

Sunnyside Up
Campus Neighborhood
Revitalization Corporation

2007 Board Workshop Summary

November 3, 2007

This Summary includes discussion on the status of original key actions for implementation, current preferred pursuits and associated supporting appendices.

Board Workshop Summary

The following is a summary of observations and discussion points from the November 2007 Sunnyside Up Board Member Workshop held at the Seneca Center. The purpose of the Workshop was to review work completed to date, current initiatives and redefine desired objectives for the coming year.

Consequently, the Workshop was generally conducted as a two-part session: 1) Reviewing the current implementation status of the Comprehensive Plan and 2) Defining up-to-date short-term and long-term actions. For each part, various consensus building techniques were employed including targeted review of specific items and brainstorming. The Summary is organized in a similar format to the Workshop's session whereas the Summary first outlines the status of the project Original Key Actions for Implementation followed by a brief overview of preferred short-term and long-term pursuits and lastly providing a "snapshot" of conceptualized implementation priorities.

The following individuals were in attendance: Sunnyside Up Board Members - Reed Tanner, Narvel Weese, Dan Boroff, Bill Byrne, Joe Fisher; Sunnyside Up Executive Director - Jim Hunt; and representatives of Environmental Planning and Design, LLC (EPD) – Andrew JG Schwartz and Carolyn Yagle. Members of the public and press were also invited to the Workshop. The meeting's agenda is included in Appendix A.

I. Status of Original Key Actions for Implementation

Each of the italicized items outlined below have been taken from the Original Key Actions as identified in the project's original Executive Summary (See Appendix 3). The outlined text below each Action represents the range of comments and observations drawn from Workshop discussion.

1. *Complete a preliminary design of Stewart/First Streets*

- a. As part of these efforts, the proposed roadway improvement has been incorporated into the MPO's Regional Transportation Plan and design concepts are underway; the feasibility of the connections needs studied in-depth.
- b. The concept of the Falling Run Connector has been recognized as part of regional capital project recommendations and how it could relate to the neighborhood system.
- c. It was recognized that development proposals in the vicinity of the Campus Drive / University Avenue intersection could impact project feasibility; coordination of both road and development efforts will be necessary to optimize safety and investments while minimizing unwanted conflicts.

2. *Design new sanitary sewer and water infrastructure facilities*

- a. Morgantown Utility Board (MU B) have studies underway; some upgrades have occurred as part of Augusta on the Square
- b. The City and MUB recognize that there is a need for improved collection of stormwater throughout the City and Sunnyside

- c. Combined sewer and capacity was noted as an issue that will hamper redevelopment efforts within Sunnyside.
- d. The availability of funds will shape the timing and extent of updates; it is likely that change will occur incrementally as development/redevelopment progresses.

3. Determine mechanisms for funding parking garage construction

- a. Augusta on the Square is putting in a garage starting with 300 lease/open spaces.
- b. Public parking needs to be a component of the neighborhood if increased density is desired.
- c. There is a new bus route from the Coliseum through Grant Street. This route is currently averaging between 800-900 users daily.
- d. Underutilized lots/alleys are issues that need addressed.
- e. Coordination between property owners and MUB regarding alleys, stormwater is needed.
- f. As part of discussion, it was asked if "payment-in-lieu" could be used as parking management tool.
- g. Options of promoting zip cars, bikes, sidewalks/alternative lanes should be explored as avenues to minimize traffic impacts.
- h. As part of the overall neighborhood (and regional) transportation strategy, the concept of traveling/commuting by car should be framed as more an "inconvenience" thus promoting alternatives forms of transportation/walkability.
- i. The Freshman Year should be used to educate about pedestrian-centered transportation.

4. Conduct a feasibility study of new PRT Station

- a. The detailed exploration or pursuit of a new PRT Station is not currently seen as a high priority of the Plan.
- b. The Board over time will need to evaluate the suitability of an additional PRT Station on a time-to-time basis. If, and when, opportunities arise for such a Station to be considered feasible, the willingness and roles of public and/or private development partners will need to also be evaluated.

5. Increase police presence by establishing a "substation"

- a. Police presence is good and safety is status quo. Today, there are few "couch fires."
- b. Lighting is a key component of safety; enhancements/improvements should be seriously considered as the neighborhood increases in density
- c. The existing presence of City police force is good.
- d. The Sunnyside "message" is growing – the perception of the City and WVU is changing.

6. Upgrade City building codes/subdivision standards

- a. The City is working on putting full time officer into enforcement and improvements being seen over time with existing system. (There are 8,500 apartments.
- b. Sunnyside Up is sponsoring a facade improvement program that provides property owners with \$3,000 match per property
- c. The Housing Fund is an option for those looking for low interest loans (\$20-\$25,000 over 10 years).
- d. There appears to be consensus in focusing on core area of problems first and addressing the worst "offenders" through incentives.
- e. The rate of demolition is up because of market demands.
- f. There are efforts in developing an effective complaint/response system.
- g. One of Sunnyside Up's goals (by the end of 2008) is to acquire property for use/redevelopment/model.

7. Designate Sunnyside as a Tax Increment Financing district

- a. Sunnyside Up could function as the developer; Sunnyside Up could develop the TIF application and submit to the City.
- b. A TIF-related engineering project could reach toward \$1 0 million; the engineering project could include the construction of new streets, sidewalks, bike facilities, street lighting, public plazas and other civic amenities.
- c. Potential risks for Sunnyside Up include:
 - i. Legal fees (\$50,000+)
 - ii. Engineering cost engineering
 - iii. Time which needs invested
- d. If the TIF application is done by next year (mid-2008) to capture the current and announced projects, then the project needs to be quasi-public.
- e. Consideration of initial RFQ elements for engineering should begin.
- f. The engineering project can be terminated if the TIF doesn't transpire.
- g. Potential components of the TIF could include:
 - i. Street improvements, reconstruction
 - ii. Public space
 - iii. Commons/commercial
- h. Downtown improvements with utilities underground have averaged about \$800,000 a block; there are also opportunities to learn from the Wharf project:
 - i. Actions for the TIF:
 - i. Retain the attorney
 - ii. Develop RFQ/RFP for engineer
 - iii. Define the nature of the project
 1. Streetscape improvements/aerial utilities
 2. Bus/transit stops
 3. Street reconstruction
 4. Public space – Celebration Square
 5. Commons – commercial core
 6. Stormwater improvements

II. Preferred Pursuits

Based upon the status of the original actions for implementation, the following key actions were identified for short-term and long-term pursuit. It is recognized that underlying themes to these actions are increasing density and shifting the economic paradigm of the neighborhood.

1. Short Term

- a. Resolve nature of TIF desired/Apply for TIF designation
- b. Develop an engineering work scope, distribute a formal "Request for Proposal" and get an engineer under contract
- c. Assist the City with identification of sub-standard properties within Sunnyside
- d. Develop design assistance for small to mid-size developers

2. Long Term

- a. Top Pursuits (See C. Implementation Priorities below)
 - i. Comprehensive mobility solution inclusive of completing the link (pedestrian/bicycle) connection between campuses
 - ii. Commercial district development
 - iii. Public/civic amenities
- b. Additional Pursuits
 - i. Determining/responding to the proposed Falling Run Parkway alignment
 - ii. Resolving legal impediments at the city/organizational level
 - iii. Diversity of residents (through incentives)
 - iv. Transform Grant/McLain into "Main Streets"

III. Implementation Priorities

Action	What/Why	Who	When	How
Comprehensive Mobility Solution	<ul style="list-style-type: none"> • Transit • Transportation • Pedestrian • Parking • Bicycle 	<ul style="list-style-type: none"> • City Morgantown • MCTA • MPA • University • Students/Consumers • Property owners • MPO (ped/bike) • Sunnyside Up • B. Reger-Nash 	<ul style="list-style-type: none"> • Initiate process ASAP (tied to the TIF); • Host and facilitate a "mobility summit" 	<ul style="list-style-type: none"> • Build on transit plan • University bike/ped. community • Neighborhood planning effort
Public Realm	<ul style="list-style-type: none"> • Streetscape • Plaza • Green Space • Street reconstruction • Utilities 	<ul style="list-style-type: none"> • City • University • Utility Companies • Sunnyside Up • MUB • MPO 	<ul style="list-style-type: none"> • Determine what the nature of projects are; get control ASAP 	<ul style="list-style-type: none"> • Property acquisition (some civic spaces) • Eminent domain
Commercial District	<ul style="list-style-type: none"> • Retail Services 	<ul style="list-style-type: none"> • Sunnyside Up • Developers • Chamber of Commerce • MCDA • City • University 	<ul style="list-style-type: none"> • ASAP 	<ul style="list-style-type: none"> • Define what/where the mix is

Appendix 1 - Agenda

**Board Workshop Session Agenda
November 3, 2007
Seneca Center**

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|------------|--|-------------------------|
| 1 . | Overview of Original Neighborhood Plan | 8:00 – 8:30 am |
| 2 . | Recent Sunnyside Up Initiatives | 8:30 – 9:30 am |
| 3 . | Challenges, Issues and Obstacles Encountered to Date | 9:00 – 10:00 am |
| 4 . | Break | 10:00 – 10:10 am |
| 5 . | Goal and Priority Setting Workshop | 10:10 – 11:15 am |
| 6 . | Roles and Responsibilities | 11:15 – 12:15 pm |
| 7 . | Next Steps | 12:15 – 12:40 pm |
| 8 . | Press Session | 12:40 – 1:00 pm |

 2 – Neighborhood Plan (2004)

Actions for Implementation

CNRC should annually evaluate its adopted planning policies and actions. The City of Morgantown should create an annual “State of Sunnyside” report to record past year achievements and prioritize future year policies. City Council, with CNRC, should charge key parties with implementing the Plan’s strategies. Actions for the near future include:

#1

Complete a preliminary design of Stewart/First Streets

The reconstruction of Stewart/First Streets can address intersection safety and road capacity limitations as well as ways in which to create a formal entryway and neighborhood edge.

#2

Design new sanitary sewer and water infrastructure facilities

In the neighborhood’s Campus Side district, existing sewer and water facilities should be evaluated and designed to ensure that areas of increased residential density will be adequately served.

#3

Determine mechanisms for funding parking garage construction

The neighborhood’s future density and the limited supply of available land constructing shared parking structures. At \$10,000 to \$20,000 per structured space, it is unlikely one entity can finance such a project. A feasibility study can identify potential funding sources.

#4

Conduct a feasibility study of new PRT Station

A new PRT Station within the multi-modal center can reduce Campus traffic and provide more convenient transit opportunities. While the University studies the Station’s construction, the City should evaluate potential parcels, street network alignment and platform access.

#5

Increase police presence by establishing a “substation”

A Sunnyside police “substation” manned with officers on bike or foot, can reduce vandalism and petty crime. Incorporating the substation into Celebration Square creates a functional amenity in the neighborhood’s central public place.

#6

Upgrade City building codes/subdivision standards

The creation and enforcement of updated codes and standards will improve Sunnyside’s current physical appearance and safety.

#7

Designate Sunnyside as a Tax Increment Financing (TIF) district

Making improvements to address Sunnyside’s blight and property maintenance issues will require funding. The neighborhood, or specific portions of it, could be designated as a TIF district to leverage economic capital for infrastructure upgrades and improvements.

#8

Revise the City Zoning Ordinance

Zoning districts in Sunnyside should be evaluated and updated based upon densities detailed in the Neighborhood Master Plan. Overlay districts should be created to address building heights, building setbacks, open space, viewsheds, off-street parking and ground floor retail/office use.