



# 7.0 Implementation

## Downtown Strategic Plan

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This Strategic Plan Update provides a tool for enhancing downtown Morgantown's physical, cultural, and economic environments and for strengthening the rewards and value of public and private investment. It builds on the physical features inherent in Morgantown's natural and built environments to foster organic evolution of the City's unique design characteristics. However, this Plan Update's analysis and recommendations are simply an academic exercise if it does not influence the decisions made by developers, investors, citizens, and government officials that affect the character of the City.

This final section of the Strategic Plan Update addresses:

- Project item
- Associated goals, policies, and actions
- Lead department or agency for each action item
- Priority level
- Timeframe
- Funding option
- Catalytic Projects

Design and planning have worked throughout the history of Morgantown and the impact of successful policy and investment is evident in many parts of the City. The City's notable efforts with public realm improvements – including the Caperton Trail, Deckers Creek Trail, Hazel Ruby McQuain Riverfront Park and Amphitheater, Courthouse Square, portions of the Wharf District, High Street streetscape improvements, the Metropolitan Theatre, and the Morgantown Events Center – are prime examples of synergistic effort and community dedication to the revitalization of the downtown. Through a concerted effort, the momentum that the community has built and its stewardship of the City environment will expand in new ways – and will continue Morgantown's urban renaissance.



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*A bicyclist riding along the Caperton Trail through the Hazel Ruby McQuain Riverfront Park.*

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### 7.1 Catalytic Projects

Catalytic projects implement key aspects of the plan and spur energy, activity, investment, and redevelopment. The following actions included in the Implementation Matrix located on pages 135-138 are recommended as catalytic projects. Some may already be underway, in which case, the plan supports their continuation. Some can and should begin immediately. Other projects require a longer view and are contingent on decisions regarding privately-owned land.

#### **Downtown Framework**

1. The design committees of the City and Main Street Morgantown, with the technical assistance of the Planning Department, should initiate the development and recommendation of architectural design standards for each of the “Character Areas”. These standards should be incorporated into the City’s Planning and Zoning Code to activate implementation and administration.
2. The City will soon be initiating a Comprehensive Plan update that should include a Master Plan component for the Riverfront and Wharf Districts.

#### **Cognitive Experience**

1. The City and Main Street Morgantown should initiate the development and implementation of an on-the-street ambassador program to keep public sidewalks and spaces tidy; keep the downtown free from trash, debris, and graffiti; discourage panhandling and vagrancy; and, augment policing.
2. The City and Main Street Morgantown should initiate the advancement of public art to transform and energize public spaces into more welcoming and beautiful environments that invite interaction and create a heightened sense of place.
3. The City should initiate the planning and development of monumental gateway enhancements at the northern and southern most edges of the downtown along University Avenue and at the former Chamber of Commerce building.
4. The City should initiate the planning and development of alleyway enhancements, landscaping, lighting, and beatification to better connect the waterfront to Spruce Street.
5. The City, Main Street Morgantown, and private property owners near the present Dairy Queen and Tutto Gelato establishments should initiate planning and design of functional, inviting, and managed urban park and public spaces.

#### **Urban Design**

1. The Planning Department and the Planning Commission, with neighborhood resident and property owner input, should initiate the development and recommendation of revisions to the City’s Official Zoning Map within the South High Street, Cobun Avenue, and Decker’s Creek “Character Areas”.
2. The City should develop a more permanent structure for the Farmer’s Market at its current location while still retaining the site’s principal parking use.
3. The Planning Department and the Planning Commission should initiate the development and recommendation of incentives that will enable consolidation of parcels and provide consistency in development theme and pattern. Incentives should be incorporated into the City’s Planning and Zoning Code to activate implementation and administration.



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### Transportation

1. The Planning Department, the Morgantown Parking Authority, and the Planning Commission should initiate the development and recommendation of an in-lieu of parking fee program for downtown residential developers.
2. The City, MPO, and WV Division of Highways should complete a comprehensive circulation analysis of all downtown roadways to determine whether existing one-way streets remain the most viable solution to traffic congestion while promoting access to and economic activity within the downtown. The analysis should also address roadway improvements along the University Avenue corridor approaching the Westover Bridge.
3. The City and WV Division of Highways should seek to improve pedestrian access between the waterfront and the downtown central business district through enhanced surface crosswalks, improvements to the pedestrian crossing below the University Avenue Bridge, and one or more elevated crosswalks between Fayette and Foundry Streets.
4. The City, Morgantown Parking Authority, and Mountain Line Transit should pursue the development of satellite park-and-ride facilities for commuters and storage parking facilities for downtown residents.

### Marketing and Promotion

1. Main Street Morgantown should create a dynamic, customer-focused website that promotes the types of businesses and experiences available in the downtown.
2. Main Street Morgantown should create a customer loyalty program to reward downtown workers and residents, residents of nearby neighborhoods, and other loyal shoppers for their ongoing patronage.

### Housing and Redevelopment

1. The City should promote growth in the downtown resident population by encouraging more, and a broader range, of housing opportunities.
2. The City and social service providers should seek Continuum of Care grant funding from the U.S. Department of Housing and Urban Development for homeless and transitional housing and programming.

### Policy

1. The Planning Department and the Planning Commission should initiate the development and recommendation of Planning and Zoning Code revisions to building envelope standards (i.e., setbacks, height, etc.) that better reflect the unique and desired development patterns within the individual “Character Areas”.
2. The Planning Department and the Planning Commission should purposefully study the practicability of present zoning regulations relating to night clubs, private clubs, and restaurants serving alcoholic beverages within the downtown.



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### **Safety**

1. The City should increase the visibility and effectiveness of police presence within the downtown.
2. The City and social service providers should collaboratively seek funding opportunities that support the development of one or more drop-in centers for people experiencing homelessness.

### **Economic Development**

1. Main Street Morgantown should create a property and business development subsidiary to play a catalytic role in expanding the downtown's capacity to proactively guide and stimulate sustainable growth and assist historic rehabilitation and infill construction.
2. Aggressive marketing and event promotion of the Met Theater and the Morgantown Event Center will be critical to growing economic activity within the downtown hospitality sector. Coordination with West Virginia University in the planning of special events and lecture series should be mutually beneficial.
3. Main Street Morgantown should develop a closer working relationship with West Virginia University in the planning of activities, festivals, markets, and celebrations within the downtown.

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#	Project Item	Associated Goals, Policies, Actions	Lead Department/Agency	Priority	Timeframe	Funding Option
<b>Downtown Framework Plan 6.1</b>						
1	Implement "Character Areas" Design Guidelines by adding them as a zoning overlay for each character area	6.1.1	Planning Dept, Planning Cmsn, City Council	High	1-5 years	City General Fund
2	Create a Master Plan for the Riverfront and Wharf Districts	6.1.2	Planning Dept, key property owners	High	1-5 years	City General Fund, private sponsorships
<b>Cognitive Experience 6.2</b>						
1	Create a property and business development subsidiary of Main Street Morgantown to play a catalytic development role in expanding the City's capacity to proactively guide and stimulate development	6.2.1	Main Street Morgantown	High	1-5 years	Business Improvement District, US EDA, Community Development Block Grant, private-sector funding, earned income
2	Update downtown Morgantown's National Register of Historic Places historic district listing, ensuring that all contributing properties are included and therefore are eligible for historic rehabilitation tax credits and other applicable incentives	6.2.2	Planning Dept, Historic Landmarks Cmsn, WVSHPO	High	1-5 years	City General Fund
3	Integrate regional historic preservation expertise more fully into downtown decision-making, particularly with regard to property development and site interpretation	6.2.3	Planning Dept, Historic Landmarks Cmsn, WVSHPO	High	1-5 years	City General Fund
4	Develop some 'experiential' retail offerings along the middle and lower stretches of High Street	6.2.4	Main Street Morgantown	High	1-5 years	Main Street Morgantown
5	Develop one or two new entertainment-focused retail venues in the downtown	6.2.5	Main Street Morgantown	High	1-5 years	Main Street Morgantown
6	Aggressively promote and book the Morgantown Events Theater and the Metropolitan Theater	6.2.6	City, developer	Medium	1-3 years	Private sponsorships
7	Create affordable venues for artisans to live and work in the "Deckers Creek Character Area" by providing incentives for development of live/work space	6.2.7	Planning Dept, key property owners, Main Street Morgantown	Long-range	10-20 years	Community Development Block Grant, private sponsorships
8	Create a closer working relationship with WVU's Student Affairs Department	6.2.8	Main Street Morgantown, WVU	Long-range	10-20 years	-
<b>Urban Design 6.3</b>						
1	Complete a detailed traffic and urban design study of University Avenue to balance urban design quality, pedestrians, cars and the gateway experience into the City	6.3.1.1a, 6.3.1.2a	Planning Dept, Engineering Dept, MPO, WVDOH	High	1-3 years	WVDOH, MPO
2	Develop incentives that will enable the consolidation of parcels and provide consistency in development theme and pattern	6.3.1.1b, 6.3.1.2b, 6.3.1.3b, 6.3.1.4b, 6.3.1.6a, 6.3.1.7a, 6.3.1.9a	Planning Dept, Planning Cmsn, City Council	High	1-5 years	City General Fund, DOT
3	Create a detailed master plan, detailed design standards, guidelines and patterns	6.3.1.1c, 6.3.1.6b, 6.3.1.7c, 6.3.1.8a, 6.3.1.9c	Planning Dept, Planning Cmsn, Neighborhood Assoc, City Council	High	1-10 years	City General Fund, Community Development Block Grant
4	Adopt/enforce Main Street Morgantown Urban and Public Projects Design Guidelines	6.3.1.1d, 6.3.1.2c, 6.3.1.3f, 6.3.1.4e, 6.3.1.5a, 6.3.1.6c, 6.3.1.10h	Planning Dept, Planning Cmsn, City Council	High	1-5 years	City General Fund
5	Create unique design guidelines for specific "Character Areas"	6.3.1.2d, 6.3.1.3g, 6.3.1.4f, 6.3.1.5b	Planning Dept, Main Street Morgantown, Neighborhood Assoc, Planning Cmsn, City Council	High	1-5 years	City General Fund
6	Enhance the streetscape through landscaping, signage, awnings, art, and lighting	6.3.1.3a	City	High	1-5 years	City General Fund, BID, TIF, CDBG, private sponsorships
7	Encourage the adaptive use of historic buildings	6.3.1.3c	Planning Dept, Planning Cmsn, Main Street Morgantown	High	1-5 years	Private sponsorships
8	Facilitate programmed events, signage, banners, street festivals, etc	6.3.1.3d	Main Street Morgantown, City, WVU	High	1-5 years	City General Fund, Main Street Morgantown
9	Promote new student-oriented entertainment uses	6.3.1.3e	Main Street Morgantown, Planning Department	Long-range	10-20 years	Private sponsorships, Main Street Morgantown
10	Create a more permanent structure for the Farmer's Market while still retaining the site's principal parking use (i.e. covered parking stalls); study the feasibility of allowing evening parking for performances at the Metropolitan Theatre	6.3.1.4a	City, Parking Authority, Main Street Morgantown	High	1-3 years	City General Fund, US Dept. of Agriculture, private sponsorships, WVU Extension Service, State

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11	Create more green space around new residential development in order to manage and clean stormwater before it enters Deckers Creek and travels into the Monongahela River	6.3.1.4c	Planning Dept, Planning Cmsn	Long	10-20 years	Community Development Block Grant, private sponsorships
12	Expand the government service needs of Morgantown into this area, which is adjacent to the existing government core	6.3.1.4d	City Council, City Manager, Monongalia County Cmsn	Medium	5-10 years	City General Fund
13	Create safe and easy access across University Avenue	6.3.1.7b	City, MPO, WVDOH	Medium	5-10 years	WVDOH, MPO
14	Rezone all or portions of certain "Character Areas"	6.3.1.8b , 6.3.1.7d and 6.3.1.9d	Planning Dept, neighborhood assoc., property owners	Medium	1-5 years	City General Fund
15	Create a master plan for the entire Deckers Creek corridor	6.3.1.9b	Planning Dept, BOPARC	Long-range	10-20 years	City General Fund, BOPARC
16	Intensify development of upper-floor market-rate housing, offices, and small "creative" industries	6.3.1.10.a	Main Street Morgantown, Planning Dept	Long-range	1-10 years	Main Street Morgantown, private sponsorships
17	Intensify ground floor retail and restaurant development on High Street below the Wall Street crosswalk	6.3.1.10.b	Main Street Morgantown, Planning Dept	Long-range	1-10 years	Main Street Morgantown, private sponsorships
18	Create a small concentration of community serving retail shops and restaurants near the lower end of High Street to support existing and new residential development in this area	6.3.1.10.c	Main Street Morgantown, Planning Dept	Long-range	1-10 years	Main Street Morgantown, private sponsorships
19	Create new concentrations of specialty retail on key side streets	6.3.1.10.d	Main Street Morgantown, Planning Dept	Long-range	1-10 years	Main Street Morgantown, private sponsorships
20	Collaborate with WVU and regional industrial development entities to develop small "creative" industries downtown	6.3.1.10.e	Main Street Morgantown, WVU	Long-range	1-10 years	Main Street Morgantown, WVU, private sponsorships
21	Develop a dynamic, customer-focused website promoting downtown Morgantown and its businesses	6.3.1.10.f	Main Street Morgantown	High	1-3 years	Main Street Morgantown, private sponsorships
22	Create a subsidiary organization for Main Street Morgantown to stimulate and assist historic rehabilitation and infill construction	6.3.1.10.g	Main Street Morgantown	High	1-3 years	Main Street Morgantown
Transportation 6.4						
1	Manage access, mobility, circulation, and parking as one interconnected system, coordinated through a collaborative partnership between the City, the County, and private investments while at the same time expanding convenient choices for downtown access, circulation, and mobility	6.4.1	Planning Dept, Engineering Dept, Parking Authority	Medium	5-10 years	City General Fund, Parking Authority
2	With the assistance and support of the Morgantown Parking Authority, the City should implement an in-lieu of parking fee program for downtown residential developers	6.4.2	City Council, Planning Dept, Parking Authority	High	1-3 years	City General Fund, Parking Authority
3	Identify and consolidate parking.	6.4.3	Parking Authority, Planning Dept	Medium	5-10 years	City General Fund
4	Minimize, where practicable, one-way streets	6.4.4	Engineering Dept, Planning Dept, MPO, WVDOH	Long - range	10-20 years	MPO, WVDOH, City General Fund
5	Study the feasibility of a downtown shuttle; use shuttle services to link parking with major downtown destinations and WVU	6.4.5	Engineering Dept, Planning Dept, MPO, Mountain Line, WVU	Long - range	10-20 years	Mountain Line, Parking Authority, WVU, City General Fund
6	Improve the downtown walking network through the upgrading and enhancing the existing alleyways	6.4.6	Engineering Dept, Public Works, Planning Dept	High	1-5 years	City General Fund, TIF, BID
7	Update rates, fee collection, lighting, and security in public parking areas; build operating partnerships among the City, the County and the private sector	6.4.7	Parking Authority, Monongalia County Cmsn, private property owners	High	1-5 years	Parking Authority, Monongalia County, private sponsorships
8	Operate satellite park-and-ride and storage parking facilities in partnership with private land owners	6.4.8	Parking Authority, MPO, Mountain Line Transit, WVU, private property owners	Medium	5-10 years	City General Fund, Parking Authority, Mountain Line Transit, MPO, WVDOH, WVU
9	Create a bicycle and trails comprehensive plan in order to increase the access to Deckers Creek, which is severely limited and hard to find from downtown and surrounding neighborhoods	6.4.9	Planning Dept, BOPARC	Long	10-20 years	City General Fund, BOPARC
10	Increase the availability of existing parking for commerce by promoting higher on-street vehicle turnover to enhance and sustain commercial vitality	6.4.10	Parking Authority	Medium	5-10 years	Parking Authority
11	Encourage long-term parkers and customers, particularly merchants and employees, to better utilize existing downtown parking structures	6.4.11	Parking Authority, Main Street Morgantown	Medium	1-3 years	Parking Authority, Main Street Morgantown
12	Identify a location along Brockway Avenue or an adjoining street to place a pedestrian bridge across Decker's Creek to allow the South Park neighborhood easier access to the trail system.	6.4.12	Planning Dept, BOPARC	High	1-3 years	City General Fund, BOPARC

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13	Improvements for the University Avenue bridge pedestrian underpass need to include; better lighting, random police walkthroughs throughout the day and evening, and short colorful landscape plantings.	6.4.13	Planning Dept, BOPARC	High	1-3 years	City General Fund, BOPARC
14	Create enhanced pedestrian crosswalks at these intersections along University Avenue; Foundry Avenue, Walnut Street, Fayette Street, Hough Street, and Willey Street.	6.4.14	Engineering Dept, Public Works, Planning Dept	High	1-3 years	City General Fund, TIF, BID
15	Build a pedestrian bridge at one or both of these intersections; between Foundry and Kirk Street	6.4.15	Engineering Dept, Public Works, Planning Dept	Medium	5-10 years	City General Fund, TIF, BID
Marketing and Promotion 6.5						
1	Provide more downtown entertainment-related activities geared towards a broader clientele and particularly residents; animate the middle and lower sections of the downtown through visual merchandising, storefront window activity, and street activity	6.5.1	Main Street Morgantown	High	1-5 years	Main Street Morgantown, private sponsorships
2	Add businesses that augment entertainment venues currently available downtown, such as a bowling alley or a combination restaurant and small performance space for author readings, poetry slams, or other live activities	6.5.2	Main Street Morgantown	High	1-5 years	Main Street Morgantown
3	Provide free wireless internet downtown	6.5.3	City, Main Street Morgantown	High	1-5 years	City General Fund, private sponsorships
4	Create a stronger link between downtown Morgantown and major WVU special events	6.5.4	Main Street Morgantown, WVU	High	1-5 years	Main Street Morgantown, WVU
5	Create a dynamic, customer-focused website that promotes the types of businesses and experiences available in downtown Morgantown	6.5.5	Main Street Morgantown	High	1-5 years	Main Street Morgantown, private sponsorships
6	Create a customer loyalty program to reward downtown workers and residents, residents of nearby neighborhoods, and other loyal shoppers for their ongoing patronage	6.5.6	Main Street Morgantown, downtown merchants	High	1-5 years	Main Street Morgantown, downtown merchants
Housing and Redevelopment 6.6						
1	Grow the downtown resident population by creating more, and a broader range of, housing opportunities	6.6.1	Planning Dept, Planning Cmsn, Main Street Morgantown, private property owners	Long	10-20 years	Private sponsorships, TIF, BID, tax credits, CDBG
2	Encourage the reuse of vacant and conversion of underutilized upper floors for new residential uses	6.6.2	City Council, Planning Cmsn, Planning Dept, Main Street Morgantown, private property owners	High	1-5 years	City General Fund, private sponsorships, TIF, BID, tax credits, CDBG, Main Street Morgantown
3	Stimulate infill development of mixed-use buildings on vacant lots throughout the downtown	6.6.3	City Council, Planning Cmsn, Planning Dept, Main Street Morgantown, private property owners	Medium	5-10 years	City General Fund, private sponsorships, TIF, BID, tax credits, CDBG, Main Street Morgantown
4	Redevelop the areas along the Monongahela River in order to attract revitalization and infill projects in the downtown	6.6.4	City Council, Planning Cmsn, Planning Dept, Main Street Morgantown, private property owners	Long	10-20 years	City General Fund, private sponsorships, TIF, BID, tax credits, CDBG, Main Street Morgantown
5	New housing should support and integrate a diversity of age groups and income levels	6.6.5	City Council, Planning Cmsn, Planning Dept, Main Street Morgantown, private property owners	Medium	5-10 years	City General Fund, private sponsorships, TIF, BID, tax credits, CDBG, Main Street Morgantown
6	Use development of new housing to better connect surrounding neighborhoods to the downtown	6.6.6	City Council, Planning Cmsn, Planning Dept, Main Street Morgantown, private property owners	Medium	5-10 years	City General Fund, private sponsorships, TIF, BID, tax credits, CDBG, Main Street Morgantown
Policy 6.7						
1	City and its partners develop standards that, in tandem with the two existing sets of Main Street Design Guidelines, can strengthen their collective capacity to stimulate sustainable, high quality downtown building rehabilitation, new infill development, and business development	6.7.1	City Council, Planning Cmsn, Planning Dept, Main Street Morgantown, private property owners	High	1-5 years	City General Fund
2	Dedicate a larger percentage of Community Development Block Grant (CDBG) funds for economic development projects in downtown Morgantown	6.7.2	City Council, City Manager	Medium	1-10 years	Community Development Block Grant, private sponsorships

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3	Provide a broader range of financial and regulatory incentives to businesses locating in the downtown and to property owners and developers interested in rehabilitating and developing property	6.7.3	City Council, City Manager, Main Street Morgantown	High	1-10 years	City General Fund, private sponsorships, TIF, BID, tax credits, CDBG, Main Street Morgantown
4	Use Tax Increment Financing (TIF) and dedicate a portion of construction business and occupation tax revenue generated by development within the downtown to fund specific public improvement projects	6.7.4	City Council, City Manager, Main Street Morgantown	High	1-5 years	TIF
5	Purposefully study the practicability of present zoning regulations relating to night clubs, private clubs, and private club restaurants within the B-4 District	6.7.5	City Council, Planning Cmsn, Planning Dept, Legal Dept, Main Street Morgantown, downtown restaurant and night club proprietors	Medium	1-3 years	City General Fund
6	Improve collaborative planning with Monongalia County to better manage the type, location, and quantity of retail and residential development taking place in the greater Morgantown region	6.7.6	City Council, Planning Cmsn, City Manager, Planning Dept	Long-range	1-20 years	City General Fund
7	Develop a stronger, more active working relationship between WVU, Main Street Morgantown, and the City to carry out aligned Plan initiatives	6.7.7	Planning Dept, WVU, Main Street Morgantown	High	1-5 years	City General Fund, WVU, Main Street Morgantown
<b>Downtown Safety 6.8</b>						
1	Increase the visibility and effectiveness of police presence downtown	6.8.1	City Manager, Police Dept	High	1-5 years	City General Fund
2	Create a new Business Improvement District (BID) downtown, using the funds to, in part, augment policing with on-the-street ambassadors	6.8.2	City Council, City Manager, Police Dept	High	1-5 years	BID, City General Fund
3	Collaboratively seek funding opportunities that support the development of one or more drop-in centers for people experiencing homelessness that provides access to information, education, resources, and services	6.8.3	City Council, City Manager, Monongalia County Cmsn, social service providers	High	1-5 years	CDBG, HOME, ESG, Monongalia County, United Way, social service providers, private sponsorships
<b>Economic Development 6.9</b>						
1	Strengthen existing businesses by adding new product lines	6.9.1	Main Street Morgantown	High	1-5 years	Main Street Morgantown, retailers
2	Strengthen existing businesses by helping them develop new distribution channels	6.9.2	Main Street Morgantown	High	1-5 years	Main Street Morgantown, retailers
3	Strengthen existing businesses by implementing Centralized Retail Management (CRM) strategies	6.9.3	Main Street Morgantown	High	1-5 years	Main Street Morgantown, retailers
4	Create a property and business development subsidiary of Main Street Morgantown to play a catalytic development role, which will expand the city's capacity to proactively guide and stimulate development.	6.9.4	Main Street Morgantown, City Council	High	1-5 years	Business Improvement District, US EDA, Community Development Block Grant, private-sector funding, earned income
5	Actively cultivate clusters of new small industries in downtown Morgantown	6.9.5	Main Street Morgantown	Medium	5-10 years	City General Fund, Main Street Morgantown, WVU, US EDA, CDBG
6	Create a co-working space downtown that offers low-cost office space with a shared conference room, kitchen, reception area, office equipment, and other amenities	6.9.6	Main Street Morgantown	High	1-5 years	Main Street Morgantown, property owners, realtors, developers
7	Intensify retail offerings on High Street below the Wall Street crosswalk	6.9.7	Main Street Morgantown	High	1-5 years	Main Street Morgantown, property owners, realtors, developers
8	Encourage the development of several new restaurants that will provide a more upscale dining experience than is currently available downtown	6.9.8	Main Street Morgantown	High	1-5 years	Main Street Morgantown, property owners, realtors, developers
9	Strengthen the residential service offerings for downtown residents and for residents of adjacent neighborhoods	6.9.9	Main Street Morgantown	High	1-5 years	Main Street Morgantown, property owners, realtors, developers
10	Develop a cluster of home furnishing stores, particularly located in the lower part of the downtown, with entrances visible from Spruce and High Streets	6.9.10	Main Street Morgantown	Medium	5-10 years	Main Street Morgantown, property owners, realtors, developers
11	Continue to cluster businesses that serve the West Virginia University community in the upper part of the downtown, along upper High Street and Willey Street	6.9.11	Main Street Morgantown	High	1-5 years	Main Street Morgantown, property owners, realtors, developers
12	Continue to maintain (with consideration of the Responsibility Hospitality Institute's 2008 recommendations) the strong commercial presence of the West Virginia University community in downtown Morgantown	6.9.12	Main Street Morgantown	High	1-5 years	Main Street Morgantown, WVU, property owners, realtors, developers