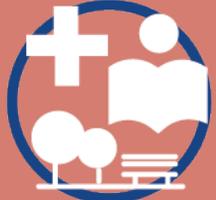
ENVIRONMENT

An icon within a blue circle featuring a recycling symbol and stylized trees.

**NEIGHBORHOODS
& HOUSING**

An icon within a blue circle showing a multi-story building and a house.

**COMMUNITY
FACILITIES &
SERVICES**

An icon within a blue circle depicting a cross, a person, a tree, and a bench.

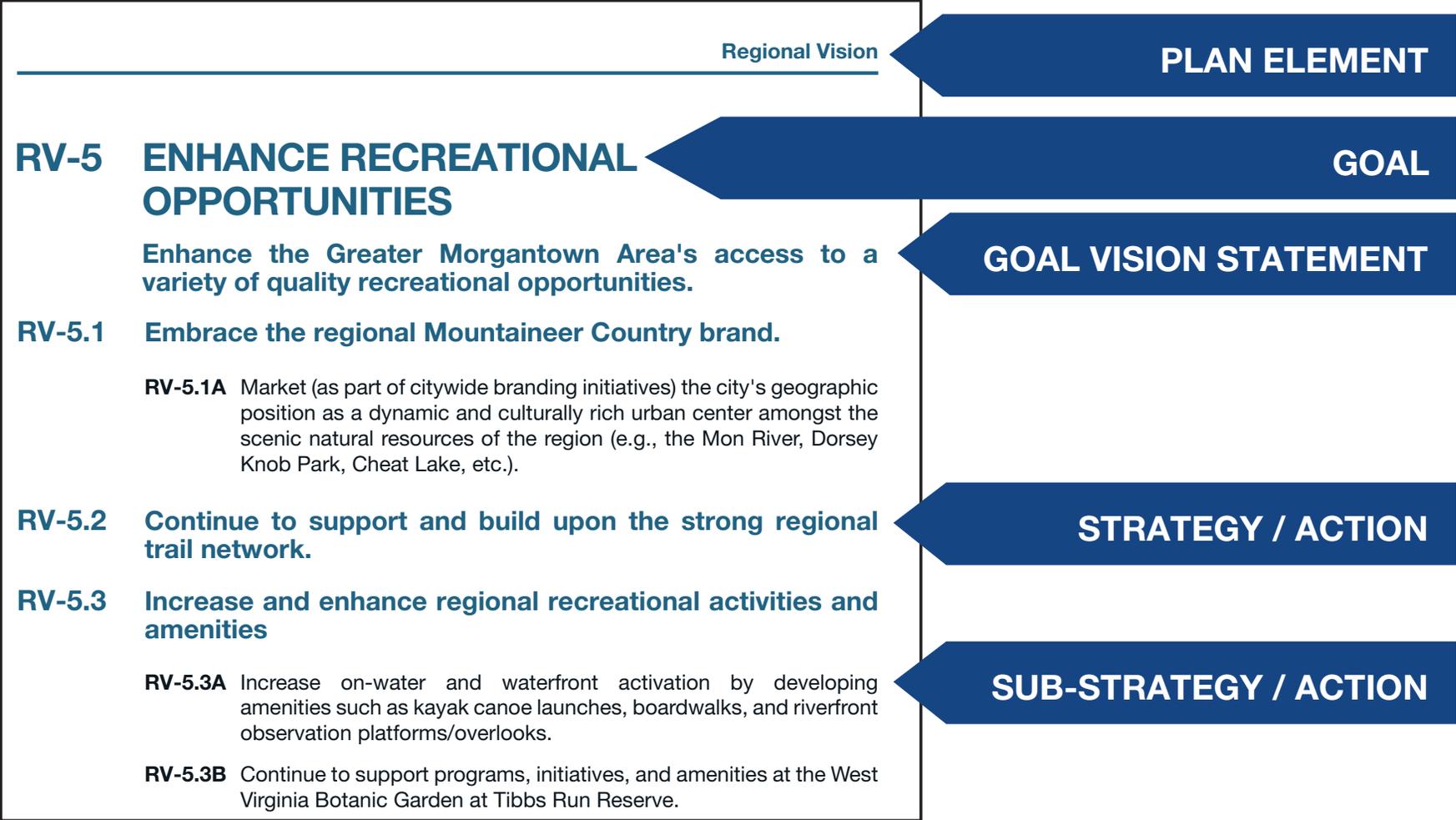
**ECONOMIC
DEVELOPMENT**

An icon within a blue circle showing a lightbulb above two hands shaking.

IMPLEMENTATION

An icon within a blue circle featuring three interlocking gears.

Comprehensive Plan Elements - Organization



REGIONAL VISION - Goals

RV-1 MINIMIZE SPRAWL & ATTRACT HIGH-QUALITY DEVELOPMENT

Create walkable, compact, and transit-accessible development patterns to protect the environment, reduce commuting impacts, and enhance quality of life.

RV-2 MITIGATE TRAFFIC IMPACTS

Mitigate traffic impacts on the health, safety, and livability of residents, visitors, and the environment in a coordinated and equitable manner.

RV-3 MAINTAIN AND ENHANCE COMMUNITY SERVICES

Build upon the Greater Morgantown Area's assets to retain residents.

RV-4 BUILD A STRONG REGIONAL WORKFORCE

Collaborate with local and regional partners to build a strong regional workforce.

RV-5 ENHANCE RECREATIONAL OPPORTUNITIES

Enhance the Greater Morgantown Area's access to a variety of quality recreational opportunities.

RV-6 PROTECT NATURAL RESOURCES

Protect Monongalia County's wealth of natural resources for current residents and future generations.

REGIONAL VISION - Steering Committee Priorities

- **Minimize truck traffic impacts Downtown while improving the district's bicycle and pedestrian infrastructure.**
- **Incentivize revitalization efforts to establish Downtown as a live, work, and play destination.**
- **Create walkable, compact, and transit-assessable development patterns throughout the City.**
- **Protect natural resources while enhancing recreational opportunities.**
- **Build a strong regional workforce through local and regional collaboration.**

LAND MANAGEMENT - Goals

LM-1 COORDINATE LAND USE PATTERNS WITH PARTNERS, MAJOR LANDOWNERS, & EMPLOYERS

Coordinate the actions of major landowners and employers such as WVU and Monongalia County Schools to establish land use patterns that contribute to the economic, environmental, and community vitality of Morgantown.

LM-2 REDEVELOP AND REVITALIZE

Encourage an expanded mix of land uses along corridors and within commercial districts in the city, focusing on Downtown, the Wharf District, and Riverfront.

LM-3 DEVELOP AND IMPLEMENT FIVE SMALL AREA PLANS

Develop a limited, achievable number of small area plans that will guide growth and development in more detail.

LM-4 ENSURE AESTHETIC COORDINATION OF THE BUILT ENVIRONMENT

Utilize streetscapes, arts and culture elements, and development patterns to unify Morgantown while the City continues to diversify uses.

LM-5 STRIVE FOR COMPLETE COMMUNITIES

Integrate commercial districts and neighborhoods through increased connectivity, coordinated aesthetics, and a greater mix of uses to meet all residents' needs.

LM-6 PROTECT THE ENVIRONMENT & OPEN SPACE

Protect the environment, preserve open space, and upgrade parkland throughout the city.

LM-7 IMPROVE EFFECTIVENESS OF DEVELOPMENT REGULATIONS AND PROCESSES

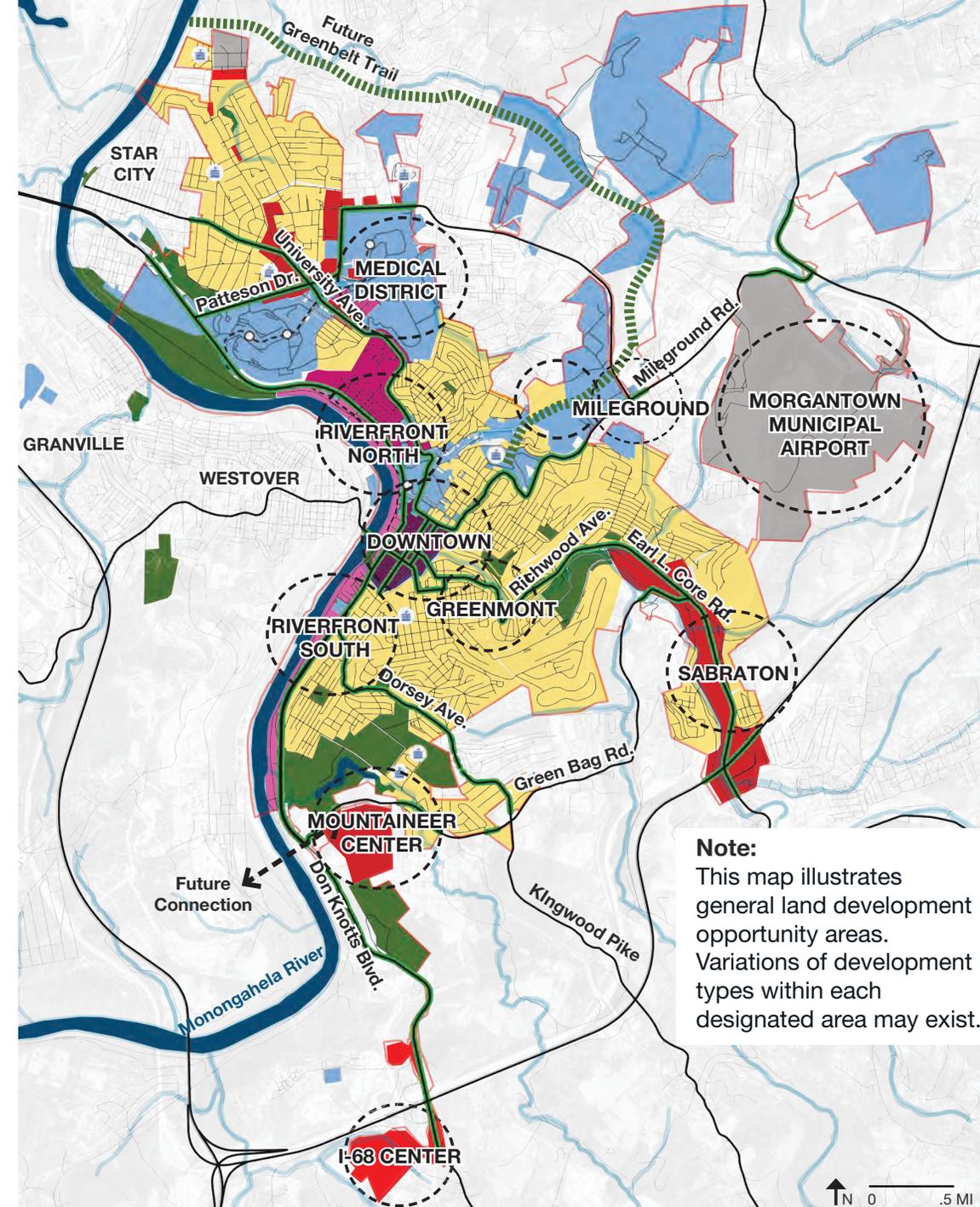
Improve effectiveness of development regulations and streamline the development processes to incentivize revitalization within city limits.

LAND MANAGEMENT - Steering Committee Priorities

- **Establish architectural design guidelines for the Downtown district.**
- **Establish complete communities that are architecturally coordinated and connected by multimodal infrastructure.**
- **Continue ongoing public art initiatives to improve the aesthetics of parks, open spaces, and trails.**
- **Coordinate with WVU to ensure desired development patterns around/near the university.**

LAND MANAGEMENT - Growth Framework

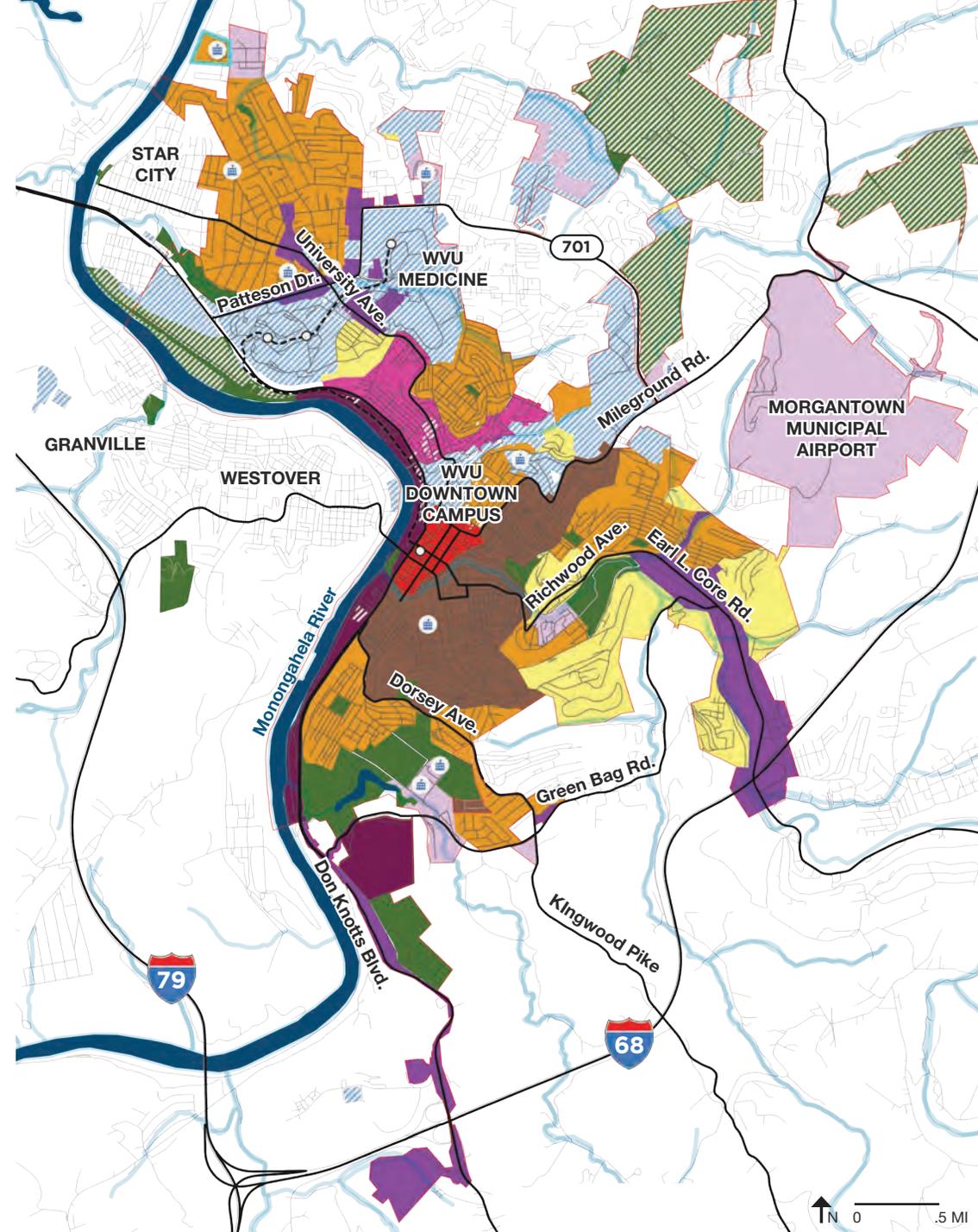
-  **Strengthen** Downtown as a livable and dynamic center for Morgantown and the region
-  **Establish** the riverfront as a distinct destination for Morgantown and the region
-  **Preserve** existing neighborhoods and, where appropriate, encourage a mix of housing types
-  **Revitalize** major commercial corridors and underutilized sites to support walkable and attractive mix of commercial and residential uses
-  **Continue** to improve housing and neighborhood amenities to encourage a mix of students, residents, and residential building types
-  **Improve** the visual character of gateway corridors into the city and create walkable streets that are supported by transit and bicycle amenities
-  **Support** business and logistics centers to expand economic development opportunities
-  **Enhance** parks & open spaces, including access to regional trails and adjacent neighborhoods
-  **Implement** branded districts to enhance the sense of place, improve citywide wayfinding, and to encourage revitalization
-  **Leverage** the University as a significant employer and amenity to anchor existing and emerging mixed-use districts in the city



LAND MANAGEMENT

- Land Management Map

- Downtown
- Riverfront Mixed-Use
- Residential Mixed-Use
- Corridor Mixed-Use
- Business & Technology
- High-Intensity Residential
- Medium-Intensity Residential
- Low-Intensity Residential
- WVU
- Open Space
- Major Roads
- Mon River
- Streams
- City Boundary
- PRT
- School



LAND MANAGEMENT - Development Character



Downtown



Riverfront Mixed-Use



Residential Mixed-Use



Corridor Mixed-Use

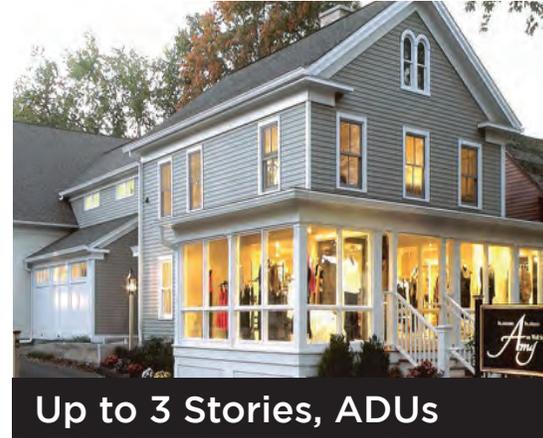


Business & Tech.



Up to 4 Stories, ADUs

High-Intensity Residential



Up to 3 Stories, ADUs

Medium-Intensity Residential



1-1.5 Stories, ADUs

Low-Intensity Residential

LAND MANAGEMENT

Focus Area 2: Sabraton

- Establish an identifiable “gateway” into the City
- Emphasize walkability and bikeability
- Build upon existing services and support new uses
- Encourage vertical mixed-use development
- Prioritize large, single-owner sites
- Orient development to area amenities

Note:

The general planning area shown include commercial properties along primary corridors. Focus Area boundaries are to be determined during the master planning process.



LAND MANAGEMENT - Focus Area 3: Lower Greenmont

- **Maximize** missing middle housing opportunities
- **Encourage** neighborhood-scale mixed-use
- **Utilize** topography to disguise building massing
- **Enhance** pedestrian and bicycle connections to area amenities
- **Maximize** the potential of underutilized commercial buildings



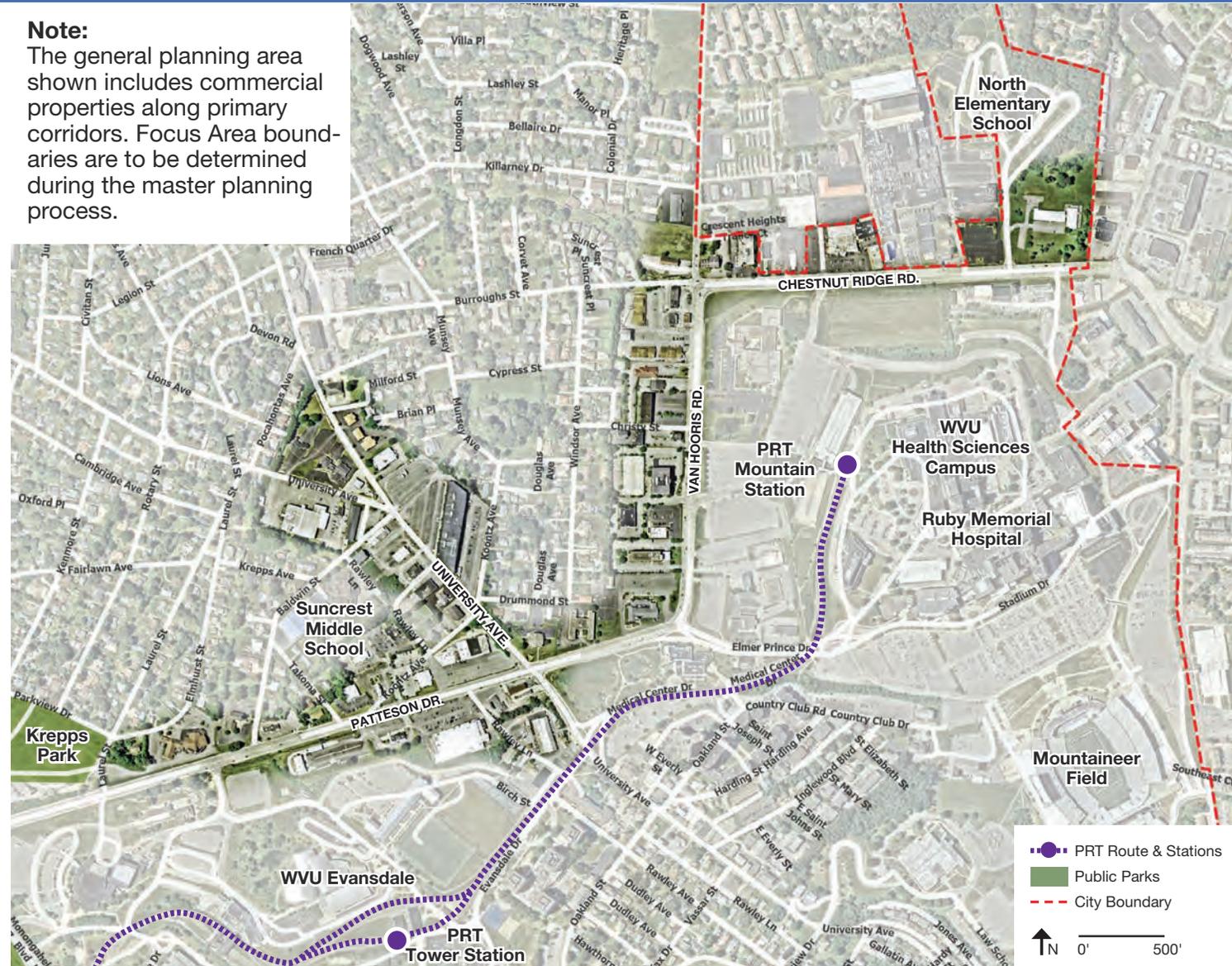
Note:
The general planning area shown include commercial properties along primary corridors. Focus Area boundaries are to be determined during the master planning process.

LAND MANAGEMENT - Focus Area 4: WV Route 705 Corridor

- **Enhance** streetscapes along major corridors
- **Improve** bike/ped connections to North Elementary School
- **Create** a walkable mixed-use district that steps down toward existing neighborhoods
- **Orient** development toward streets and open space amenities
- **Incorporate** a mix of student and non-student housing
- **Brand** the area as a “Medical District” that compliments Downtown and the Riverfront

Note:

The general planning area shown includes commercial properties along primary corridors. Focus Area boundaries are to be determined during the master planning process.



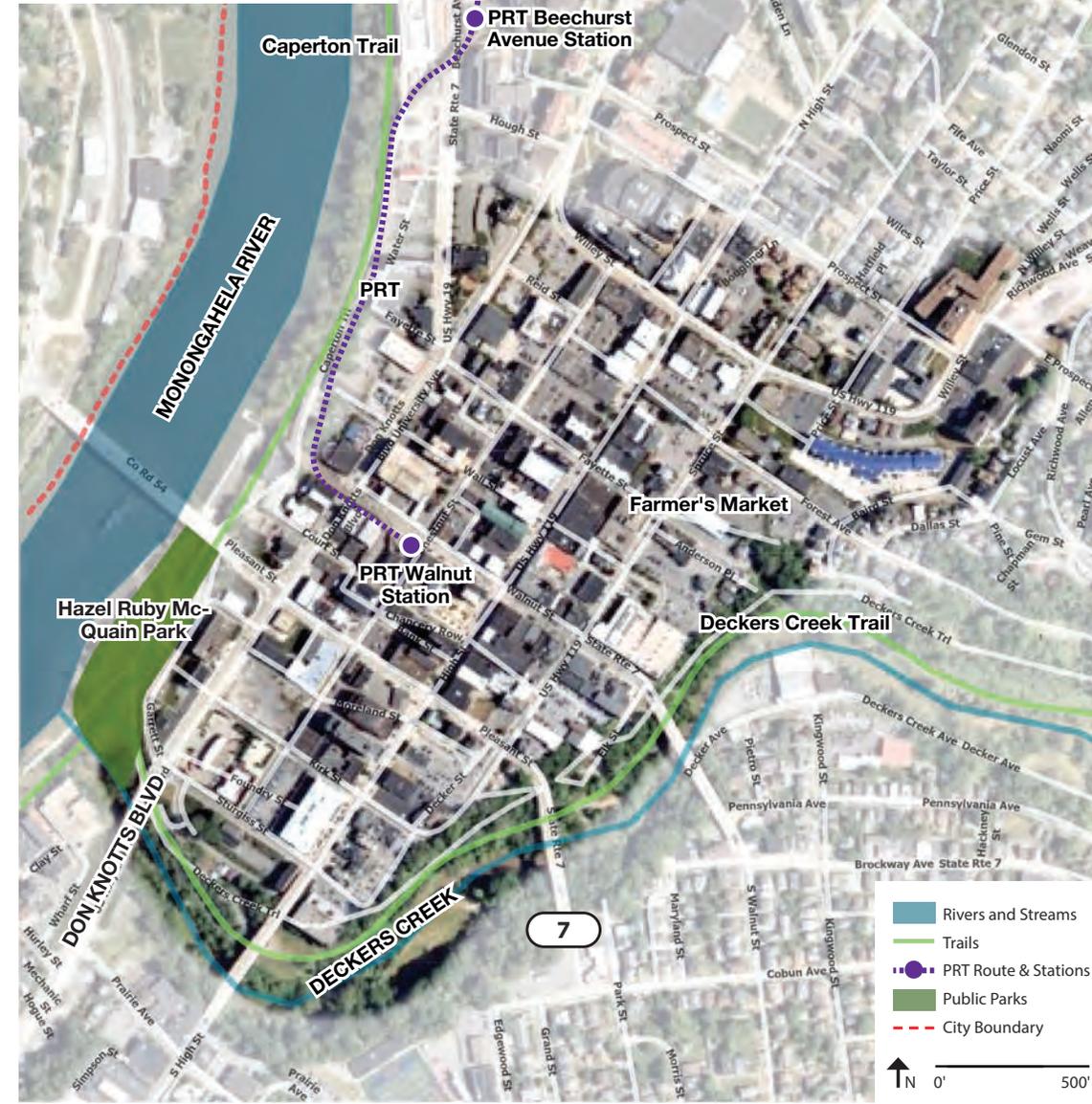
LAND MANAGEMENT

- Focus Area 5: Downtown

- Consider adaptive reuse and redevelopment of dilapidated and underutilized buildings
- Emphasize vertical, mixed-use infill development
- Secure a Downtown grocery store
- Encourage and assist in creating more outdoor gathering and dining spaces
- Develop a signature Downtown open space
- Strengthen synergies with the Riverfront
- Introduce additional public art throughout Downtown

Note:

The general planning area shown include commercial properties along primary corridors. Focus Area boundaries are to be determined during the master planning process.



TRANSPORTATION - Goals

T-1 LEVERAGE PARTNERSHIPS TO IMPROVE TRANSPORTATION OPTIONS

Collaborate with WVU, WVDOT, Monongalia County, MMMPO, the Airport Authority, Mountain Line, and other stakeholders to improve Morgantown's mobility options.

T-2 ADDRESS SAFETY AND POLLUTION ISSUES

Address issues of transportation safety, noise pollution, and air pollution to ensure safe and comfortable networks and living environments for Morgantown residents.

T-3 IMPROVE MULTI-MODAL CONNECTIVITY AND CONSISTENCY

Improve multi-modal transportation (pedestrians, bicycles, transit) connectivity to increase accessibility and sustainability.

T-4 INVESTIGATE MODES OF NEW TRANSPORTATION TECHNOLOGY

Build on Morgantown's existing infrastructure to capture new technology opportunities in transportation.

T-5 IMPROVE GATEWAYS & CORRIDORS

Improve the aesthetics and safety of major entrances into Morgantown and key transportation routes throughout the City.



TRANSPORTATION - Steering Committee Priorities

- **Emphasize the creation of “human-centered” complete streets for the City’s primary gateway corridors.**
- **Identify gateway corridors and district branding opportunities through the development of a citywide wayfinding signage study.**
- **Utilize the PRT as a placemaking asset and unique transportation resource in the City.**
- **Support emerging transportation technologies such as electric vehicles.**

ENVIRONMENT - Goals

E-1 PROTECT NATURAL RESOURCES

Take steps to preserve Morgantown's unique natural resources, including waterways, viewsheds, topography, and tree canopy, for the enjoyment of current residents and future generations.

E-2 STRENGTHEN NETWORK OF QUALITY PARKS & RECREATIONAL AMENITIES

Leverage partnerships with WVU, Monongalia County, and surrounding municipalities to strengthen the network of parks and trails in the region to encourage non-motorized travel, provide equitable access to quality open spaces, and promote biodiversity.

E-3 MITIGATE CLIMATE CHANGE IMPACTS

Mitigate climate change impacts of flooding and diminishing biodiversity.

E-4 GREEN INDUSTRY AND INNOVATION

Encourage the creation of green jobs and green commerce practices, and explore sustainable energy opportunities.

E-5 IMPROVE THE CITY'S ENVIRONMENTAL HEALTH

Address environmentally degraded properties to support sustainable, contemporary uses and to ensure the "highest and best use" of Morgantown's limited land resources.



ENVIRONMENT - Steering Committee Priorities

- **Address stormwater management concerns, such as separating stormwater from sewer.**
- **Integrate green space into the built environment and include it in development standards.**
- **Protect the tree canopy**
Provide electric vehicle infrastructure.

NEIGHBORHOODS & HOUSING - Goals

NH-1 INCREASE AFFORDABLE AND ACCESSIBLE HOUSING SUPPLY

Implement strategies that assist in creating a more balanced housing inventory that is safe, affordable, and accessible.

NH-3 PRESERVE AND ENHANCE UNIQUE NEIGHBORHOOD CHARACTER

Celebrate the unique character of each neighborhood and re-energize distressed neighborhoods.

NH-2 INCREASE TENANTS' RIGHTS AND PROPERTY OWNER / LANDLORD ACCOUNTABILITY

Implement strategies to ensure fair landlord-tenant transactions and safe, affordable, and accessible rental housing.



NEIGHBORHOODS & HOUSING - Steering Committee Priorities

- Address through-truck traffic in neighborhoods and Downtown.
- Create complete neighborhoods with a mix of housing options.
- Increase missing middle housing supply.
- Create paths to homeownership.
- Reinvest in deteriorating properties.

COMMUNITY FACILITIES & SERVICES - Goals

CFS-1 BROADEN EDUCATIONAL AND ENGAGEMENT OPPORTUNITIES

Coordinate community stakeholders to broaden the educational and engagement opportunities available for all community members.

CFS-2 STRENGTHEN THE PARKS AND RECREATION SYSTEM

Maintain and strengthen Morgantown's parks, recreational facilities, and programming.

CFS-3 ENHANCE AGING INFRASTRUCTURE

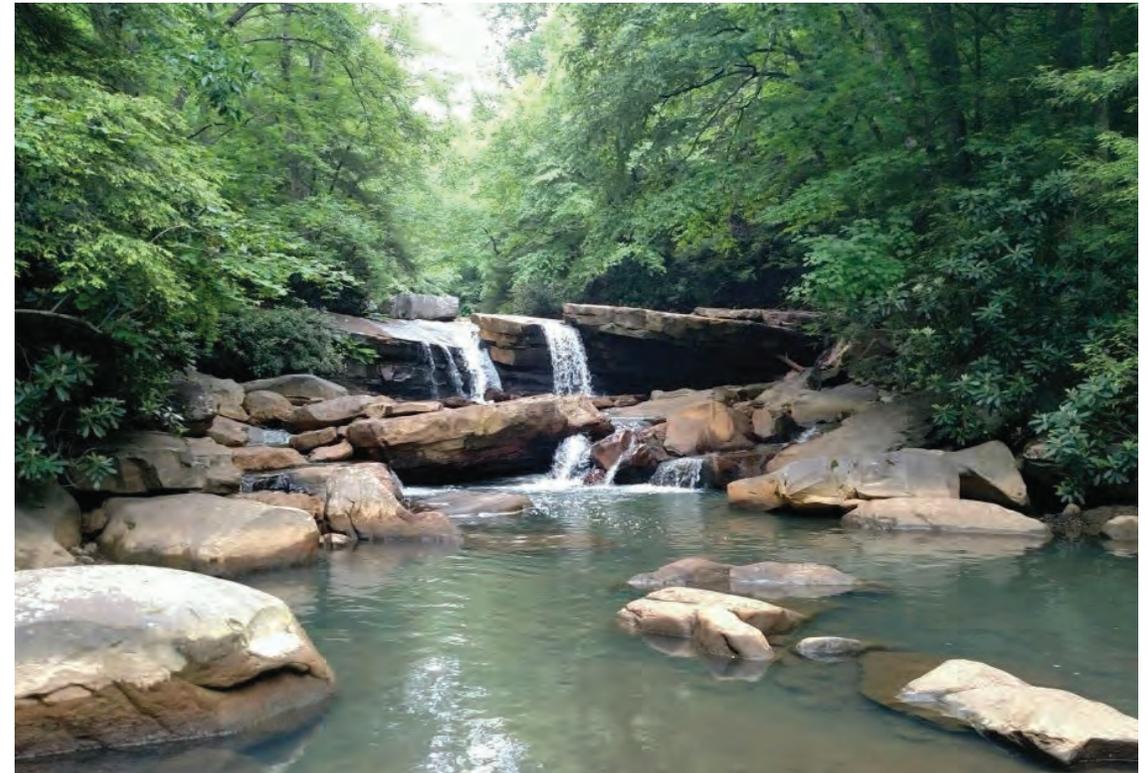
Provide high quality utility and city services through new facilities, programming, and replacing aging infrastructure.

CFS-4 MAINTAIN SAFETY FOR ALL RESIDENTS

Maintain a compassionate, high quality level of safety for all Morgantown residents and visitors.

CFS-5 SUPPORT HEALTHCARE FACILITIES AND SOCIAL SERVICES

Continue to provide community support services that enhance and increase people's access to healthcare facilities and social services.



NEIGHBORHOODS & HOUSING - Steering Committee Priorities

- Increase access to parks, open space, and trail networks.

ECONOMIC DEVELOPMENT - Goals

ED-1 EXPAND THE RANGE OF EMPLOYMENT OPPORTUNITIES

Strengthen Morgantown's competitive advantage in education, healthcare, and government related services, and diversify the mix of businesses and employment.

ED-2 SUPPORT AND REVITALIZE EXISTING COMMERCIAL DISTRICTS

Revitalize aging and underutilized commercial districts and improve their relationship with surrounding neighborhoods.

ED-3 SUPPORT LOCALLY-OWNED BUSINESSES

Celebrate and support Morgantown's locally-owned businesses, while nurturing a culture of local entrepreneurship.

ED-4 MAINTAIN A HIGH QUALITY OF LIFE FOR RESIDENTS

Build upon Morgantown's assets to retain residents and current businesses.

ED-5 PROMOTE CITYWIDE BRANDING

Develop and promote citywide and neighborhood branding initiatives for a consistent and attractive image.

ED-6 SUPPORT ARTS AND CULTURAL PROGRAMMING

Support and promote endeavors in furthering Morgantown's arts and cultural programming, and recreational and ecotourism opportunities.

NEIGHBORHOODS & HOUSING - Steering Committee Priorities

- **Strengthen the city-wide brand that distinguishes neighborhoods/districts and improves wayfinding.**
- **Boost sense of place through public art.**
- **Increase mixed use development for jobs creation.**
- **Support and attract small, local businesses in Downtown.**
- **Pursue public-private-university partnerships.**

Comprehensive Plan - Steering Committee Feedback

- **Include hyperlinks in the digital report version for the references to other strategies.**
- **Increase strategy cross-references for the cross-element goal/strategy repetition throughout the document.**
- **Add a sub-strategy for a side path along 705.**
- **The District labels over-simplify what is happening on the ground (e.g., There is more going on in the Medical District than the two hospitals) but also understand the oversimplification can be useful.**
- **T-4 edit: Be on the forefront of new transportation technology.**
- **Make sure there are clear references to pedestrian bridges.**
- **Include a diagram of images that highlight Morgantown character.**
- **What makes Morgantown unique compared to peer cities?**
- **De-emphasize “minimize sprawl” and focus more on attracting high quality development.**
- **Emphasize solutions to get people to live Downtown.**
- **Wayfinding RFP is forthcoming.**

3 Discussion



Discussion

- What should be Morgantown's **priorities** for each **Plan Element**?
- Did you notice anything **missing or incorrect** in the draft Comprehensive Plan?
- Is there **anything else** you would like the group to discuss that hasn't been covered yet?



MORGANTOWN
 **2033**



4 | Next Steps

Next Steps

- **Edit** the Comprehensive Plan draft recommendations based on Steering Committee and Planning Commission comments
- **Conduct** Public Meeting #2: August 3 or week of August 7th, 2023
- **Prepare** the implementation plan and identify priority strategies
- **Initiate** the Public Hearing process for Plan adoption

Stay up to date with the project website:

www.morgantown.gov/morgantown2033

- Learn more about the process
- View presentations
- Review draft documents
- Submit questions



8. EXISTING MARKET ASSESSMENT



Overview

The following are the premier issues that should be considered for exploration in the development of the *Morgantown Comprehensive Plan* based on market analysis and in-person interviews. City staff received a preliminary draft of this report in January, 2022 for review.

Out-Migration of Jobs and People

Cited by several participants as an issue in recent years, the trend towards locating past the periphery of Morgantown has impacts to city infrastructure and revenues. Between 2002 and 2019, the U.S. Business Census indicated a 3.4% *decline* in workers living inside Morgantown, while the number of workers increased by 43% in the area between the city limits and one mile away (one-mile buffer). Meanwhile nearby towns rely more than ever on Morgantown's success: all three increased workers ending their commute in the city from 2002 to 2019, and all have Morgantown as their top place of employment, accounting for 30% to 47% of jobs.

Age and Health of Workforce

The average age of Morgantown residents, like many other descriptors, is skewed by the presence of West Virginia University's student population: approximately 30,000, according to WVU, putting it on the same plane as the city's total population. An alternative indicator to population is the workforce, consisting of workers that live inside the city limits. This population has aged considerably between 2002 and 2019, with those workers aged 29 or younger decreasing by 12%; workers aged 30 to 54 dropping by 9%; and those aged 55 and older increasing by 48% (U.S. Business Census).

Nearly 30% of the population in Morgantown lives below the federal poverty line, well above both state and national figures. While substance abuse, cancers, and mental health are top concerns, these fall into typical or better ranges when comparing Monongalia County to the state as a whole (note that Morgantown-only statistics are more difficult to obtain, but obesity and substance abuse figures were higher in Morgantown in one report).

Maintenance

The importance of maintenance, from street condition to public parks to stormwater, was an issue that came up often during stakeholder interviews. In turn, poor maintenance influences perceptions, criminal activity, property values, and reinvestment opportunities.

Housing Stock and Quality

As of 2019, nearly 48% of the housing stock in the one-mile buffer around Morgantown was constructed in 1990 or later; in the City of Morgantown, less than 27% has been constructed in 1990 or later (over one-third was constructed in 1950 or earlier). Yet median housing prices in Morgantown (\$210,000) are considerably higher than those in the area immediately around it (\$185,000).

Quantity of Tax-Exempt Properties

Tax-exempt properties account for approximately one-third (33%) of the land area in Morgantown. These lands include government, utilities, religious, university, and miscellaneous tax-exempt properties. That places a significant burden on the remaining properties, some of which are vacant, to produce sufficient tax revenues to cover the costs of operating the city services, including libraries, emergency response services, public transportation, utilities, and parks / recreation.

Downtown Competitiveness

Downtown did not play a direct role in the tripling of employment in Morgantown between 2002 and 2019. The number of workers in downtown increased by just over 1%, most in low-paying retail and food service. The downtown has a lot going for it: conducive to development density and diversity; a riverfront; and a commitment to making it better. The downtown isn't much more than a tenth of a square mile in size, however, and constrained from growing out. Access to a key asset, the riverfront, is often less than ideal (see image).



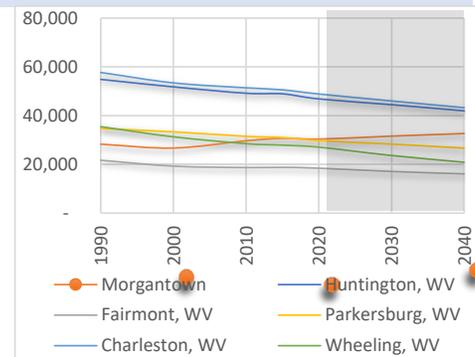
Access to the river (left) and development is often less than ideal or completely blocked.



Population History and Forecasts								
Geography	1990	2000	2010	2015	2020	2030	2040	Change 2000 to 2020 (%)
Morgantown	28,272	26,697	29,660	30,708	30,347	31,582	32,645	14%
Charleston, WV	57,691	53,421	51,400	50,566	48,864	46,014	43,243	-9%
Fairmont, WV	21,667	19,264	18,690	18,773	18,416	17,081	16,089	-4%
Huntington, WV	54,865	51,785	49,171	48,944	46,842	44,485	41,947	-10%
Parkersburg, WV	34,728	33,317	31,492	30,991	29,738	28,302	26,671	-11%
Wheeling, WV	35,446	31,294	28,486	27,894	27,052	23,636	20,854	-14%
West Virginia	1,792,000	1,803,000	1,852,944	1,842,000	1,793,716	1,837,675	1,846,781	-1%
Monongalia	75,645	81,907	96,189	104,681	105,822	116,538	126,591	29%

Sources: US Census 1990-2000; Monongalia: Woods & Poole and trend line forecast for municipal values 2030 through 2040; other forecasts: prior population 1990-2020. Growth rates based on prior trend data.

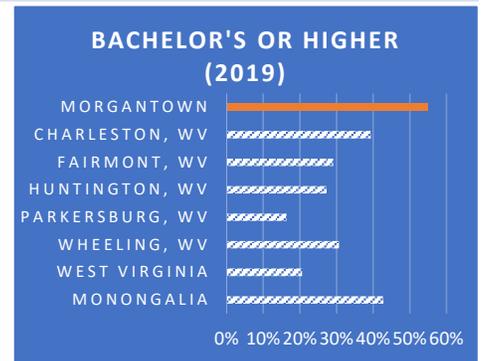
While the declining population in West Virginia has been the subject of considerable discussion, the fortunes of Monongalia County and Morgantown specifically contain positive population increases throughout the forecast period of 2040. Driven by an economy that is more diverse than much of the rest of the State, Morgantown has enjoyed the direct and indirect advantages of being the home of West Virginia University, but also from government, hospitality, health (nursing is the most-common profession in Morgantown), and education employment opportunities (source: Bureau of Labor Statistics, May 2020). Peer communities have not fared as well in population growth.



Population Characteristics (2019)								
Geography	Median HH Income (\$2014)	Avg. HH Size	White Alone	Bachelors Degree or Higher	Youth (0-17)	Adults (18 to 64)	Seniors (65+)	Broadband Access in Household
Morgantown	\$42,996	2.4	78.2%	55%	14.2%	76%	10%	88%
Charleston, WV	\$43,344	2.1	77.9%	39%	23.9%	57%	19%	78%
Fairmont, WV	\$43,319	2.3	88.9%	29%	27.3%	55%	18%	81%
Huntington, WV	\$31,162	2.3	85.3%	27%	24.4%	60%	15%	69%
Parkersburg, WV	\$35,778	2.3	94.3%	16%	26.3%	54%	20%	74%
Wheeling, WV	\$44,119	2.2	91.1%	31%	25.0%	52%	23%	70%
West Virginia	\$46,711	2.4	93.5%	21%	25.3%	54%	21%	76%
Monongalia	\$52,455	2.5	90.2%	43%	21.2%	66%	13%	86%

Sources: US Census 2015-2019 ACS; ESRI Business Analyst Online. Below (education): ESRI Business Analyst Online (from US Census Bureau data).

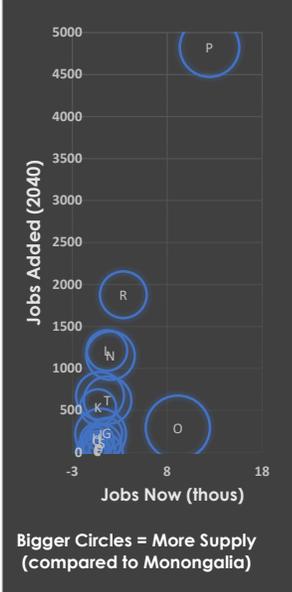
Morgantown's median household income falls slightly below that of the state and Monongalia County, perhaps due to the presence of low-income student populations but also due to the fact that more moderate- and higher-income housing is being constructed. Regardless, nearly 1 in 3 residents live below the federal poverty line. Morgantown is more diverse racially, generally younger, and has more college-educated residents than the state, county, or most of its peers. Additionally, over 90% of households in Morgantown have access to a computer, and nearly 90% have a broadband internet subscription (a substantially higher rate than any other comparator).





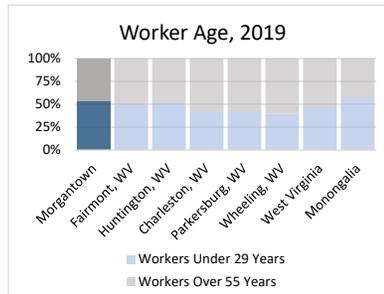
ECONOMIC LEAKAGE ASSESSMENT

Industry Type	Morgantown 2019	LQ (Monongalia baseline)	Average Wages (\$Annually)	Jobs Added by 2040
A Agriculture, Forestry, Fishing and Hunting	0	0.0	\$15,696	0
B Mining, Quarrying, and Oil and Gas Extraction	169	0.5	\$68,233	4
C Utilities	92	0.3	\$150,176	14
D Construction	260	0.2	\$62,640	35
E Manufacturing	164	0.1	\$104,123	31
F Wholesale Trade	275	0.4	\$122,221	34
G Retail Trade	1,122	0.4	\$31,965	226
H Transportation and Warehousing	83	0.2	\$37,433	170
I Information	349	0.9	\$57,349	-23
J Finance and Insurance	475	1.1	\$52,330	219
K Real Estate and Rental and Leasing	210	0.5	\$18,900	537
L Professional, Scientific, and Technical Services	1,146	0.7	\$69,703	1,212
M Management of Companies and Enterprises	422	0.9	\$90,702	673
N Administration & Support, Waste Management and Remediation	1,523	1.0	\$47,997	1,153
O Educational Services	8,613	1.7	\$19,294	294
P Health Care and Social Assistance	11,953	1.5	\$85,979	4,826
Q Arts, Entertainment, and Recreation	104	0.5	\$12,196	144
R Accommodation and Food Services	2,870	0.9	\$22,484	1,878
S Other Services (excluding Public Administration)	598	0.6	\$43,438	110
T Public Administration	1,212	0.9	\$64,219	620



Woods & Poole for Average Wage Rates and baseline of Monongalia County used in Location Quotient; US Business Census for Morgantown employment

Location quotients are often used to help place a local economy in a broader context. A location quotient (LQ) simply describes the relative proportion of the number of employees in one major sector of the economy to that proportion in another, larger area (in this case, Monongalia County). Note that some sectors, such as Agriculture, are either non-existent in Morgantown or are too small to exceed minimum reporting and disclosure requirements.

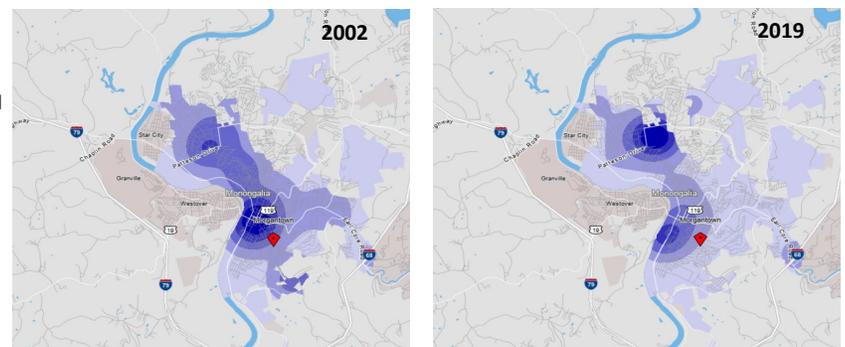


Health care has been a strong and growing source of employment in Morgantown, as it has been in many areas of the country. The future of this industry is bright from departures due to stresses from the pandemic, from entry-level to nursing to home care and hospice niches. Morgantown's workforce is aging (10% more workers are aged 55 and over in 2019 compared to 2002) as is the population generally. The increase of 6,400 jobs in Monongalia in this sector by 2040 will be needed to support the aging population and economy. Restaurants and bars are the largest retail element, with automotive / fuel and building supplies well behind.

	Worker Age and Earnings Comparison				
	Workers Under 29 Years	Workers Over 55 Years	Earns Less than \$1,250 / month	Earns \$1,250 to \$3,333 / month	Earns More than \$3,333 / month
Government					
Morgantown	25.7%	22.2%	18.3%	30.8%	50.9%
Fairmont, WV	23.6%	24.0%	24.7%	35.9%	39.4%
Huntington, WV	23.0%	22.1%	20.8%	35.0%	44.2%
Charleston, WV	19.3%	26.3%	18.2%	36.6%	45.2%
Parkersburg, WV	19.4%	26.5%	22.7%	37.5%	39.8%
Wheeling, WV	19.4%	29.9%	23.1%	37.5%	39.4%
West Virginia	21.8%	24.8%	22.3%	35.9%	41.8%
Monongalia	26.9%	21.1%	21.5%	31.4%	47.1%

Morgantown's workers are earning more wages per worker than their peers, or in the county or state generally. One positive trend is the persistence of manufacturing and construction employment opportunities, which also provide higher wages compared to the faster-growing retail segments.

The location and composition of workers over time has shifted (between 2002 and 2019) from inside Morgantown (down 3%) to just past the periphery of the city (40% increase within one mile of the city limits). Monongahela River and downtown to the medical agglomeration east of Van Voorhis Road. In the same period, employees in Morgantown tripled, mostly in higher-paying white collar, health, and education jobs.



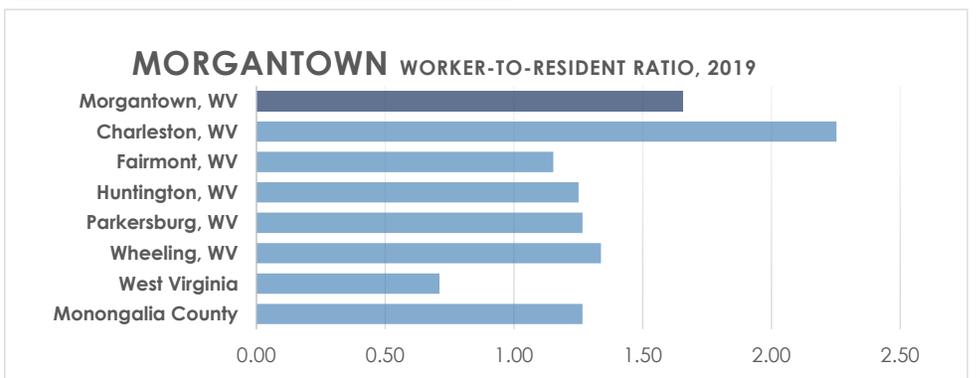
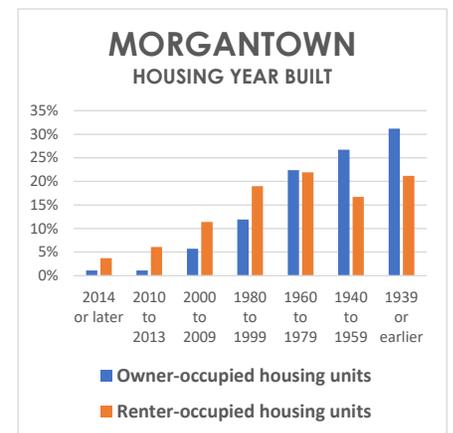
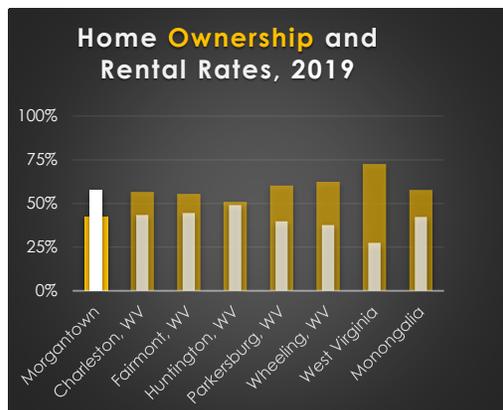
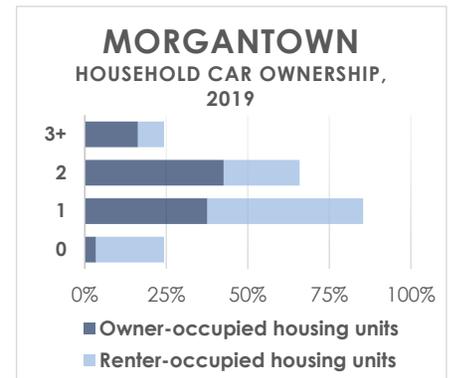
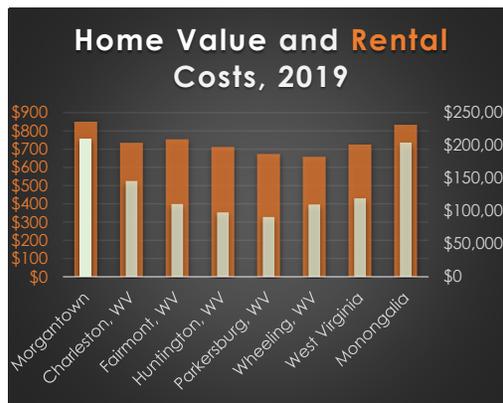
↑The location of workers - and jobs - in Morgantown has shifted closer to highways and medical aggregations over time (2002 to 2019).



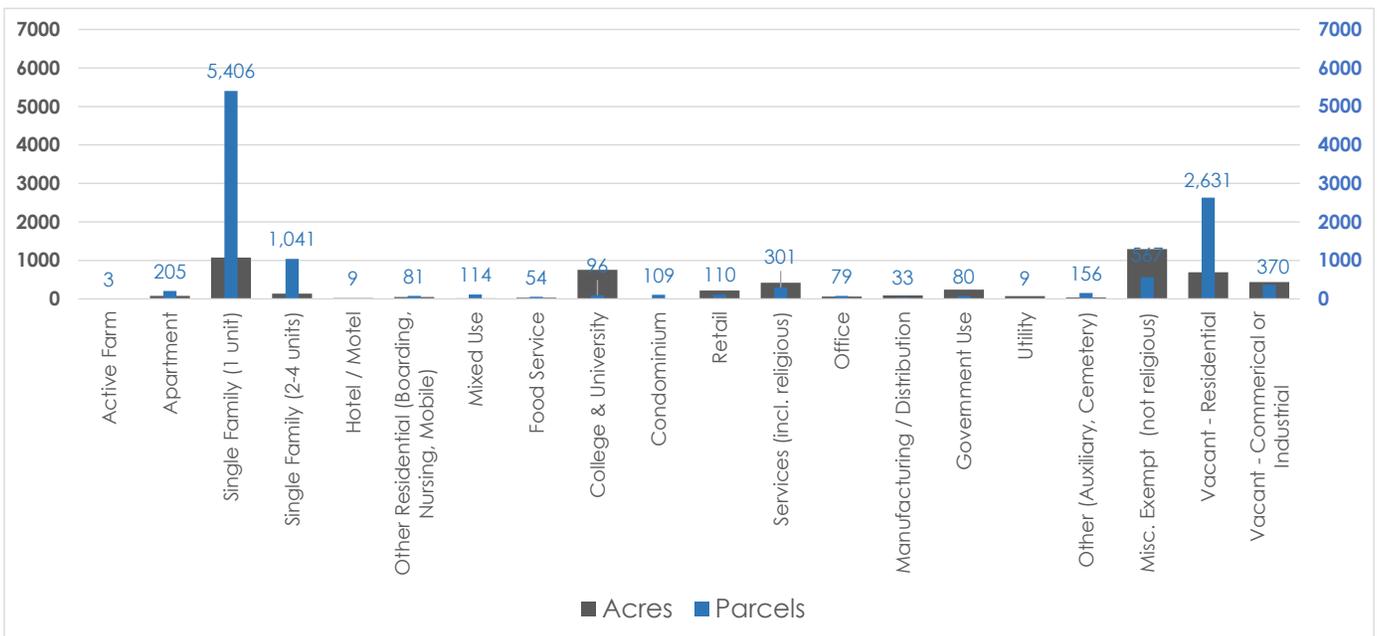
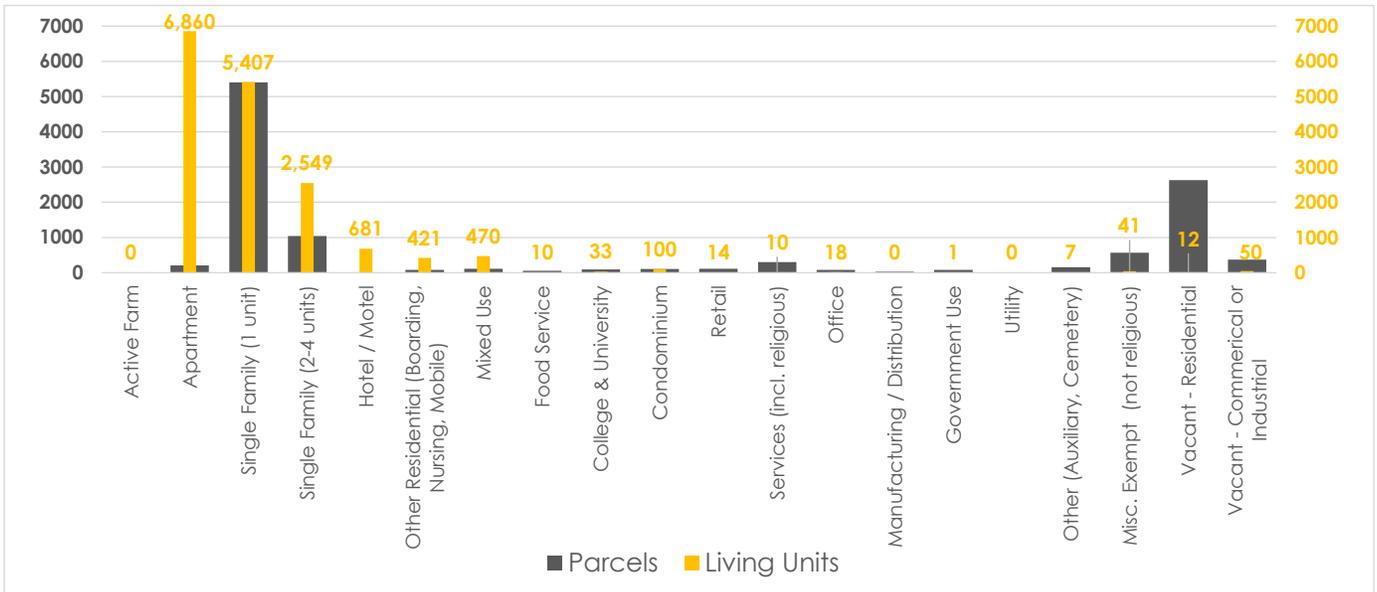
Government	At Least One Vehicle in HH (2019)	Median Year Home Built	Median Rent (2019)	Median Home Value (2019)	Percent Owner-Occupied (2019)	Percent Renter-Occupied (2019)	Housing Cost 30% or More Income	Housing Units Added 2014-2020	Added Owned Housing Units (2020 to 2040)	Added Rented Housing Units (2020 to 2040)
Morgantown	87%	1963	\$851	\$210,300	43%	58%	25%	417	220	297
Charleston, WV	82%	1957	\$735	\$145,800	57%	43%	26%	150	-	600
Fairmont, WV	89%	1947	\$754	\$110,900	56%	45%	8%	64	-	258
Huntington, WV	83%	1954	\$712	\$98,200	51%	49%	7%	141	-	511
Parkersburg, WV	83%	1955	\$674	\$91,100	60%	40%	0%	31	-	252
Wheeling, WV	83%	1945	\$658	\$110,100	62%	38%	9%	10	-	576
West Virginia	91%	1974	\$725	\$119,600	73%	27%	20%	11,089	13,175	4,990
Monongalia	91%	1984	\$834	\$204,400	58%	42%	29%	1,620	2,445	1,790

Sources: US Census Bureau 2015-2019 Estimates; Housing Added forecasts based on demographic forecasts and current household size and own/rent propensity; Housing Cost from H+T Affordability Index and U.S. Census (West Virginia); Median Year House Structure Built, historic housing adds, and Housing Value from ESRI Business Analyst (2015-2019 ACS)

While the walk mode share in Morgantown is quite high, the great majority of homes still have access to a private vehicle, with owner-occupied structures tending to have more vehicles per household. An important issue with housing its age, although in this regard Morgantown is not alone among its peers, but lags behind the state median of 1974 as year housing structures were built. The majority of homes in Morgantown (58%) are renter-occupied. Other studies suggest that the ratio of owner-renter occupied housing units has stabilized back to pre-Recession levels in other markets. Part of this reliance on rental housing is the cost and availability (related matters) of housing, which consumes more than 30% of the total household income for a quarter of households in Morgantown. The median home value of \$210,300 (2019) is well above that of the City's peer municipalities shown in this study, and 45% higher than the next peer (Charleston). The assessment suggests that another 417 housing units (297 as rentals) will be needed through 2040, if other factors do not change the demographic composition or economy of the City. The pace of construction of rental housing units has slowed in recent decades, and fallen behind construction of new owner-occupied housing units. Morgantown's daytime population (including incoming workers) swells the nighttime population by over 1.5 times, only exceeded by Charleston in this peer grouping.



Approximately 3,500 apartment units are owned by West Virginia University according to available Morgantown parcel records, a factor to consider when thinking about the capacity of available rental units.

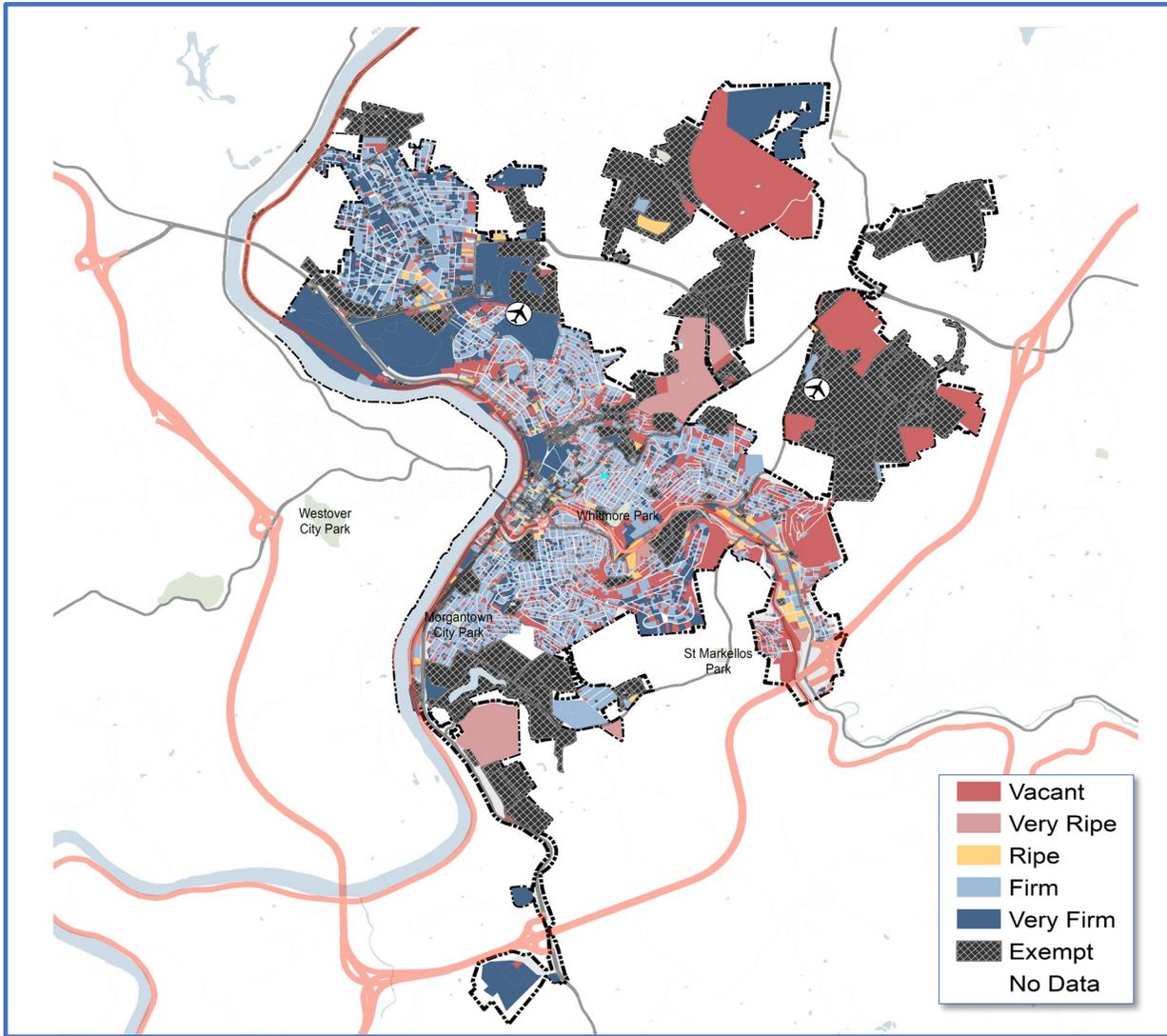


Source: City of Morgantown (parcel data)

The composition of Morgantown's housing stock is further detailed in the two graphs above. Data received from the City of Morgantown was used to construct this summarized information into the 20 land use categories shown (for comparison, the original data set has 90 categories).

The **top graph** shows the number of parcels (gray bars, left-hand axis) and number of living units (yellow text, bars and right-hand axis) for those uses that have recorded living units (homes, apartments, condominiums, mobile homes, row houses) in the Morgantown GIS database. Lands labeled as "vacant" - although some do also show living units on some vacant parcels - are shown at the far right. Other uses, such as hotels, food service, retail, office, and manufacturing / distribution, are also indicated. Note that some of these commercial uses, such as restaurants, also indicated that there were living units on the premises.

The **bottom graph** shows the acreage of each use and (again) the number of parcels for each use. Single-family homes (1,071 acres), university-affiliated properties (754 acres) and vacant land slotted for residential growth (1,293 acres) account for a combined 44% of all parcel acreage, while other tax-exempt properties (including religious) account for another 23% of land area.



A "ripe-and-firm" map indicates properties that are considered to have a lower or higher potential for redevelopment. Religious or government properties with buildings already present are considered to be "firm" or "very firm" and unlikely to redevelop to a different use in the foreseeable future. At the other end of the spectrum, "vacant" properties are the most likely to redevelop along with "very ripe" and followed by

RIPE AND FIRM ASSESSMENT NOTE

As with any assessment, the Morgantown ripe-and-firm mapping has to make several assumptions, including the predilections for selling / developing land by the owner; internal or regional market conditions; development constraints like topography; setback requirements or other restrictions; and environmental or public preservation lands. More input from local staff and citizens can help refine these classes.

"ripe" properties. These assessments were based on typical commercial and (separately) residential property values and status.

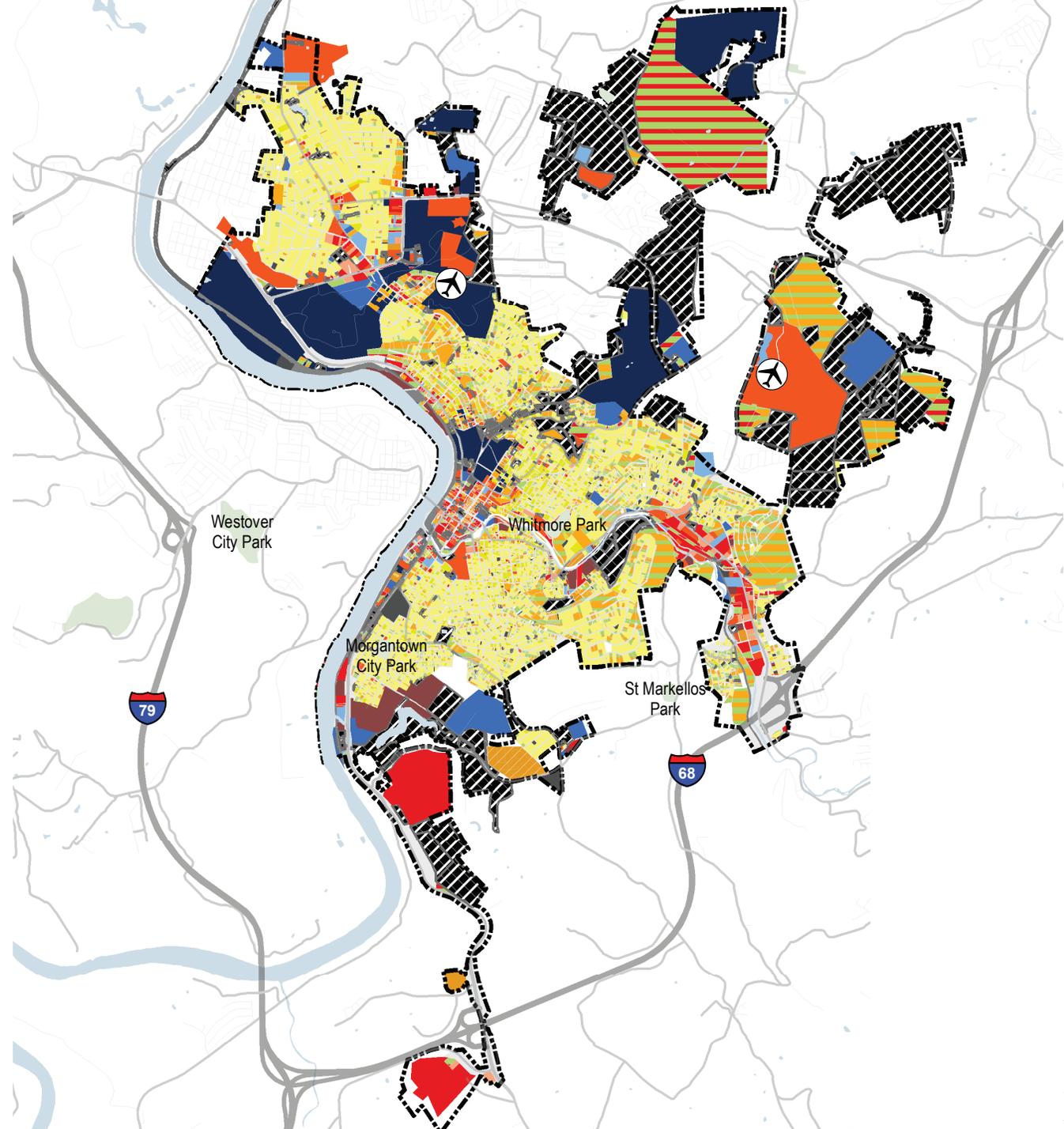
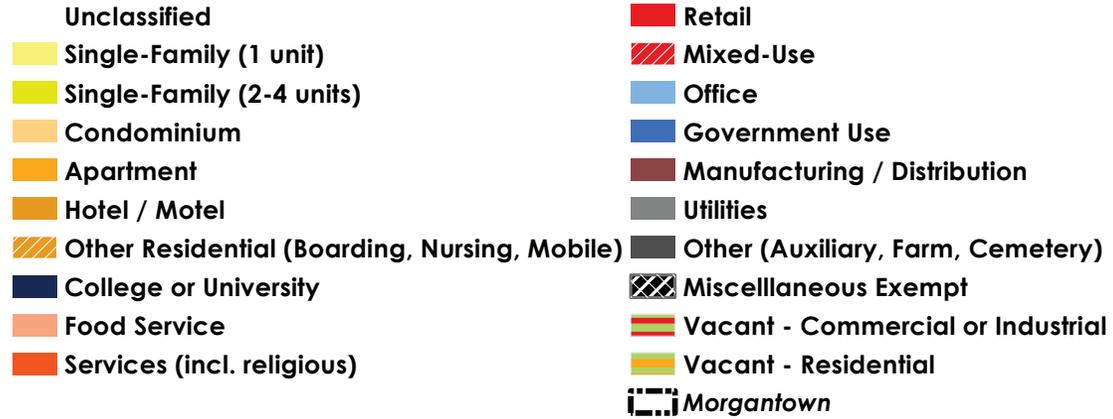
An important consideration in Morgantown revealed by this assessment is the number of tax-exempt and sometimes university-owned properties. These properties compose approximately one-third (33%) of the land area in Morgantown. While the lands indirectly contribute to the fiscal well-being of Morgantown, the result is

that are not tax-exempt are the source of all ad valorem property taxes in the City, which is assessed at 60% of the property's appraised value.

As of this writing, the total levy rate is \$2.5596 per \$100 of the (60%) appraised value for non-residential or non-farm properties (which may also apply for tax exemption). For residential and non-exempt farm properties, a rate of \$1.2844 per \$100 of the (60%) appraised value applies. This includes a half-cent (non-residential) or quarter-cent (residential) municipal levy applied in Morgantown. Other, smaller municipalities like Westover and Star City also apply this levy.

9. SUPPLEMENTAL MAPPING

Existing Land Use



Historic Resources

29

structures on the National Register of Historic Places

5

historic districts on the National Register of Historic Places



South Park (1909)



Downtown

Greenmont

South Park

Chancery Hill

Wharf & Warehouse District