

Morgantown Monongalia MPO

2025-2050 Metropolitan Transportation Plan

UNIVERSITY AVE PEDESTRIAN SAFETY STUDY (DRAFT)



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Purpose

This study aims to enhance pedestrian safety and the walking environment on University Avenue in Start City, starting from Boyers Ave to Jr Ave. The study will guide pedestrian infrastructure investments for the MPO's partner agencies, including the WV DOH, Star City, and Morgantown. Additionally, the findings can support grant applications aimed at improving pedestrian facilities in the study area. The study is a part of the MPO's Metropolitan Transportation Plan. This project was included in the MMMPO's work program as a service to our member communities.

Study Area

The study area covers **University Avenue (CR55) from Jr Ave to Boyers Ave**, including all intersections and adjacent streets. The study area is mostly in Star City. The original scope of the study includes the segment of University Avenue between Junior Avenue and Patteson Drive. However, the major intersection at University Avenue and Collins Ferry Road is under construction during the study period. Due to the potential impact of this construction, the segment is excluded from the current analysis. The MPO will monitor the performance of the newly improved intersection once construction is complete.

Data Collection

Field Observations

MPO staff conducted four field observations during the spring and summer of 2025:

- **Initial Walkthrough:** Identified the locations and conditions of existing pedestrian facilities.
- **Glassfactory Area Observations:** Collected data on pedestrian activity levels and behaviors.
- **Wow Factory / Boyers Avenue Observations:** Collected additional pedestrian data to capture activity in a different area of the corridor.
- **Final Walkthrough:** Verified the locations of signage and assessed the suitability of proposed recommendation sites.

GIS and Other Data Sources

Crash Data

Crash data from the West Virginia Department of Transportation (2019–2023) was used to analyze traffic incidents and evaluate safety conditions along the corridor.

GIS Data

The MPO staff utilized Monongalia County’s GIS database for multiple purposes, including:

- Right-of-way assessment using tax parcel data
- Measurement of street dimensions
- Review of building footprints for contextual analysis

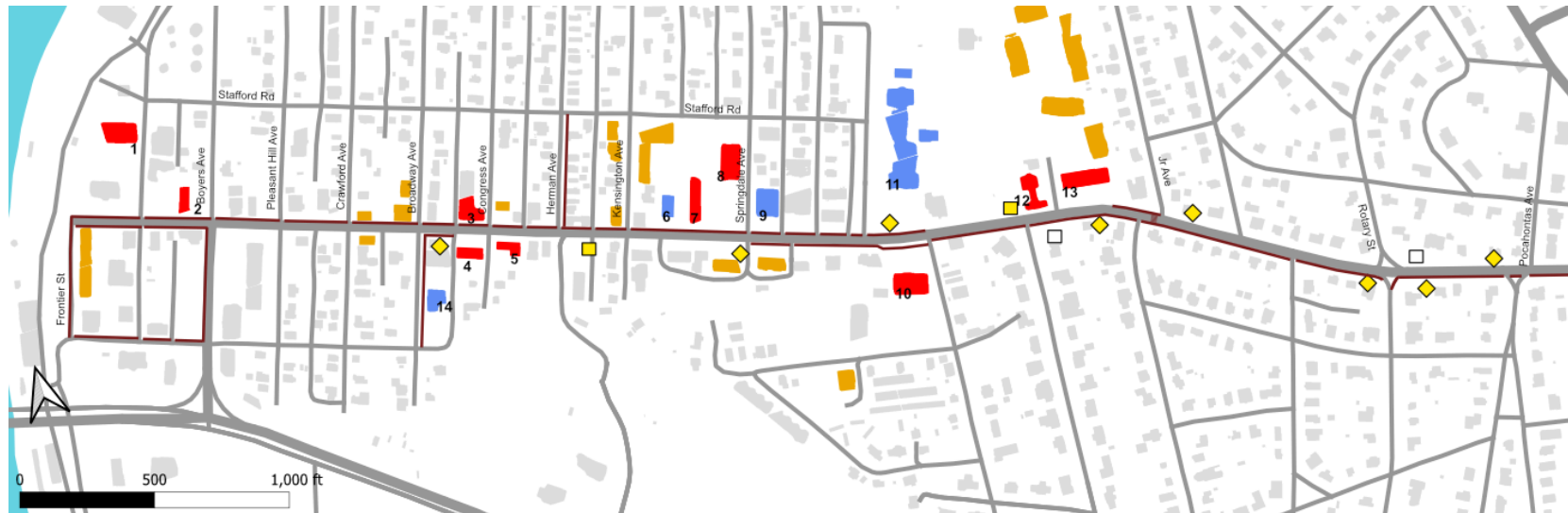
Other Data Sources

- **Transit Data:** Sample transit loading data was reviewed to understand transit usage patterns along the corridor.
- **Bicycle Routes:** The Morgantown Bicycle Commuter Route Map was referenced to identify low-stress bicycle routes and connectivity gaps.
- **Previous Plans:** The MPO’s 2020 *Regional Bicycle and Pedestrian Plan* was referenced to review prior recommendations relevant to the study area.

Major Findings

- Most pedestrian activity occurs on the northern side of the University, where sidewalks are available.
- Street crossings primarily take place near the Glass Factory building.
- Transit boarding hotspots are located near the intersection of Pleasant Hill Avenue, Herman Avenue, and the Circle-K gas station.
- High numbers of vehicle crashes were recorded at the intersections with Jr Avenue, Springdale Avenue, and Boyers Avenue.
- One pedestrian-related crash was reported at the intersection of Boyers Avenue and University Avenue.

Existing Condition



- Active Commercial Use (highly likely to attract foot traffic)
- Civic Building
- Multi-family / Apartment Building

- Existing ped signs
- Existing school bus sign
- Existing speed limit sign

- 1) Terra Cafe. 2) Tuscan Sun Spa. 3) Pinocchio Books & Toys. 4) Wow Factory. 5) Storybook Daycare. 6) Post Office. 7) Little Sprouts Learning Center. 8) Dollar General. 9) VFD. 10) Glass factory building. 11) St Mary Roman Catholic. 12) Circle K. 13) Colonial Park. 14) City Hall

Elevation (Feet)



University Ave Elevation Profile

Existing Right of Way

University Ave between Congress Ave and Herman Ave



Existing Road on University Ave between Boyers Ave and Jr Ave

		↑
Sidewalk 4 - 5'		
Travel Lane 10' - 13'	Public Right of Way: 50'	
Travel Lane 11' - 15'		
Sidewalk 4 - 5' (when available)		
		↓

Recommendations



1. Sidewalk improvements

- Crack filling and patching
- Slab replacement for broken or uneven sections
- Leveling of raised or sunken sidewalks due to tree roots or settling
- Curb ramps with tactile warning surfaces
- Slope and cross-slope correction
- Widening sidewalks to meet minimum ADA standards (5 feet wide)

2 and 3 - New Crosswalk near the Glass Factory building and Storybook Daycare

- High-visibility crosswalk
- Enhanced signing and pavement markings (stop here for pedestrians)
- Improve lighting at the crosswalk location.

4. Bicycle Blvd Treatment on Low Street Bicycle Routes

- Sharrows (shared lane markings) – Indicate where cyclists should ride and alert drivers to their presence.
- Bike wayfinding signage – Direct cyclists along the route and to key destinations.

5. Bus Stop Shelter

- Install bus stop shelters. Locations to be decided.

6. LONG-HORIZON PROJECT: Reconfiguring University Avenue (Broadway Avenue to glass factory building). This long-horizon project aims to comprehensively transform University Avenue into a safe, inviting, and vibrant corridor by creating a downtown-feeling streetscape.

- Wider sidewalks to accommodate high pedestrian volumes, sidewalk cafes, and accessible travel.
- Landscape buffers and street trees separate pedestrians from traffic, provide shade, and improve the corridor's visual appeal.
- Street furniture and seating areas, including benches and gathering spaces, to encourage lingering, social interaction, and comfort.
- Standardize Street to Two 10-Foot Travel Lanes.
- An additional mid-block or strategic crosswalk, with high-visibility markings and potentially pedestrian refuge islands or flashing beacons
- Bus shelter and route information signage

Potential cross-section for 50' right of way on the University Ave segment.

