



FOR SALE / LEASE
RETAIL / MIXED-US SPACE
MARKETING FLYER



180 WILLEY STREET
MORGANTOWN, WV 26505



WATERFRONT HOTEL MARRIOTT

This aerial photograph shows the city of Morgantown, West Virginia, with the Monongahela River flowing through it. The city is densely packed with buildings, mostly multi-story structures. A bridge crosses the river in the upper right. A rail line runs along the riverbank on the left. The labels point to specific locations: the Waterfront Hotel Marriott near the river, the Rail Trail along the riverbank, PRT Walnut Street in the city center, High Street running through the center, 180 Willey Street near the university, and the West Virginia University campus in the lower right.

RAIL TRAIL

PRT: WALNUT STREET

HIGH STREET

◆ 180 WILLEY STREET

WEST VIRGINIA UNIVERSITY

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180 WILLEY STREET



RETAIL / MIXED-USE SPACE FOR SALE / LEASE

180 WILLEY STREET MORGANTOWN, WV 26505

SALE PRICE / \$975,000

RENTAL RATE / \$18.00 / SQ FT / YEAR

LEASE STRUCTURE / NNN

TOTAL SPACE AVAILABLE / 7,842 SQ FT

PROPERTY TYPE / RETAIL, MIXED-USE

TRAFFIC COUNT / 13,678 VPD, 2026

ZONING / B-4 (CENTRAL BUSINESS DISTRICT)

PROPERTY FEATURES / STEPS FROM WVU, PROMINENT BUILDING SIGNAGE, HIGH VISIBILITY, HEAVY FOOT TRAFFIC, SECURITY SYSTEM, STREET LEVEL ACCESS

Steps from WVU | High-Visibility Downtown Commercial Opportunity

180 Willey Street offers a 7,824 (+/-) square foot retail/mixed-use property in a highly visible downtown Morgantown location, just steps from West Virginia University's downtown campus and High Street. Built in 1960, the property offers flexible space for retail, office, service, or other commercial uses, with the potential to accommodate multiple users.

With its downtown location, flexible configuration, and subdivision potential, 180 Willey Street provides an excellent opportunity for an owner-user, investor, or business seeking a highly visible commercial presence in Morgantown.

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PROPERTY SPECIFICATIONS

PROPERTY HIGHLIGHTS

- 7,824 (+/-) square feet divided evenly between two levels
- Available for sale or lease
- Street-level access to both upper and lower levels
- Upper level features finished space
- Lower level offers partially unfinished space with an open floor plan
- Two separate entrances, allowing for potential subdivision
- Security system installed
- Excellent pedestrian and street visibility
- Prominent building signage
- Steps from WVU's downtown campus and High Street
- Multiple metered off-street parking lots located behind and adjacent to the property
- Located within Morgantown city limits
- 13,678 VPD traffic count (2026)

LEGAL DESCRIPTION / ZONING

- Located within Morgantown city limits
- Parcel 71, Tax Map 26, Third Ward District (11)
- Deed Book 1651, Page 192
- Zoned B-4 Central Business District

UTILITIES

This site offers all public utilities, which include the following:

UTILITY	PROVIDER
Electric	Mon Power
Natural Gas	Hope Gas
Water	Morgantown Utility Board (MUB)
Sewer	Morgantown Utility Board (MUB)
Trash	Republic Services
Cable/Internet	Multiple Providers



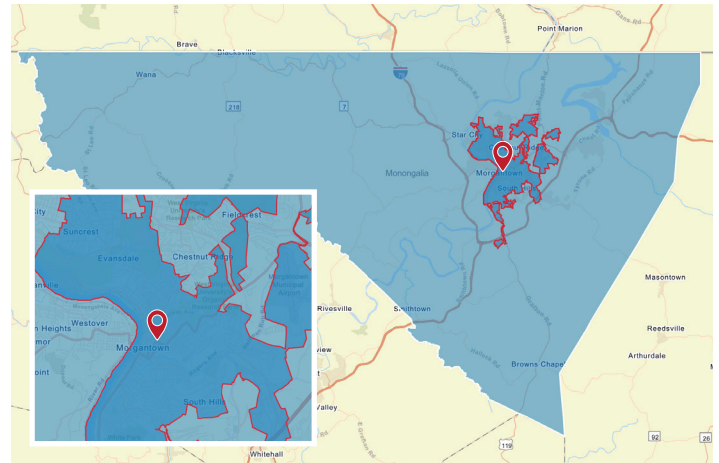
LOCATION ANALYSIS

Monongalia County is located in north-central West Virginia, with Morgantown serving as the county seat and home to West Virginia University. The Morgantown MSA consistently ranks on numerous lists recognizing the region's achievements in growth, business development, and workforce cultivation. Morgantown's prominence in the recession-resistant sectors of higher education and health care contributes to the area's long-term economic stability. According to the WVU Bureau of Business and Economic Research, the region is projected to experience "continued healthy growth" well into the future.

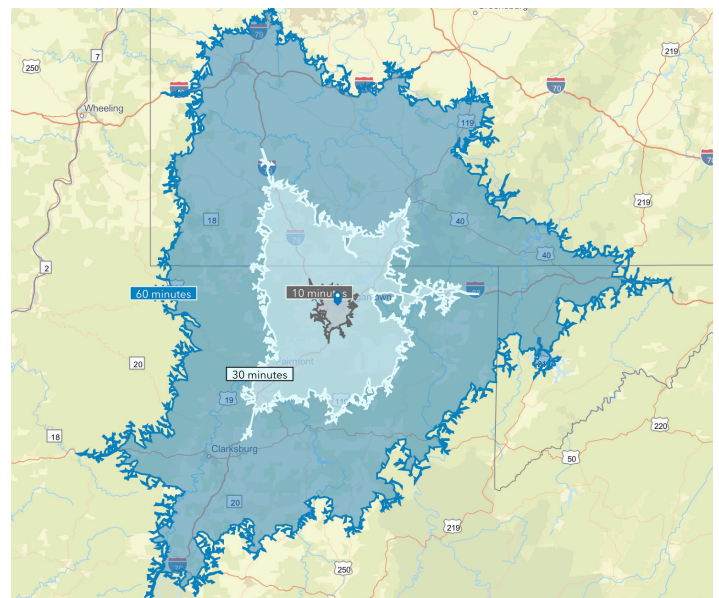
Monongalia County has a total population of 106,376, with a median household income of \$56,213 and 3,875 total businesses.

The **City of Morgantown**, located within the county, has a total population of 29,856, a median household income of \$43,620, and 1,441 total businesses.

Data/map provided by Esri, Esri and Bureau of Labor Statistics, Esri and Data Axle, 2025.

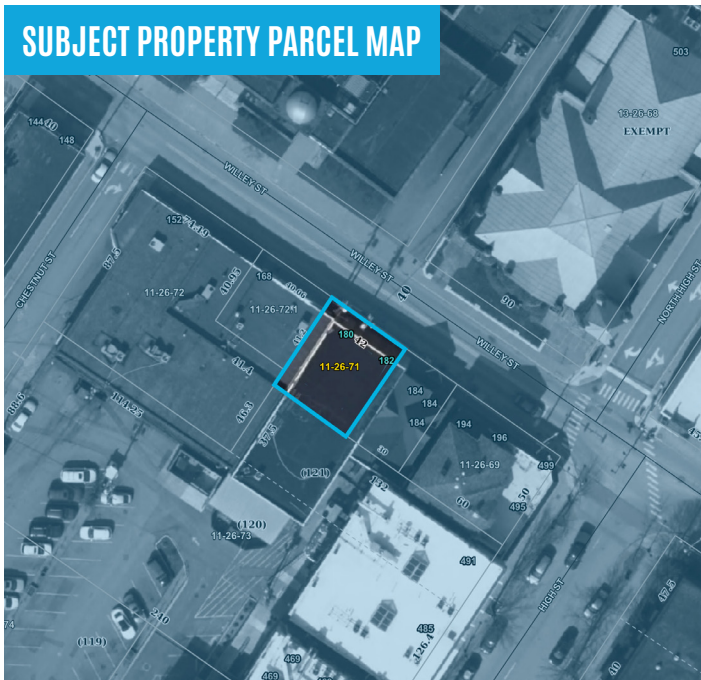


Monongalia County, WV Morgantown City Limits Subject Location



Distance to nearby cities: Fairmont, WV - 24 miles, Uniontown, PA - 24 miles, Bridgeport, WV - 39 miles, Clarksburg, WV - 42 miles, Washington, PA - 48 miles, Pittsburgh, PA - 76 miles, Charleston, WV - 170 miles.

SUBJECT PROPERTY PARCEL MAP



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SURROUNDING AMENITIES



The aerial above highlights several of the most popular surrounding locations. The subject property, 180 Willey Street, has been referenced with a yellow star.

- 1 Walnut PRT Station
- 2 Beechurst PRT Station
- Mountain Line Bus Stop

- 1 Westover Area
- 2 Sheetz
- 3 Morgantown Chamber of Commerce
- 4 Starbucks, Underground Printing
- 5 Monongalia Magistrate

- 6 Iron Horse Tavern
- 7 Huntington Bank
- 8 Dollar General
- 9 Monongalia County Clerk
- 10 Almost Heaven Bar & Grill
- 11 Subway
- 13 Public Safety Center
- 14 Morgantown Public Library
- 15 Morgantown Municipal Building
- 16 Morgantown Farmers Market
- 17 Truist Bank
- 18 Chipotle
- 19 CVS
- 20 WV Junior College
- 21 Downtown Campus Library

- 22 Mountainlair
- 23 West Virginia University Main Campus
- 24 University Place Housing
- 25 State On Campus Housing
- 26 Wharf District Parking Garage
- 27 Oliverio's Ristorante
- 28 Mountain State Brewing
- 29 Adams Legal Group, PLLC
- 30 Milan Puskar Stadium
- 31 MonHealth Medical Center
- 32 WVU medicine Health Sciences Campus
- 33 Ruby Memorial Hospital
- 34 WVU Evansdale Campus
- 35 WVU Coliseum

DEMOGRAPHICS / KEY FACTS

3 MILE RADIUS



57,946

Total
Population



2,821

Businesses



78,776

Daytime
Population



\$261,131

Median Home
Value



\$34,139

Per Capita
Income



\$50,794

Median
Household
Income



0.4%

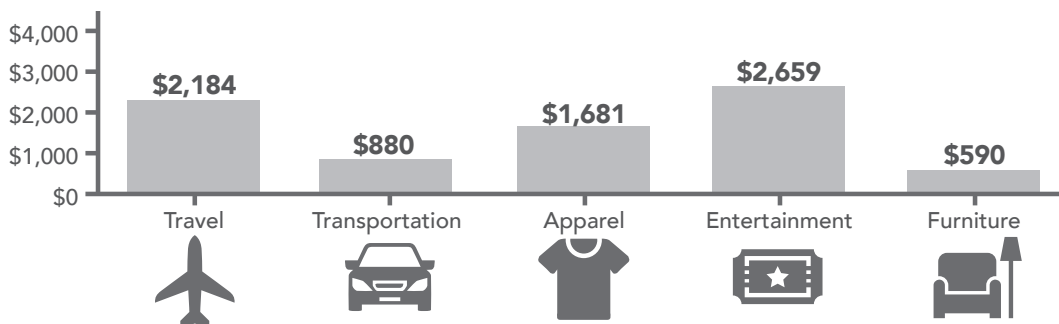
2025-2030
Pop Growth
Rate



28,792

Housing Units
(2020)

KEY SPENDING FACTS



5 MILE RADIUS



79,079

Total
Population



3,467

Businesses



97,769

Daytime
Population



\$270,569

Median Home
Value



\$38,527

Per Capita
Income



\$57,669

Median
Household
Income



0.4%

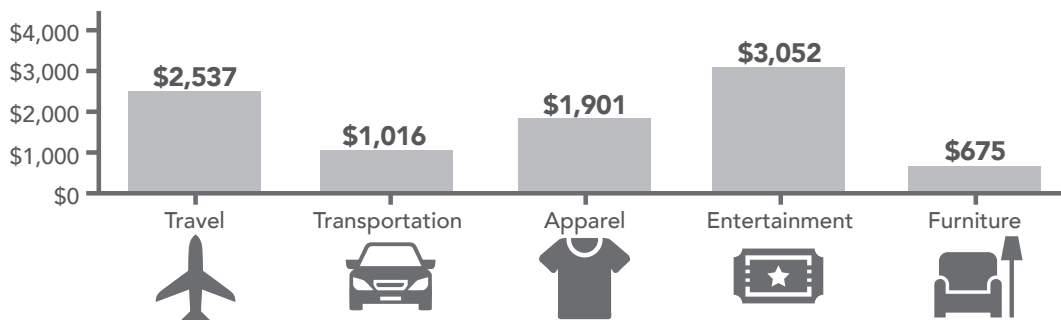
2025-2030
Pop Growth
Rate



38,426

Housing Units
(2020)

KEY SPENDING FACTS



Demographics and Key Facts for a 3, 5 and 10 mile radius contain data provided by Esri, Esri and Bureau of Labor Statistics Esri and Data Axle. The vintage of the data is 2025, 2030. Spending facts are average annual dollar per household.

10 MILE RADIUS



108,695

Total Population



3,994

Businesses



119,623

Daytime Population



\$279,858

Median Home Value



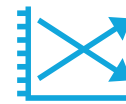
\$41,392

Per Capita Income



\$63,856

Median Household Income



0.4%

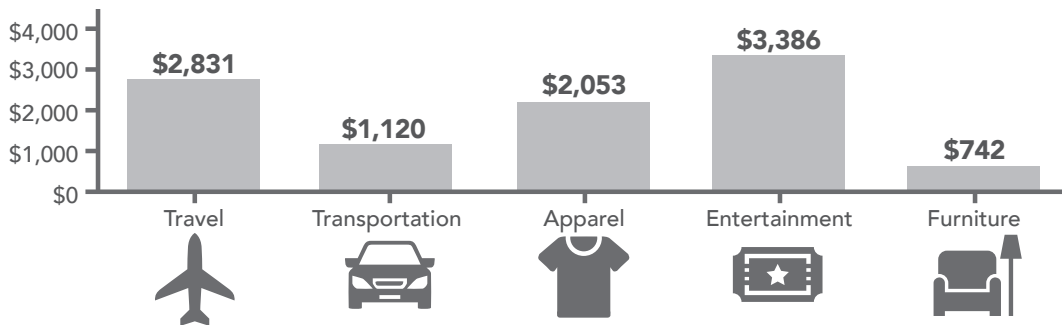
2025-2030 Pop Growth Rate



51,249

Housing Units (2020)

KEY SPENDING FACTS



WEST VIRGINIA UNIVERSITY ENROLLMENT

- 22,409 total students (as of June 26, 2026)
- 4,127 first-time freshmen

NEARBY STUDENT HOUSING

The property is surrounded by several of Morgantown's largest student housing communities:

PROPERTY	DISTANCE	APPROX. CAPACITY
University Place	0.7 Mile (17-minute walk)	1,100-1,200 Beds
State on Campus Morgantown	0.6 Mile (13-minute walk)	600-700 Beds
Metro Towers	1 Mile (26-minute walk)	300-400 Residents
College Park Apartments	0.9 Mile (23-minute walk)	Large Student Population (bed count unverified)
Numerous Privately Owned Student Apartments & Houses	Throughout Downtown	Thousands of Additional Students

EMPLOYMENT (10-MILE RADIUS)

- White Collar: 68.6%
- Blue Collar: 13.2%
- Services: 18.2%

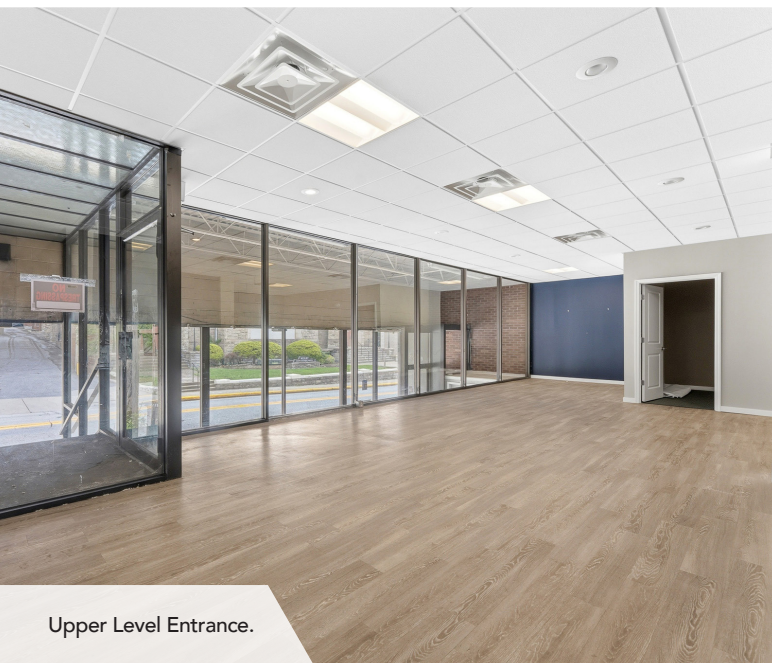
WALKING DISTANCE / TRAVEL TIME

- WVU Downtown Campus: ~0.2 mile, 5-minute walk
- Beechurst Ave PRT Station: ~0.2 mile, 5-minute walk
- Walnut Street PRT Station: ~0.2 mile, 6-minute walk
- High Street: ~130 Feet, ~1-minute walk
- Area 1 Parking Lot: ~250 Feet, ~1-minute walk

INTERIOR PHOTOS (UPPER LEVEL)



Upper Level Entrance.



Upper Level Entrance.

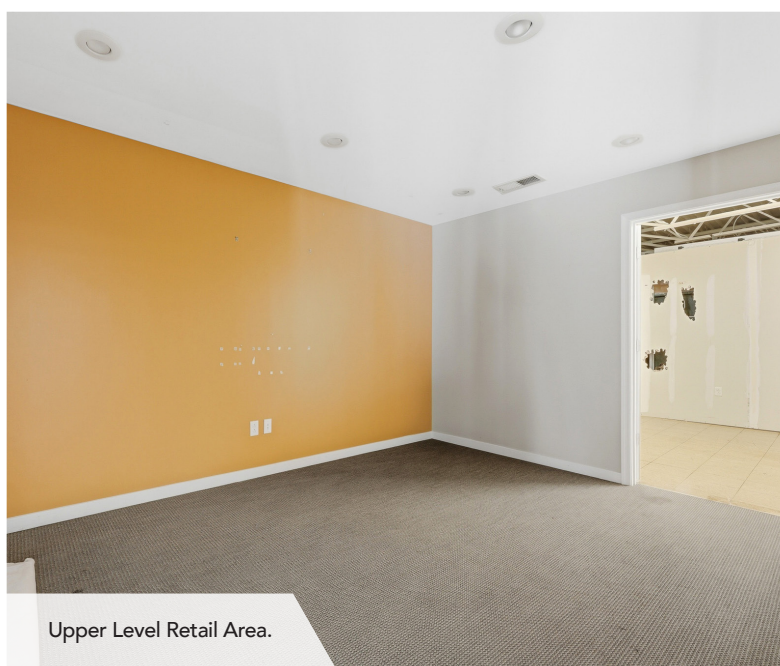


Upper Level Retail Area.

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Upper Level Retail Area.



Upper Level Retail Area.

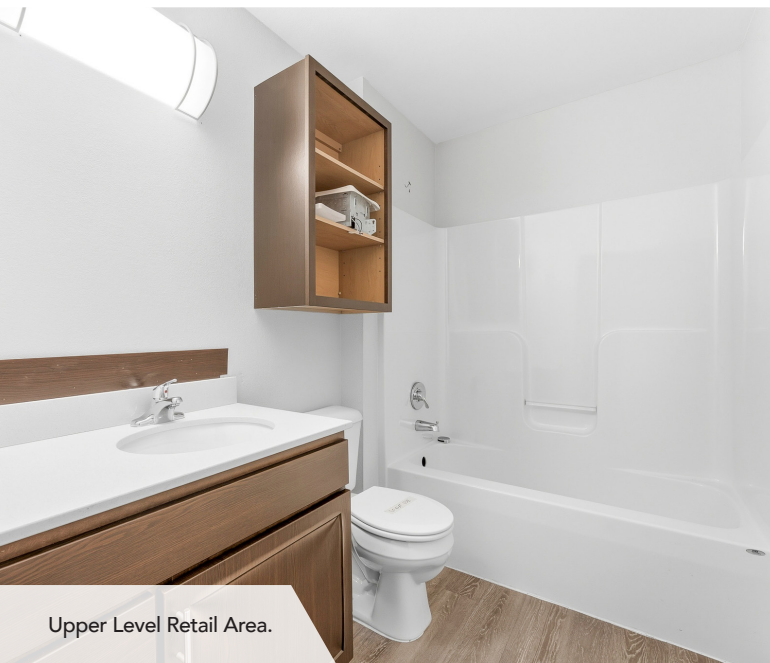


Upper Level Retail Area.

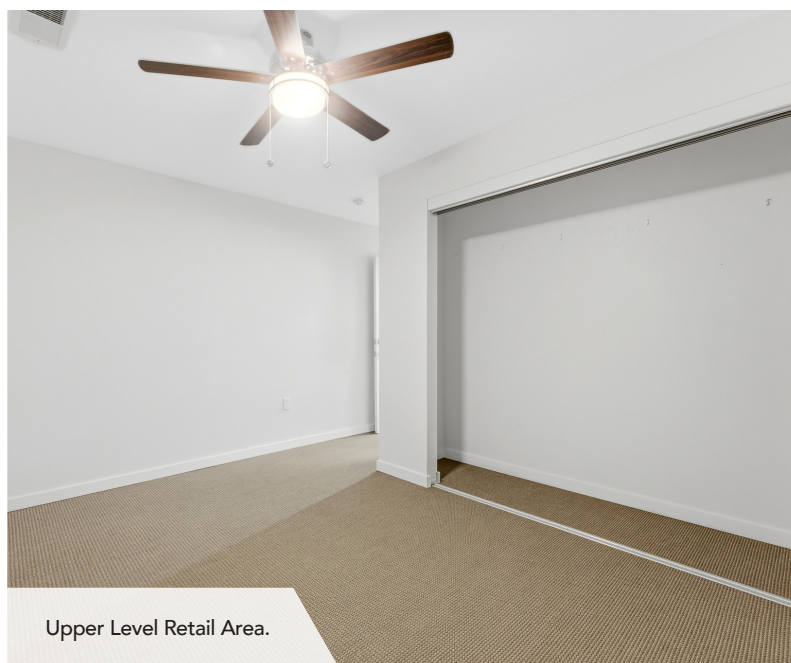
INTERIOR PHOTOS (UPPER LEVEL)



Upper Level Retail Area.



Upper Level Retail Area.



Upper Level Retail Area.

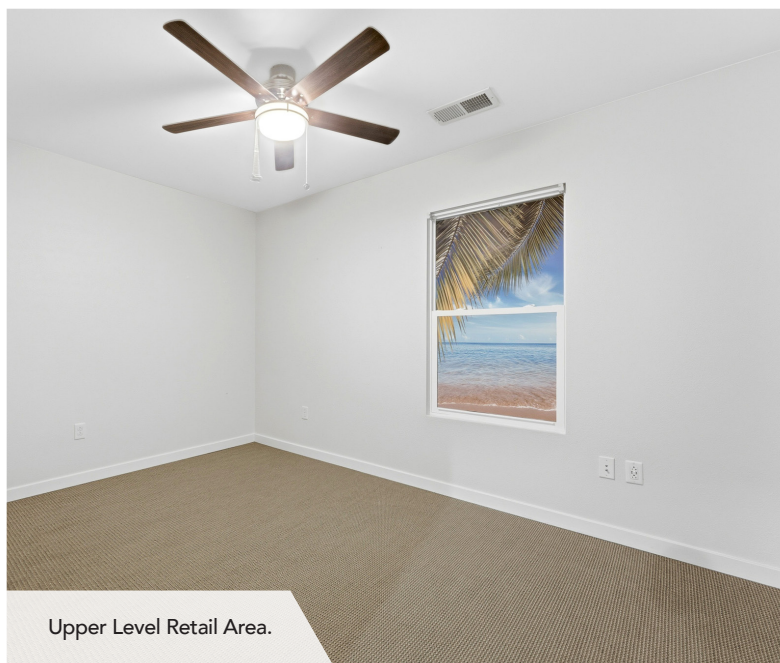
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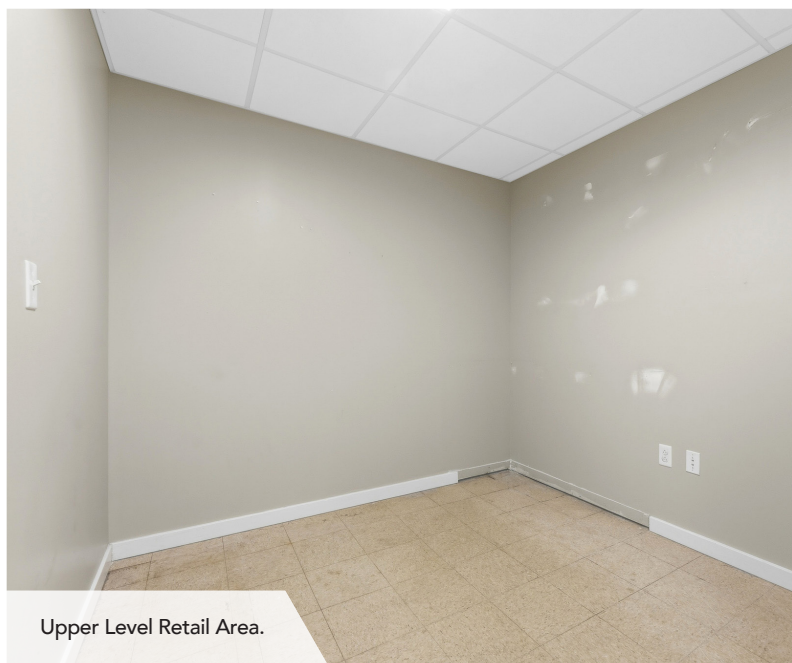
Upper Level Retail Area.



Upper Level Retail Area.



Upper Level Retail Area.



Upper Level Retail Area.

INTERIOR PHOTOS (LOWER LEVEL)



Upper Level.



Upper Level.

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Upper Level.



Upper Level.

INTERIOR PHOTOS (LOWER LEVEL)



Lower Level Entrance.

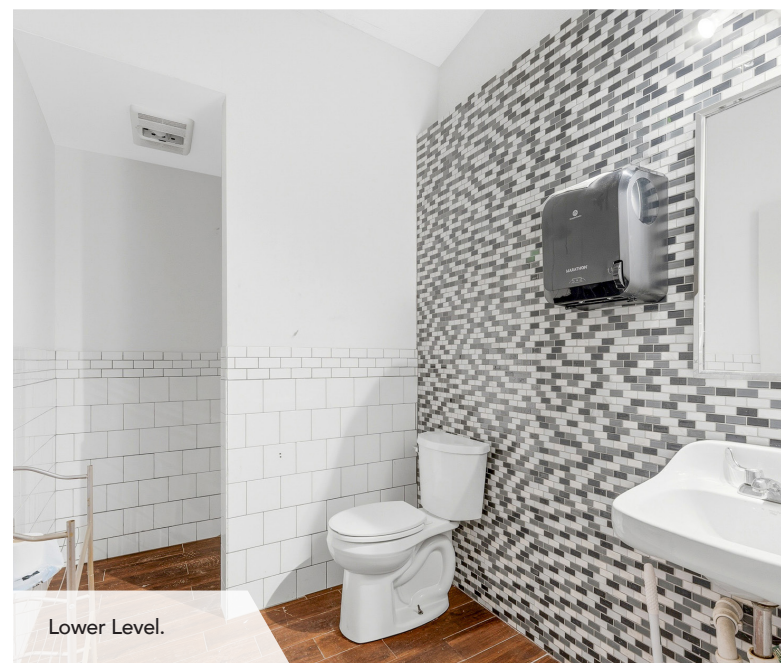


Lower Level Retail Area.

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Lower Level Retail Area.



Lower Level.

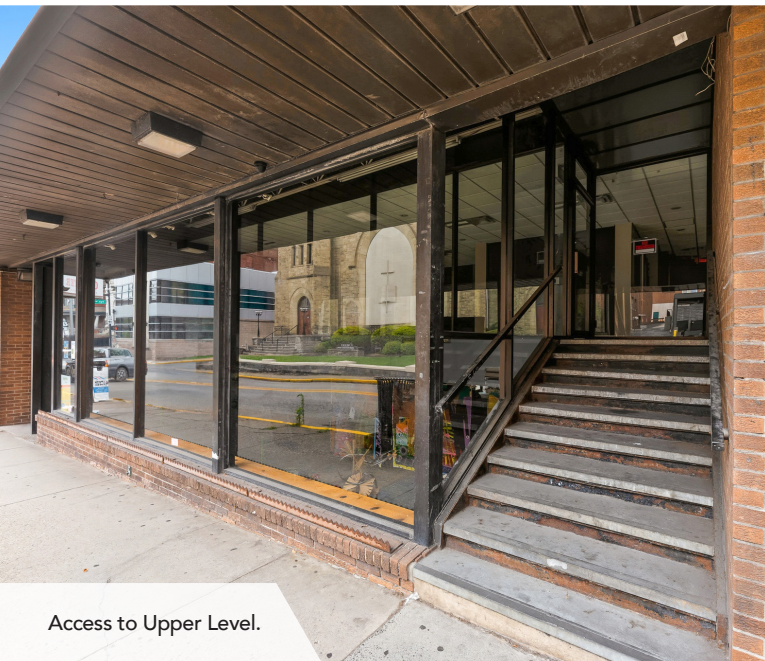


Lower Level.

EXTERIOR PHOTOS



Access to Lower Level.



Access to Upper Level.



Rear Parking Lot.

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Rear Access from Parking Lot.



Rear Access from Parking Lot.

AERIAL PHOTOS



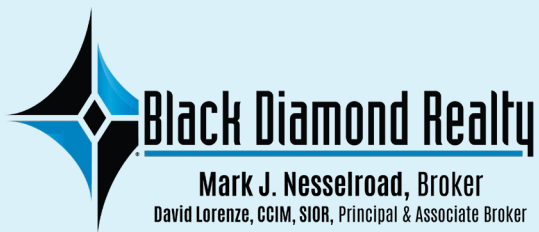
Aerial of the Property Facing North Towards West Virginia University.

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