

STUDY PURPOSE

To evaluate and maximize various land uses related to the Exit 8/I-64 interchange and integrate uses with transportation mobility from the interchange north to downtown Huntington and south to Beech Fork Lake.

STUDY NEED

- ▶ Lack of easy and safe access to destinations
- ▶ Physical landscape and scenic quality variability along corridor
- ▶ Lack of alternative travel modes

ALTERNATIVES DEVELOPMENT AND EVALUATION

The project team investigated roadway geometrics, capacity and safety analysis, and multimodal connectivity to accomplish the study. The steering committee, comprised of members from 14 organizations, provided input on developing the alternatives and ultimate land use and mobility recommendations.

MOBILITY

Corridor improvements to enhance the tourism base are presented in the following graphics.



WV 527 from 5th Street Bridge to Miller Road

- Location 1 Widening**
Add 4-foot paved shoulder and restripe for 3-foot, 12-inch lanes
- \$667,000



WV 152 from Wood Lane south to Skyview Drive

- Location 2 Widening**
Add 4-foot paved shoulder, two-way left-turn lane, and improved clear zone
- \$2,847,000



WV 152 between Skyview Drive and German Ridge Road to the Food Fair entrance

- Location 3A Widening**
Add 4-foot paved shoulders and improved clear zones
- \$2,541,000



WV 152 from south of the Tractor Supply entrance to the Lakeview Manor Apartment entrance

- Location 3B Realignment**
Improve intersection sight distance for future Beech Fork Connector
- \$2,559,000



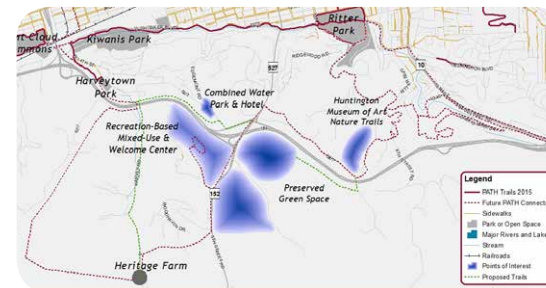
Gateway Signage

- Iconic entry point design to Huntington (north) and recreation (south)
- Dependent on selected size and treatment



Wayfinding Signage

- Develop brand, destinations, and determine locations
- \$150,000 (study only)



Bicycle Network

- Signage, pavement markings, transition improvements (no new facilities)
- \$400,000



Corridor Aesthetics

- Replace guardrail; remove/trim trees and shrubs; new plantings where appropriate
- \$1,000,000

ICON KEY

- Project Type
- Cost

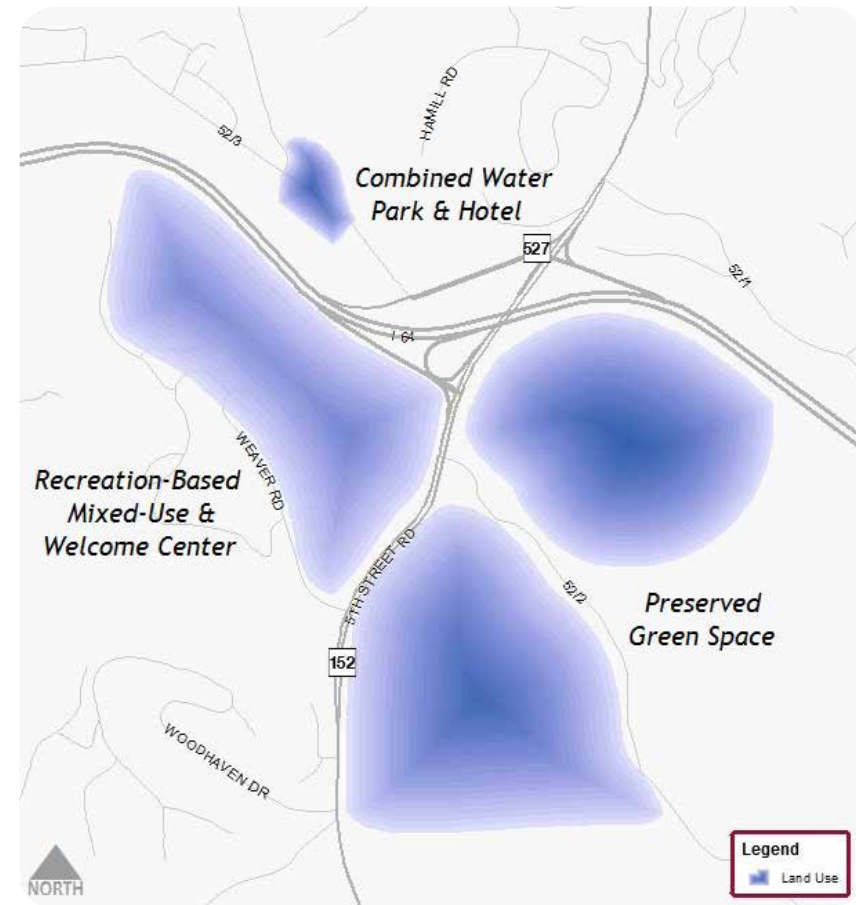
POLICY

In addition to the physical improvements previously shown, there are a few changes to local policy that are recommended, including the following:

- ▶ Designate WV 152 as the Appalachian Heartland Highway and noted as a tourism corridor.
- ▶ Expand Urban Service Boundary to incorporate the area adjacent to the interchange.
- ▶ Develop uniformity regulations for the Tourism Corridor.
- ▶ Explore tax increment financing as an option for funding.

LAND USE

The results of this analysis led to a recommended land use plan (see figure below). The figure shows recreation-based development on the left with preservation space on the right. To maximize the opportunity of the northwest quadrant, a water park and lodging are proposed as attached uses. A stand-alone welcome center can be considered as part of the recreation-based development in the southwest quadrant.



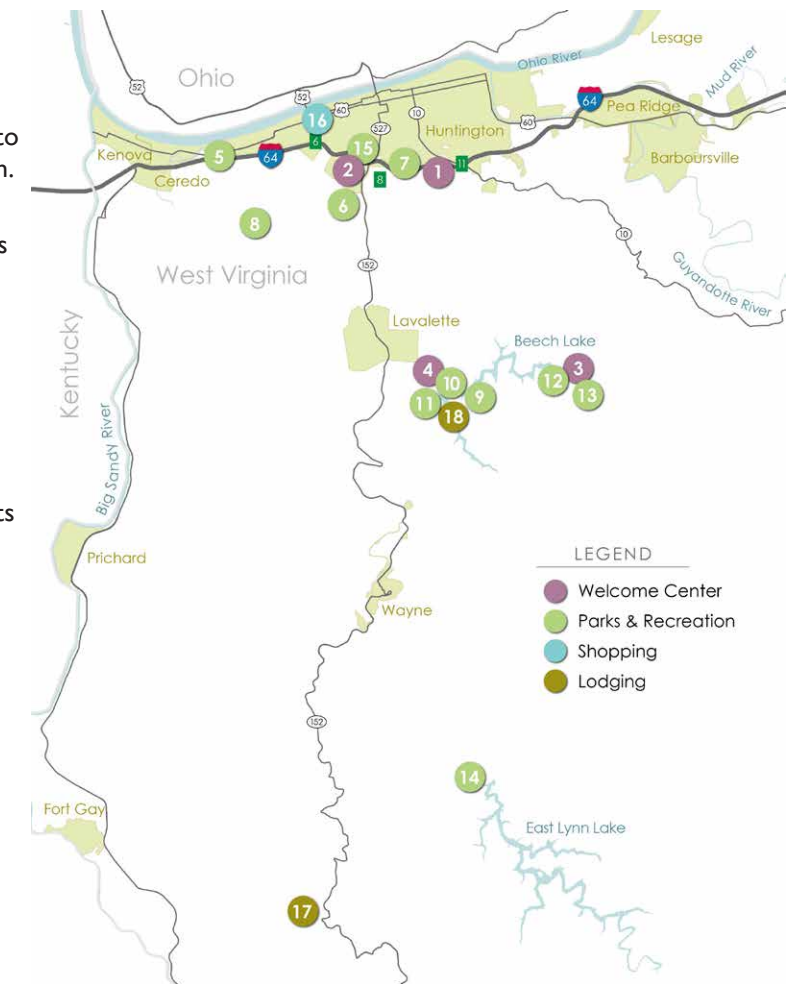
CONCLUSION
The Exit 8/I-64 Mixed-Use Development and Traffic Mobility Study offers a master plan for the most beneficial land use mix at Exit 8, combined with the mobility needs to support recreation-based development. The I-64/WV 152 interchange is a dominant gateway to the region. Establishing WV 152 as a tourism corridor will help to accelerate growth, leveraging assets from Beech Fork Lake to Heritage Farm to downtown Huntington.

AT A GLANCE

The City of Huntington is nestled in the heart of Appalachia. Its abundance of scenery and outdoor recreational opportunities has positioned the city to attract tourists and visitors from around the region.

A variety of jurisdictions are located within 150 miles of Huntington, enhancing the competitiveness of the Exit 8 interchange area and attracting travelers seeking an entertainment/recreation destination.

Future development at the I-64/WV 152 interchange area can leverage a wide array of existing tourism-based attractions in the greater Huntington area, through-traffic along I-64, and momentum in local real estate sectors that suggests future development opportunities near Exit 8.



MAP KEY	
1	Existing I-64 Eastbound Welcome Center
2	Proposed Exit 8 Welcome Center
3	Beech Fork State Park Visitor Center
4	Army Corps of Engineers' Visitor Center
5	Camden Park
6	Heritage Farm Museum and Village
7	Huntington Museum of Art & Trails
8	Camp Mad Anthony Wayne
9	Beech Fork Lake & State Park
10	Beech Fork Lake Marina
11	Army Corps of Engineers' Public Beach
12	Beech Fork State Park Cabins/Campgrounds
13	Beech Fork State Park Pool
14	Proposed Hatfield-McCoy Trailhead
15	Proposed Water Park & Hotel
16	Old Central City Antique District
17	Rustic Ravines
18	Proposed Beech Fork Lodge Site

This study summarizes the opportunity for the Exit 8 area to encourage recreation-based, mixed-use development, including a proposed stand-alone welcome center (#2 in the graphic above) that helps attract highway travelers.