

Main Street Morgantown

Resource Handbook

For Business &
Property Owners

304-292-0168

265 Spruce St., Morgantown WV, Suite 250

www.mainstreetmorgantown.org

Main Street
EMPOWERING
COMMUNITY *Morgantown*

This handbook provides contact information for both public and private services that may affect your business operations. This resource kit also gives tips and best practices for maintaining your building or storefront.

Main Street Morgantown's mission is to develop and promote a vibrant and prosperous Downtown and Wharf districts.

Who we are: We facilitate a safe, welcoming, and attractive district for businesses, residents, and visitors. Growth and prosperity for current and prospective businesses within the district. Thoughtful revitalization, historic preservation, and property investment. Collaborative partnering among public and private stakeholders to achieve a thriving business community.

Our supporter offerings are built to **promote your success and drive foot traffic to your door:**

- **Downtown Safety & Advocacy:** Main Street Morgantown actively collaborates with the City of Morgantown and its partners to implement a comprehensive safety strategy for safe, clean, and welcoming Downtown and Wharf districts.
- **District Promotion:** In 2025, Main Street attracted and invested **over \$25K** in district advertising and delivered **108 events**—including favorites like Arts Walk, Small Business Saturday, and Affiliate Events Programming.
- **Revitalization & Beautification:** 2025 saw us attract **\$40K** in revitalization and beautification through the Morgantown ReStored Vacant Storefront Program, the Wall Street Alley Revitalization Initiative mural, and the South High Station Gateway Mural, using art as a strategy to drive foot traffic downtown.
- **Business Districting Initiative:** In 2023, we facilitated and funded our \$75k business districting study with the City of Morgantown to conceptualize and attract arts, culture, and commercial opportunities in South Downtown.
- **Enhanced Presence:** Main Street Morgantown increases visibility for its Annual Supporters by preferred re-sharing of your social media posts, inclusion in social media compilations, and access to networking opportunities.
- **Merchant Memo:** Stay connected with the latest news, events, and opportunities through our weekly email newsletter packed with valuable informational resources.

Main Street Morgantown: 304-292-0168

www.mainstreetmorgantown.org

TABLE OF CONTENTS

ABOUT THIS RESOURCE	1
CONTACT INFORMATION	3
Essential Contacts.....	3
Specific Needs.....	4
REPORTING NON-EMERGENCY CONCERNS.....	5
DOWNTOWN SAFETY PLAN	7
CITY AMBASSADOR PROGRAM.....	8
TRASH & SANITATION.....	9
SIDEWALK, DRIVEWAY & SNOW.....	11
About City Street and Sidewalk Cleaning Operations:.....	11
PARKING INFORMATION	13
The Value of a Parking Space.....	16
STOREFRONT MAINTENANCE.....	17
Best Practices for Seasonal Maintenance.....	17
Best Practices for Recurring Maintenance	18
Additional Tips	19
BUSINESS ASSISTANCE RESOURCES.....	20
Main Street Morgantown	20
Morgantown Area Partnership.....	20
WV Small Business Development Center	20

SPECIFIC NEEDS

- **Parking/Park-to-Pay System outage** 304-284-7435 Morgantown Parking Authority
- **Trash overflow/litter (Public Cans)** 304-284-7405 Call the City
- **Trash overflow/litter (Private Cans)** For trash call Republic Services or your provider
- **Trash can abuse/misuse:** Report to Morgantown 311 or non-emergency line.

- **Streetlamp outage** 800-956-4237 Appalachian Energy (AEP)
- **Biohazard on sidewalk** 304-284-7405 City of Morgantown
- **Needle Clean-Up** 304-593-9120 Health Right, Outreach Coordinator

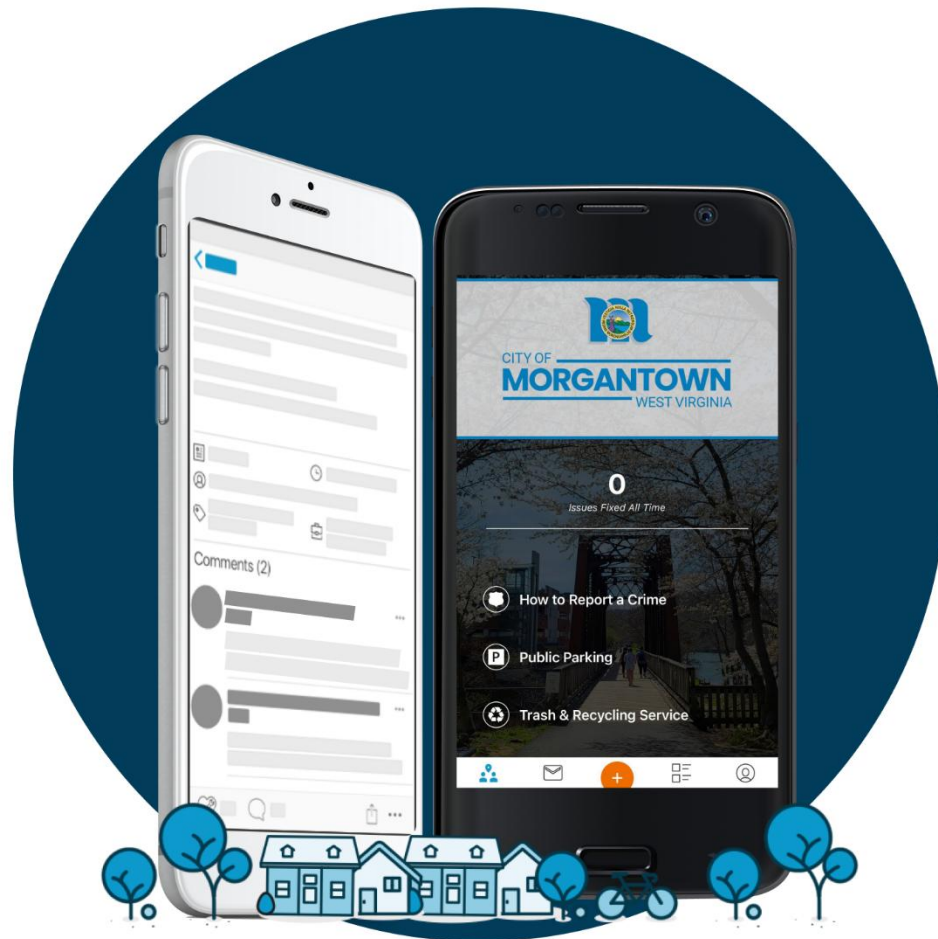
Social Service Support

MPD connects individuals in crisis to coordinating services. Responding along with Morgantown Police is its Police Social Worker and WV Police and PEERS.

- Mental Health Crisis** Valley Health Care System’s Mobile Crisis Hotline 1-800-232-0020
- Addiction Resources** Health Right 304-292-8234
- WV PEERS in Recovery 304-602 3305
- WV Dept of Health and Human Services 877-867-6411
- Outreach** WVU Dept Family Medicine Homeless Outreach (304) 581-1642 (MUSHROOM)

REPORTING NON-EMERGENCY CONCERNS

Citizens are encouraged to use Morgantown 311 app to report non-emergency concerns.
FOR EMERGENCIES CALL 911.



Morgantown 311 is the fastest, easiest way for you to submit non-emergency requests to your community, stay updated, and initiate change in your community.



Powered by **SeeClickFix**

Powered by SeeClickFix, Morgantown 311 is a new and improved way for citizens to reach the City and request help addressing non-emergency concerns. You can use this service to submit the following types of requests:

Abandoned Vehicle	Leaf Vac	Requests for House Watch
ADA Accessibility Concern	Parking Complaints	Requests for New Address
Adopt a City Street	Patrol Requests	Requests for Zoning Information
Animal Abuse	Pre-Planning Fire Service	Safety Training
Animal Waste/Foul Odor	Property Maintenance Issue	Sidewalk Repair
Arson Report Hotline	Public Records Requests	Sight Zone Problems
Changes to Existing Structures	Rental Property Complaints	Snow/Ice/Debris on Sidewalk
Criminal Report Hotline	Rental Property Inquiries	Stray Animal
Crosswalk Maintenance	Report a Zoning Violation	Street Light Requests
Curb Painting	Report an Unlicensed Business	Street Maintenance & Potholes
Dead Animal	Report Graffiti	Street Sign Repair/Replacement
Garbage Service Issues	Report Vandalism	Tree/Shrub Trimming

Download the Morgantown 311 app today and submit your request as a registered or anonymous user. To submit a request via the web, visit: www.morgantownwv.gov/428/Service-Request

DOWNTOWN SAFETY PLAN

Did you know that Main Street Morgantown actively collaborates with the City of Morgantown and its partners to develop and implement our comprehensive safety strategy for safe, clean, and welcoming Downtown and Wharf districts?

The Main Street Morgantown Board of Directors adopted the **Safety Strategy & Implementation Plan** on February 15, 2023. The goal of the plan is to:

Safety Plan Purpose

- Reduce behavior that infringes on the safety and wellbeing of all
- Support a welcoming downtown environment
- Collaborate to dismantle root causes leading to loitering, unsafe drug use, crime, and assault

Strategic Areas

1. Public Safety

1. Personnel/Presence
2. Code Enforcement
3. Public Infrastructure/Realm
4. Property Owner Responsibility

2. Health & Sanitation

1. Trash Services & Storage
2. Clean Streets
3. Pest Control
4. Property Owner Responsibility

3. Property Safety/Security

1. Code Enforcement and Permitting
2. Public Awareness

4. Contribute to solving root causes negatively affecting downtown safety

View the Safety Plan outline online at <https://mainstreetmorgantown.org/reimagine-downtown/>

CITY AMBASSADOR PROGRAM

Begun in 2022, The City of Morgantown's City Ambassadors Program helps create a safe and welcoming environment for everyone who lives, works, and visits the downtown and Hazel Ruby McQuain Park areas. Ambassadors serve the community according to four pillars:

- Public Safety & Public Health Extra eyes and ears for public services, Facilitation of first response, Report suspicious behavior or crisis, Safety escort
- Hospitality & Tourism Welcome, wayfinding, and concierge
- Business liaison Develop relationships with business owners
- Beautification Courtesy litter pickup, Lead community volunteer clean-ups

Morgantown City Ambassadors: 304-284-7522 ext. 7

- **Trash Cans & Garbage (Private):**

- Residential and Commercial Customers are required to contract their own trash services equivalent to the amount of trash they generate. If contracted bins routinely overflow, you may need to call your trash services provider to increase your service.
- Trash services are an essential utility and are the responsibility of residential and commercial customers. Review your contract or contact your trash service provider for more information.
- Fluctuation should be anticipated during high use times, including high-inventory times like the holidays. Your trash service provider may also suggest tools or add-ons like temporary locking bars to prevent rummaging.

- **Trash Cans & Garbage (Public):**

- Public trash cans are for use by the general public and are not for use by private entities or residential customers.
- When public trash cans are misused, trash can overflow and rummaging can occur, preventing trash services from pick-up. Please help keep public trash cans clear so that the public can use them.
- Public trash cans are emptied by Republic in the downtown, at least 6 days a week. The City empties the trash compactors, which is also done on a daily basis. If needed, the City will empty the Republic cans as available (if missed).
- Abuse of public trash cans is illegal. If you see abuse of trash cans, including improper disposal of personal trash or construction debris, you can call either the police or code enforcement. There are monetary fines imposed to people who violate provisions of the litter code.

- **Waste Compliance:**
 - Residents of Morgantown are required by City ordinance to contract for recycling and waste collection. Residents with two or more units per building in any part of the city will be considered a “commercial account” and will be priced as a commercial account.
 - Vacant residences may be eligible for a temporary waiver to the ordinance. Please contact Republic Services® for more details. If tenants of a rental property are not properly signed up for services, property owners may be responsible for paying charges for collection services suggestions for maintenance and cleaning (mention the impact on other downtown businesses?)
- **Collection Guidelines:**
 - Waste should be in containers not to exceed 32 gallons in capacity and not weighing more than 50 pounds. If you have more than one bulk item to set out, you must contact Republic Services for a special pickup before setting the items out.
 - Construction materials set out for collection will NOT be taken.
 - Carpet must be cut, bundled and less than 4 feet in length.
- **E-waste Collection:**
 - Contact Republic Services for special collection of electronic waste including televisions, monitors, computers, DVD players, radios and VCRs. Special collections are made by appointment only by calling Customer Service to arrange for pickup.
- **Penalties for Non-Compliance with Laws:**
 - No person, except the City or its designated independent contractor, shall engage in or conduct the business of collection, removal, or disposal of solid waste within the City. Illegal dumping or unlawful use of container will result in a maximum fine of \$500.
- **Contacting Republic Services:** Any questions regarding collection days, container deliveries, repairs and replacements or bulk pickups can be communicated by calling our Customer Service Department at 304.277.2088, by emailing customerfirst4972@republicservices.com or by visiting RepublicServices.com

SIDEWALK, DRIVEWAY & SNOW

ABOUT CITY STREET AND SIDEWALK CLEANING OPERATIONS:

- Street sweeping downtown is done Sunday evening through Wednesday evening April through October. Due to freezing water lines, street sweeping is not conducted in the winter months.
- Sidewalks are power washed one to two times a year downtown.
- Public Works & City Ambassadors conduct spot cleaning with trash pickers as available.

Snow Removal Operations (Public):

- Morgantown Public Works snow removal crews have a scheduled response to inclement winter weather. Crews begin treating priority one streets prior to any expected snowfall. They begin plowing when snow begins to accumulate on the pavement.
- After the priority one streets have been cleared, crews move on to priority two and three streets.
- Crews continue to work around the clock until the snowfall has stopped and all priority streets are plowed and treated to an acceptable level.
- If snow removal crews receive a call from MECCA 911 for assistance, that takes immediate priority and takes at least one of the plow trucks off its normal route, which can negatively affect response time.

Snow Removal from Sidewalks (Private):

- The City of Morgantown has regulations for residents and property owners to keep sidewalks and driveways clear of snow and ice to ensure the safety of all pedestrians in our community.
- Residents and businesses are responsible for clearing all snow from the sidewalks adjacent to their property -- they have 24 hours after a storm ends to clear sidewalks. Please pile the snow on your yard, not in the street.
- The City clears snow from sidewalks in various areas throughout the city. If it is more than 24 hours after a storm ends and a sidewalk has still not been cleared, you can report it by visiting our Citizen Request Tracker.
- If you are physically unable to clear your sidewalk and have no neighbor, family, or friend that can help you, please contact the Morgantown Code Enforcement Department at 304-284-7401 for assistance.

Snow Removal from Driveways (Private):

- Snow should be plowed or shoveled to the right side of the driveway as you are facing the intersecting roadway. By being plowed away from the direction of oncoming snowplows, this action will prevent the bulk of the snow from being pushed back into the driveway.
- Eliminate snow piles at the driveway entrance, whenever possible. High accumulations of snow will obstruct the vision of motorists when exiting from the driveway and hinder the ability of oncoming motorists to see you pulling out of the driveway, creating another potential for accidents.
- Do not push snow out onto roads at any time. This creates hazardous driving conditions for all vehicles.

PARKING INFORMATION

Morgantown Parking Authority:

HELP LINE 304.284.7435 | Night/Weekend 304.376.5252

www.ParkMPA.com









The Morgantown Parking Authority works diligently to provide convenient, safe, clean, and accessible public parking for the Downtown area. The Authority shall continually maintain, improve, and increase parking opportunities to meet the unique challenges that are present as the result of growth and continued development in the City of Morgantown, West Virginia.

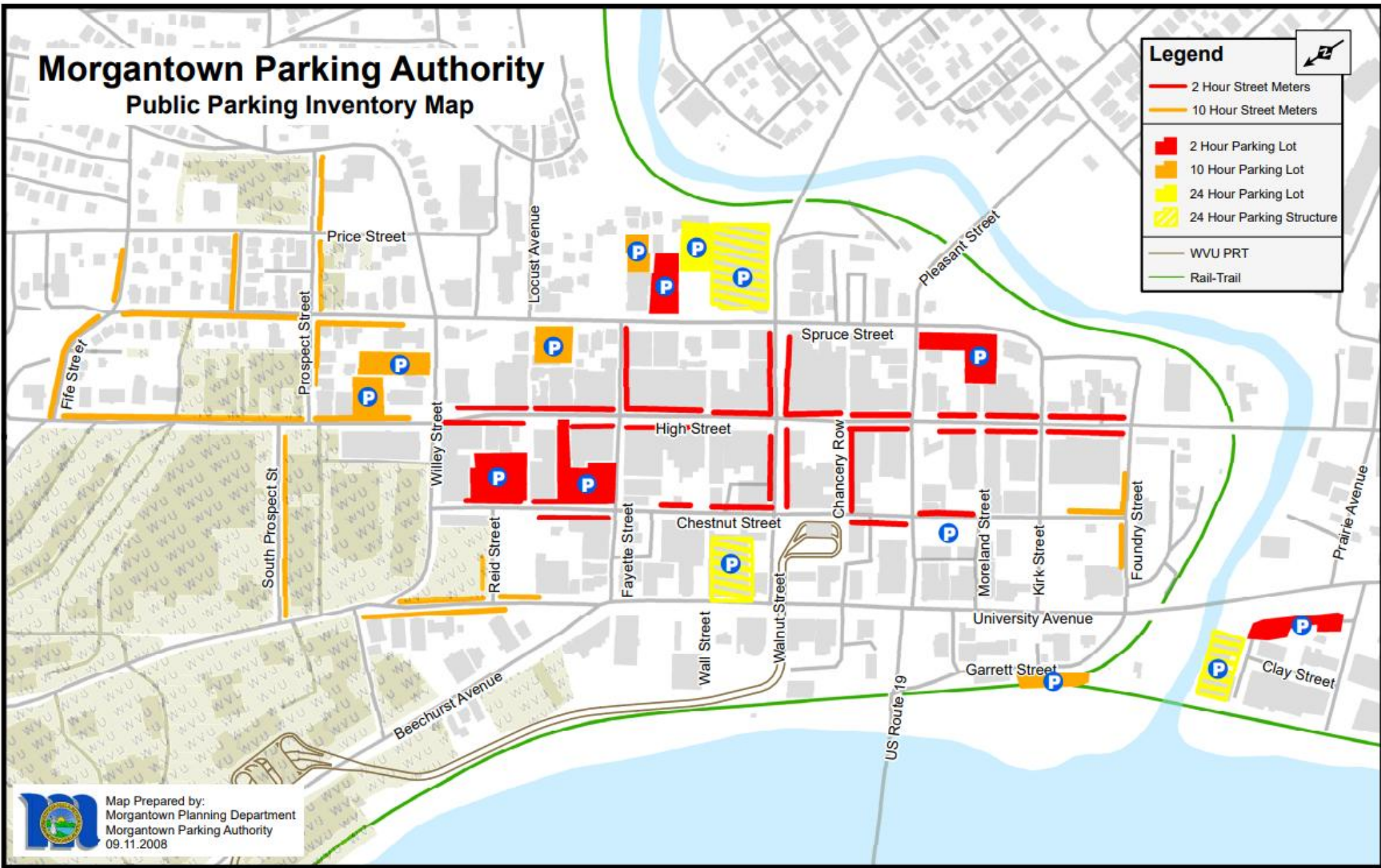
The Morgantown Parking Authority oversees over 2,000 parking spaces located downtown within walking distance of stores, restaurants, specialty shops and a variety of services. Let the MPA offer a few tips to make your parking effortless:


- Visiting downtown before 10:00 AM or after 3:00 pm allows you to find a parking space just about anywhere.
- During peak times downtown, it is easiest to drive towards one of the two parking garages located on Spruce Street or Chestnut Street. This will allow you to park easily and for as long as you would like. The parking garages give you the opportunity to visit our downtown without time limits and you only pay for parking time you use.
- Saturday is a great day to visit downtown with plenty of parking and very little traffic, even including WVU game days.
- The “10-minute Customer Only” spaces on High and Walnut Street are free for customers picking up orders. The Customer Zone, designated by green top meters is for short term, two hours or less usage. More turnover means more spaces will be available.
- We strongly encourage you to use any of our four parking garages (detailed below). They're a hassle-free way to find a parking spot and you never have to worry about running late or paying a meter. When considering meter parking, ask participating businesses about the ticket validation program. It will "fix" your first overtime ticket.
- Handicapped spaces are designated by blue signs with the international handicap symbol. It is illegal to park in a handicapped space without a valid handicapped license plate or placard.
- **City Garage Parking Passes:**
Residents may apply for parking permits by visiting the Morgantown Parking Authority at 300 Spruce Street + contact information and hours of operation. Permits are valid from July 1-June 30 each year and must be renewed each year. For all districts excluding Sunnyside: Each residence is eligible for 2 residential permits and 1 visitor permit (when applicable).

Morgantown Parking Authority Public Parking Inventory Map

Legend

-  2 Hour Street Meters
-  10 Hour Street Meters
-  2 Hour Parking Lot
-  10 Hour Parking Lot
-  24 Hour Parking Lot
-  24 Hour Parking Structure
-  WVU PRT
-  Rail-Trail



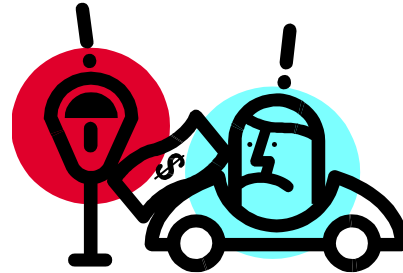

 Map Prepared by:
 Morgantown Planning Department
 Morgantown Parking Authority
 09.11.2008



University Avenue / Chestnut Parking Facility (accessible from University Avenue and Chestnut Street)



University Avenue / Chestnut Parking Facility (accessible from University Avenue and Chestnut Street)



Please remember to leave spaces in front of businesses open for customers.

If the average customer spends just \$25 while shopping in Historic Downtown Morgantown, and each parking space turns over four times in an eight-hour day, each parking space would generate \$100 in sales per day.

\$100 per day times the 300 days a year that the average Downtown business is open, equals \$30,000 in annual sales!

**Please Park Responsibly.
Your Livelihood Depends on It!**

STOREFRONT MAINTENANCE

BEST PRACTICES FOR SEASONAL MAINTENANCE

- Winter:
 - Clear snow and ice from the sidewalk and entranceway.
 - Check for any damage to the storefront entrance or windows caused by snow or ice.
 - If necessary, have the storefront entrance or windows repaired or replaced.
- Spring:
 - Sweep or power wash the sidewalk and entranceway.
 - Clean the windows inside and out.
 - Inspect the storefront entrance and windows for any damage.
 - If necessary, have the storefront entrance or windows repaired or replaced.
- Summer:
 - Sweep or power wash the sidewalk and entranceway.
 - Clean the windows inside and out.
 - Inspect the storefront entrance and windows for any damage.
 - If necessary, have the storefront entrance or windows repaired or replaced.
- Fall:
 - Sweep or power wash the sidewalk and entranceway.
 - Clean the windows inside and out.
 - Inspect the storefront entrance and windows for any damage.
 - If necessary, have the storefront entrance or windows repaired or replaced.

Storefront entrance

- Daily: Sweep the entrance area and remove any debris, wipe down door handles and hardware.
- Weekly: Wipe down the glass doors and windows with a mild cleaner and a soft cloth.
- Monthly: Clean the entranceway with a mild detergent, Polish the door handles and hardware.
- Annually: Consider having the storefront entrance professionally cleaned, sealed and polished.

Windows

- Daily: Wipe down the inside of the windows with a damp cloth, remove any cobwebs or dust.
- Weekly: Clean the outside of the windows with a mild cleaner and a squeegee.
- Monthly: Clean the window tracks and sills with a vacuum cleaner or brush, Apply, Clean the windows inside and out with a window cleaner, a window sealer to help protect the windows from the elements.
- Annually: Consider having the windows professionally cleaned, sealed, and polished.

Sidewalk

- Daily: Sweep the sidewalk area and remove any debris.
- Weekly: Wash the sidewalk with a mild cleaner and a hose.
- Monthly: Sweep the sidewalk cracks and crevices with a broom or brush. Power wash the vestibule and sidewalk.
- Annually: Inspect and report cracks and crevices to the appropriate party: Property-owner for private property, City for public right-of-ways.

This is just a general plan, and you may need to adjust it depending on the specific climate and conditions in your area.

ADDITIONAL TIPS

It is also important to use the right cleaning products for your storefront entrance, windows, and sidewalk. Harsh chemicals can damage the surfaces, so it is best to use mild cleaners that are designed for commercial use.

By following this plan, you can keep your storefront entrance, windows, and sidewalk looking their best year-round. This will help to improve the appearance of your business and attract more customers.

Here are some additional tips for maintaining your storefront entrance, windows, and sidewalk:

- Use a ladder safely. If you need to reach high places, make sure to use a ladder that is in good condition and that you know how to use safely.
- Be careful with chemicals. Always read the labels on cleaning products carefully before using them.
- Protect the environment. Use environmentally friendly cleaning products whenever possible.
- Hire a professional. If you are not comfortable cleaning your storefront entrance, windows, and sidewalk yourself, you can hire a professional to do it for you.

It is also important to note that this plan is for maintaining your storefront entrance, windows, and sidewalk. You may also need to have other parts of your storefront maintained, such as the roof or the exterior walls.

By following this plan, you can help to keep your storefront looking its best and prevent any major damage.

Main Street Morgantown

Main Street Morgantown is a nonprofit organization devoted to the development and promotion of a vibrant and prosperous Historic Downtown Morgantown District. Our programs and initiatives to position Downtown as a destination of choice, improve the capacity of businesses to succeed, and to develop an attractive downtown through artful revitalization. It is an affiliate organization of the Morgantown Area Partnership - a coordinated alliance to pursue holistic strategies for the betterment of economic, business, and community development. To learn how you can support or get involved with our initiatives, contact Cam@morgantownpartnership.com, call 304.292.3311, or visit Mainstreetmorgantown.org

Morgantown Area Partnership

The Morgantown Area Partnership is your connection to the greater Morgantown area business community. They offer Chamber services including strategic resources and connections to help you thrive. 304-292-3311 or www.morgantownpartnership.com

WV Small Business Development Center

The Morgantown Small Business Development Center in Downtown Morgantown provides free one-on-one coaching to start and grow your business. Prospective businesses or current business owners receive support in marketing, funding, business management, planning, and more. Schedule a meeting with the local SBDC Coach to help walk them through the process of starting their business. Sign up at <https://wvsbdc.ecenterdirect.com/signup> today or reach out to local coaches:

WVU Center: Sharon Stratton | (304) 293-5839 | sharon.j.stratton@wv.gov

Morgantown Center: Frank Goldsborough | (304) 945-3040 | frank.g.goldsborough@wv.gov

View more essential Business Resources, including resources on Design & Historic Preservation, go to:

<https://mainstreetmorgantown.org/thrive-downtown/>