



# Small Area Plan Area 2 – North Willey, Snyder, and Richwood Avenue

Phase Two – Plan Development

October 23, 2017

# Why prepare a small area plan?

## AREA 2

## North Willey St, Snyder St, and Richwood Ave

MAP NUMBER	CURRENT ZONING	GENERAL DESCRIPTION	OBSERVATIONS
2	R-1A, R-2, B-1, B-2	North Willey Street, Snyder Street, and Richwood Avenue; adjoins the Woodburn Neighborhood.	<p><b>Current mix of residential and commercial zoning does not reflect existing uses or future potential.</b></p> <p><b>Considerations for future study:</b></p> <ul style="list-style-type: none"><li>• Permitting higher density residential patterns</li><li>• Permitting mixed uses</li><li>• Incentives to assemble and consolidate parcels for redevelopment</li><li>• Design standards that are appropriate to the location and scale of the corridor</li><li>• Transition to lower density residential adjoining the Woodburn Neighborhood.</li><li>• Infrastructure improvements supporting higher densities including sidewalks, pedestrian crossings, street lighting.</li></ul>



**Phase One: Inventory and Analysis**

**Phase Two: Plan Development**

**Phase Three: Plan Review**

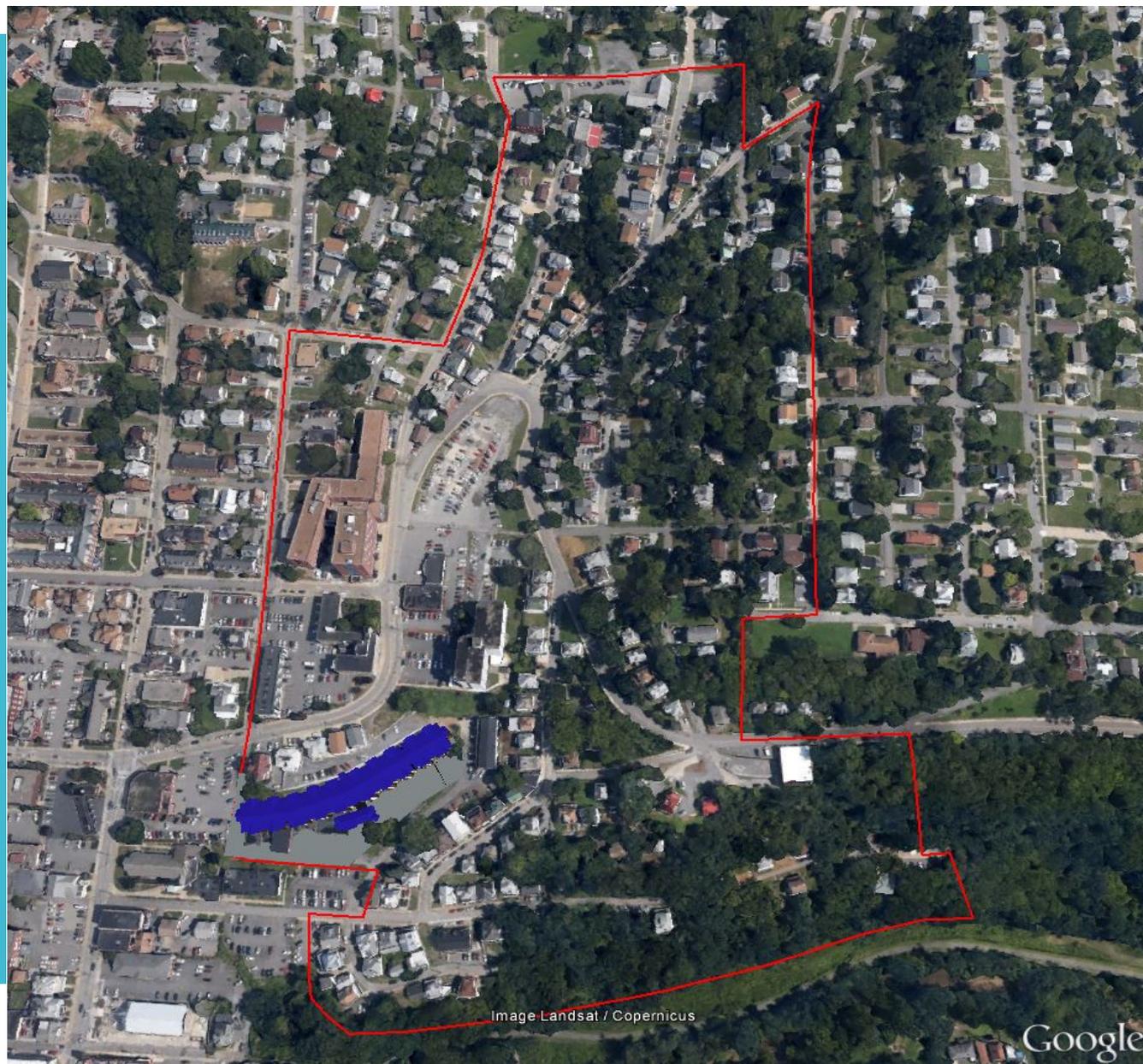
## Why prepare a small area plan?

- Identified in the Comprehensive Plan
- Neighborhood-level approach
- Benefits such as:
  - Represent stakeholder and community vision
  - Provide neighborhood-scale recommendations
  - Enable proactive planning for neighborhoods
  - Guide investment for transportation, housing, environmental protection, open space, and other categories as defined through the process.

## Existing Conditions

- Large, predominantly student rental housing area northwest of the Morgantown Central Business District.
- Encompasses 48.9 acres (includes right-of-way) and 295 parcels.
- The 2013 Plan recommends the following:
  - Permit higher density residential patterns
  - Permit mixed uses
  - Incentives to assemble and consolidate parcels for redevelopment
  - Design standards that are appropriate for the location and scale of the corridor
  - Transition to lower density residential adjoining the Woodburn neighborhood
  - Infrastructure improvements including sidewalks, pedestrian crossings, and street lighting

# Context



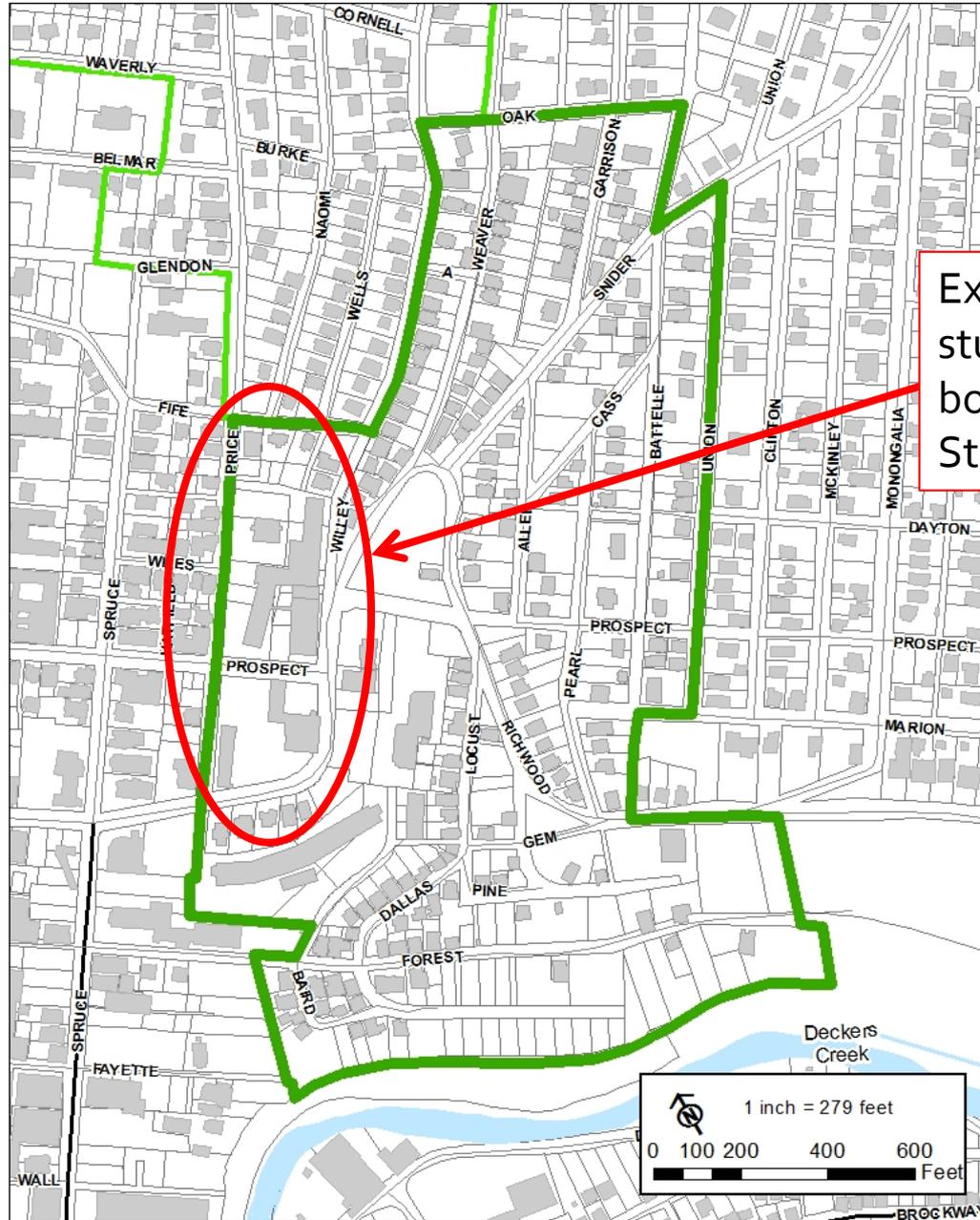
## Existing Conditions

- 224 structures situated on 295 parcels
- Main access is provided from Richwood and Willey Streets
- Estimate over **1,000 people** residing in this area that will be affected by decision-making process

2012 Land Use	Number of Parcels	Area (Acres)	Area (%)
Retail	4	1.1	2.3
Parking	17	3.3	6.8
Residential – Single Family	69	7.6	15.5
Residential – Two Family	63	5.9	12.1
Residential – Multi-Family	73	10.0	20.4
City of Morgantown	2	0.05	0.1
Church	4	0.82	1.7
Vacant / Open Space	52	6.0	12.3
Vacant / Underutilized	2	0.5	1.0
WVU	9	1.6	3.3
Right-of-way	-	12.0	24.5
<b>TOTAL</b>	<b>295</b>	<b>48.9</b>	<b>100%</b>

Figure 1: Study Area

# Study Area Expansion





# Residential Rental Properties

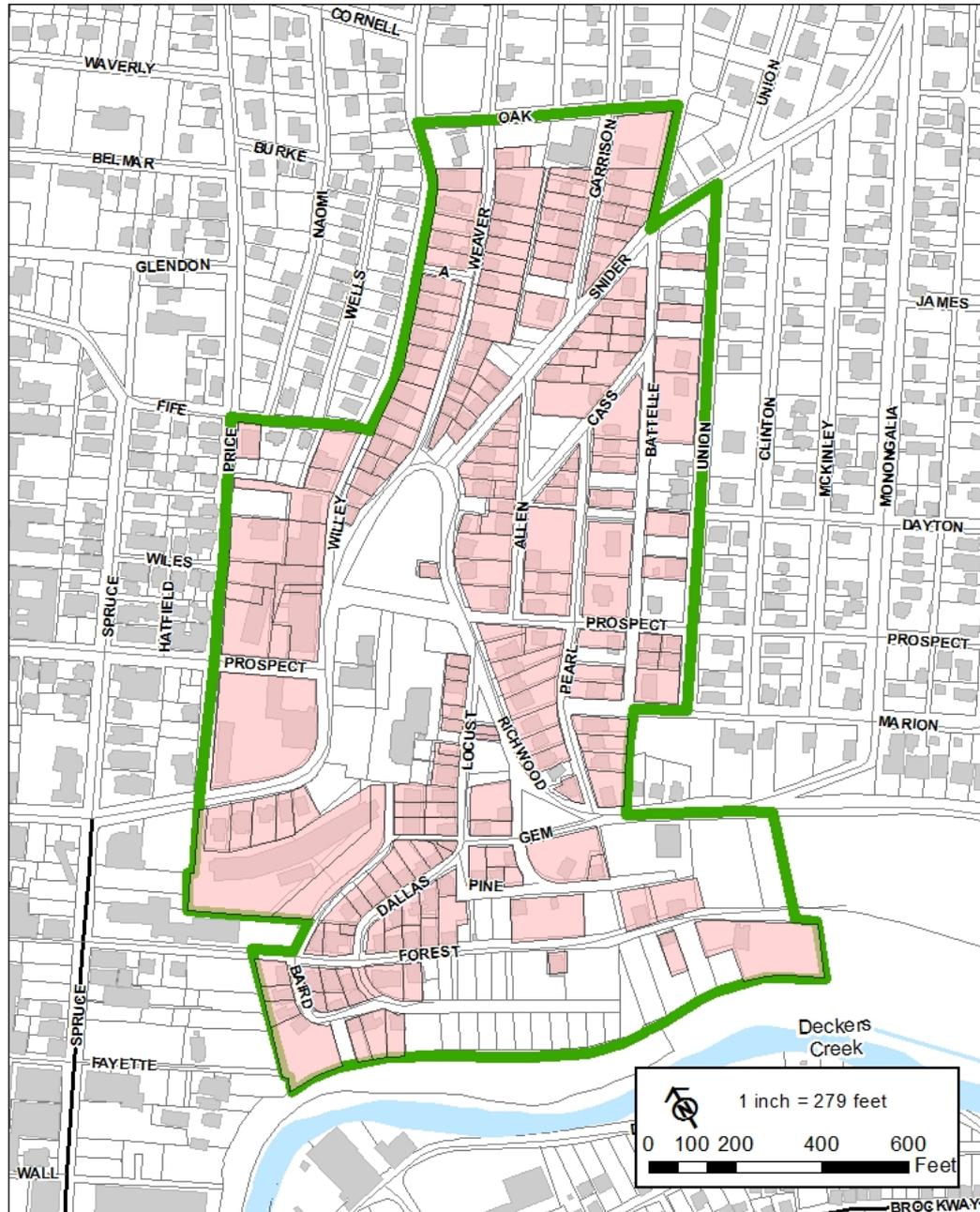
## Residential Rental Properties

### Rented # of Parcels

208 of 295 (70.5%)

### Rented Area (Acres)

24.4 of 48.9 (51.1%)









# Elevation

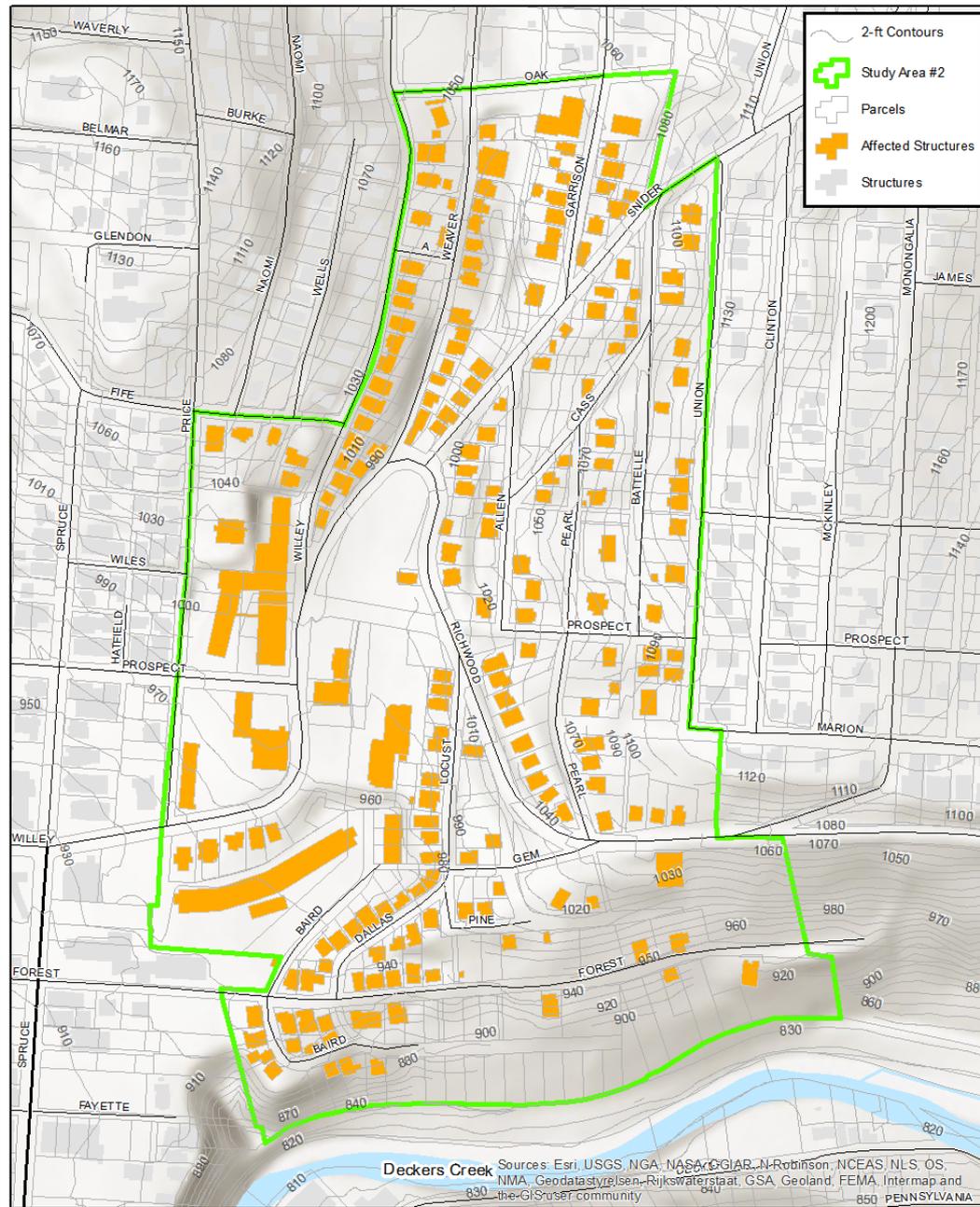


Figure 5 - Elevation

## Current Plans MMMPO

**Project 25 (Tier 4)** illustrates improved capacity and pedestrian and bike facilities for Willey Street. These improvements include:

- Add capacity through key turn lane additions and intersection improvements
- Add key connections to complete the sidewalks
- Widen lanes to 15 feet on inclines for adequate bicycle overtaking width
- Improve geometry (sight distance, curvature, lane widths, shoulders, etc.)
- Provide bus stops and shelters at key locations.



**Tier 4** indicates that this project is at the lowest of the four priority categories according to the 2045 Metropolitan Transportation Plan

# TIF District

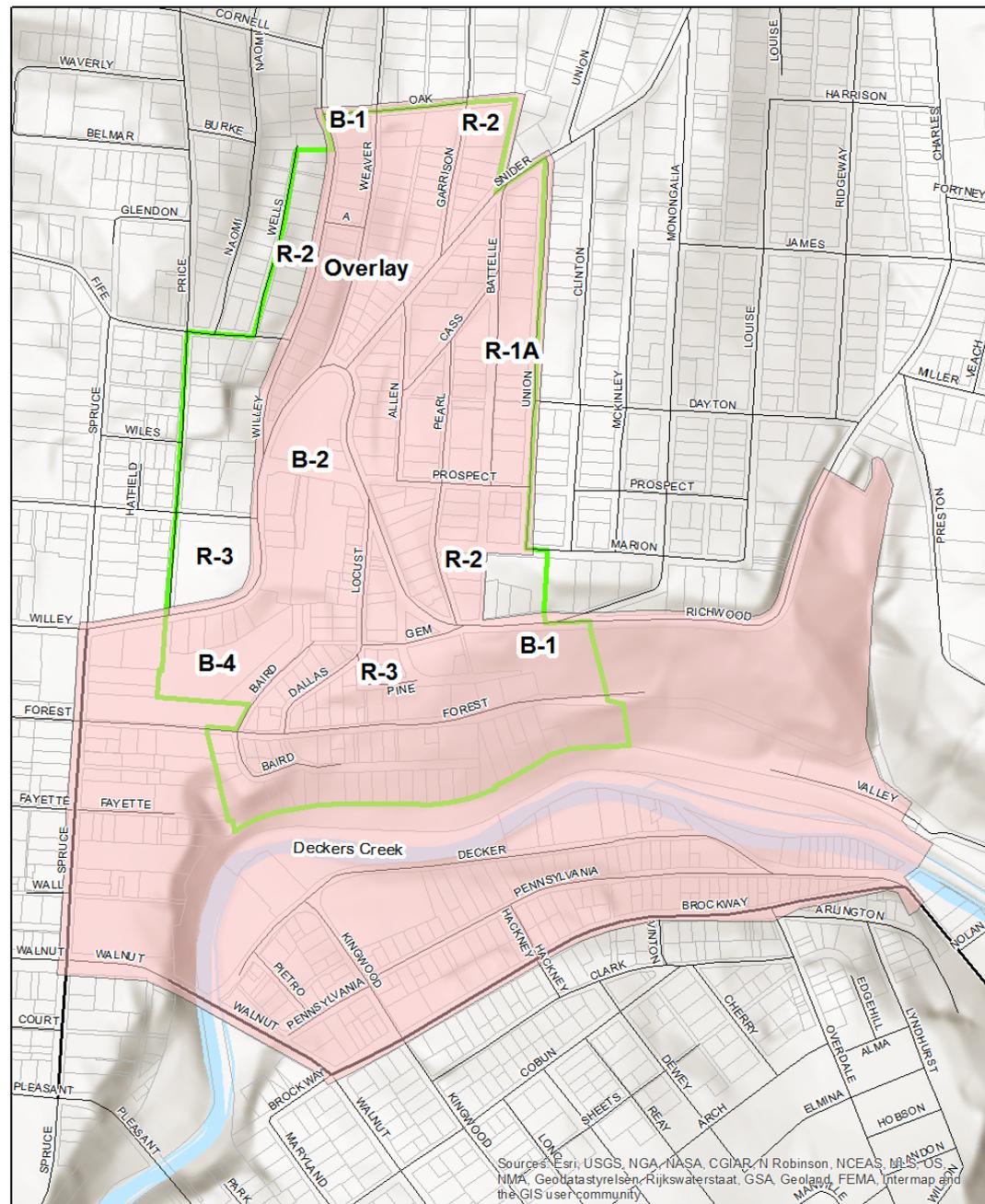
Created in 2015

**TIF Project** includes multiple infrastructure improvements:

- Road
- Intersection
- Public property upgrades
  - Sidewalks
  - Curbs
  - Lighting
  - Landscaping
  - Right-of-way acquisition
  - Site Prep
  - Construction Costs

Source: 2016 WSB TIF Annual Report,  
City of Morgantown

 - TIF District



Redevelopment #4 TIF District

Sources: Esri, USGS, NGA, NASA, CGIAR, N Robinson, NCEAS, M.S., US NMA, Geodatastyrelsen, Rijkswaterstaat, GSA, Geoplant, FEMA, Intermap and the GIS user community

0 100 200 400 600 800 Feet

1 inch = 487 feet 

# TIF District

Public Improvements	Estimated Total (\$)
Street Right of way Improvements	4,000,000
Lighting Improvements	750,000
Public Property Improvements	250,000
Utility Infrastructure Upgrades	2,000,000
<b>TOTAL</b>	<b>7,000,000</b>

**\$128,750.78** collected revenue as of June 30, 2017

# Forum #1 Summary April 27, 2017 Spruce Street UMC

- 1) Density – no consensus on amount but majority support higher density
- 2) Parking – facilities are not adequate to service existing/future density
- 3) Homeownership Goal: Mix or Primarily Student Rentals?
  - a. Current housing types and condition not attractive to single families
  - b. Surrounding competition hurting area's home rentals
  - c. Morgantown Homecoming Program vs. higher density housing (or mix)
- 4) General infrastructure
  - a. Major utility concerns (insufficient stormwater, sewage, gas lines)
  - b. Poor street lighting, retaining walls, sidewalks
  - c. Inadequate Trash Service (frequency, coverage)
- 5) Lack of Desirable Features
  - a. Grocery Store
  - b. Park/Greenspace



# Forum #1 Summary April 27, 2017 Spruce Street UMC

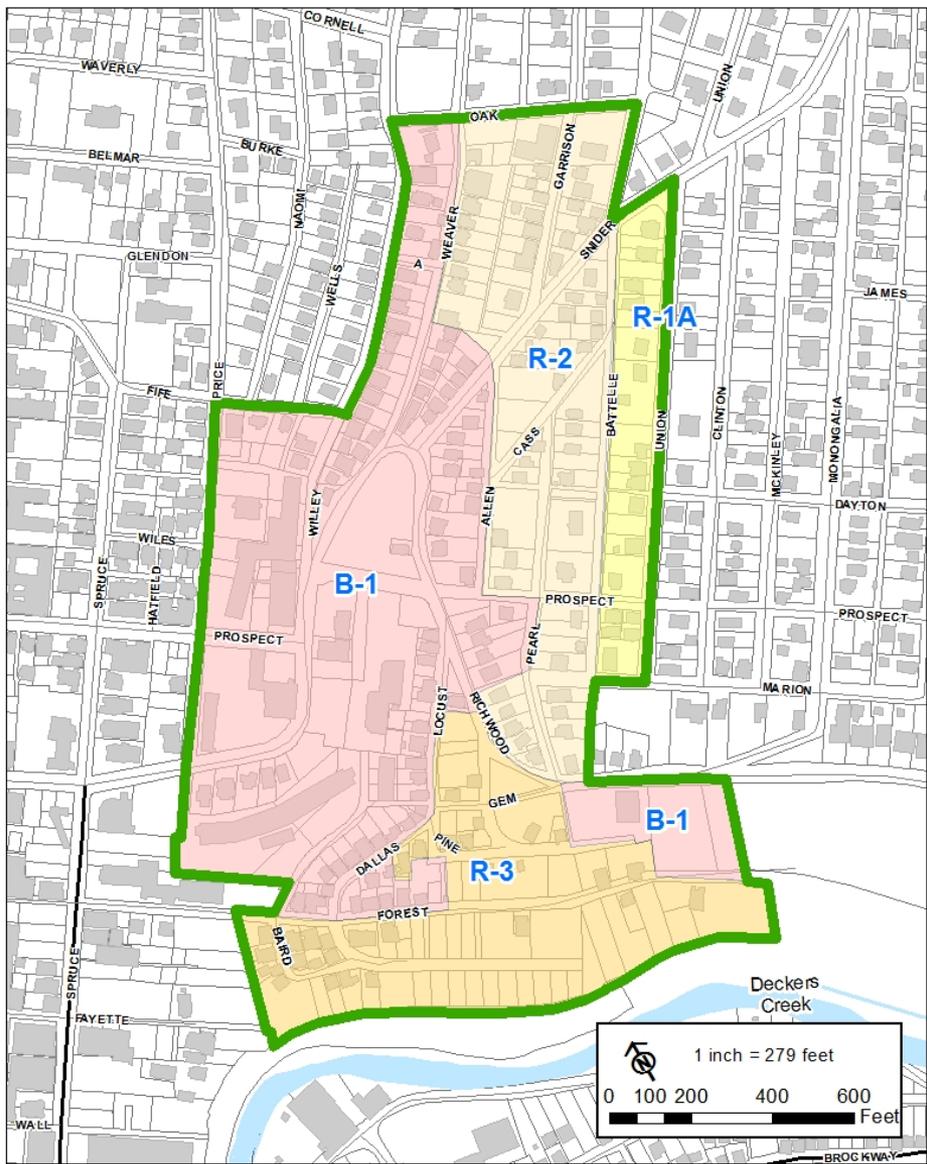
- 6) Blue-street parking would help alleviate parking problem
- 7) Favor of multi-level strategically placed parking garage
- 8) Request improved zoning to match existing development
  - a. Current multifamily homes on Forest Ave require zone change from R-2 to R-3
  - b. Disincentivized to tear down grandfathered structures due to recent setback rules
- 9) Bigger concern with larger student population than higher density increase
- 10) Area's proximity to campus advocates higher density student housing
  - a. No recognized incentive or capability for single families to repurpose existing rental homes
- 11) Discussed need for financial incentives that improve properties
  - a. Planned Unit Development (PUD) or overlay district



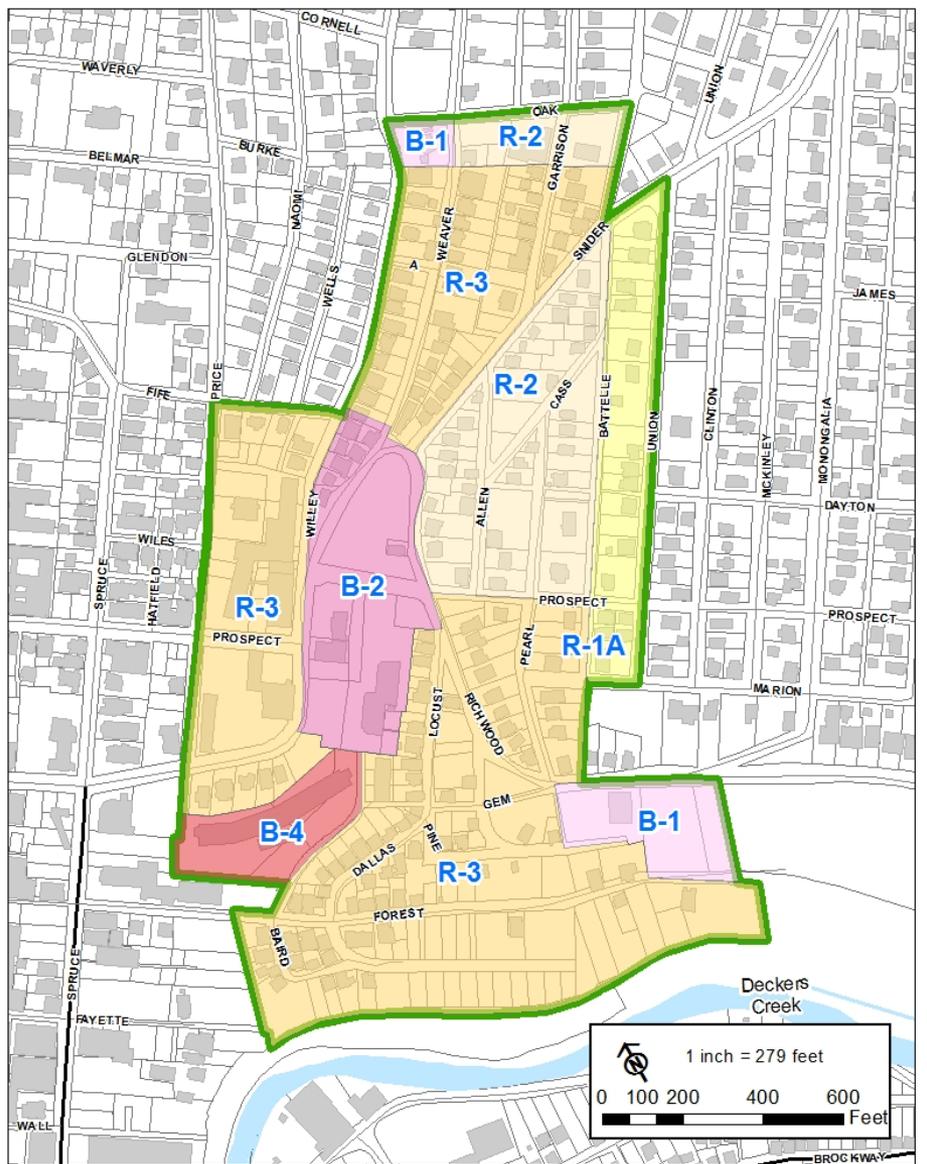
Forum #2  
Summary  
June 29, 2017  
Public Safety  
Training  
Room

- 1) Blue-street parking would help alleviate parking problem
- 2) Favor of multi-level strategically placed parking garage
- 3) Request improved zoning to match existing development
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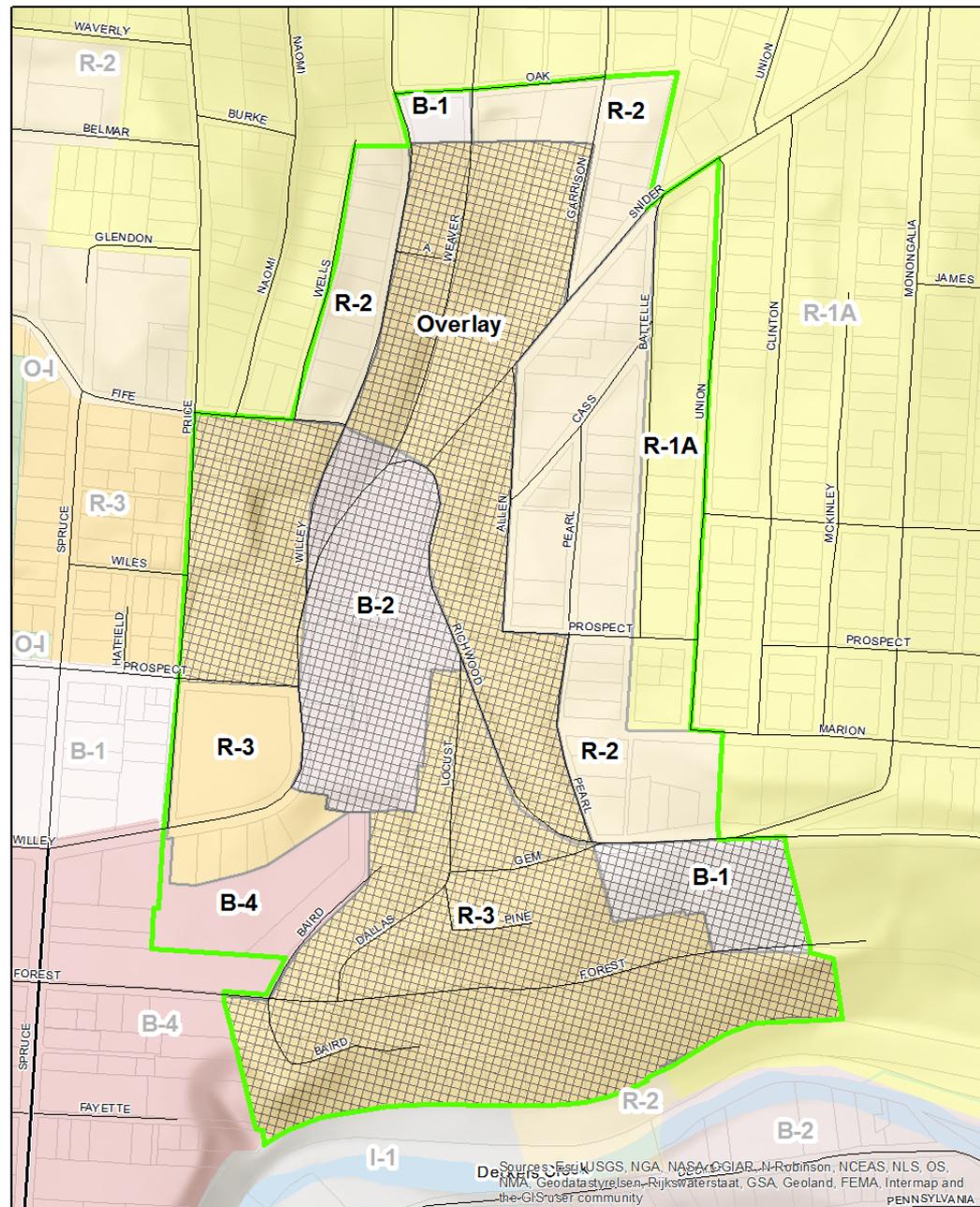
Major Property Owner Preferences - Alt 1



Major Property Owner Preferences - Alt 2



# Contemplated Zoning



Sources: Esri, USGS, NGA, NASA, CIA, Robinson, NCEAS, NLS, OS, NMA, Geodatastyrelsen, Rijkswaterstaat, GSA, Geoland, FEMA, Intermap and the GIS user community

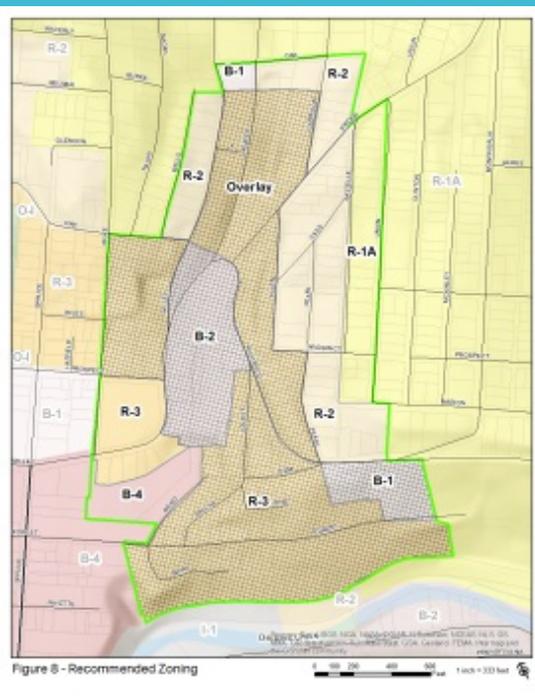
Figure 8 - Recommended Zoning

0 100 200 400 600 Feet 1 inch = 333 feet

# Contemplated Zoning

## Potential overlay components

- Provisions to encourage/reward site assembly and redevelopment
- Minimum and/or maximum residential density provisions to inform desired development patterns
- Minimum and/or maximum building envelope provisions could be included that supersede standards of the base zoning district to advance consistent and complementary development patterns
- Modifying permitted land uses to best serve redevelopment potential and ensure compatibility and flexibility
- Minimum parking requirements within the overlay district could be reduced, similar to the Sunnyside Overlay Districts and the B-4 District, to promote redevelopment
- Minimum design standards could be included to promote consistent and complementary building form to create a sense of place and uniqueness







## Next Steps

### Phase Three: Review and Adoption

1. Public Comment Period - Community stakeholders provide comments on the draft plan, through a variety of means (website, mail, etc.)
2. Inter-Agency Review - City departments and external agencies review the draft plan and provide cost estimates for action items
3. Planning Commission Hearing - Planning Commission conducts a public hearing to review the plan and to make a recommendation to City Council for plan adoption
4. Revise Draft Plan
5. City Council Hearing



<http://www.morgantownwv.gov/193/Areas-for-Future-Study>

# Questions?

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Small Area Plan

Area 2 – North  
Willey St, Snyder  
St, and  
Richwood Ave

