
Visitor Wayfinding Downtown Morgantown

Prepared for

Main Street Morgantown
201 High Street, Suite 2
Morgantown WV 26505

and

City of Morgantown

prepared by

MORTAR & ink
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Concept Plan

October 27, 2004

Acknowledgements

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Revised, October 26, 2004

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Revised, October 26, 2004

Introduction

DEVELOPING DOWNTOWN

Historic Downtown retains much of the look and charm of the industrial age and the railroad era, but since its growth spurt at the end of the nineteenth century, Morgantown has become more and more a service economy with close ties to the West Virginia University.

Today's post-industrial boom has brought new opportunities for development of residential, recreation and tourism in the Downtown, and in three adjacent newly developed areas, all connected by the Caperton Trail—the Hotel and Conference Center, the Wharf District and the Hazel Ruby McQuain Riverfront Park. Visitors and residents alike will benefit from improved image and visibility of all these attractions and amenities in Morgantown.

VISITOR WAYFINDING

In January of 2002, the Main Street Morgantown Design Committee met with MORTAR & ink, an environmental graphic design consultancy specializing in identity and wayfinding for historic cities and towns, to review case studies on wayfinding in urban settings.

Working with City and State officials, Main Street Morgantown assembled funds for such a study for Morgantown, beginning in the summer of 2003.

The main objectives of a Visitor Wayfinding Sign Program for Morgantown are:

- to improve the image and visibility of Historic Downtown Morgantown and its adjacent districts
- to guide visitors into and around Historic Downtown Morgantown, as well as nearby visitor destinations
- to connect Historic Downtown Morgantown and adjacent districts for both pedestrian and vehicular traffic.

The Concept Plan outlined on the following pages addresses these goals while also meeting the design criteria of:

- cost effective initial implementation
- economical long-term maintenance

through use of:

- non-proprietary, custom design
- standard, durable, low-maintenance materials, such as
 - plate aluminum and square aluminum tubing
 - two-part polyurethane acrylic paint
 - vinyl graphics.

Wayfinding Strategies

EXISTING WAYFINDING SIGNS

Morgantown is a true crossroad in the northwestern region of West Virginia. Highways converge at the heart of Downtown Morgantown bringing visitors from several adjoining counties and states. The disadvantage of this convergence is the presence of over scale highway signs spanning the downtown streets and impinging on pedestrian walkways.

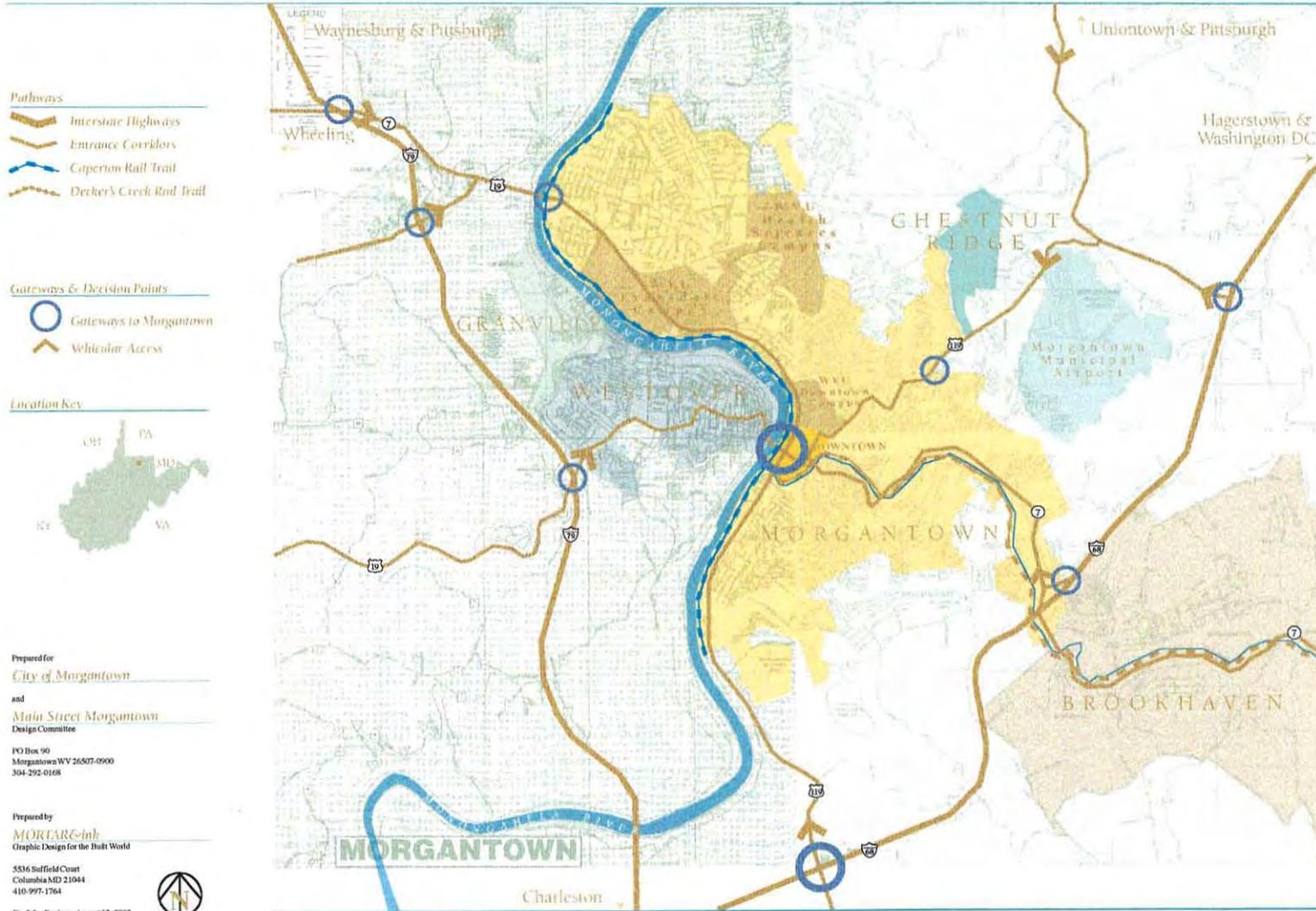
The size and placement of these highway signs propels traffic through town but does nothing to inform visitors of the existence of a charming historic downtown or the nearby downtown districts and visitor destinations they may be seeking.

VISITOR WAYFINDING IN DOWNTOWN

With the development of the Riverfront Park, Hotel/Conference Center, and Wharf District, and the rapid improvements to the streetscape in Historic Downtown Morgantown, greater visibility for all these destinations is needed from the main vehicular entrance corridors.

A new program of signs unique to Morgantown and focusing on the new "districts" and amenities of Historic Downtown will provide that visibility and information for visitor wayfinding. This program will work in concert with DOT standard signs located at entry points to the city from state and interstate highways.

The proposed visitor wayfinding sign program was developed after careful analysis of regional and downtown wayfinding conditions as illustrated by the plans on the following pages.



APPROACHES TO DOWNTOWN

Morgantown lies just south of the Pennsylvania border in north central West Virginia.

North of the intersection of I-79 and I-68, Morgantown is within convenient reach of Pittsburgh and Wheeling to the north and Charleston and Huntington to the south.

The primary entrance/image corridor into Downtown Morgantown is on Route 119 along the Monongahela River accessible from the north and west via I-79 and the south via I-68. Alternative entries are, from the west, on Route 19 through Westover, or on Route 7 through the eastern residential neighborhoods of Morgantown.

Morgantown Airport services commuter flights connecting with Washington DC, Charleston and Huntington. Route 119, Mile Ground, connects the airport to Downtown Morgantown.

Prepared for
City of Morgantown

and
Main Street Morgantown
Design Committee

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Draft for Review: August 13, 2003



- Districts & Zones**
- Downtown
 - WVU Downtown Campus
 - Wharf District
 - Parks
- Pathways**
- Entrance Corridors
 - Local Streets
 - PRT
 - Caperton Rail Trail
 - Decker's Creek Rail Trail
 - Pedestrian Connections
- Gateways & Decision Points**
- Downtown Gateways
 - Decision Points
 - Pedestrian Access
- Visitor Destinations**
- Government/Public Facilities**
- Monongalia County Courthouse
 - Monongalia County Senior Center
 - Morgantown City Hall
 - Morgantown High School
 - Morgantown Public Library
 - Morgantown Public Safety
 - United States Post Office
- Hospitality & Visitor Information**
- Greater Morgantown Visitor's Center
 - Historic Clarion Hotel Morgan
 - Main Street Morgantown
 - Monongalia Area Chamber Commerce
 - WVU Visitor Resource Center
- Historic, Museums, & Historic Sites**
- Arts Monographia
 - Brick Row
 - Block, Reed & Wade Building
 - Brown Building
 - Cox & Baker Building
 - Davis House
 - Dering Building
 - Dowley Building
 - Dr. & Mrs. James A. Cox House
 - Garlow House
 - I.C. White Block
 - IOOF Building (International O.M.F. Fellows)
 - JMG Brown Building
 - John Rogers Home
 - Judge Cox House
 - MAC - Monongalia Arts Center (old Post Office)
 - Metropolitan Theater
 - Morgantown Water Commission Building
 - Morris Building
 - Neville House
 - Old Stone House
 - Price House
 - Rogers/Laidley/Selby House
 - Second National Bank Building
 - Shider House
 - WCTU Building (Women's Christian Temperance Union)
 - Walters House
 - Warner Theater
- Churches**
- First Presbyterian Church
 - Methodist Protestant Church
- Transportation**
- Greyhound Bus Station
 - PRT Beechurst Station
 - PRT Walnut Street Station
 - Mountain Line Transit Station
 - Parking Lots/Structures



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Draft for Review: August 13, 2003

MORGANTOWN TODAY

Now the Downtown is experiencing a new period of growth and development thanks to the cooperative vision of Morgantown's civic leaders. Main Street Morgantown has targeted numerous redevelopment objectives and reached them with impressive regularity. Among its projects are establishment of Downtown Design Guidelines, streetscape revitalization, renovation of the Metropolitan Theater; assistance with coordination of transportation facilities including the PRT, commuter bus lines, and expansion and improvement of public and private parking structures and lots.

At the heart of this recent development are the new Riverfront Park, with its outdoor amphitheater and rehabilitated train station building, and the Caperton Rail Trail. To the north of Downtown, the Trail connects the Evanston and Downtown Campuses of West Virginia University. To the south, the Trail connects with the burgeoning Wharf District with its adaptive re-use of buildings for specialty shops and restaurants, and most recently to the new Radisson Hotel and Conference Center.

The analysis plan shows the general outlines of Downtown Morgantown and the adjacent "districts"

- Downtown Campus
- Wharf District (and Riverfront Park)
- Hotel/Conference Center

and the connections between these districts. These connections include:

- PRT
- Caperton Trail
- Decker's Creek Trail
- Mountain Line Transit
- Park Access at Walnut & Pleasant Streets
- Park Access at High/Foundry Street.

Destinations and connecting pathways can be made visible and inviting to visitors by providing information on signs at decision points and at gateway entrances.

Concept Installation Plan: Downtown Morgantown

PROPOSED TYPICAL SIGNS AND LOCATIONS

The plan at left indicates general proposed locations for installation of four sign types:

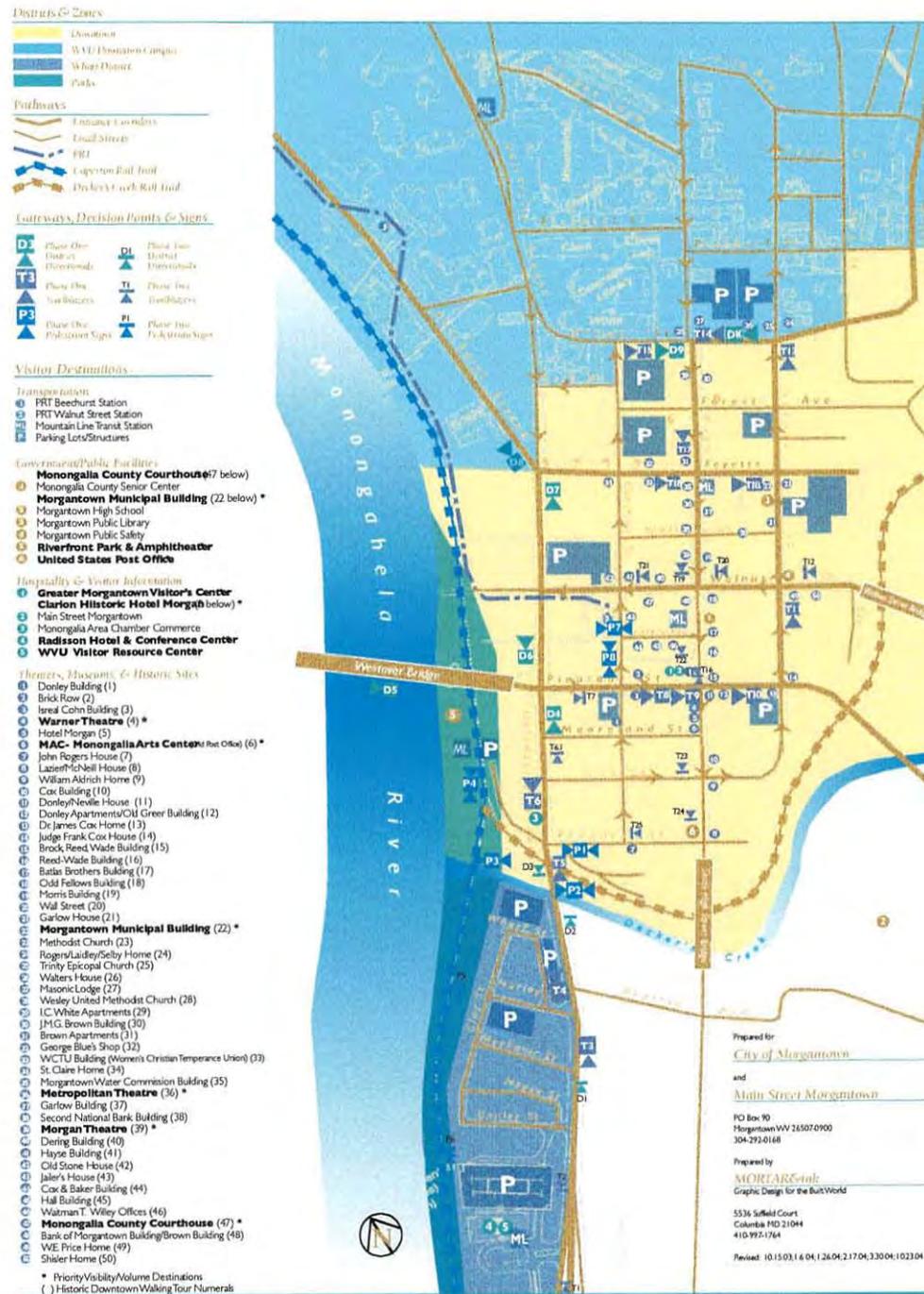
- District Directional signs at entry points to Downtown Morgantown
- Trailblazer signs pointing to main visitor destinations
- Trailblazer signs with Pedestrian Directional Signs in Downtown
- Pedestrian Directional signs on trails and pathways connecting Downtown to adjacent districts.

The Concept Plan sign system illustrated on the following pages addresses these goals while also meeting the design criteria of:

- cost effective initial implementation
- economical long-term maintenance,

through use of:

- non-proprietary, custom designed units
- standard, durable, low-maintenance materials, such as
 - plate aluminum and square aluminum tubing
 - two-part polyurethane acrylic paint
 - vinyl graphics.



District Directional Signs

At entry points to Historic Downtown, District Directional signs identify and direct visitors to the four major visitor districts of greater Morgantown:

- Historic Downtown
- Wharf District
- West Virginia University, Downtown
- West Virginia University, Evansdale.

The signs need to vary in size depending upon the scale (width, viewshed and the usual speed and density of the traffic) of each entrance. The typical sign is designed for narrow entryways. Larger signs may be up to twice as large.

On the following pages two contrasting entrance corridor conditions are exhibited:

- a broad, open straightaway entrance to Downtown on the Westover Bridge (D5), and
- an entrance at the narrow right-of-way point on University Boulevard south at Fayette Street (D8).

Concept Installation/Phasing Plan: Downtown Morgantown District Directional Signs

Districts & Zones

- Downtown
- WVU Downtown Campus
- West/Hoover
- Parks

Pathways

- Entrances/Corridors
- Local Streets
- PPI
- Capstone Rail Trail
- Moberly-Capitol Road Trail

Callouts, Directional Points, & Signs

- D3: One-way, Two-way, One-way
- D1: One-way
- D2: Directional

Visitor Destinations

- ### Transportation
- 1 FRT Beechurst Station
 - 2 FRT Walnut Street Station
 - 3 Mountain Line Transit Station
 - 4 Parking Lots/Structures
- ### Government/Public Facilities
- 1 **Monongalia County Courthouse** (7 below)
 - 2 Monongalia County Senior Center
 - 3 **Morgantown Municipal Building** (22 below) *
 - 4 Morgantown High School
 - 5 Morgantown Public Library
 - 6 Morgantown Public Safety
 - 7 **Riverfront Park & Amphitheater**
 - 8 **United States Post Office**

- ### Hospitality & Visitor Information
- 1 **Greater Morgantown Visitor's Center**
 - 2 **Clarion Hillside Hotel Morgantown** *
 - 3 Main Street Morgantown
 - 4 Monongalia Area Chamber - Commerce
 - 5 **Radisson Hotel & Conference Center**
 - 6 **WVU Visitor Resource Center**

- ### Theaters, Museums, & Historic Sites
- 1 Donley Building (1)
 - 2 Brick Row (2)
 - 3 Israel Cohn Building (3)
 - 4 **Warner Theatre** (4) *
 - 5 Hotel Morgan (5)
 - 6 John Rogers House (7)
 - 7 Labadie/Chickell House (8)
 - 8 William Aldrich Home (9)
 - 9 Cox Building (10)
 - 10 Donley/Neville House (11)
 - 11 Donley Apartments/Old Greer Building (12)
 - 12 Dr. James Cox Home (13)
 - 13 Judge Frank Cox House (14)
 - 14 Brock Reed Waste Building (15)
 - 15 Reed-Wade Building (16)
 - 16 Baltes Brothers Building (17)
 - 17 Odd Fellows Building (18)
 - 18 Morris Building (19)
 - 19 Wall Street (20)
 - 20 Garlow House (21)
 - 21 **Morgantown Municipal Building** (22) *
 - 22 Methodist Church (23)
 - 23 Rogers/Laidley/Selby Home (24)
 - 24 Trinity Episcopal Church (25)
 - 25 Walters House (26)
 - 26 Mission Lodge (27)
 - 27 Wesley United Methodist Church (28)
 - 28 I.C. White Apartments (29)
 - 29 Brown Apartments (30)
 - 30 Brown Apartments (31)
 - 31 George Blue's Shop (32)
 - 32 WCTU Building (Womens Christian Temperance Union) (33)
 - 33 St. Claire Home (34)
 - 34 Morgantown Water Commission Building (35)
 - 35 **Metropolitan Theatre** (36) *
 - 36 Second National Bank Building (38)
 - 38 **Morgan Theatre** (39) *
 - 39 Dering Building (40)
 - 40 Hayse Building (41)
 - 41 Old Stone House (42)
 - 42 Jakers House (43)
 - 43 Cox & Baker Building (44)
 - 44 Hall Building (45)
 - 45 Waisman T. Willey Offices (46)
 - 46 **Monongalia County Courthouse** (47) *
 - 47 Bank of Morgantown Building/Brown Building (48)
 - 48 WE Price Home (49)
 - 49 Shelter Home (50)

- 50 Priority Visibility/Volume Destinations
- 51 Historic Downtown Walking Tour Numbers



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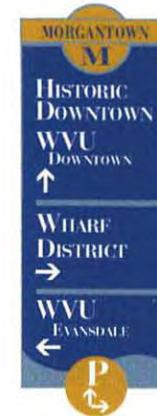
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Revised: 10/15/03, 16/04, 1/26/04, 2/17/04, 3/30/04, 10/23/04



Photo Mock-up: Installed District Directional Sign #D5



Alternative One

Usual layout of directional messages reading top to bottom:

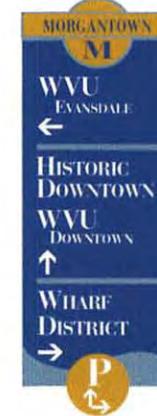
- top- straight ahead
- second- right
- third- left



Alternative Two

Layout of directional messages in context of highway overhead panels reading left to right:

- top- left lane
- second- straight ahead
- third- right lane



Alternative Two A

Layout of directional messages in context of highway overhead panels reading left to right:

- top- left lane
- second- straight ahead
- third- right lane

with "P" parking shown in two directions.

No Scale

Sign Family Directional Signs- District Directional Signs

Downtown Morgantown: Visitor Wayfinding Concept Plan



Photo Mock-up: Installed District Directional Sign #D8



No Scale

Sign Family Directional Signs- District Directional

Downtown Morgantown: Visitor Wayfinding Concept Plan



Scale: 1/2" = 1'-0"

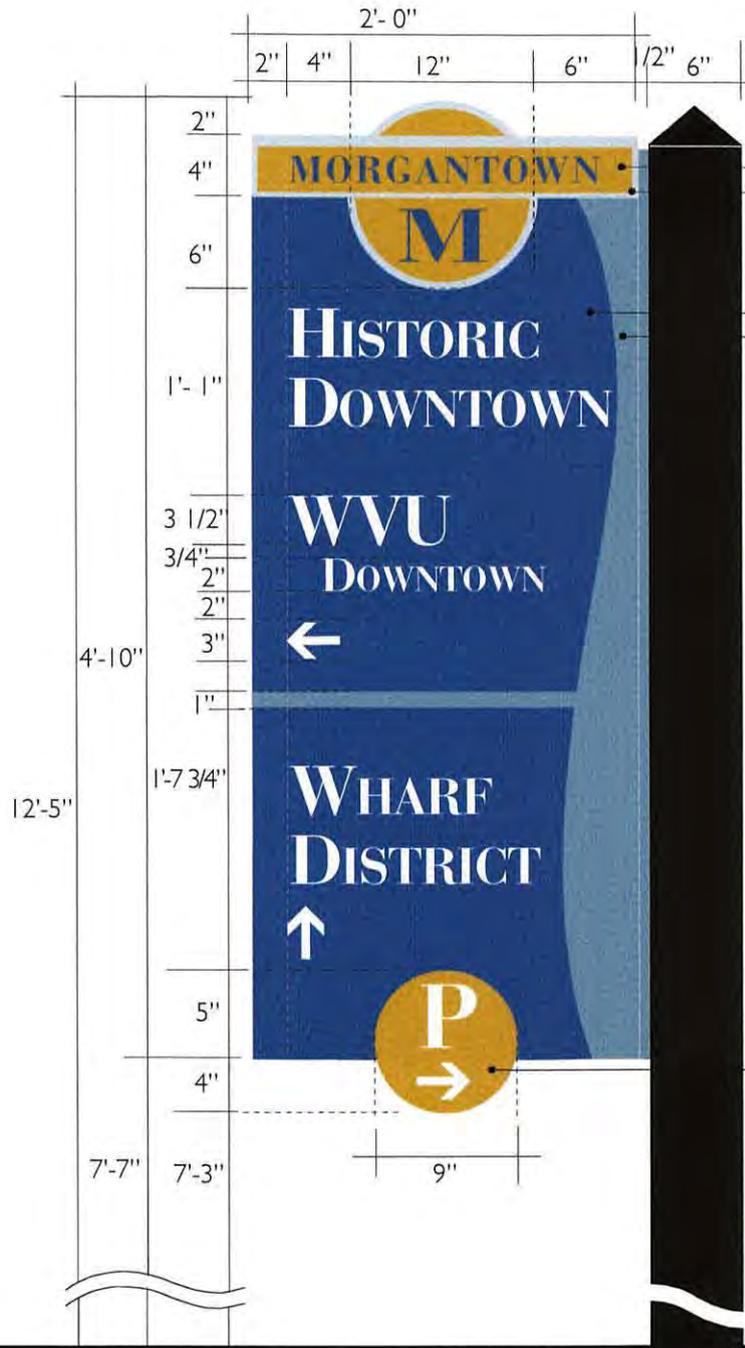
District Directional Sign

Trailblazer Sign

Trailblazer Sign with
Pedestrian Panel

Stand-alone
Pedestrian Panel

Sign Family Directional Signs



District Directional Signs

Function

Identifies and gives visibility to adjacent districts and directs visitors to those districts within greater Morgantown.

Products & Finishes

- **Base Panel**

- Aluminum Box
- Two part catalytic polyurethane acrylic
- Violet- to match Pantone#(to be determined)
- Gray- to match Pantone #(to be determined)

- **Logo/Logotype panel**

- Aluminum plate
- Two part catalytic polyurethane acrylic
- Gold- to match Pantone #(to be determined)
- Light Violet- to match Pantone #(to be determined)

- **"M"**

- Adobe Font- Bauer Bodoni Bold
- Width 140%
- Violet- to match Pantone #(to be determined)

- **"MORGANTOWN"**

- Adobe Font- Bauer Bodoni Bold, small caps
- Range kerning plus 8%
- Violet- to match Pantone #(to be determined)

- **"HISTORIC DOWNTOWN", "WVU" and "WHARF DISTRICT"**

- 3M exterior grade white reflective vinyl
- Adobe Font- Bauer Bodoni Bold, small caps
- Range kerning minus 3.5%

- **"DOWNTOWN"**

- 3M exterior grade white reflective vinyl
- Adobe Font- Bauer Bodoni Bold, small caps
- Range kerning minus 3.5%

- **Arrows**

- Aluminum plate
- Two part catalytic polyurethane acrylic
- Adobe Font- Zapf Dingbats

- **Parking Panel**

- Aluminum plate
- Two part catalytic polyurethane acrylic
- Gold- to match Pantone #(to be determined)
- "P"
- 3M exterior grade white reflective vinyl
- Adobe Font- Bauer Bodoni Bold

Scale: 1" = 1'-0"

District Directional Sign #D6

Sign Family Directional Signs- District Directional

Trailblazer Signs

Trailblazer signs can serve two functions:

- trailblazers direct visitors to major destinations accessible from main vehicular corridors
- trailblazers provide visibility for many visitor destinations that might otherwise be overlooked by visitors unfamiliar with the many amenities in the downtown area.

The many one-way streets in the Historic Downtown often necessitates directing vehicular traffic along these one way routes rather than along the most direct paths.

Trailblazer Signs

Function

Identifies, gives visibility to and directs vehicular traffic to visitor destinations in Historic Downtown Morgantown and the Wharf District.

Products & Finishes

- **Base Panel**
 - Aluminum Box
 - Two part catalytic polyurethane acrylic
 - Violet- to match Pantone#(to be determined)
 - Gray- to match Pantone #(to be determined)
- **Logo/Logotype panel**
 - Aluminum plate
 - Two part catalytic polyurethane acrylic
 - Gold- to match Pantone #(to be determined)
 - Light Violet- to match Pantone #(to be determined)

"M"

- Adobe Font- Bauer Bodoni Bold
- Width 140%
- Violet- to match Pantone #(to be determined)

"WHARF DISTRICT" or "HISTORIC DOWNTOWN"

- 3M exterior grade white reflective vinyl
- Adobe Font- Bauer Bodoni Bold, small caps
- Range kerning normal
- Width 90%

"MORGANTOWN"

- Adobe Font- Bauer Bodoni Bold, small caps
- Range kerning minus 3%
- Violet- to match Pantone #(to be determined)
- Width 80%

- "Caperton Trail", "Riverfront Shops & Restaurants", and destinations

- 3M exterior grade white reflective vinyl
- Adobe Font- Gill Sans Bold, U/lc
- Range kerning minus 3.5%

• Arrows

- Aluminum plate
- Two part catalytic polyurethane acrylic
- Adobe Font- Zapf Dingbats

• Parking Panel

- Aluminum plate
- Two part catalytic polyurethane acrylic
- Gold- to match Pantone #(to be determined)
- "P"
- 3M exterior grade white reflective vinyl
- Adobe Font- Bauer Bodoni Bold



Scale: 1" = 1'-0"

Sign Family Directional Signs

Trailblazer Sign #T3
Wave on Left (River to Left)

Trailblazer Sign #T8 (no Pedestrian Panel)
Wave on Bottom (River Behind)

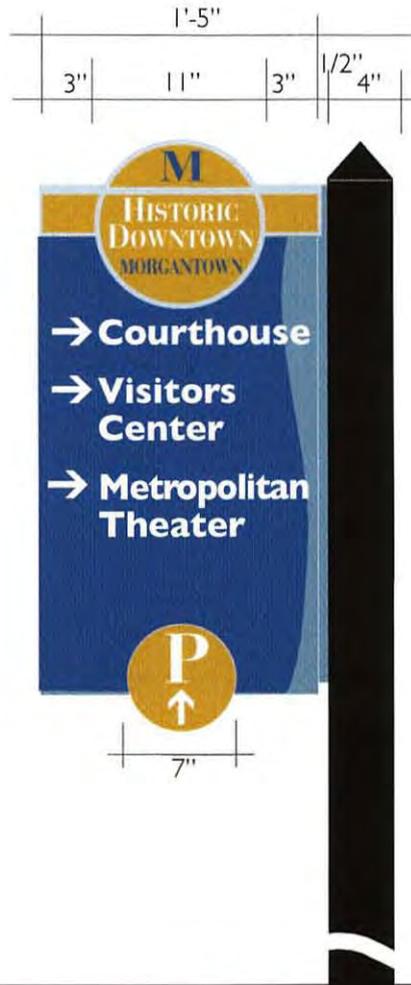
Trailblazer Signs

Decorative Wave

Orientation of wave line is dependent upon orientation of sign panel to indicate location of the river: left, right, ahead, behind.



Trailblazer Sign #T12
Wave at Top (River Ahead)



Trailblazer Sign #T17
Wave at Right (River on Right)

Pedestrian Directional Panels

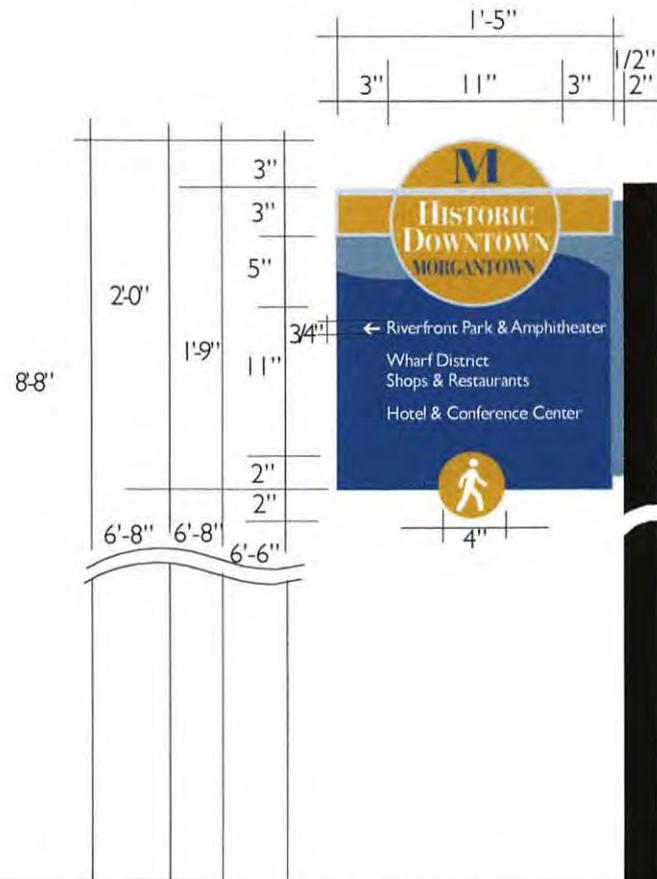
Because Historic Downtown Morgantown has many one-way streets, it is necessary to thread vehicular traffic through these one-way corridors rather than upon the most direct paths.

For the benefit of pedestrians not bound by these one-way routes, directional message panels can be added to trailblazer signs at the intersections of these one-way streets as well as installed on existing signal posts, light fixtures, etc. The pictogram and smaller type on these *Pedestrian Directionals* "speak" to pedestrians only.

In the Wharf District, at the Riverfront Park, and at the south end of Historic Downtown, *Stand-alone Pedestrian Directionals* link the Riverfront and Historic Downtown for pedestrians.



Pedestrian Panels
Riverfront & Wharf District to Historic Downtown



Pedestrian Panels- Stand Alone or on Existing Posts

Function

Stand-alone Pedestrian Directionals link the Riverfront, the Wharf District, and Historic Downtown for pedestrians.

Products & Finishes

- **Pedestrian directional panel**

- Aluminum plate
- Two part catalytic polyurethane acrylic
- Red- to match Pantone #(to be determined)

"Visitors Center", "County Courthouse", etc., and other destinations

- 3M exterior grade white reflective vinyl
- Adobe Font- Gill Sans, U/Ic
- Range kerning minus 3.5%

Arrows

- Adobe Font- Zapf Dingbats

- **Pedestrian Disk Panel**

- Aluminum plate
- Two part catalytic polyurethane acrylic

Pedestrian Glyph

- 3M exterior grade white reflective vinyl
- SEG D Recreational Symbol- Pedestrian

Note:

When Pedestrian Panels appear with Trailblazer Signs, the wave appears only on the Trailblazer panel. Only Stand-alone Pedestrian Directional signs employ the wave indicator.

Scale: 1" = 1'- 0" End Elevation

Sign Family Directional Signs

Pedestrian Panel
Historic Downtown to Riverfront & Wharf District



In Riverfront Park on Caperton Trail between Pedestrian Directory and Railroad Bridge



In Riverfront Park at entry to Decker's Creek Trail, also seen in view above on left



On Foundry Street near University, leading to the pedestrian underpass

Greatest challenges to use of this pedestrian link is not visibility and wayfinding, but graffiti control and lighting.

Scale: 1" = 1'-0"

Sign Family Directional Signs Photo Mock-ups: Installed Pedestrian Directionals

Downtown Morgantown: Visitor Wayfinding Concept Plan

Stand-alone Pedestrian Directional

Pedestrian Panels on Trailblazer Signs

Function

Provide pedestrians directions to visitor destinations in Historic Downtown Morgantown and the Wharf District.

Products & Finishes

- Trailblazer, identity and parking panels as described on preceding pages

- Pedestrian directional panel

- Aluminum plate
- Two part catalytic polyurethane acrylic
- Violet- to match Pantone #(to be determined)
- Gray- to match Pantone #(to be determined)

"Visitors Center", "County Courthouse", etc., and other destinations

- 3M exterior grade white reflective vinyl
- Adobe Font- Gill Sans, U/lc
- Range kerning minus 3.5%

Arrows

- Adobe Font- Zapf Dingbats

- Pedestrian Disk Panel

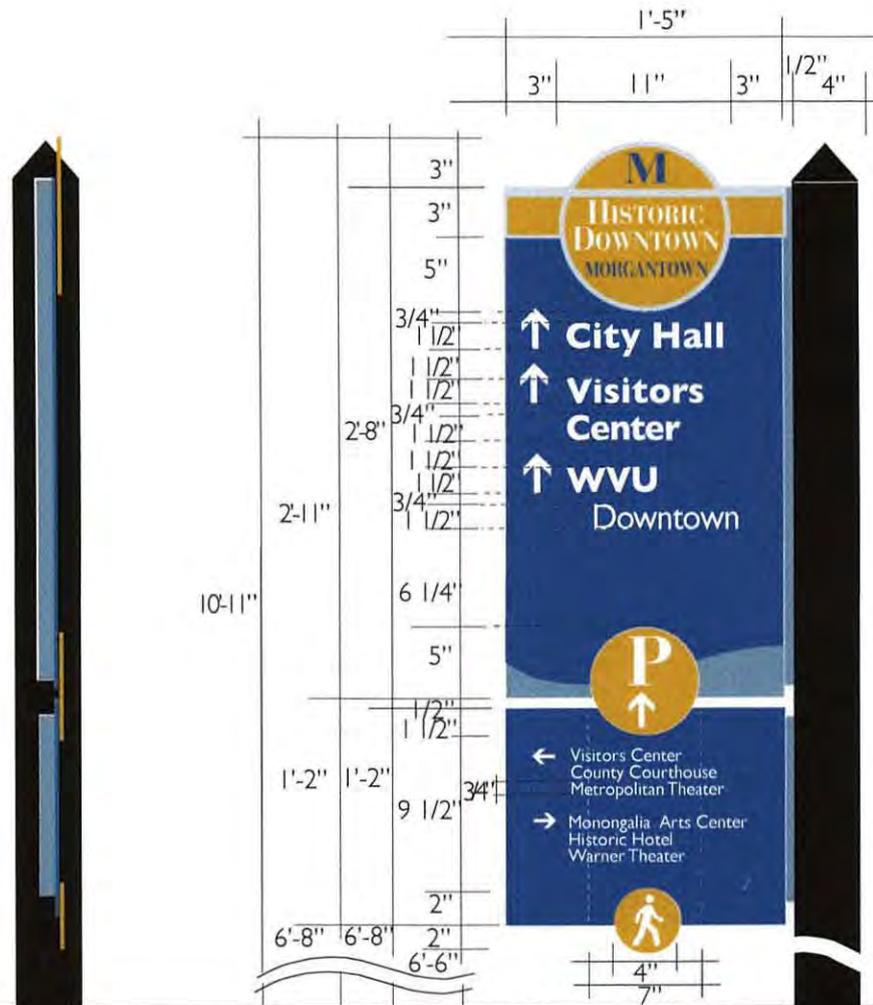
- Aluminum plate
- Two part catalytic polyurethane acrylic

Pedestrian Glyph

- 3M exterior grade white reflective vinyl
- SEG D Recreational Symbol- Pedestrian

Note:

When Pedestrian Panels appear with Trailblazer Signs, the wave appears only on the Trailblazer panel. Only Stand-alone Pedestrian Directional signs employ the wave indicator.

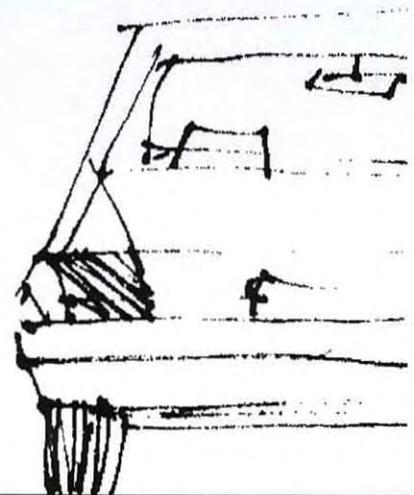
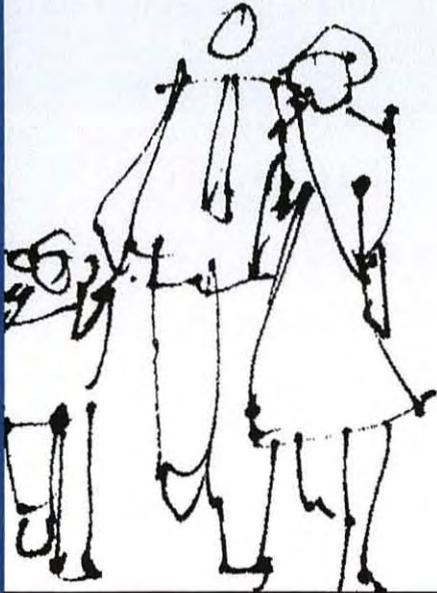


Scale: 1" = 1'-0"

End Elevation

Trailblazer Sign T9 with Pedestrian Panel

Sign Family Directional Signs



Scale: 1/2" = 1'- 0"

Riverfront Park Identity Sign Single-faced parallel to University; or Double-faced, perpendicular to University

Sign Family Identity Sign

Facility Identity Signs

Facility identity signs have two major functions:

- provide and improve visibility for City facilities to attract visitors
- provide entry, parking and programming information for these facilities.

While this unit type is not scheduled for implementation as part of the initial Downtown Visitor Wayfinding program, it is presented here as an example for possible future implementation as a way to unify the image of Downtown Morgantown. Implementation by coordinating agencies and City departments affiliated with Downtown Morgantown as part of their ongoing maintenance and replacement program should be considered.

The identity sign shown here is for the intensely programmed Riverfront Park and for that reason includes a changeable message board. Other parks and facilities may not require changeable messages and could therefore use a simpler and perhaps smaller version of this sign.

Identity Sign- Municipal Facility

Function

Identifies and gives visibility to Riverfront Park and directs visitors to nearby public parking.

Products & Finishes

- **Base Panel**
 - Aluminum Box
 - Two part catalytic polyurethane acrylic
 - Violet- to match Pantone#(to be determined)
 - Gray- to match Pantone #(to be determined)
- **Logo/Logotype panel**
 - Aluminum plate
 - Two part catalytic polyurethane acrylic
 - Gold- to match Pantone #(to be determined)
 - Light Violet- to match Pantone #(to be determined)
- **"M"**
 - Adobe Font- Bauer Bodoni Bold
 - Width 140%
 - Violet- to match Pantone #(to be determined)
- **"MORGANTOWN"**
 - Adobe Font- Bauer Bodoni Bold, small caps
 - Range kerning plus 8%
 - Violet- to match Pantone #(to be determined)
- **"HAZEL RUBY MCQUAIN" and "RIVERFRONT PARK"**
 - 3M exterior grade white reflective vinyl
 - Adobe Font- Bauer Bodoni Bold, small caps
 - Range kerning minus 3.5%
- **"Events Parking" "BOPARC..."**
 - 3M exterior grade white reflective vinyl
 - Adobe Font- Gill Sans, U/lc
 - Range kerning "Events Parking" plus 3.5%
- **Arrows**
 - Aluminum plate
 - Two part catalytic polyurethane acrylic
 - Adobe Font- Zapf Dingbats
- **Changeable Message Panel**
 - Aluminum cabinet, lockable door; clear acrylic glazing
 - Two-part catalytic polyurethane acrylic
 - To match Pantone #(to be determined)
 - White field with black letter set



Scale: 1/2" = 1'- 0"

Sign Family Identity Signs

Downtown Morgantown: Visitor Wayfinding Concept Plan

Prepared by MORTAR & ink, October 27, 2004

page 4.5.2



Scale: 1" = 1'-0"

Riverfront Park Identity Sign - Single-faced parallel to University; or as Double-faced, perpendicular to University, North Elevation

Sign Family: Identity Sign

Visitor Wayfinding

City of Morgantown, West Virginia

(See drawings for layouts.)

Concept Plan Messages 10.15.03; Revised 1.5.04; 1.26.04; 11.15.04

District	Directional Signs	Arrow Message	Street Location	Looking	Wave On	Phase
D1		^ HISTORIC DOWNTOWN ^ WVU < WHARF DISTRICT	University at Mechanic	North	Left	2
D2		^ HISTORIC DOWNTOWN ^ WVU	University at Deckers Cre North		Left	2
D3		^ WHARF DISTRICT	University at Deckers Cre South		Right	2
D4		> HISTORIC DOWNTOWN > WVU Downtown	University at Mooreland	North	Left	1
D5		< WVU Evansdale <i>Left Lane</i> ^ HISTORIC DOWNTOWN WVU Downtown > WHARF DISTRICT <i>Right Lane</i>	Westover Bridge	East	Bottom	1
D6		< HISTORIC DOWNTOWN WVU Downtown <i>Left Lane</i> ^ WHARF DISTRICT	University at Pleasant	South	Right	1

D7	> HISTORIC DOWNTOWN > WVU Downtown ^ WVU Evansdale	University at Fayette	North	left	1
D8	< HISTORIC DOWNTOWN < WVU Downtown ^ WHARF DISTRICT	University at Fayette	South	Right	1
D9	> HISTORIC DOWNTOWN ^ WVU Downtown Next Left	Willey at High	East	Bottom	1
D10	^ WVU Downtown < HISTORIC DOWNTOWN Next Left	Willey at Spruce	West	Top	1
		Total Phase 1			7
		Total Phase 2			3
		Grand Total			10

Concept Installation/Phasing Plan: Downtown Morgantown Trailblazer Signs

Districts & Zones

- Lawntown
- WVU Downtown Campus
- Walnut District
- Parks

Pathways

- Entrance Corridor
- Local Streets
- PRT
- Caperton Rail Trail
- Decker's Creek Rail Trail

Gateways, Decision Points & Signs

- T3 Phase One Trailblazers
- T1 Phase Two Trailblazers

Visitor Destinations

- ### Transportation
- PRT Beechurst Station
 - PRT Walnut Street Station
 - Mountain Line Transit Station
 - Parking Lots/Structures

Government/Public Facilities

- Monongalia County Courthouse** (7 below)
- Monongalia County Senior Center
- Morgantown Municipal Building** (22 below) *
- Morgantown High School
- Morgantown Public Library
- Morgantown Public Safety
- Riverfront Park & Amphitheater**
- United States Post Office**

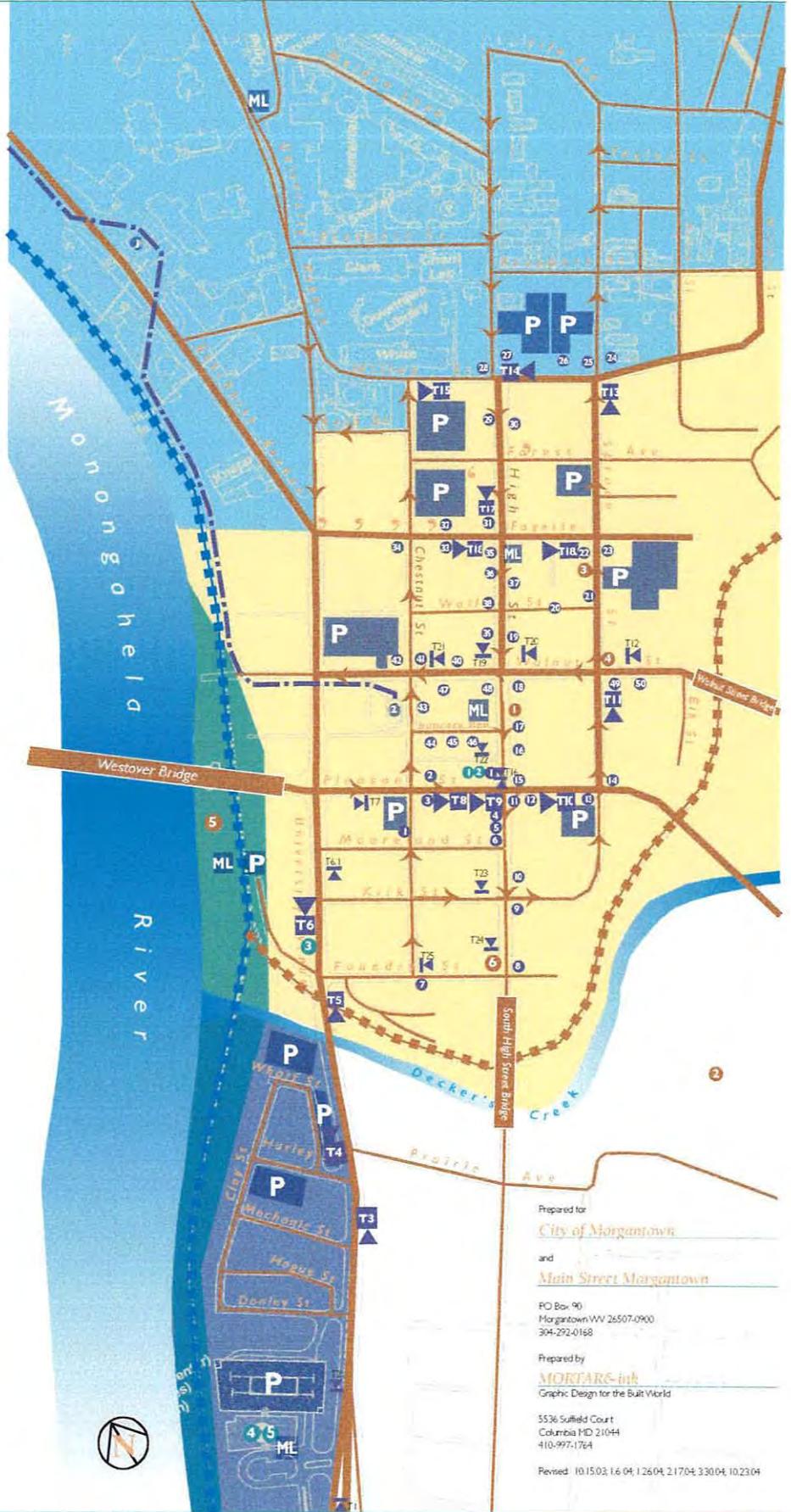
Hospitality & Visitor Information

- Greater Morgantown Visitor's Center**
- Clarion Historic Hotel Morgan** below *
- Main Street Morgantown
- Monongalia Area Chamber Commerce
- Radisson Hotel & Conference Center**
- WVU Visitor Resource Center**

Theaters, Museums, & Historic Sites

- Dorley Building (1)
- Brick Row (2)
- Israel Cohn Building (3)
- Warner Theatre** (4) *
- Hotel Morgan (5)
- MAC - Monongalia Arts Center** and Post Office (6) *
- John Rogers House (7)
- Lazier/Ich-Jell House (8)
- William Aldrich Home (9)
- Cox Building (10)
- Dorley/Hewlett House (11)
- Dorley Apartments/Old Greer Building (12)
- Dr. James Cox Home (13)
- Judge Frank Cox House (14)
- Brock, Reed, Wade Building (15)
- Reed-Wade Building (16)
- Batlas Brothers Building (17)
- Odd Fellows Building (18)
- Morris Building (19)
- Wall Street (20)
- Garlow House (21)
- Morgantown Municipal Building** (22) *
- Methodist Church (23)
- Rogers/Laidley/Selby Home (24)
- Trinity Episcopal Church (25)
- Walters House (26)
- Masonic Lodge (27)
- Wesley United Methodist Church (28)
- I.C. White Apartments (29)
- J.M.G. Brown Building (30)
- Brown Apartments (31)
- George Blue's Shop (32)
- WCTU Building (Women's Christian Temperance Union) (33)
- St. Clare Home (34)
- Morgantown Water Commission Building (35)
- Metropolitan Theatre** (36) *
- Garlow Building (37)
- Second National Bank Building (38)
- Morgan Theatre** (39) *
- Dering Building (40)
- Hayse Building (41)
- Old Stone House (42)
- Jailer's House (43)
- Cox & Baker Building (44)
- Hall Building (45)
- Watman T. Wiley Offices (46)
- Monongalia County Courthouse** (47) *
- Bank of Morgantown Building/Brown Building (48)
- WE Price Home (49)
- Shisler Home (50)

* Priority Visibility/Volume Destinations
() Historic Downtown Walking Tour Numerals



Prepared for
City of Morgantown
and
Main Street Morgantown

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Revised 10.15.03; 1.6.04; 1.26.04; 2.17.04; 3.30.04; 10.23.04

Visitor Wayfinding (See drawings for layouts.)
 City of Morgantown, West Virginia Concept Messages 1.5.04; Revised 11.15.04

Trailblazer Signs	Arrow Message	Street Location	Looking	Wave On	Phase
Single-faced T1	< Hotel Conference Center WVU Visitors Resource Center	Don Knotts Blvd (U) at Y	North	Left	2
Parking Disk T2	< P > Hotel & Conference Center WVU Visitors Resource Center	Don Knotts Blvd (U) at Y	South	Right	2
Parking Disk T3	> P < Caperton Trail Riverfront & Events Parking Shops & Restaurants	Don Knotts Blvd (Univers	North	Left	1
Parking Disk T4	< P > Caperton Trail Riverfront Shops & Restaurants	Don Knotts Blvd (U) at H	South	Right	1
Parking Disk	> P				

T5	< Riverfront Park Caperton Trail	University at Foundry	North	Left	1
Parking Disk	< P				
T6	> Riverfront Park > Caperton Trail	University at Garrett	South	Right	1
Parking Disk	> P				
T6.1	^ Historic Downtown WVU Downtown <i>Right Lane</i>	University at Mooreland	South	Right	2
T7	< PRT Station ^ City Hall Visitors Center WVU Downtown	Pleasant at Chestnut	East	Bottom	2
Parking Disk	^ P				
T8	> Historic Hotel Morgan Theater Monongalia Arts Center	Pleasant at High	East	Bottom	1

T9	<ul style="list-style-type: none"> ^ City Hall Visitors Center WVU Downtown 	Pleasant at High	East	Bottom	1
Parking Disk	<ul style="list-style-type: none"> ^ P 				
Pedestrian Panel	<ul style="list-style-type: none"> < Visitors Center County Courthouse WVU Downtown 				
Pedestrian Disk	<ul style="list-style-type: none"> Pedestrian Pictogram 				
T10	<ul style="list-style-type: none"> < City Hall Visitors Center WVU Downtown < P 	Pleasant at Spruce	East	Bottom	1
T11	<ul style="list-style-type: none"> ^ City Hall Visitors Center WVU Downtown < Courthouse ^ P 	Spruce at Walnut	North	Left	1
T12	<ul style="list-style-type: none"> > City Hall Visitors Center WVU Downtown ^ Courthouse > P 	Walnut at Spruce	West	Top	2

T13	^ WVU Downtown < Visitors Center	Spruce at Willey	North	Left	1
T14	< Visitors Center Courthouse < P	Willey at High	West	Top	1
T15	> Visitors Center Courthouse > P	Willey at High	East	Bottom	1
T16 estimation, double-faced	Greater Morgantown Visitors Center	High N of Pleasant	South	Right	1
T17	^ Metropolitan Theater Courthouse Visitors Center < P	High at Fayette	South	Right	1
T18	> Metropolitan Theater Courthouse Visitors Center ^ P	Fayette at High	West	Top	1
T18.1	< WVU Downtown ^ P	Fayette at High	West	Top	1

T19	^ Courthouse Visitors Center Morgan Theater > PRT Walnut Station < P	High at Walnut	South	Right	2
T20	< Courthouse Visitors Center ^ PRT Walnut Station < P	Walnut at High	West	Top	2
T21	> WVU Downtown Visitors Center ^ P	Walnut at Chestnut	West	Top	2
Parking Disk					
T22	^ Historic Hotel Morgan Theater Arts Center < P	High at Pleasant	South	Right	2
T23	^ Caperton Trail Riverfront Park < P	High at Kirk	South	Right	2

T24	> Caperton Trail	High at Foundry	South	Right	2
	> Riverfront Park				

T25	< Caperton Trail	Foundry near University	West	Top	2
	< Riverfront Park				

Total Phase 1
Total Phase 2

Grand Total

Concept Installation/Phasing Plan: Downtown Morgantown

Stand-alone Pedestrian Signs

Districts & Zones

- Downtown
- WVU/Downtown Campus
- Wharf District
- Parks

Pathways

- Entrance Corridor
- Local Streets
- PRT
- Caperton Rail Trail
- Decker's Creek Rail Trail

Gateways, Decision Points & Signs

- P3 Phase One Pedestrian Sign
- P1 Phase Two Pedestrian Sign

Visitor Destinations

Transportation

- PRT Beechurst Station
- PRT Walnut Street Station
- Mountain Line Transit Station
- Parking Lots/Structures

Government/Public Facilities

- Monongalia County Courthouse** (17 below)
- Monongalia County Senior Center
- Morgantown Municipal Building** (22 below) *
- Morgantown High School
- Morgantown Public Library
- Morgantown Public Safety
- Riverfront Park & Amphitheater**
- United States Post Office**

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- Isreal Cohn Building (3)
- Warner Theatre** (4) *
- Hotel Morgan (5)
- MAC - Monongalia Arts Center** (Mid Post Office) (6) *
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- William Aldrich Home (9)
- Cox Building (10)
- Donley/Leville House (11)
- Donley Apartments/Old Greer Building (12)
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Revised: 10.15.03; 1.6.04; 1.26.04; 2.17.04; 3.30.04; 10.23.04

Visitor Wayfinding

City of Morgantown, West Virginia

(See drawings for layouts.)

Concept Plan Messages

11.15.04

Pedestrian Directionals	Arrow Message	Street Location	Looking	Wave On Phase	
P1 Side A	< Riverfront Park Decker's Creek Trail Caperton Trail Riverfront Shops/Restaurants Hotel/Conference Center	Foundry at Universit	West	Bottom	1
P1 Side B	^ Historic Downtown Hotel Morgon Visitors Center Courthouse > Riverfront Park Decker's Creek Trail Caperton Trail Riverfront Shops/Restaurants Hotel/ Conference Center	Foundry at Universit	East	Top	
P2 Side A	^ Riverfront Park Decker's Creek Trail Caperton Trail Riverfront Shops/Restaurants Hotel/ Conference Center > Historic Downtown Hotel Morgon Visitors Center Courthouse	Decker's Creek Trail below Foundry	West	Bottom	1

P2 Side B	<ul style="list-style-type: none"> ^ Decker's Creek Trail < Historic Downtown Hotel Morgon Visitors Center Courthouse 		East	Top	
P3 Side A	<ul style="list-style-type: none"> ^ Riverfront Park > Historic Downtown Hotel Morgon Visitors Center Courthouse 	Park Entrance from Decker's Creek Trail	North	Left	1
P3 Side B	<ul style="list-style-type: none"> < Historic Downtown Hotel Morgon Visitors Center Courthouse > Caperton Trail Riverfront Shops/Restaurants Hotel/ Conference Center 		South	Right	

P4 side A	^ Riverfront Park Amphitheater	Riverfront Park near Train Depot	North	Left	1
P4 side B	^ Caperton Trail Riverfront Shops/Restaurants Hotel/Conference Center		South	Right	
	< Historic Downtown Hotel Morgon Visitors Center Courthouse				
P5 Side A	^ Riverfront Park Amphitheater	Hurley St & Caperton Trail	North	Left	2
	^ Historic Downtown Hotel Morgon Visitors Center Courthouse				
P5 Side B	^ Hotel/Conference Center		South	Right	
P6 Side A	^ Riverfront Park Amphitheater	Hotel/Conference on Caperton Trail	North	Left	2
	^ Historic Downtown Hotel Morgon Visitors Center Courthouse Riverfront Park				
P6 Side B	^ Caperton Trail		South	Right	



Visitor Wayfinding Downtown Morgantown

prepared for

City of Morgantown

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Summary Analysis

Draft for Review-August 13, 2003; Revised March 30, 2004

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- Downtown Morgantown

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- Update & Improve Existing Signs
- Develop Gateway Entries to Downtown & Adjacent Areas
- Introduce Trailblazer Signs
- Next Steps

Introduction

ORIGINS OF THE STUDY

The Main Street Morgantown Design Guidelines discuss many issues of urban development, including the economic impact of historic preservation and heritage tourism:

"When the impact of heritage tourism is factored into the equation, 1996 figures indicate that historic preservation in West Virginia has created 824 jobs, \$68 million in total business volume, and over \$1 million in assorted taxes and revenues for state government."

As part of its continuing program of downtown revitalization, Main Street Morgantown targeted improvement of visitor wayfinding into and around historic Downtown Morgantown.

In January, 2002, MORTAR & ink, an environmental graphic design consultancy specializing in identity and wayfinding for historic cities and towns, met with the Main Street Design Committee and presented case studies on wayfinding in urban settings. MORTAR & ink then prepared an outline of process for development of a visitor wayfinding sign program for Morgantown. Working with City and State officials, Main Street Morgantown assembled funds for the study which began in the summer of 2003.

This Summary Analysis is the first product of that study. This compilation of the observations on the existing conditions will guide the development of a concept plan for a new program of signs that will:

- improve the image and visibility of Downtown Morgantown*
- guide visitors into and around Downtown Morgantown, as well as nearby visitor destinations.*

Overview

Morgantown is a friendly, accessible university town with a population of about 27,000, which nearly doubles when students return each semester. As the county seat of Monongalia County, Morgantown is the site of the Courthouse and county offices. In addition, tourists flock to the area to visit historic sites, unique artisan studios, and breathtakingly beautiful recreation trails and streams.

EARLY HISTORY

The Treaty of Paris of 1763, ended what the British colonists called the French and Indian Wars. Though France ceded the region to British control, numerous forts continued to be erected in response to the uneasy truce between the Native Americans and settlers arriving in ever increasing numbers. Fort Morgan was established in 1772, on the site of what became Downtown Morgantown.

On October 11, 1776, Monongalia County was established by the Virginia legislature under Governor Patrick Henry. In 1785, Zacquill Morgan, who had settled in the area in 1772, received a charter from the Virginia Assembly for the establishment of a town on the site of the original fort to be called Morgans-Town.

INDUSTRIAL AGE

Rich in natural resources, the area prospered in the early years of the industrial revolution. Prior to the Civil War, iron had become an important industry. This was made possible by the wealth of lumber from the hills surrounding Morgantown which was used to make charcoal for firing the iron. Ice's Ferry, on nearby Cheat Lake, was a prime processing and shipping point for numerous industrial facilities including a nail factory, rolling mill, bar mill, stove factory, boatyard, wagon shop, blacksmith shop and a grist mill.

After 1886, these industries were eclipsed by the coming of the railroads and yet another boom of growth and development capitalizing on the convergence of the rails and the river. Between 1890 and 1900 the population of Morgantown more than doubled.

The coming of the streetcar system in 1903 made it possible for many people to move to outlying suburbs such as South Park, Durbanna, Seneca and Sunnyside and to commute back into town for work. Downtown became a more commercial area while retaining many of the stately homes and other buildings of the era.

MORGANTOWN TODAY

Since its growth spurt at the end of the nineteenth century, Morgantown has become more and more a service economy with close ties to West Virginia University, but Downtown retains much of the look and charm of the industrial age and railroad era.

Today's post-industrial boom has brought new opportunities for residential, recreation and tourism development on the Riverfront and in Downtown Morgantown.

Summary Analysis Plan: Regional Morgantown

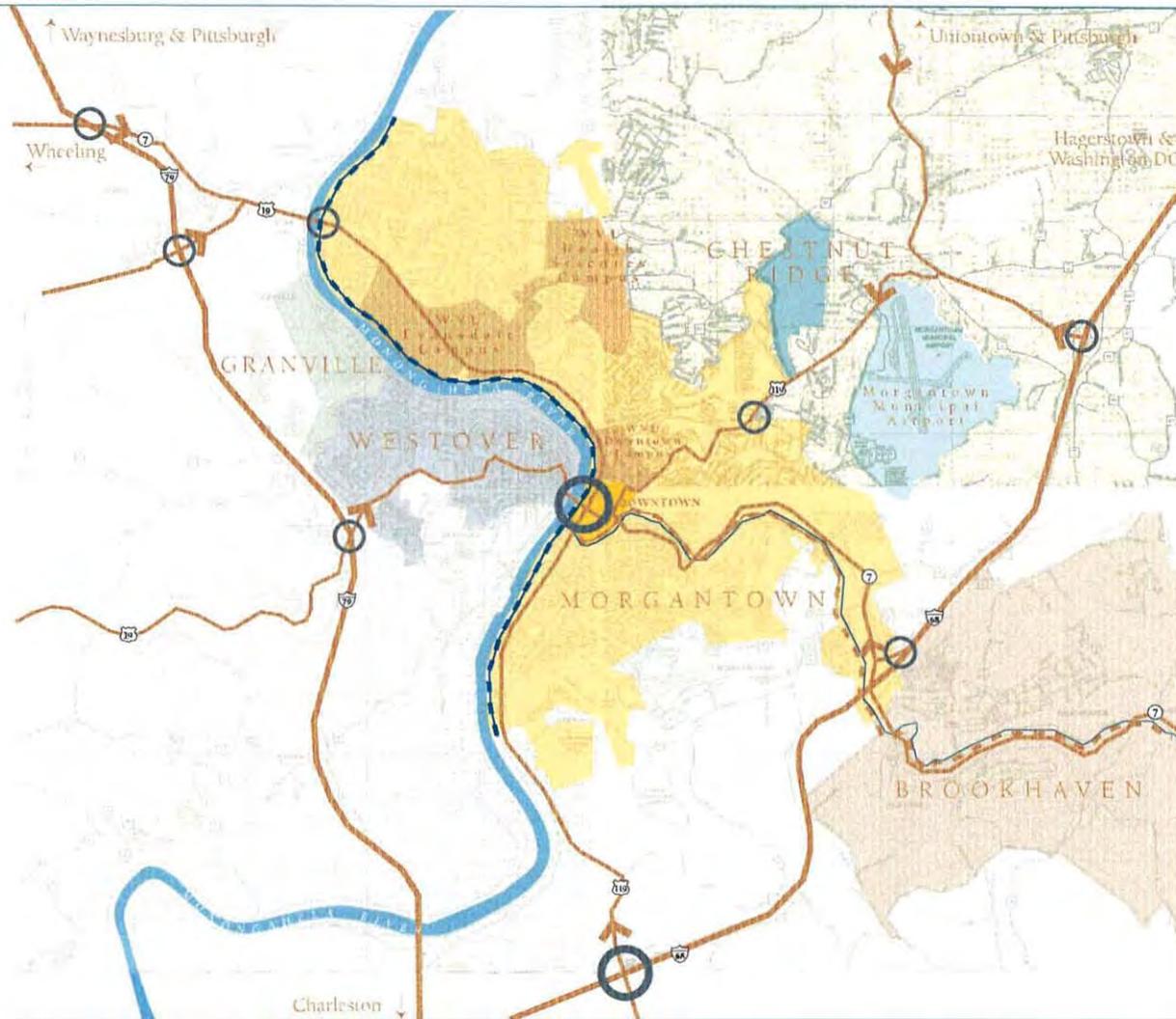
APPROACHES TO DOWNTOWN

Morgantown lies just south of the Pennsylvania border in north central West Virginia.

North of the intersection of I-79 and I-68, Morgantown is within convenient reach of Pittsburgh and Wheeling to the north and Charleston and Huntington to the south.

The primary entrance/image corridor into Downtown Morgantown is from the south along the Monongahela River on Route 119 from I-68. Alternative entries are, from the west, on Route 19 through Westover; or on Route 7 through the eastern residential neighborhoods of Morgantown.

Morgantown Airport services commuter flights connecting with Washington DC, Pittsburgh, Charleston and Huntington. Route 119, Mile Ground, connects the airport to Downtown Morgantown.



- Highways**
- Interstate Highways
 - Entrance Corridors
 - Caperton Rail Trail
 - Decker's Creek Rail Trail

- Gateways & Decision Points**
- Gateways to Morgantown
 - Vehicular Access



Prepared for
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and
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Final for Review: August 13, 2003

Summary Analysis Plan: Downtown Morgantown

MORGANTOWN TODAY

The Downtown is experiencing a new period of growth and development thanks to the cooperative vision of Morgantown's civic leaders. Main Street Morgantown has targeted numerous redevelopment objectives and reached them with impressive regularity. Among its projects are establishment of Downtown Design Guidelines, streetscape revitalization, renovation of the Metropolitan Theater; assistance with coordination of transportation facilities including the PRT, commuter bus lines, and expansion and improvement of public and private parking structures and lots.

At the heart of this recent development are the new Riverfront Park, with its outdoor amphitheater and rehabilitated train station building, and the Caperton Rail Trail. To the north of Downtown, the Trail connects the Evansdale and Downtown Campuses of West Virginia University. To the south, the Trail connects with the burgeoning Wharf District with its adaptive re-use of buildings for specialty shops and restaurants and adjacent to the Wharf District, the new Radisson Hotel and Conference Center:

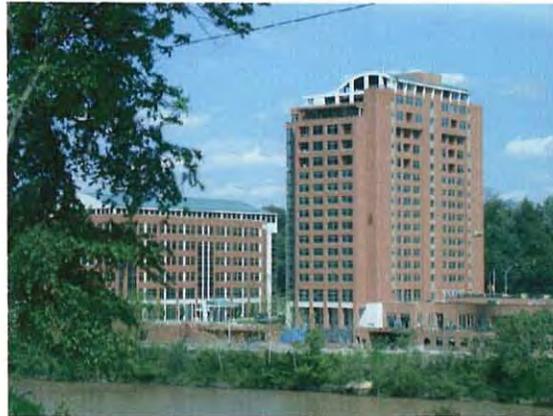
The analysis plan shows the connections between Downtown Morgantown and the Campus, Riverfront Park, Wharf District and Conference Center:

- PRT
- Caperton Trail
- Decker's Creek Trail
- Mountain Line Transit
- Park Access at Walnut & Pleasant Streets
- High/Foundry Streets

Destinations and connections can be made visible and inviting to visitors by providing information at decision points and at gateway entrances.



Morgantown Riverfront



RADISSON HOTEL & CONFERENCE CENTER

Visitors entering Morgantown from the south first sense arrival upon encountering the striking new Radisson Hotel and Conference Center:

WVU VISITOR INFORMATION CENTER

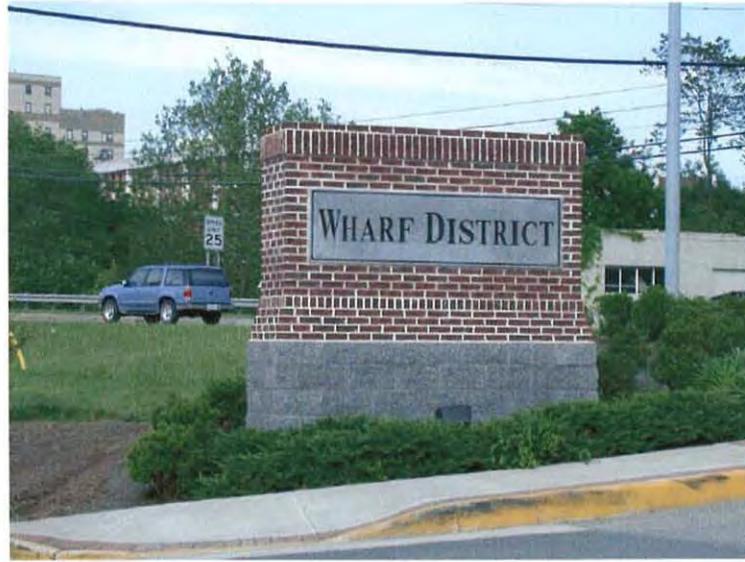
Located at the Conference Center is the West Virginia University Visitor Information Center:



Morgantown Riverfront

WHARF DISTRICT

The Wharf District appears adjacent to the Hotel and Conference Center. Its lower profile entrance and buildings could benefit from a trailblazer sign to alert visitors that they are approaching other Riverfront destinations.



Morgantown Riverfront

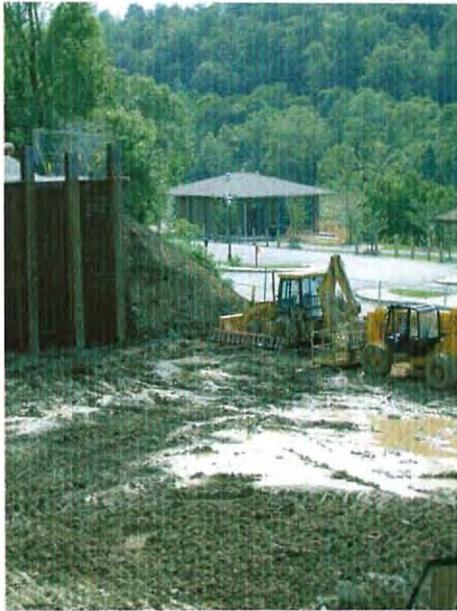


This gateway entrance to the Trail in the Wharf District is an important access point for visitors transitioning from vehicular to pedestrian mode. Additional parking will soon be available in a new structure opening in 2004.

Both the Trail and the Riverfront Park need better visibility from Don Knotts Boulevard/University Avenue. This is the main corridor linking Downtown Morgantown, Riverfront Park, the Wharf District, the Hotel and Conference Center, both campuses of the University and I-68.



Morgantown Riverfront



RIVERFRONT RESIDENTIAL DEVELOPMENT

The most recent development on the Riverfront is this site where new residences are being built. Beautiful views of the river; on-site parking at ground level, and the short walking distance from Downtown Morgantown, the Wharf District and the Caperton and Decker's Creek Trails, make this kind of residential opportunity a key element in the synergy between the Riverfront and Downtown Morgantown.

Critical to this development is:

- better visibility of Downtown, the Park, and the Riverfront from the University Avenue entrance corridor
- better pedestrian linkage between the Riverfront and Downtown.

Welcoming Visitors

WAYFINDING CHALLENGES

Street Names

From the east on I-68 and south on I-79 to I-68, the primary entrance corridor to Downtown Morgantown is Route 119/19. This road, approximately 12 miles long from I-68 to I-79, is called at various intervals: Don Knotts Boulevard, University Avenue, Beechurst Avenue, Monongahela Boulevard and finally, after crossing the Monongahela River, Blue Horizon Drive. These name changes, in combination with several "Y" intersections along the way, can easily confuse visitors causing them to wonder if they have veered off course.

Visibility/Invisibility

The steep grade changes and hilly terrain of the river valley in Morgantown presents both breathtaking vistas to and from the river and visibility challenges from other vantage points. It is possible to drive into Morgantown and proceed on to the Evansdale Campus of West Virginia University while remaining completely unaware of either beautiful Riverfront Park or charming historic Downtown Morgantown. The single sign pointing to the "Business District" of Morgantown is dwarfed to insignificance by the towering highway scaled route information signs.

From the corridor road there is no indication to visitors that the handsome Wharf District entrance leads to the wonderful pedestrian environment of the Caperton Trail, the Riverfront with its restaurants and shops, and the Riverfront Park.

Choosing Lanes

The epicenter of Morgantown is the intersection of Route 119 and Route 100. This crossroad is always congested, with long waits at the signal lights, and despite the huge scale overhead signs, there is little guidance for the visitor as to which lane to select for his approach. The uninitiated can suddenly find himself in a right-turn-only lane on his way across the river out of town, or funneled into a web of one-way streets that seem designed to expel the visitor as quickly as possible, either back onto University Avenue, or into residential neighborhoods and dead end streets. In the Downtown, it is this combination of one-way streets and right- and left-turn only lanes which confound visitor wayfinding.

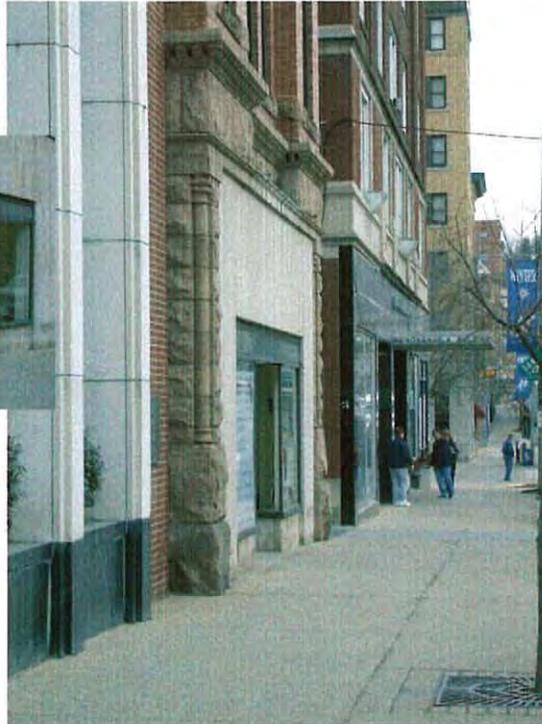
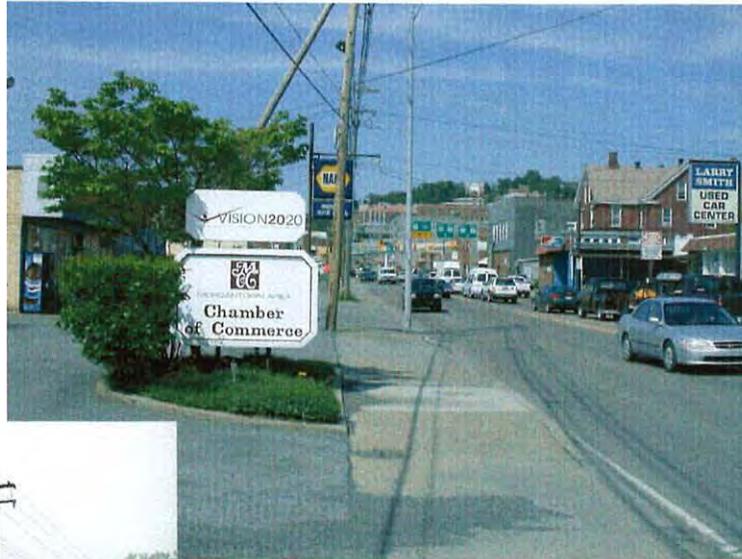
Welcoming Visitors

Besides the Visitor Information Center of West Virginia University on the south entrance corridor of town, there are two locations where visitor information is available:

- The Morgantown Area Chamber of Commerce is located on University Drive just south of the turn to Downtown.

Though geared more specifically to visitors seeking information about businesses operating in the area, there is good visitor information available.

- In Spring 2004, the Morgantown Visitor's Center relocated from the Seneca Center to the north of town to new offices the heart of Historic Downtown Morgantown. This move brings visitors into Downtown and simplifies wayfinding for them by providing a stopping point for orientation before they begin their visit. The Visitors Center and Visitor Center parking must be made highly visible from the entrance corridors into Downtown.



Downtown Image & Visibility



VISITOR WAYFINDING TO DOWNTOWN

The majority of directional signs in downtown Morgantown are overhead highway signs which follow the design standards set out in the *Manual on Uniform Traffic Control Devices*, published by the Department of Transportation, Federal Highway Administration of the United States.

These signs are inappropriate for their location in the heart of town for a number of functional and aesthetic reasons:

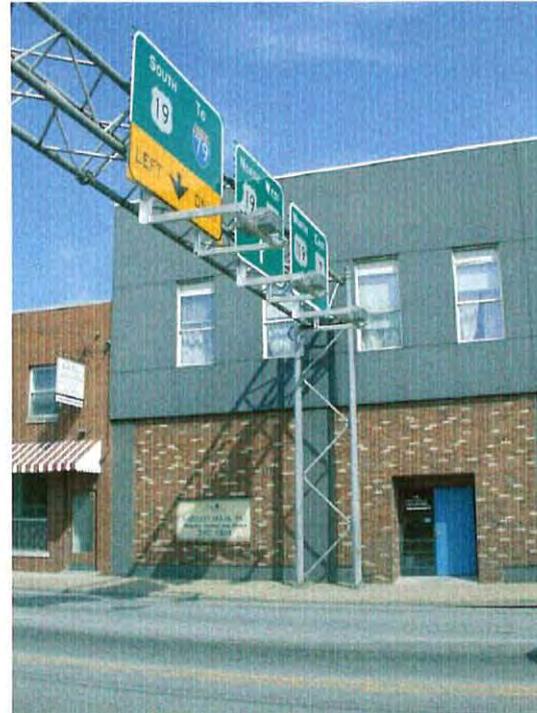
- The scale is too large for this busy entrance corridor of the downtown.

As in many other small and medium-sized towns, the conditions on this roadway—the narrow right-of-way, the low-rise two- and three-story buildings with their tight setbacks on narrow sidewalks, and the congested traffic—all demand a more measured vehicular pace to allow for lane changes and safer integration with pedestrians.

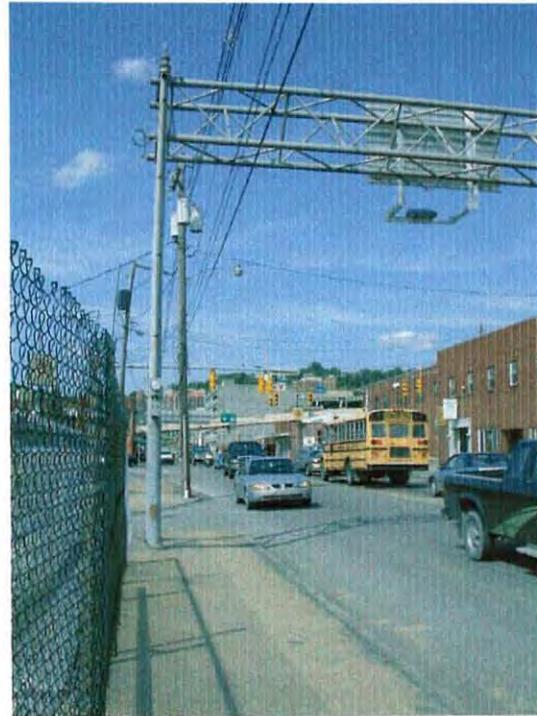
But the overhead signs tend to intimidate, pressuring for maximum speed and efficiency in navigation. This intersection at Pleasant and University is one that visitors and citizens alike love to hate.

- Only route numbers are provided.

The information on these overhead signs provides only route numbers, as if the City were merely an intersection on the highways. This suggests that once in Morgantown, all the visitor wants or needs to know is how to get out!



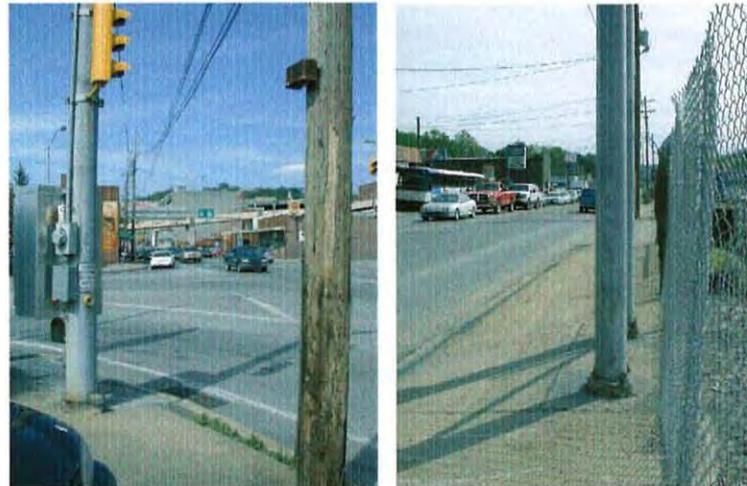
Downtown Image & Visibility



PEDESTRIANS ARE NOT WELCOMED

- The size and overhead configuration of these signs requires massive structural supports which impinge on the already tight and pedestrian-unfriendly space.

Pedestrians need physical space and visual cues to assure them that they are in the right place. They need safe street crossings, pedestrian lighting, and pedestrian scaled graphics and wayfinding signs. For the growth of tourism and the vitality of Downtown, it is essential that good pedestrian links be established between Downtown, the Riverfront Park, and the Wharf District.



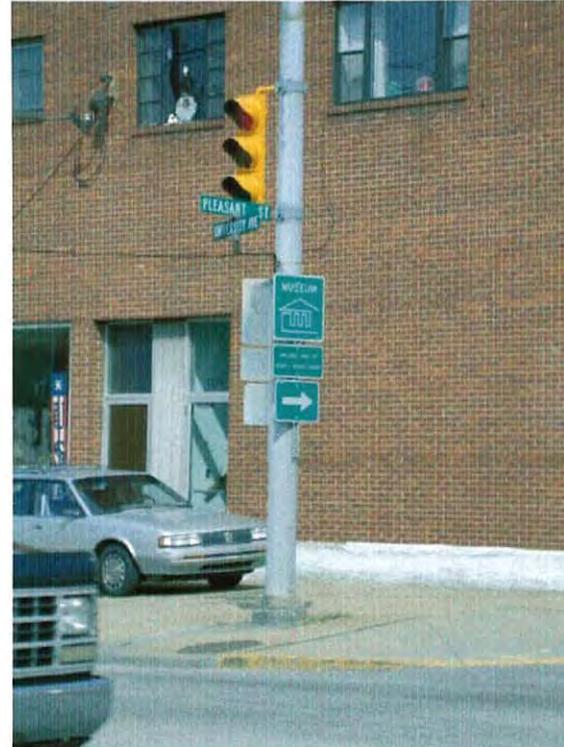
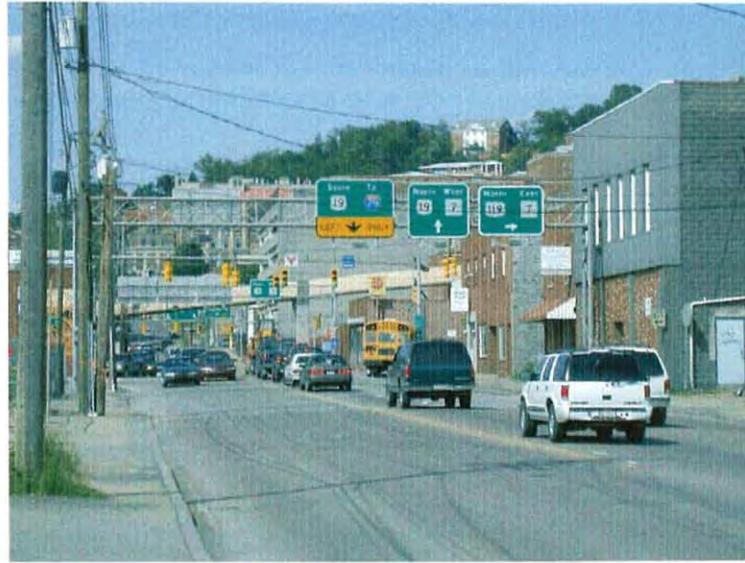
Downtown Image & Visibility

INVISIBLE DOWNTOWN

When approaching this vehicular entrance to the Downtown, first time visitors may be forgiven if they fail to realize there is a Downtown Morgantown completely hidden from view. They may or may not note the sign hinting at its existence with the words "Business District."

The especially alert visitor may assume that the major cultural focus of Morgantown is a museum called "The John Henry Center for Culture and History Exchange."

This is the place where "Historic Downtown Morgantown" should be announced and celebrated in the context of an improved streetscape.



Downtown Image & Visibility



DOWNTOWN PARKING

The structure at left offers convenient parking for Riverfront Park but only if visitors know the park exists and where the park can be entered. The structure's location is convenient but its public face is less than appealing or reassuring.

The Personal Rapid Transit System (PRT) is both an asset and a liability to the Downtown. It provides safe and convenient transportation for students between the Evansdale Campus and Downtown Campus, but the drawback is that it presents another large visual obstruction looming above the Downtown.



Downtown Image & Visibility



APPROACH FROM THE NORTH

This approach to Downtown from the north shows clearly the small scale of the overhead sign indicating the "Business District" option for motorists.

Note too that there is no "through" option indicated by the pavement markings here. This view indicates the predicament of having to choose lanes before one actually understands the options and constraints. Only route numbers for exiting town are shown on the direction signs, though these, it should be said, are at least the right scale for the roadway.



Walkable Historic Downtown

HIDDEN ASSETS

Imagine the surprise and delight of the visitor who discovers Downtown Morgantown where a lively and varied scene unfolds along bustling tree-lined streets fronted with beautiful examples of late 19th early 20th century architecture.



Walkable Historic Downtown

HISTORIC ARCHITECTURE

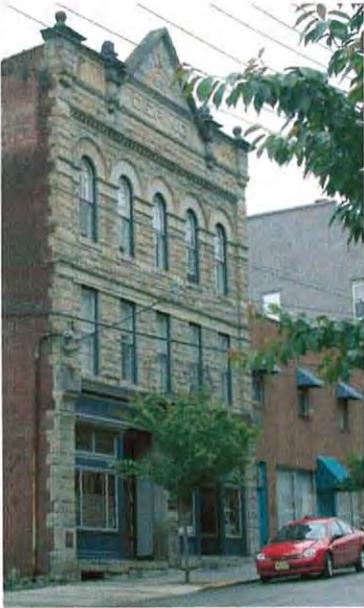
Of the twenty-nine buildings on the Walking Tour of Historic Morgantown nine are on the National Register of Historic Places. The Old Stone House dates from 1795.

Morgantown boasts a wealth of fine examples of nineteenth and early twentieth century architecture, thanks in large part to one man, Elmer F. Jacobs. This Pittsburgh trained architect orchestrated the redesign of High Street at the end of the nineteenth century, replacing the old one-story wooden structures with the Romanesque and Queen Anne styles of his era.

As the Morgantown *New Dominion* reported, "Almost all the architectural beauty of Morgantown is due to the skill and progressive ideas ... of our resident architect." During Jacobs' career in Morgantown, he designed over 400 buildings, many, such as the Dering Building, far left, can still be seen in Downtown.*

The Monongalia County Courthouse, built in 1891 in the Romanesque Revival style, is on the National Register of Historic Places.

* *Historic Downtown Morgantown, A Walk into the Past, A Walking Tour of Morgantown's Historic Business District*, notes by Barbara Howe, WVU.



Walkable Historic Downtown

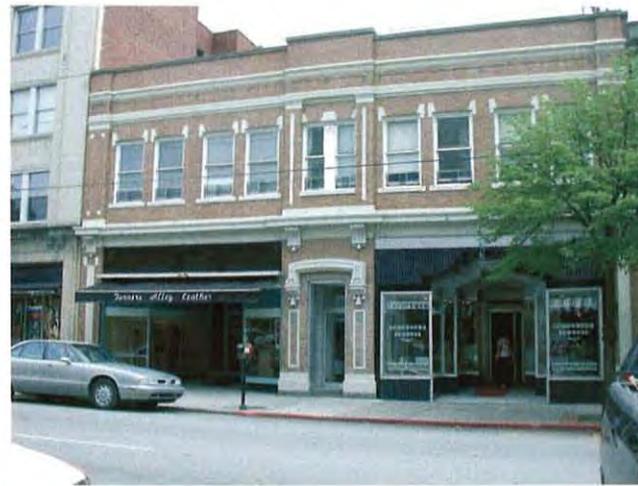


CULTURAL INSTITUTIONS

- Two theaters, the Warner and the newly renovated Metropolitan, provide entertainment in restored historic buildings.
- The Monongalia Arts Center in the stately Old Post Office Building features local artists and craftsmen and offers arts education programs for the community.



Walkable Historic Downtown



SHOPPING

Downtown Morgantown offers many unique and interesting specialty shops, from art galleries to custom leather goods

HOSPITALITY & DINING

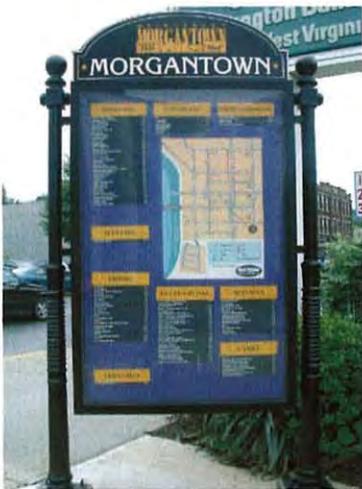
The venerable Historic Clarion Hotel Morgan welcomes visitors and hosts events, while a long list of restaurants offer a wide range of dining alternatives.

PROFESSIONAL SERVICES

Many professionals have offices in the Downtown including attorneys, photographers, and others.

PARKING

All these amenities are within minutes of convenient parking scattered throughout Downtown. The visibility of these parking facilities has recently been improved with new lighted pylon signs at the entries.



Walkable Historic Downtown

DOWNTOWN CAMPUS OF WEST VIRGINIA UNIVERSITY

The Downtown Campus is also walkable with a mix of late nineteenth and mid- to late-twentieth century buildings.



Approach to A Visitor Wayfinding System

The focus on wayfinding for Downtown Morgantown suggests three specific elements for the initial program:

- improvement of existing signs on the entrance corridor and Downtown
- development of gateway entries
- installation of "trailblazer" signs to visitor destinations.

UPDATE & IMPROVE EXISTING MESSAGES

Directional signs on the entrance corridor to and around Downtown should be revised to an appropriate scale and be placed in advance of required lane changes. The current signs, despite their size, do not communicate lane restrictions with enough advance warning to allow visitors to avoid entrapment in right-, left- and no-turn lanes.

DEVELOP GATEWAY ENTRIES TO DOWNTOWN AND ADJACENT AREAS

With the numerous name changes of the entrance roads and the rapid development along these roads, visitors may question whether they are proceeding in the right direction.

- Visitors will welcome the signal of "arrival" that gateway treatments will provide.
- Downtown, the Wharf District, Riverfront Park, and WVU Downtown Campus will benefit from the improved visibility and definition.

INTRODUCE TRAILBLAZER SIGNS TO VISITOR DESTINATIONS AND PARKING

Small trailblazer directional signs will:

- direct visitors to the sites they are seeking
- provide visibility to destinations that might otherwise be overlooked by visitors
- increase the visibility of and provide off-site navigation to parking facilities.

NEXT STEPS

Concept alternatives for the various typical signs of the system will be developed and refined with client input.

Based on the analysis plans, concept installation plans will be developed establishing general locations for the various typicals. And a preliminary message schedule keyed to the installation plan will be developed.

Walkable Historic Downtown



CONNECTING DOWNTOWN TO THE RIVERFRONT

Currently the best pedestrian connection between Downtown and Riverfront Park and the Trails is along Foundry Street and continuing under the University Drive overpass to the restored railroad bridge over Deckers Creek.

This connection is comfortable for pedestrians because it offers low speed vehicular traffic, pleasant tree-lined sidewalks, and pedestrian lighting (which could be increased for better safety during evening hours).

Additional pedestrian connections between public parking facilities and the Riverfront need to be developed.



Visitor Wayfinding

City of Morgantown, West Virginia

(See drawings for layouts.)

Concept Cost Estimates 10.15.03; Revised 1.5.04; 1.26.04; 11.15.04

District	Directional Signs	Arrow Message	Street Location	Looking	Wave On Phase	Unit	Cost*
D1		^ HISTORIC DOWNTOWN ^ WVU < WHARF DISTRICT	University at Mechanic	North	Left	2	2,500.00
D2		^ HISTORIC DOWNTOWN ^ WVU	University at Deckers Cre	North	Left	2	2,500.00
D3		^ WHARF DISTRICT	University at Deckers Cre	South	Right	2	2,500.00
D4		> HISTORIC DOWNTOWN > WVU Downtown	University at Mooreland	North	Left	1	2,500.00
D5		< WVU Evansdale Left Lane ^ HISTORIC DOWNTOWN WVU Downtown > WHARF DISTRICT Right Lane	Westover Bridge	East	Bottom	1	2,500.00
D6		< HISTORIC DOWNTOWN WVU Downtown Left Lane ^ WHARF DISTRICT	University at Pleasant	South	Right	1	2,500.00

D7	> HISTORIC DOWNTOWN > WVU Downtown ^ WVU Evansdale	University at Fayette	North	Left	1	2,500.00
D8	< HISTORIC DOWNTOWN < WVU Downtown ^ WHARF DISTRICT	University at Fayette	South	Right	1	2,500.00
D9	> HISTORIC DOWNTOWN ^ WVU Downtown Next Left	Willey at High	East	Bottom	1	2,500.00
D10	^ WVU Downtown < HISTORIC DOWNTOWN Next Left	Willey at Spruce	West	Top	1	2,500.00
Total Phase 1					7	\$17,500.00
Total Phase 2					3	\$7,500.00
Grand Total					10	\$25,000.00

** Unit costs are pre-bid estimates*

Visitor Wayfinding

(See drawings for layouts.)

City of Morgantown, West Virginia Concept Cost Estimates 1.5.04; Revised 11.15.04

Trailblazer Signs	Arrow Message	Street Location	Looking	Wave On	Phase	Unit Cost*
Single-faced T1	< Hotel Conference Center	Don Knotts Blvd (U) at Y North		Left	2	1,800.00
	WVU Visitors Resource Center					
Parking Disk	< P					
T2	> Hotel & Conference Center	Don Knotts Blvd (U) at Y South		Right	2	1,800.00
	WVU Visitors Resource Center					
Parking Disk	> P					
T3	< Caperton Trail	Don Knotts Blvd (Univers North		Left	1	1,800.00
	Riverfront & Events Parking					
	Shops & Restaurants					
Parking Disk	< P					
T4	> Caperton Trail	Don Knotts Blvd (U) at H South		Right	1	1,800.00
	Riverfront Shops & Restaurants					
Parking Disk	> P					

T5	< Riverfront Park Caperton Trail	University at Foundry	North	Left	1	1,800.00
Parking Disk	< P					
T6	> Riverfront Park > Caperton Trail	University at Garrett	South	Right	1	1,800.00
Parking Disk	> P					
T6.1	^ Historic Downtown WVU Downtown <i>Right Lane</i>	University at Mooreland	South	Right	2	1,800.00
T7	< PRT Station ^ City Hall Visitors Center WVU Downtown	Pleasant at Chestnut	East	Bottom	2	1,800.00
Parking Disk	^ P					
T8	> Historic Hotel Morgan Theater Monongalia Arts Center	Pleasant at High	East	Bottom	1	1,800.00

T9	^ City Hall Visitors Center WVU Downtown	Pleasant at High	East	Bottom	1	1,800.00
Parking Disk	^ P					
Pedestrian Panel	< Visitors Center County Courthouse WVU Downtown					
Pedestrian Disk	Pedestrian Pictogram					
T10	< City Hall Visitors Center WVU Downtown < P	Pleasant at Spruce	East	Bottom	1	1,800.00
T11	^ City Hall Visitors Center WVU Downtown < Courthouse ^ P	Spruce at Walnut	North	Left	1	1,800.00
T12	> City Hall Visitors Center WVU Downtown ^ Courthouse > P	Walnut at Spruce	West	Top	2	1,800.00

T13	^ WVU Downtown < Visitors Center	Spruce at Willey	North	Left	1	1,800.00
T14	< Visitors Center Courthouse < P	Willey at High	West	Top	1	1,800.00
T15	> Visitors Center Courthouse > P	Willey at High	East	Bottom	1	1,800.00
T16	Greater Morgantown Visitors Center estination, double-faced	High N of Pleasant	South	Right	1	1,800.00
T17	^ Metropolitan Theater Courthouse Visitors Center < P	High at Fayette	South	Right	1	1,800.00
T18	> Metropolitan Theater Courthouse Visitors Center ^ P	Fayette at High	West	Top	1	1,800.00
T18.1	< WVU Downtown ^ P	Fayette at High	West	Top	1	1,800.00

T19	^ Courthouse Visitors Center Morgan Theater > PRT Walnut Station < P	High at Walnut	South	Right	2	1,800.00
T20	< Courthouse Visitors Center ^ PRT Walnut Station < P	Walnut at High	West	Top	2	1,800.00
T21	> WVU Downtown Visitors Center ^ P	Walnut at Chestnut	West	Top	2	1,800.00
Parking Disk						
T22	^ Historic Hotel Morgan Theater Arts Center < P	High at Pleasant	South	Right	2	1,800.00
T23	^ Caperton Trail Riverfront Park < P	High at Kirk	South	Right	2	1,800.00

T24	> Caperton Trail > Riverfront Park	High at Foundry	South	Right	2	1,800.00
T25	< Caperton Trail < Riverfront Park	Foundry near University	West	Top	2	1,800.00
		Total Phase 1				14,400.00
		Total Phase 2				18,000.00
		Grand Total				32,400.00

** Unit costs are pre-bid estimates*

Visitor Wayfinding

City of Morgantown, West Virginia

(See drawings for layouts.)

Concept Plan Cost Estimates

11.15.04

Pedestrian Directionals	Arrow Message	Street Location	Looking	Wave On Phase	Unit	Cost*
P1 Side A	< Riverfront Park Decker's Creek Trail Caperton Trail Riverfront Shops/Restaurants Hotel/Conference Center	Foundry at Universit	West	Bottom	1	1,000.00
P1 Side B	^ Historic Downtown Hotel Morgon Visitors Center Courthouse > Riverfront Park Decker's Creek Trail Caperton Trail Riverfront Shops/Restaurants Hotel/ Conference Center	Foundry at Universit	East	Top		
P2 Side A	^ Riverfront Park Decker's Creek Trail Caperton Trail Riverfront Shops/Restaurants Hotel/ Conference Center > Historic Downtown Hotel Morgon Visitors Center Courthouse	Decker's Creek Trail below Foundry	West	Bottom	1	1,000.00

P2 Side B	<ul style="list-style-type: none"> ^ Decker's Creek Trail < Historic Downtown Hotel Morgon Visitors Center Courthouse 		East	Top		
P3 Side A	<ul style="list-style-type: none"> ^ Riverfront Park > Historic Downtown Hotel Morgon Visitors Center Courthouse 	Park Entrance from Decker's Creek Trail	North	Left	1	1,000.00
P3 Side B	<ul style="list-style-type: none"> < Historic Downtown Hotel Morgon Visitors Center Courthouse > Caperton Trail Riverfront Shops/Restaurants Hotel/ Conference Center 		South	Right		

P4 side A	^ Riverfront Park Amphitheater	Riverfront Park near Train Depot	North	Left	1	1,000.00
P4 side B	^ Caperton Trail Riverfront Shops/Restaurants Hotel/Conference Center		South	Right		
	< Historic Downtown Hotel Morgon Visitors Center Courthouse					
P5 Side A	^ Riverfront Park Amphitheater	Hurley St & Caperton Trail	North	Left	2	1,000.00
	^ Historic Downtown Hotel Morgon Visitors Center Courthouse					
P5 Side B	^ Hotel/Conference Center		South	Right		
P6 Side A	^ Riverfront Park Amphitheater	Hotel/Conference on Caperton Trail	North	Left	2	1,000.00
	^ Historic Downtown Hotel Morgon Visitors Center Courthouse Riverfront Park					
P6 Side B	^ Caperton Trail		South	Right		

P7 Side A	^ Historic Downtown Courthouse Visitors Center	Walnut St PRT at Chestnut & Chancery Row	East	Bottom	1	1,000.00
P7 Side B	^ Riverfront Park Caperton Trail Hotel & Conference Center		West	Top		
P8 Side A	^ Hotel Morgon Visitors Center Riverfront Park Caperton Trail Hotel & Conference Center	Walnut St PRT on Chestnut & Chancery Row	South	Right	1	1,000.00
P8 Side B	^ WVU Downtown		North	Left		
					Total Phase 1	6 6 \$6,000.00
					Total Phase 2	2 2 \$2,000.00
					Grand Total	8 8 \$8,000.00

** Unit costs are pre-bid estimates*