

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



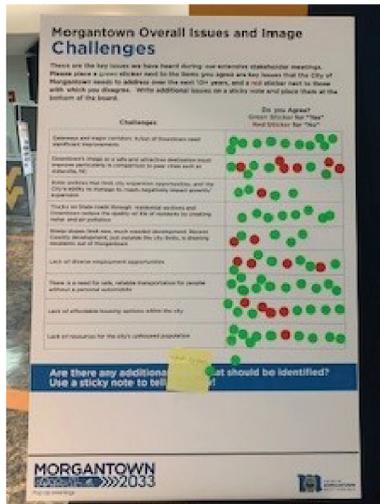
WHAT WE LEARNED

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.



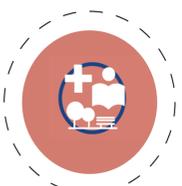
ENVIRONMENT

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.

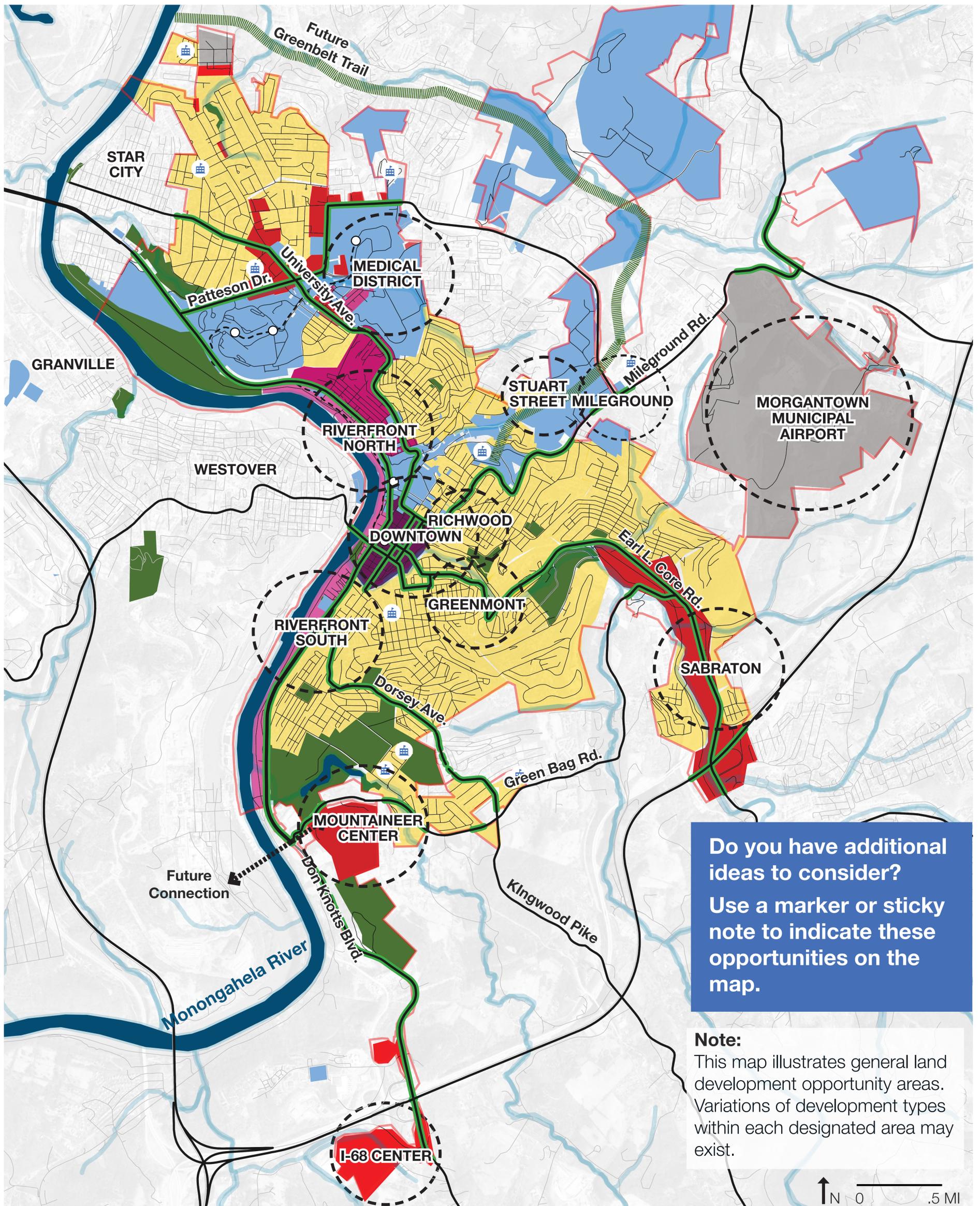
- LM-7.1 Adopt regulations that provide for an expedited development review and approval process in designated areas if proposals meet specific criteria.
- LM-7.2 Strengthen design standards (architectural appearance, building materials, landscaping, signage) and their enforcement in the zoning code.
- 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



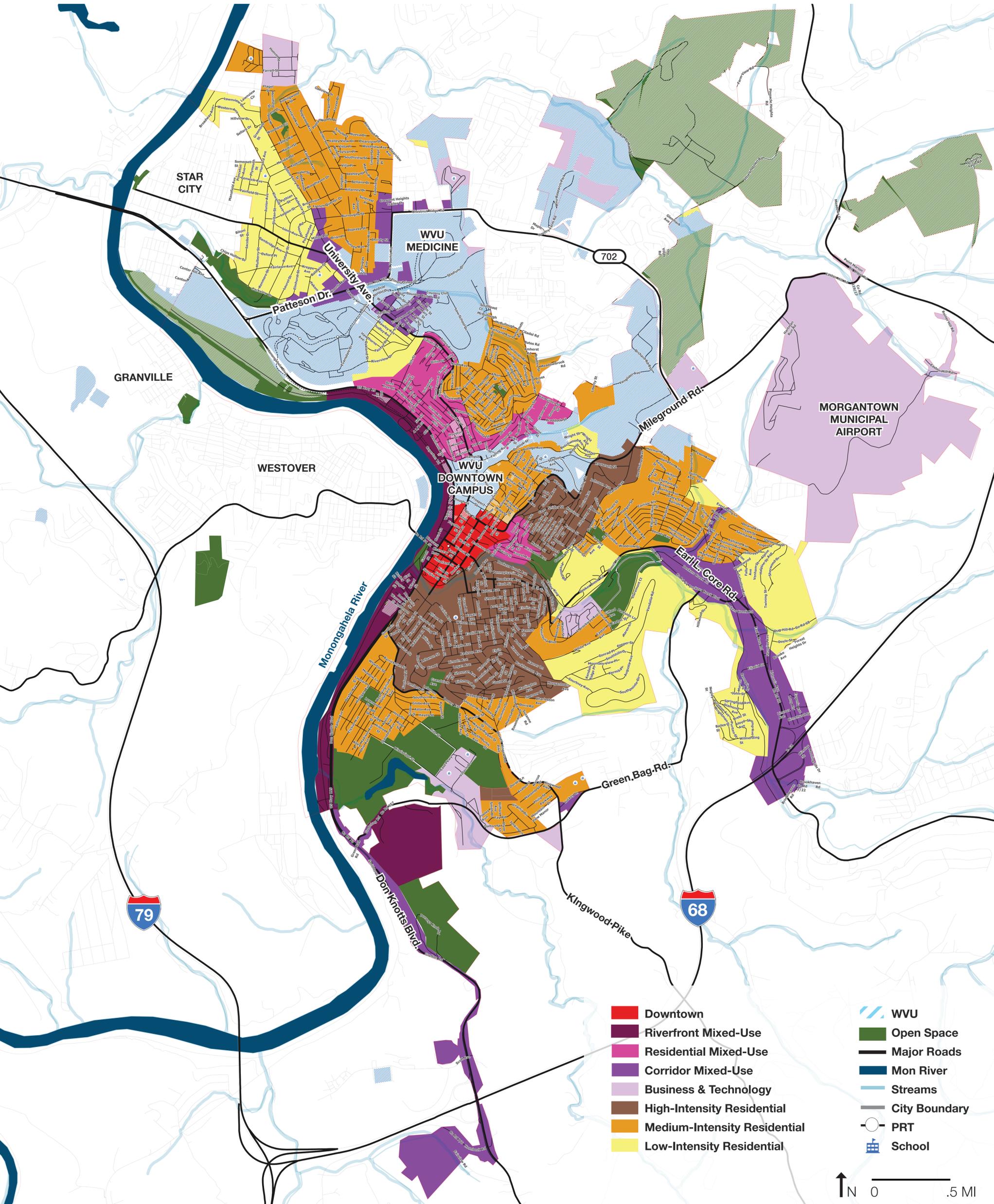
Comprised of detached 1-2.5 story residential structures each intended for one family. Densities range from six to twelve units per acre. Accessory dwelling units should be considered to increase housing type diversity.

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

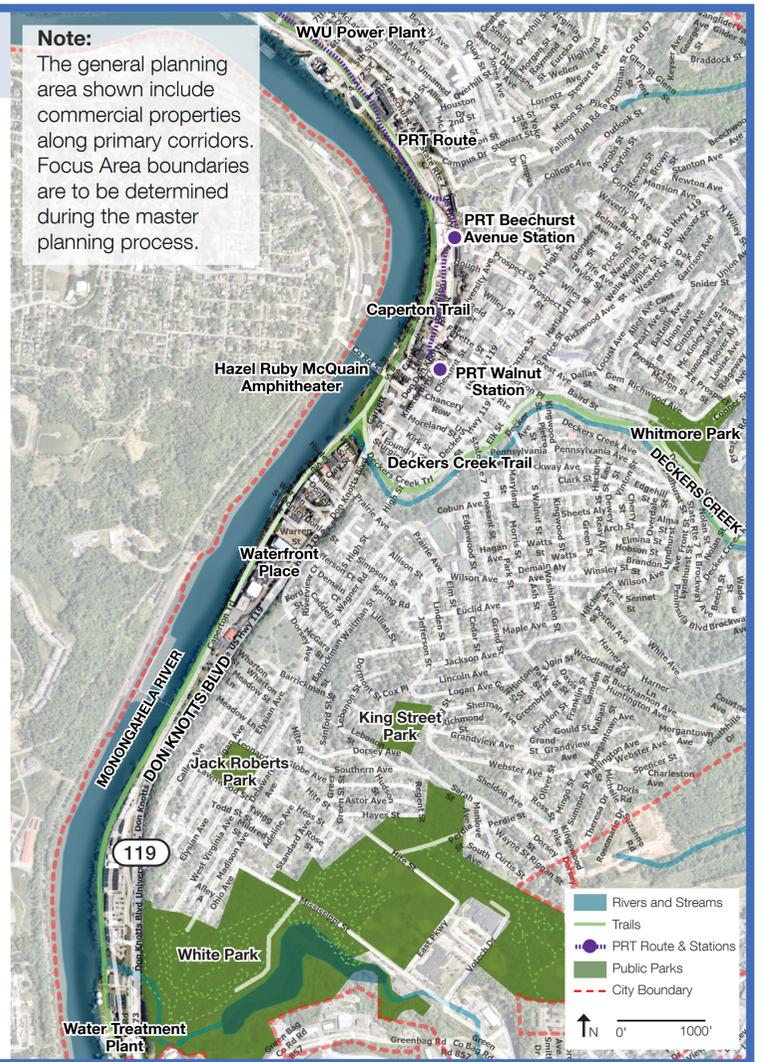
- **Create** a “must-see” mixed-use district
- **Enhance** waterfront amenities
- **Provide** premier arts and cultural opportunities
- **Establish** safe multimodal access between Downtown and the Riverfront
- **Orient** future development to amenities



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



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



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 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

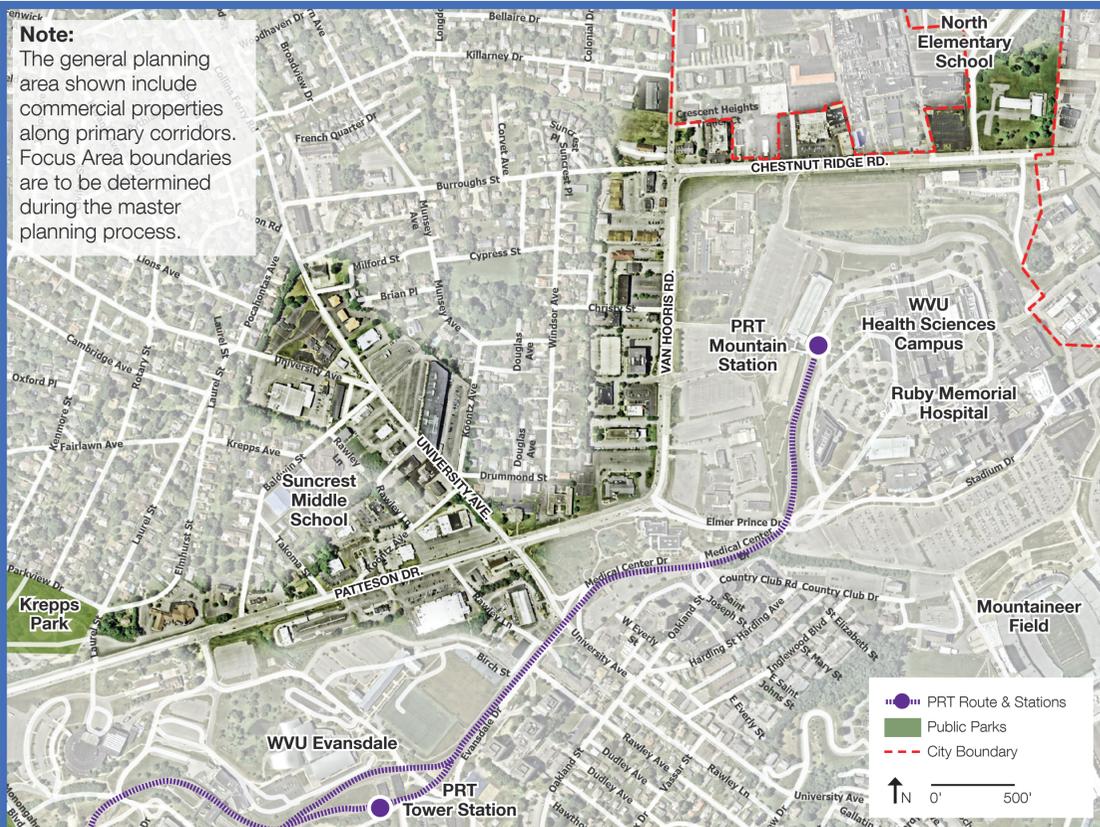
- **Maximize** missing middle housing opportunities
- **Encourage** neighborhood-scale mixed-use
- **Utilize** topography to disguise building massing
- **Enhance** pedestrian and bicycle connections to area amenities
- **Maximize** the potential of underutilized commercial buildings



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.



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.

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.

Improve multimodal transportation options, notably sidewalks and bike lanes.

Expand the airport flight offerings for commercial and industrial use.

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: Rhoadside 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.