



14
ST W

DISTRICT
PLAN

14 DISTRICT STW PLAN

ACKNOWLEDGMENTS

Project Sponsors

Heritage Farm Museum & Village
City of Huntington
Unlimited Future
Coalfield Development
Old Central City Association
National Endowment for Arts
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creating this plan.

CONSULTANT TEAM



evolve environment :: architecture
evolveEA.com



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Created for the
People of Huntington

CONTENTS

ACKNOWLEDGMENTS

1. EXECUTIVE SUMMARY	4
2. DISTRICT STRATEGY	22
UNIQUE DISTRICT DESTINATIONS	34
VIBRANT OUTDOOR SPACES	44
MOBILITY + CONNECTIVITY	50
PROGRAMS + OPPORTUNITIES	56
3. IMPLEMENTATION TIMELINE	60

ADDITIONAL DOCUMENTS

- 1. VISUAL IDENTITY GUIDE**
- 2. FUNDING ROADMAP**
- 3. COMMUNITY SURVEY RESULTS**
- 4. EXISTING SIGNAGE INVENTORY**
- 5. COMMUNITY ENGAGEMENT TOOLKIT**
- 6. CULTURAL DISTRICT PRECEDENTS**



I invite you to imagine traveling by train to an exciting destination! The roar of the steam engine, the repetition of the wheels rolling over steel tracks, the proclamation of the train whistle, and the voice of the conductor calling out each station. You arrive in 1893 at a new development known as Central City, the midpoint between the Huntington and Kenova Station.

Today the name of Central City is preserved as part of the identity of the West Huntington Neighborhood. Even as the economy shifts, it is the people who continue to reimagine and reinvent this place and thrive here. In 1983, the Old Central City Redevelopment and later establishment of the Old Central City Association brought about the first major shift to the streetscape and activities of the city's Main Street, 14th Street West. The City of Huntington followed the community effort by investing in the construction of the Market Building and Gazebo where a railroad spur once existed.

Nearly 40 years later, a reinvigorated vision for 14th Street West has emerged. The **14STW** District Plan combines the efforts of the Old Central City Association and River-to-Rail Initiative with new partnerships to activate **14STW** for the next phase of reinvention. The ideas shared on these pages are intended to amplify the uniqueness of the antiques district and bolster it with redevelopment that will empower all of West Huntington. The reuse and redevelopment strategies in this plan build on the foundation of the cultural and economic concepts of the 1983 plan: antiques, vintage finds, artistic items, and entertainment experiences.

The **14STW** District Plan includes a fresh visual identity to inspire collaboration among generations and organizations. The newly created RenewAll, Inc. is a not-for-profit corporation designed to coordinate resources and activate this plan with new and old makers, artists, visitors, and explorers in the district and the West Huntington Neighborhood.

"Next Stop, 14STW!" A vibrant destination driven by the passion of local individuals and organizations. We invite you to find yourself in this plan through participation in partnerships, activities, and events. You could be one of the conductors of reinvention that we need to help **14STW** reach its full potential.

All Aboard!

Sincerely,

A handwritten signature in dark teal ink that reads "Lauren Kemp".

Lauren Kemp
Executive Director
RenewAll, Inc.

SECTION 1

EXECUTIVE SUMMARY

The West Huntington community has an inspiring vision for the **14STW** district. Historic architecture, museums, shops, and a vibrant local community of entrepreneurs and makers can be leveraged into a thriving cultural and economic center with a unifying plan and a strong shared identity. **14STW** is poised to become an inviting place for today's creative community to share goods and services with visitors from across the region and beyond.

- 1.1 ABOUT THIS PROJECT
- 1.2 VISION FOR THE FUTURE
- 1.3 COMMUNITY PLANNING PROCESS



14TH STREET WEST IS POISED FOR CULTURAL & ECONOMIC REGENERATION.

The Opportunity

West Huntington is poised to become an inviting place for today's creative community to share goods and services with visitors from across the region and beyond. The National Endowment for the Arts Our Town Grant enabled the community to engage a team of consultants to help the community to articulate and achieve this vision through a cultural district planning process focusing on **14STW** and the surrounding area.

This District Plan presents a vision for the future and guiding principles that are supported by implementable projects+programs:

- Giving identity to the district core: **14STW**
- Connecting to key satellite hubs: Heritage Farm + WestEdge factory
- Celebrating a culture of making
- Inviting people from the highway and neighborhood into a walkable community
- Improving infrastructure such as sidewalks and green spaces
- Marketing at various scales to increase effectiveness.

From the River to Rail Coalition to RenewAll, Inc.

A strong history of grassroots engagement exists in the West Huntington neighborhood, especially on **14STW**. Beginning in the 1980s the family descendants of the entrepreneurs who made Central City a prosperous industrial town formed the Old Central City Association to preserve the history and promote collaboration. Soon after the City of Huntington invested urban renewal funds to create the Central City Market Building and Old Central City Park and Gazebo. The Old Central City Association built a reputation for the street to be known as the Antiques Capital of WV, with an antique store in almost every building. As time went on these community champions began aging and the need for new involvement in district leadership was urgent.

In 2012, Mayor Steve Williams gathered a multi-stakeholder task force known as the River to Rail Initiative. This included community nonprofits, churches, business owners, residents, city departments, law enforcement and elected leaders. The River to Rail Initiative piloted many new approaches for the city and the neighborhood-focused strategy led to the creation of the Huntington Innovation Plan (HIP). The plan was entered into a national competition where the strength of community engagement won the City of Huntington a \$3M cash prize from Frontier Communications and other partners.

The River to Rail Initiative has been working for the past three years to launch a Main Street America program that will create an institution for continuous community and economic development in West Huntington. RenewAll, Inc. was launched in August of 2020 to become the champion of this masterplan for **14STW** and leverage the Main Street approach with a focus on preservation and revitalization.

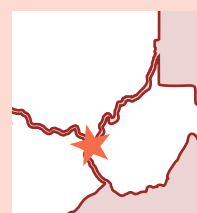


HISTORICAL BACKGROUND

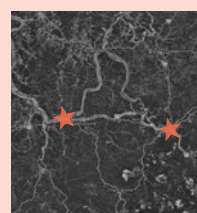
West Huntington's 21st Century Transition

The District Plan and Visual Identity are anchored by the region's legacy of resiliency and innovation, while bringing forward an aspirational community vision for a sustainable Main Street economy and environment.

IDENTITY



Gateway to the Heart of Appalachia, Huntington is the largest city in the Tri-state region.



Huntington is connected with Charleston (KYOWVA).



The city is home to the 2nd busiest inland port in the US—the Port of Huntington.



Industry in the region is based on coal, oil, chemical, and steel.



The Ohio River Valley has been inhabited and cultivated by Indigenous Peoples like the Shawnee Huron, and Cherokee since at least the 1500s.



Central City, known today as West Huntington, was founded by businessmen who purchased four farms for development. 14STW was Central City's Main Street.

PLACE



Huntington benefits from its location on the Ohio River at the mouth of the Guyandotte.



Huntington is a vital rail to river transfer point for marine industry, originally the terminus for the C&O Railway.



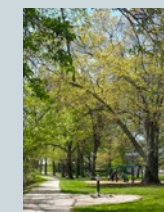
The Huntington floodwall was built in 1938.



Urban renewal projects demolished parts of Downtown Huntington in 1970s.

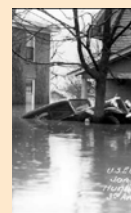


Heritage Farm Village & Museum preserves regional history and artifacts.

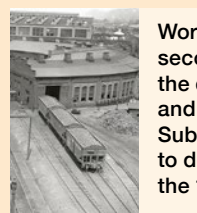


14STW is bound by industrial riverfront to the north and Kiwanis Park to the south.

ECONOMY



Founded 1871, Huntington thrived until the flood of 1937 claimed 5 lives, cost millions of dollars in damages and left tens of thousands homeless.



World War II brought a second boom before the decline of steel and manufacturing. Suburban sprawl led to depopulation in the 1950s.

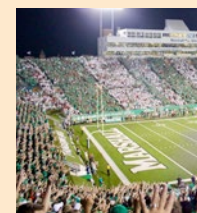


The city's industrial base expanded through the 1970s but imploded in the 80s with massive layoffs and closures.

image: flickr.com/photos/mbemero



The economic base shifted in the 1980s towards education, tourism, and services (healthcare, medicine and biotechnology).



City population was 86,353 at peak and in 2010 census was counted at 49,138.



West Huntington's economy today is a mix of conventional industry, retail, and innovation start-ups.

WEST HUNTINGTON TODAY

POPULATION



5,000 neighborhood residents
361,580 regional residents

BUSINESS



approx. 300 total area businesses
4,000+ neighborhood employees

CONNECTIVITY



walk score: 77/100 - very walkable
bike score: 63/100 - bikeable
7 min drive to downtown
4 bus routes serve the area

sources: esri.com, walkscore.com, tta-wv.com

What will it take to get us on track?

The activation process for 14STW integrates three areas for strategic action in order to implement a 15-year vision for the district:

IDENTITY THE RIGHT MIX

- Events and venues that contribute to a unique brand promise
- Network capacity to manage and promote the district
- Visual and verbal components of identity

PLACE DENSITY + ACTIVITY

- Unique district destinations
- Vibrant outdoor spaces
- Mobility + connectivity
- Zoning + policy
- Programs + organizations

ECONOMY INVEST IN PLACE

- Strengthen partnerships
- Co-promote at multiple scales
- Be inclusive & intentional
- Encourage & enable community activation
- Stay true to our values

1.2 VISION FOR THE FUTURE

WE WANT A DISTRICT WHERE PEOPLE WILL STOP, SPEND TIME, CONTRIBUTE IDEAS AND RESOURCES, AND WEAVE HUNTINGTON'S THREADS OF BRILLIANCE INTO A ROBUST CULTURAL CLOTH.

THREADS

Cultivate activities and events
(24/7 or almost!)

Find opportunities for
shared benefit.

Work together to
pursue a shared vision

Nest strategies within a
larger economic context

Capture a network of places,
not a single destination

Create an inviting ecosystem
of places and settings

IDENTITY

14STW will build upon regional identities and existing district assets.

The district is associated with many different names such as Central City, Old Central City, and West Huntington, and is nested within the regional identities of Huntington, Marshall University, and West Virginia. It also has many assets to build upon, such as affordability and a retail niche with locally owned businesses.

PLACE

14STW will be a destination that is connected to local & regional networks.

Vacant lots and storefronts can be a signal of decline or opportunity. Planned infrastructure improvements are a chance to leverage investment. Ample access from the highway, adjacent commercial and residential fabric, and the nearby river and trail networks ensure that paths can cross at 14STW.

ECONOMY

14STW will connect people to economic opportunity.

The district will leverage opportunities like the emerging reuse corridor, food & beverage sector growth, technology, and the arts. The corridor will capture the entrepreneurial energy of individuals to become known as a place to connect and grow.

ORGANIZATION

14STW will galvanize people who want to take action in their community.

When people take action to improve their community, they need a common vision to effectively work together. The district will include different sectors of the community and a core organization leading a coalition of partners can build cohesion, assemble resources, and lead revitalization.

IDENTITY REINVENTION + RESILIENCY

The **14STW** District has attracted attention from organizations and institutions that align with the identity of reinvention and resiliency. Led by RenewAll, Unlimited Future, Coalfield Development, and Heritage Farm, the coalition is strong in community development, workforce training, arts and cultural invention, technology, and cultural heritage and storytelling.

KNOWN FOR REINVENTION, 14 STW FEATURES REPURPOSED HISTORIC BUILDINGS WHERE LOCAL BUSINESSES, ARTISANS AND MAKERS SPECIALIZE IN UPCYCLING, AND TRADE VINTAGE CLOTHING, ARTIFACTS, AND LOCALLY-MADE PRODUCTS.

RESIDENTS ARE DEEPLY INVOLVED, WITH ACCESS TO TRAINING PROGRAMS, STARTUP FUNDING, AND REAL ESTATE IN THE DISTRICT TO SUPPORT LOCAL PARTICIPATION.

CATALYTIC PROJECT RenewAll Antiques Mall Renovation



The RenewAll Antiques Mall Renovation is a multi-use space that brings historic artifacts into creative production with a dynamic museum cafe, antiques retail, and performance and community spaces. The Mall will be a first day attraction while serving the neighborhood as a meeting place.

PROGRAMS

These programs could attract attention and invite people to contribute to the new identity:

- Upcycling Workshops
- How It's Made Workshops
- Seasonal Maker Fairs
- Maker Training
- A Tool Lending Library

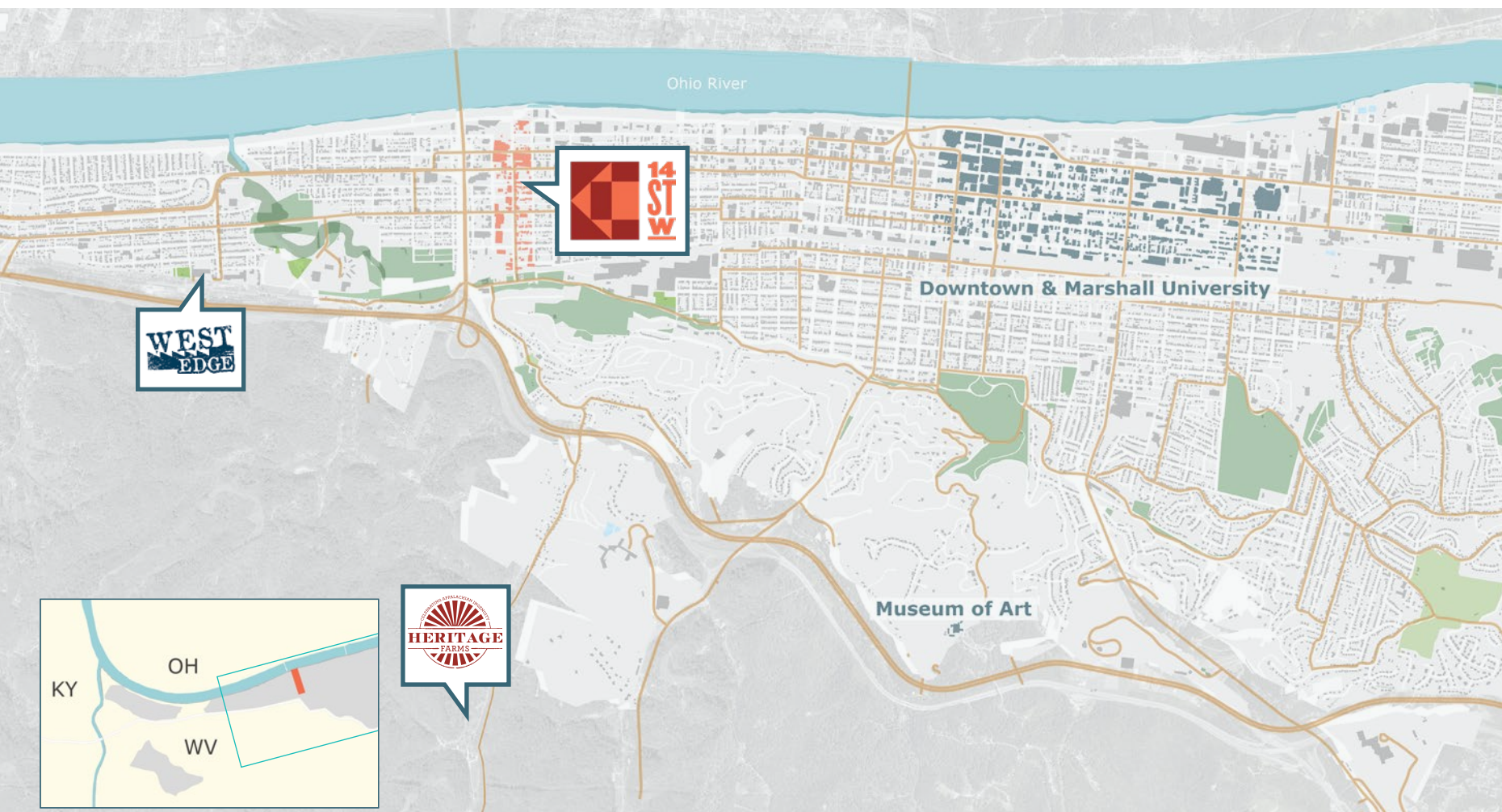
PLACES

These places will help build the identity:

- Creative storefronts and signage signal that renewal is underway
- Public art and urban gardens express the creative energy of the district
- A maker space ensures the corridor is a place of creation as well as a place for consumption

PLACE ADAPTIVE REUSE CULTURAL CORRIDOR

For years, the **14STW** district has hosted collectors looking to reuse quality collectibles. In addition, creative places such as WestEdge Factory, Heiner’s Bakery, and the Farmer’s Market embody the maker spirit. Arts organizations such as Huntington Museum of Art, Create Huntington, and the Marshall University College of Arts & Media are creative partners.



14STW CAN BE THE MEETING PLACE TO DISCOVER ORGANIZATIONS THAT EMBODY WEST VIRGINIA CREATIVE CULTURE. THE REUSE CORRIDOR CAN BE THE MEETING PLACE TO SAMPLE THE HERITAGE OF CENTRAL APPALACHIA AND CONNECT TO OTHER REGIONAL PARTNERS. WITH COMMUNITY INVESTMENT, THE DISTRICT CAN SERVE THE REGION AND UPLIFT THE LOCAL ECONOMY.

CATALYTIC PROJECT Microbrewery + Music Venue



A microbrewery and music venue, possible in the Duncan Box buildings would provide a gathering place to share creative ideas and energy. Research has suggested that the region could support such venues and it is an opportunity for the district to develop a unique niche.

PROGRAMS

These programs could attract attention and invite people to contribute to the character of place:

- Information Center to orient visitors to the maker attractions
- Arts and culture spaces and programming for partner organizations
- Artist grants and visiting artist programs aligned with reuse

PLACES

These places will strengthen **14STW** as a destination:

- Adaptive reuse of buildings, especially highly visible or iconic buildings with multi-use spaces
- Pop-up installations for art and making in vacant lots, and perhaps engaging empty parking lots for longer term projects
- Outdoor museum/art trail to encourage people to journey through the district and highlight physical and cultural assets

ECONOMY INCLUSIVE REVITALIZATION

The Wild Ramp and Old Central City Park anchor **14STW** and are bookended by entrepreneurial retail and food businesses. In addition, the corridor has diverse attractions, such as a youth club, library, and historic destinations. Some businesses offer classes and demonstrations, setting the stage for other economic activity and growing enterprise.



14STW WILL BECOME A VITAL PART OF HUNTINGTON'S MAKER MOVEMENT, WITH OPPORTUNITIES TO LEARN NEW SKILLS, EXCHANGE KNOWLEDGE, SERVICES, AND GOODS, AND BUILD AN INCLUSIVE ECONOMY.

KEY MARKETS FOR GROWTH INCLUDE FRESH FOOD & BEVERAGE, CLEAN TECH, RECYCLING/ REUSE, ARTS & ENTERTAINMENT, REAL ESTATE, AND HOUSING.

CATALYTIC PROJECT Firehouse Renovation and Coworking Space



A coworking space would enable individuals and small companies to share facilities and ideas before they are ready to commit to a more permanent home. A prominent location or unusual building like the historic firehouse could be attractive to users and become a landmark for the district.

PROGRAMS

These programs could invite entrepreneurial and economic activity:

- District wifi to create a contiguous hot spot zone to ensure equitable wifi access
- Hosting of apprenticeships and fellowships associated with offsite cultural institutions
- District sponsored crowdfunding or business support for small businesses

PLACES

These places will help build the sense of place:

- Community-owned space that hosts retail or food pop-up businesses
- Coworking spaces for entrepreneurs and employees who are working remotely and/or unable to work from home
- Affordable housing and transit to bring people to and from the district and make it possible for them to become resident.



West Huntington has many people taking action to improve their community. To accomplish bigger things, we need collaborative partnerships to effectively work together, led by a core team with a plan of action. Bring all sectors of the community together to build consensus and common vision, assemble resources, and continuously evaluate progress and redirect as needed.

THE PLAN FOR 14STW WILL BE MANAGED BY RenewAll Inc, WITH A NUMBER OF STAFF POSITIONS AND A NETWORK OF ALLIED GROUPS AND INDIVIDUALS WHO WILL SERVE AN ADVISORY COUNCIL. IMPLEMENTING THE 14STW PLAN WILL REQUIRE ONGOING CYCLES OF CAPACITY BUILDING FOR THE WHOLE COMMUNITY.

RenewAll IS A MAIN STREET REGENERATOR WORKING TO:

- Attract and promote diverse local businesses
- Preserve the history of Huntington and pride in Appalachian Culture
- Develop partnerships to drive tourism, cultivate arts programs and places, and improvement and redevelopment of 14th Street West
- Advocate for land reuse and infrastructure enhancements
- Collaborate with residents and business owners to realize the potential of the area.

1.3 COMMUNITY ACTIVATION PROCESS

PHASE 01 DISCOVER

We assessed the existing conditions of West Huntington's places, organizations, and brand.

CRITICAL ISSUE ASSESSMENT

- Visual scan of the assets and challenges for 14STW, examining district connections
- Review of relevant planning documents and existing marketing material

BENCHMARKING

A selection of national arts and culture districts were reviewed by the team for comparison, and presented to the advisory team as precedents. Local partners learned the key places, businesses, mobility, and economy of each district.

DESIGN SPRINT 01

Design Sprints are intensive sessions that allow the team to work on site with key stakeholders and get to know the community. DS1 exposed the consultants to the highlights of West Huntington: Heritage Farm, the WestEdge Factory, historic areas, neighborhood parks, and 14STW. The consultants interviewed business owners and arts professionals, and held a Branding 101 workshop with the advisory team.

PHASE 02 DEFINE

We identified the design problems to be solved and the core elements of community identity.

SCENARIO BUILDING

- Brainstorm of projects, programs and identity, understanding of priorities, community and visitor engagement
- Definition of a brand & what's being branded
- Understand potential given planned changes and other trends (e.g. green streets, highway exits improvements, other regional/local developments)

DESIGN SPRINT 02

DS2 brought the consulting team and local partners together to activate 14STW with an evening festival. In addition to local arts and flavors, visitors participated in activities at three stations that informed the plan's programs, places, and economic development strategies, as well as the District Identity.

The advisory team and core partners also had a workshop with the consulting team, discussing place and program results from the Winter Arts Fest event, observations on the built environment, and a branding session that shaped the visual identity package and naming for 14STW.

PHASE 03 DEVELOP

We cultivated the identity of the district by refining projects and programs, strengthening partnerships, and prioritizing initiatives.

DESIGN PROPOSAL

- Visualize catalytic projects
- Establish guiding principles
- Increase organizational capacity to steward programs, relationships, and events

Elevating Reinvention + Resiliency connections to places, programs, and opportunities for 14STW helped guide the team and community partners envision a vibrant district aligned with local values.

DISTRICT IDENTITY

Wall-to-Wall studios led the creation of a comprehensive visual identity package for 14STW. Informed by community feedback from phases one and two, they shared five initial concepts. Through a review and refinement process with the core team, the package of graphics and a Brand Guide have been produced and adopted.

PHASE 04 DEPLOY

We have activated the partnerships and people necessary to implement short-term goals and the long-term vision of the District Plan.

DISTRICT PLAN

The final report is a guide for the development and promotion of places, programs, infrastructure, and a successful brand for 14STW.

LAUNCH EVENT

Because of the pandemic, in-person gatherings during phases three and four had to be canceled. The core project team invested in virtual community engagement online, using social media and teleconferencing to promote placemaking and programming concepts, and gathering feedback and ideas from the public.

A 14STW Launch will incorporate activities like a Scavenger Hunt promoting existing businesses as well as the history and culture of the corridor. The I Wish This Was activity encourages the community to share their ideas for the future of key properties in the district.



Final version of primary logo for 14STW

THE COMMUNITY PRACTICED ACTIVATION STRATEGIES ON 14STW, MAKING CONNECTIONS AND SHARING IDEAS FOR THE FUTURE OF THE CORRIDOR.



Design Sprint One

An arts professionals focus group helped inform the team's activation strategies.



Design Sprint Two

The Winter Arts Fest brought visitors from around the region to 14th Street West, where they selected their favorite ideas for future Places, Programs, and Opportunities.



Launch

Stickers designed by Candy Chang encourage people in the community and visitors to share their vision for vacant or underutilized places in their neighborhoods

SECTION 2

DISTRICT STRATEGY

14STW has valuable cultural assets that will be co-marketed, upgraded, networked, and expanded over the next fifteen years. Our visual identity will be integrated throughout these action areas, which are categorized by their key focus as Place, place-based Catalytic Projects, Program, and Opportunity. The District Strategy helps guide managing entity, RenewAll, and community partners by prioritizing the most popular and viable ideas from the toolkit that was developed and indexed with the community and project team.

2.1 DEFINING OUR OPPORTUNITY

2.2 PRINCIPLES

2.3 STRATEGIES



Image: Lori Wolfe/The Herald-Dispatch

WE WILL BUILD A STRONGER COMMUNITY BY SHARING OUR PASSION AND RESILIENCY, REBUILDING OUR INFRASTRUCTURE, AND INCLUDING EVERYONE IN THE REVITALIZATION.

Huntington's communities were built when "Main Street" was the place to find goods and services. The shift toward suburban development and the loss of industry over the years has diminished the neighborhood's commercial vibrancy.

People want to be able to live, work, and play in their community, and main streets across the country are once again becoming active with new businesses and events. West Huntington is emerging as a creative hub for makers and collectors, a place of exchange for the region, and a 21st century start-up village that is uniquely Appalachian. These are marketable trends that can attract further investment.

Organizations play a central role in uniting people with place and leveraging economy to the advantage of the community.

IDENTITY
REINVENTION + RESILIENCY

PLACE
ADAPTIVE REUSE
CULTURAL CORRIDOR

ECONOMY
INCLUSIVE REVITALIZATION

NESTED IDENTITIES

The **14STW** district draws from local and regional identities such as Central City, Huntington, and West Virginia but needs to have its own unique identity. The resiliency of local culture and the desire for reinvention is captured in the district's programmatic and placemaking focus and is celebrated in the **14STW** visual identity.

REVITALIZE BUILDINGS + INFRASTRUCTURE

Well maintained buildings and infrastructure signal that **14STW** is open for business. Like many communities, there is much to be done!

The corridor's infrastructure is aging and in need of public and private investment. Investment in complete streets, transit stops, street lighting, and trails will contribute to more vibrant public spaces. Most of the buildings on **14STW** are decades or even a century old, making them charming but also in need of repair and renovation. Building owners may want to make improvements but may lack access to funds. Funding, arts programs, and technical assistance with renovations are some ways to assist this progress.

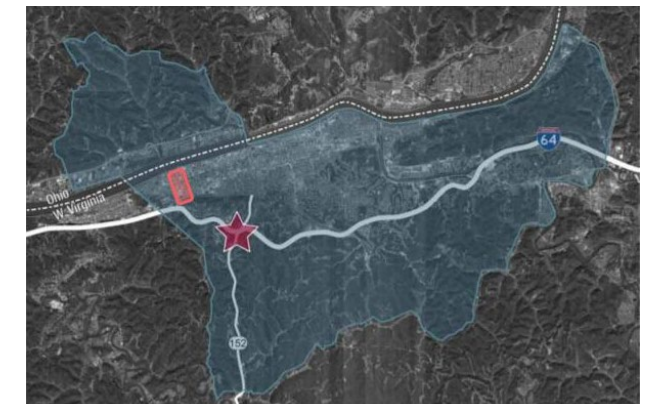
OPPORTUNITIES IN THE PIPELINE

Inclusive development opportunities, job training, and entrepreneurship create diverse vitality in the district. There are many good things happening and recent events have unlocked new funding opportunities. The complexity of the pandemic situation will require constant realignment of programming or placemaking efforts as priorities shift.

Seeds of positive change have been planted. There is interest in vacant properties in the corridor. West Huntington's network of partners, especially Heritage Farm and Coalfield Development, are strengthening their presence on **14STW** through collaboration on programs, places, and economic development projects. The Central Appalachian Region and Tri-State Area are poised for renewal, with an emerging clean and green economy and focus on food systems.



Scan of existing conditions and improvement opportunities



Exit 8 Trade Area Map from 2020 Study

Multiple planning studies have recently been completed, laying the foundation for infrastructure improvements, new business ventures, and public and private investment:

- Old Central City Park Masterplan
- Madison Ave Green Street Plan
- Craft Beverage Tourism Corridor Study
- Appalachian Highway Exit 8 Study
- National Historic District Nomination

OUR REGIONAL CONTEXT



Population centers within 300 miles of Huntington

THE HEART OF APPALACHIA AND THE WEST OF WEST VIRGINIA

Huntington's proximity to other population centers make it a convenient getaway or stop over trip. West Huntington's attractions—**14STW**, Heritage Farm, the WestEdge, are also close to theme parks, campsites, hiking trails, and other outdoor adventure sites. RenewAll and their partners must collaborate with the CVB to co-market these assets as one unique experience. Pursue and collaborate with food and travel journalists who can articulate this experience in writing for niche publications and websites. Promote the brand of the Appalachian Heritage Highway by marking routes to the on-ramps from **14STW** and related sites in West Huntington.

APPALACHIAN HERITAGE HIGHWAY

The Appalachian Heartland Highway along state route WV152 will collectively brand the heartland's fantastic outdoor recreation and compelling heritage attractions with the urban and college fun of the City of Huntington to create a "must-stop" destination attracting 775,000 visitors to generate over \$130 million annually in tourism economic impact by 2025.

We will take full advantage of WV152's strategic I-64 Freeway Exit 8 location to develop the Gateway to Appalachia Welcome Center which will become the West Virginia model for culturally-innovative visitor engagement to promote local, regional and statewide multiday visitation.



Appalachian Heartland Highway Assets include:

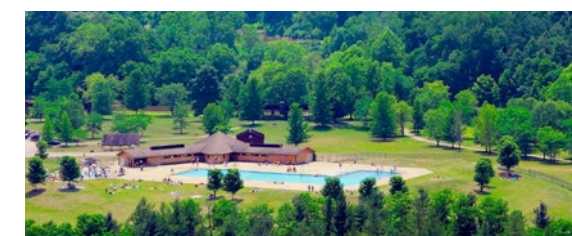
- US Interstate 64 (I-64) is the only east-west highway in the state and a major thoroughfare for cross-country traffic, providing a fantastic opportunity for the Appalachian Heartland to capture the attention and visitation of a greater percentage of the 45,000 vehicles passing through daily (16 million annually).
- I-64 Exit 8 has been identified by numerous studies as a prime location for a new "east-west" welcome center (The Gateway to Appalachia) as it serves as a primary intersection between downtown Huntington's urban attractions, coupled with a fantastic range of heritage and outdoor recreational-tourism opportunities along WV152.
- The WV152 attractions provide an excellent range of heritage, art, shopping, restaurant and music scenes, and nature and outdoor recreation opportunities for a multiday vacation, very representative of WV's tourism product.

New tourism developments will continue to increase WV152 visitation and investment potential:

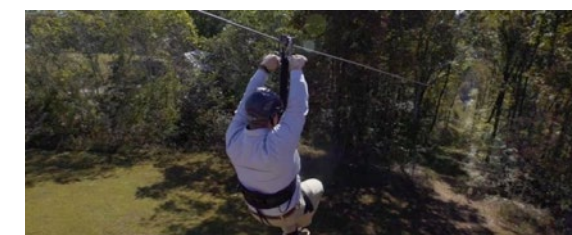
- 50 miles of Hatfield McCoy off-road vehicle trails opening in Cabwaylingo State Forest encouraging new investment in tourism facilities and services in the southern end of Wayne County.
- Future \$5 million expansion of the Heritage Farm Museum & Village to include the Mill Creek Adventure Park with direct connectivity to WV152 just 2 miles from Exit 8.
- Newly-opened ziplining course at the Rustic Ravines Resort with expansion underway for a restaurant / meeting facility. RRR recently received funding for an RV resort with 25 pull-thru ATV/RV sites, electrical service, city water, bathroom facilities, playground, and basketball court to serve the high-spending customers of the new Hatfield-McCoy Trails at Cabwaylingo State Forest.
- The proposed Beech Fork Lodge and Conference Center on Beech Fork Lake just off WV152 in Lavalette is now under study will become more feasible with more WV152 attractions and aggressive marketing to increase tourism demand.



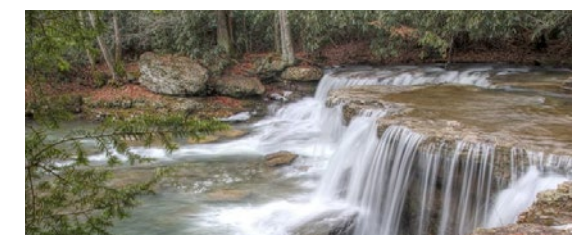
The historic **Camden Park** is West Virginia's only amusement park.



Beech Fork State Park is one of the state's most attended parks, with 275 campsites, cabins, and an excellent range of boating, hiking, and trail recreation and events.



Rustic Ravines is a cabin and recreation resort with access to trails, ATV rentals, ziplining, canoeing, hiking, events and wedding rentals.



Cabwaylingo State Forest: trails, cabins, hunting, and fishing.

OUR REGIONAL CONTEXT



CORE PARTNERS

WESTEDGE FACTORY – COALFIELD DEVELOPMENT

Since Coalfield purchased the former Corbin Factory from the Wayne County Economic Development Authority, they have helped reestablish the building as a focal point of the Westmoreland neighborhood. Transforming Corbin into WestEdge has contributed to optimism in the community through increased enterprise and customer activity.

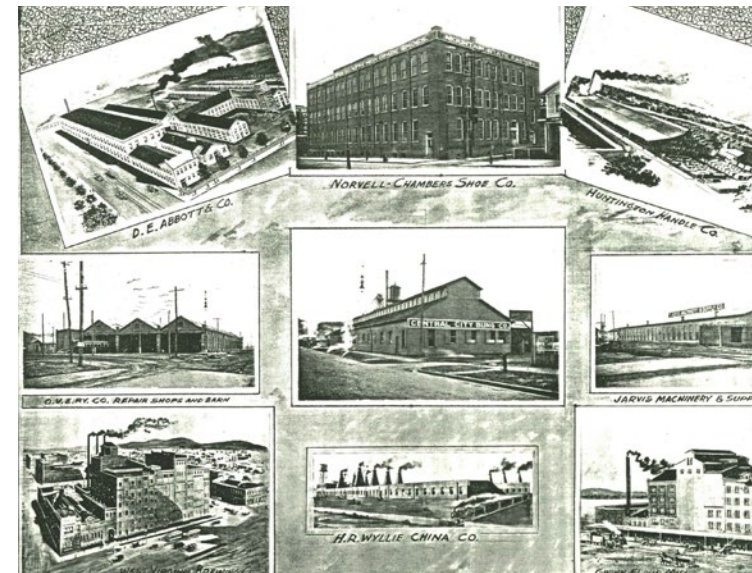
The building's generous spaces and iconic role in the community fabric are fundamental to current and future plans. Coalfield's vision for WestEdge is one that features opportunities for collaboration and arts-based entrepreneurship; enhances market participation for artists and craftspeople; increases arts tourism; and improves community access to and participation in arts education and events.

Coalfield's efforts will continue to align with the aspirations of the **14STW** district, and the activities of community partners therein. Creatives and artist-entrepreneurs are at the heart of WestEdge, and are key to maintaining a vibrant community.

HERITAGE FARM MUSEUM & VILLAGE

Heritage Farm Museum & Village is home to over 15 historic log structures, seven award-winning museums, 5 log cabin inns with modern amenities, a Barn Retreat Center, Artisan Center, meeting capacity for 500, and themed events throughout the year. HFMV is West Virginia's only Smithsonian Affiliate and National Geographic Traveler Prime Destination. An adventure park and nature center are under development, and a canopy ropes course open now.

The museum collection includes, among many historic artifacts from the region, items made in Central City. As a core partner in the **14STW** district, Heritage Farm's programs and accommodations enable a full range of cultural experiences and collaborative events.

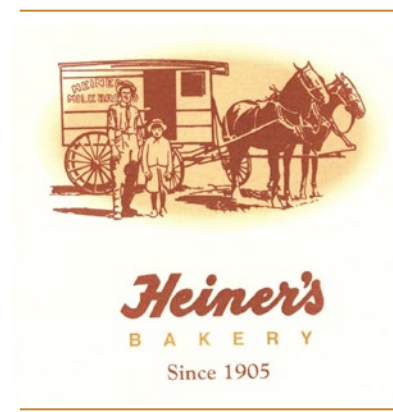


HISTORY OF CENTRAL CITY

Central City was a municipality that existed from 1893 until 1909 when it was annexed by the City of Huntington. Around 1890 a group of prominent Cabell and Wayne County businessmen sought to create an industrial, manufacturing town to supplement Huntington, which at the time contained primarily only residential neighborhoods and railroad facilities. Several farms were purchased to make room for the new town, which was dubbed Central City.

The largest industries were the Fesenmeier Brewery, the Hartzell Handle Factory, the D. E. Abbott Company (which manufactured picture frames), the Huntington Tumbler Company (which manufactured glass dishware), and the Central City Bung Company. The Bung Company, which manufactured poplar wood plugs used to seal beer and whiskey barrels, supposedly was the largest producer of bungs. Because of this, Central City was occasionally called the "bung capital of the world." Other businesses included Heiner's Bakery, the Duncan Box and Lumber Company, as well as a furniture factory, a veneer plant, a planing mill, an ice plant, warehouses, and grocery stores. The town also boasted a fire department, police department, electric lighting, and a newspaper.

The City of Huntington built the Central City Market Building and Old Central City Park and Gazebo after revitalization and historic preservation efforts by the Old Central City Association helped establish **14STW** as the regional center for antiques and Appalachian crafts. **The Wild Ramp** now operates the Central City Market Building and is widely known in the Tri-State area as a hub for local food and culture. Products sold at The Wild Ramp are grown and made within 250 miles of Huntington. The market offers fresh produce, dairy, cheese, meat, locally roasted coffee, and the best local brews and wine, as well as artisan made soaps, lotions, and other handcrafted goods.



14STW WILL BE A DESTINATION FOR PEOPLE IN AND BEYOND HUNTINGTON. IT WILL BE KNOWN FOR ITS RECOGNIZABLE CHARACTER, UNIQUE USES, AND WILL BE AN OPPORTUNITY FOR CULTURAL EXCHANGE.

Unique District Destinations

Building form, location or use makes unique attractions, density, and contributes to a place-based identity.

Vibrant Outdoor Spaces

People are attracted to activity and the active building facades, sidewalks, parks, and streets are the life of a district.

Mobility + Connectivity

Communities thrive when there are many ways to get to and from a place.

Programs + Organizations

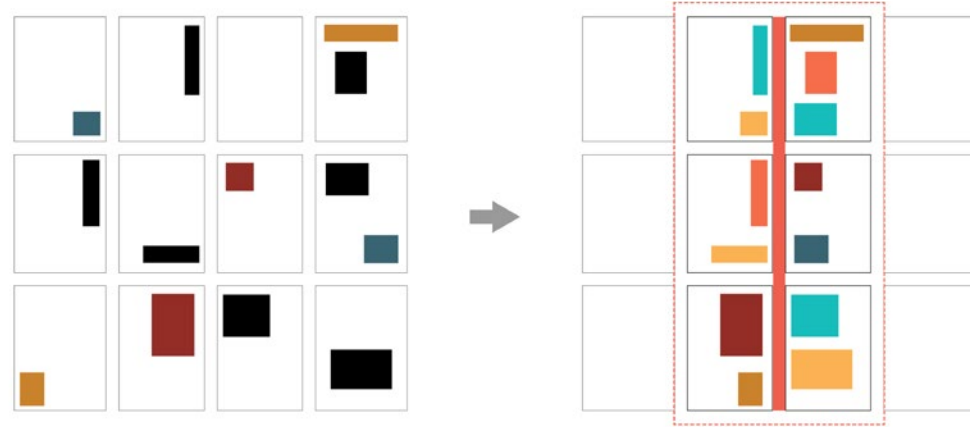
Events and activities encourage people to visit a district frequently.

projects

- RenewAll Antiques Mall
- Firehouse @ Madison
- Duncan Box Redevelopment
- Big Lots Redevelopment
- Gateways and Public Art
- Lighting
- District Wifi
- Library Spark Park
- Central City Park
- Wayfinding and Signage
- Multimodal Connections
- Green Streets
- Food and Beverage
- Arts & Entertainment
- Maker Culture



UNIQUE DISTRICT DESTINATIONS



proactive real estate strategy

Strong destinations have a long term and short term real estate strategies. Establish an inventory of properties and relationships with owners. Communicate how buildings could best contribute to corridor success. Identify problem structures where acquisition or property control may be desired.

supportive business clusters

Strong destinations have a cluster of business or activities. Cultivate clusters of like uses or unique places. Consider a common branding to give the cluster visibility. Create events where businesses work together to promote cluster offerings.

diverse development

Strong destinations are known for anchor projects, but also have supportive projects, like office space, housing, and small commercial and retail. This allows for long term economic health of the community and ensures against district vulnerability for future downturns.



Smaller buildings or lots are good for DIY developers



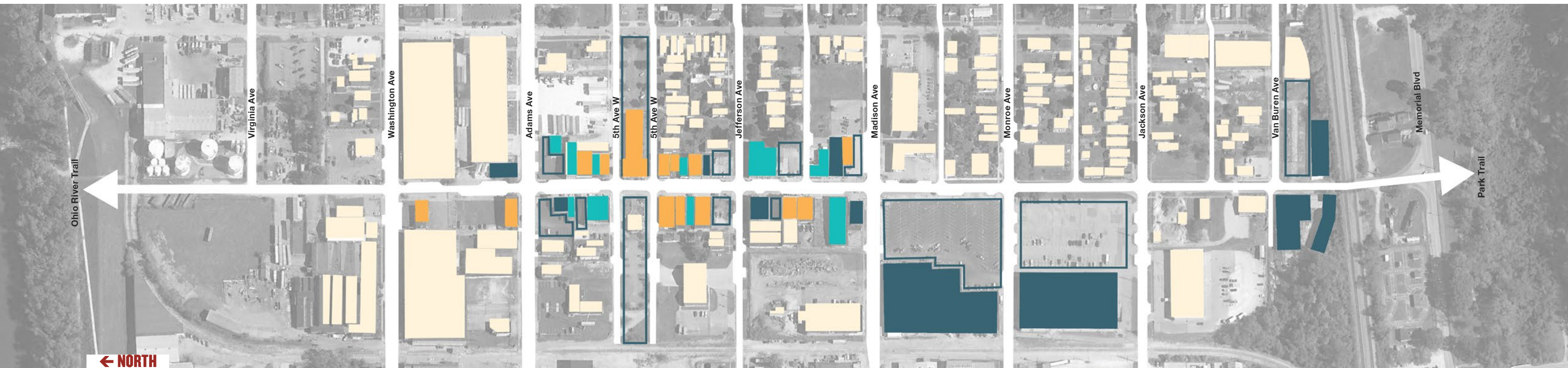
Large properties will take partnerships and significant capacity to redevelop.



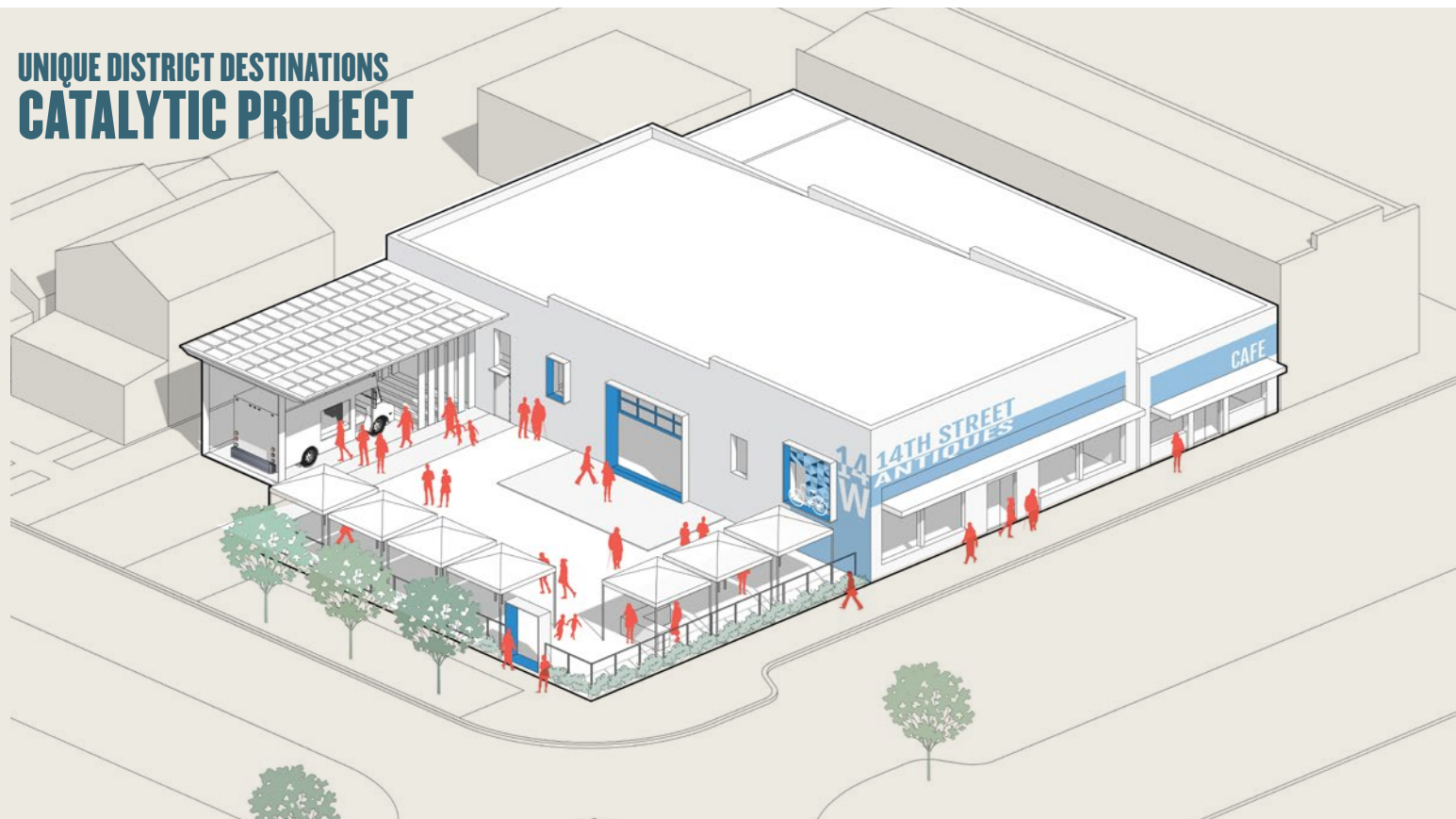
There are more antiques shops @14STW than any other destination in the region



Small, low rent offices are in demand even during an economic downturn



UNIQUE DISTRICT DESTINATIONS
CATALYTIC PROJECT



ESTIMATED COST RANGES

MINIMAL INTERIOR RETROFIT:
\$300,000 (~\$135/SF) FOR MINIMAL INTERIOR FINISHES AND SERVICE UPGRADES, EXTERIOR OPENINGS AND EXTERIOR REPAINTING.

FULL BUILDING RENOVATION:
\$865,000 (~\$200/SF) INCLUDING RENOVATION OF UPPER GALLERY FOR OFFICES, NEW 2ND FLOOR EGRESS, EXTERIOR RENOVATIONS, AND CODE COMPLIANT INTERIOR MECHANICAL/ELECTRICAL/PLUMBING UPGRADES.

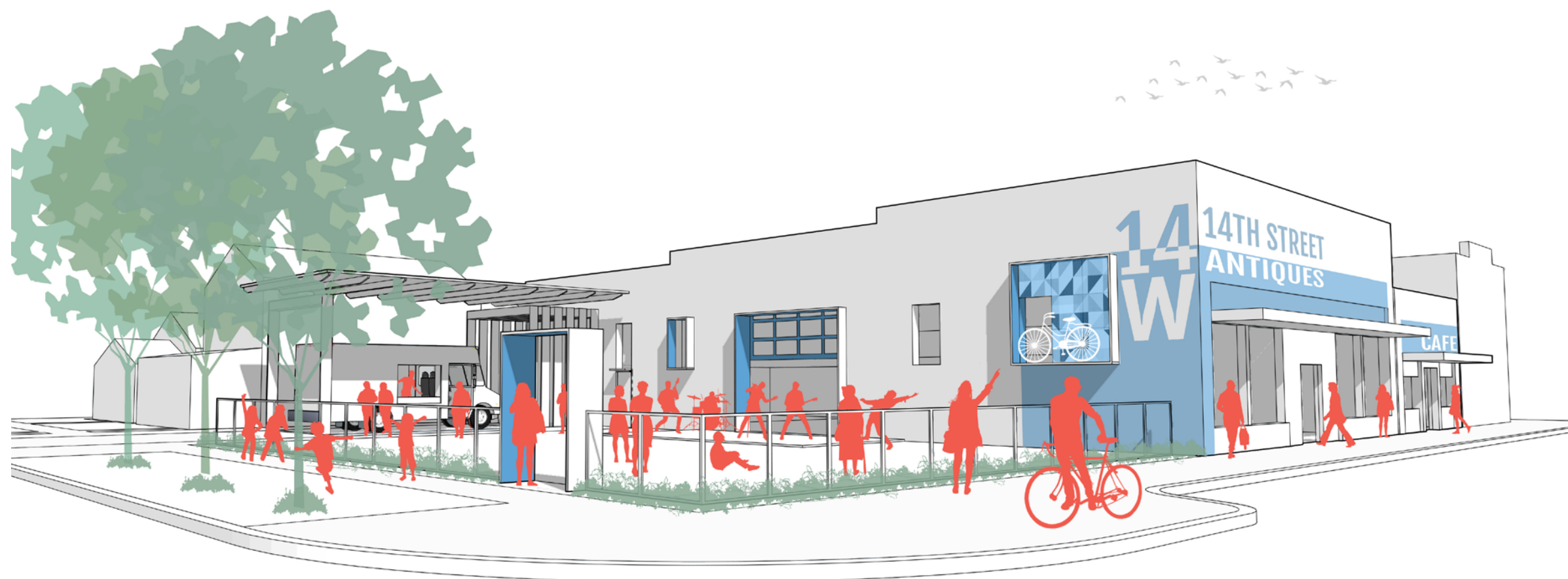
SITE UPGRADE:
\$30,000 TO \$50,000, WHICH COULD INCLUDE FENCE, PLANTING, AND GRAVEL SURFACES, TO ELECTRIFICATION OF SITE, SITE LIGHTING, AND PAVILLION CONSTRUCTION.

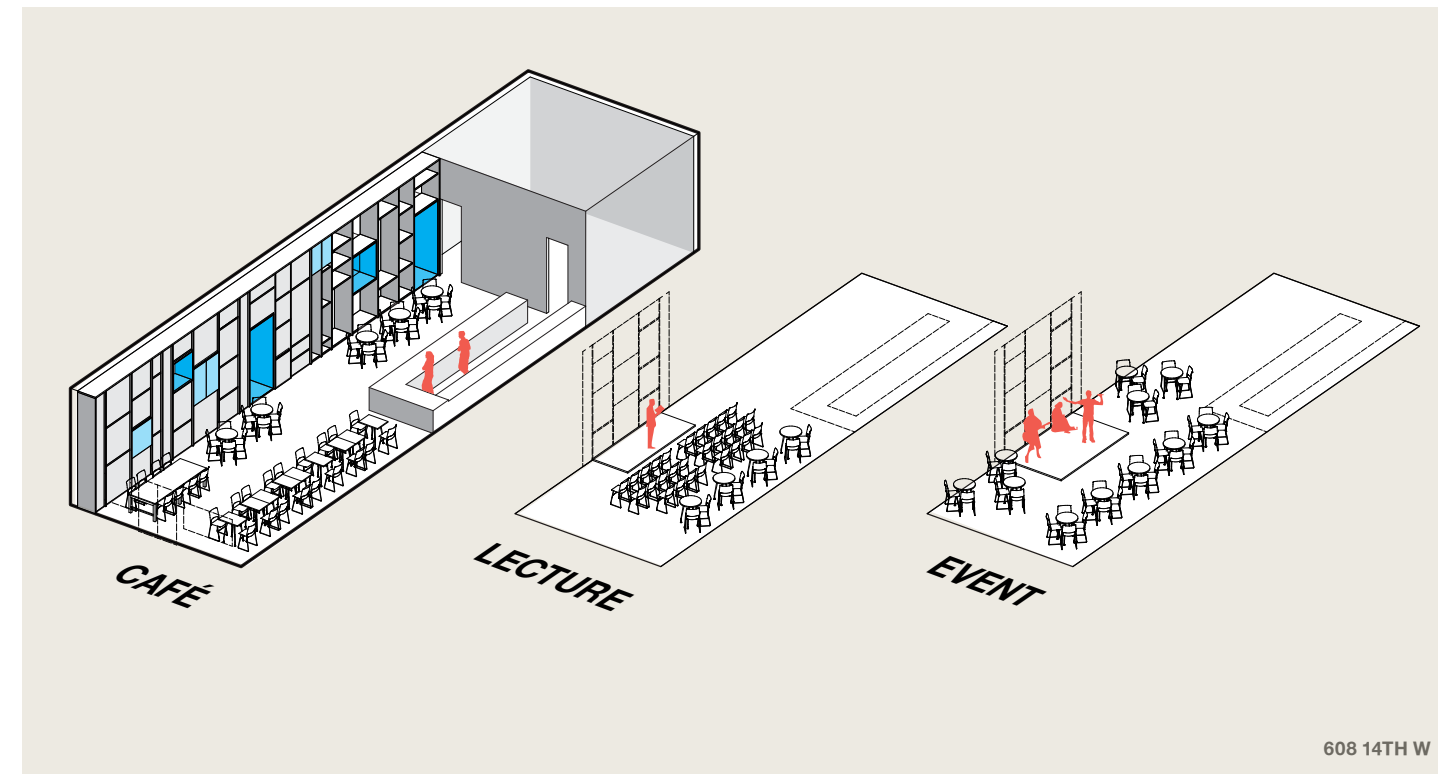
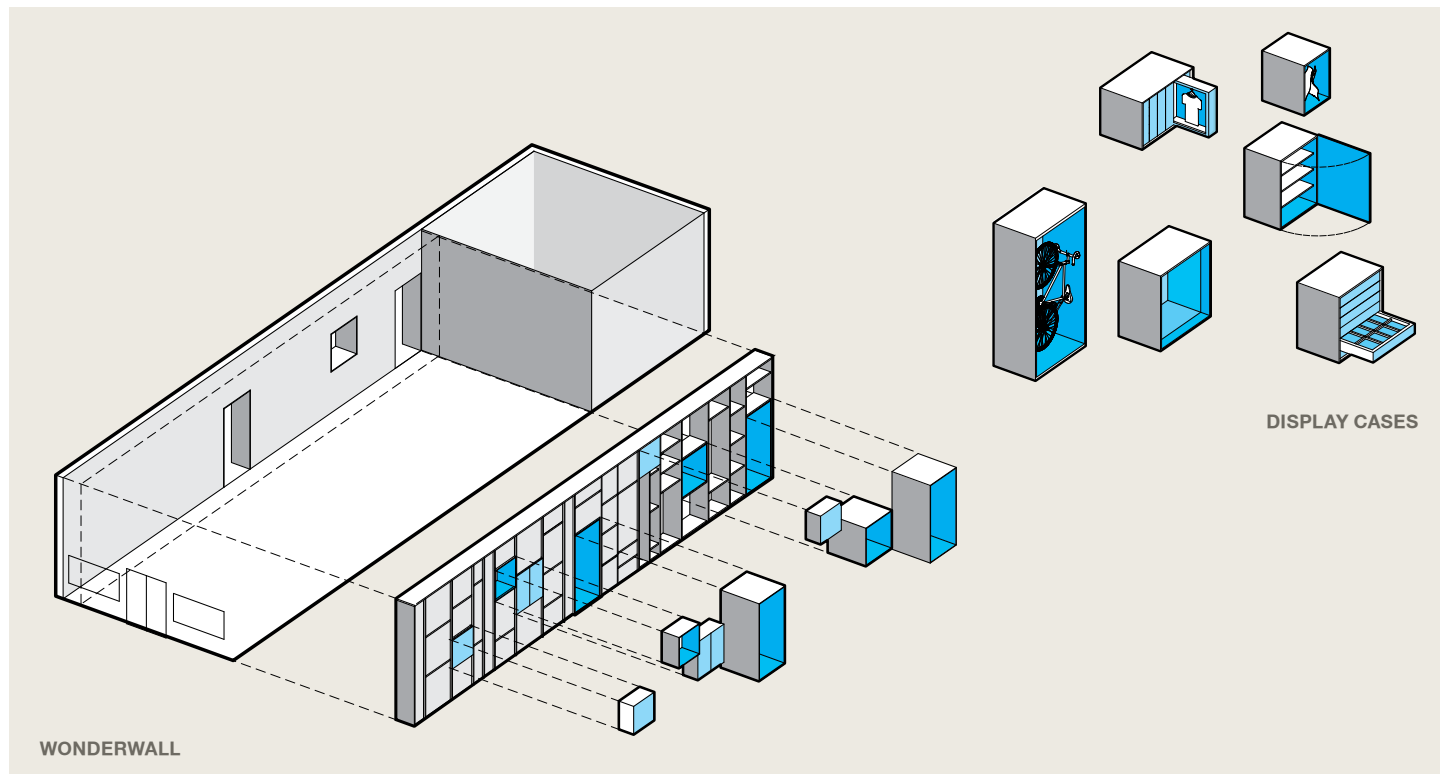
14W ANTIQUES MALL + VENUE

A cafe and flex space could be complimentary to the existing Antiques Mall retail use in the adjacent building, and the vacant lot can become an outdoor event venue, hosting anything from a special antiques sale to an evening performance. Openings in the exterior wall can feature objects from the Antiques Mall or the Museum collection.

A new glass overhead door connects the plaza even when closed and can be opened to let shoppers peruse the antique wares. A small covered area relates to the scale of the adjacent houses and creates a buffer for activities. New landscaping and a perimeter fence invites people to participate in neighborhood activities.

Bringing new activity to the site will enhance the overall experience of the Antiques Mall and attract new visitors to the complex at different times of the day.



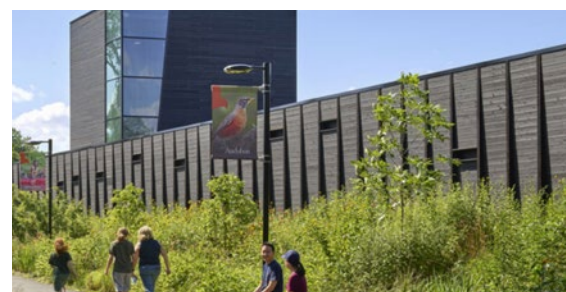
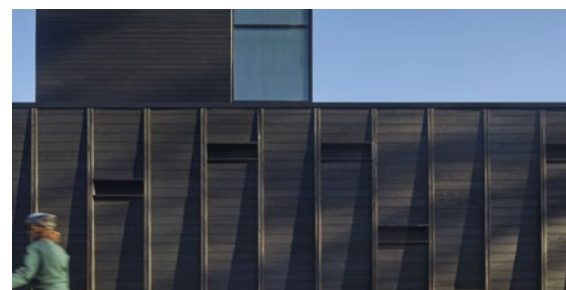


WONDERWALL

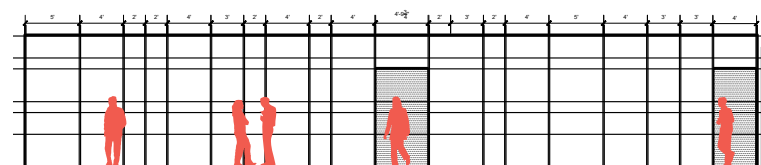
A “wonderwall” is a place to discover and store the treasures of a community. **Museum@14STW** was granted a collection of photographs, artifacts, and items made on **14STW**, which will be organized and stored in a 3 foot deep storage cabinet. Open boxes, display drawers, and secured cases in a floor-to-ceiling storage structure will house a rotating set of objects from the collection, curated by theme, type, age, or other categories.

The wonderwall can be constructed locally with finish carpentry and casework, with integrated lighting, sound, and data to incorporate multimedia displays.

ESTIMATED COST RANGE: \$35,000 TO \$65,000, DEPENDING ON DISPLAY TYPE AND AMENITIES. (\$500-900/LF)



Discovery center by DIGSAU: Experiential wall with regular vertical elements punctuated by special inserts.



WONDERWALL SCHEMATIC ELEVATION

MUSEUM + CAFÉ

The **Museum@14STW** Wonderwall anchors a flex gallery that reimagines museum as a community space. During the day, a cafe brings visitors and economic resources to the street and people can engage with the display or simply enjoy it as a backdrop to conversation. For events, lightweight and stackable furniture enable the space to be configured for a lecture with built-in screens and projection or for performances with a sound system. The build out would also include updated restrooms, egress, cafe storage, and an accessory office space.

ESTIMATED COST RANGE: \$300,000 (\$135/SF) FOR WALLS, CEILING AND LIGHTING RETROFIT, AND MINIMAL PLUMBING FIXTURES. ALLOW UP TO \$450,000 (\$200/SF) FOR MORE EXTENSIVE PLUMBING, CAFE EQUIPMENT AND FURNITURE.



Busboys & Poets: Combination cafe and community event space.

UNIQUE DISTRICT DESTINATIONS CATALYTIC PROJECTS

FIREHOUSE @ MADISON

This small building occupies a key gateway to the district that should be enhanced with landscaping, art, and a renovated facade. It could house a maker space, gallery, shop, or co-working studio for creative professionals. Open the front with windows for visibility. The recently painted mural could be a backdrop for a branded gateway marker such as a sculpture or beacon.

A number of our **14STW** programming strategies would fit into this site—in partnership with Coalfield Development, this could become a mini maker space and tool lending library.

The City's Madison Avenue Green Street project will improve the public realm landscaping and create a bumpout at the corner; add landscaping alongside the building. Create an accessible entrance. Add sidewalk infrastructure for outdoor cafe, seating, bike storage or other active use.



DUNCAN BOX

This historic multi-building hardware center at the south edge of the corridor would be a great brew house and/or concert venue, or could compliment the Big Lots Plaza redevelopment with other entrepreneurial & arts activity. Phased redevelopment can help control initial investment costs.



MICROBREWERY / DISTILLERY

The “WV BrewWorks Craft Beverage Incubation and Cooperative Distribution Center” concept is guided by an RCBI feasibility study. The History of the Feseinmeier Brewing Co. is an excellent foundation for reinvention that aligns with our regional economic and cultural trajectory. The placemaking activity of a brewery would support local craft and makers, create a unique destination, and repurpose a building in the district that contributes to its character.

Potential sites include the Duncan Box, part of the Big Lots Plaza, or smaller properties such as the former Carousel Club or Cavendish Hardware.



BIG LOTS PLAZA

The former Big Lots location, a collection of empty stores with a suburban character, consists of a total 95,824 square feet (2.2 acres). This was the site of a historic brewery from the late nineteenth century through 1968. The site can be flexible—it is large enough for a mixed-use redevelopment that would activate the corner area of the parking lot, and might include other types of spaces like residences, offices, a guest house, art studios, or medium scale retail.

Recruit events such as fairs, open markets, or festivals to the parking lot for temporary use. A major indoor arts festival, for example, can incorporate a non-juried exhibition and art sale for makers, visual artists, collectors, and artisans, alongside music and performance and food and beverage in coordination with local businesses.

Recruit short term tenants for reuse, like indoor bike tracks, college/training facilities, and arts classrooms. Minimize permanent improvements to upgrade infrastructure to minimize costs.

A food truck picnic corner concept from the AIA WV 2014 study would activate the gateway and compliment festival activities with small initial investment. Work with the transit authority to locate a bus shelter on this corner, and incorporate bike racks in anticipation of the Madison Avenue Green Street project. Pedestrian infrastructure at this corner will also be improved as part of the project, and **14STW** should pursue opportunities for large-scale, impactful public art.

Medium term uses that may not require the level of investment and redevelopment could contribute to the cultural vibrancy of 14STW and add attractions. Some can be mixed and matched at different scales to fill the spaces with minimal build-out.

Such ideas include:

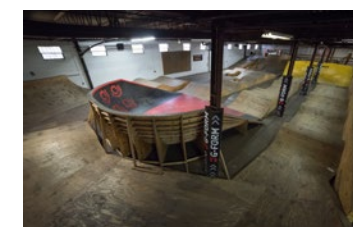
- bmx/skate park
- fitness center
- axe throwing
- game center: arcade, bowling
- architectural salvage depot
- retail or co-op garden center
- bicycle co-op
- artist studios
- dance studio
- nightclub



Current condition



AIA WV food truck park concept



The Wheel Mill indoor bmx park



Free Ride bike co-op



Community Forklift architectural salvage



Bad Axe axe throwing bar

UNIQUE DISTRICT DESTINATIONS ZONING + POLICY

Zoning can positively affect a district. There are three applicable districts along the **14STW** corridor. C-1 Neighborhood Commercial, covers a significant portion of the corridor. C-2 applies to a few important blocks, including the Big Lots and shopping centers south of Madison and the larger commercial bakery building on the east side between Washington and Adams Avenues. The I-1 Industrial District roughly parallels the corridor along 15th Street W and that district allows a broad list of use types as an industrial district. In addition, the Duncan Box site is also zoned I-1.

The C-1, Neighborhood Commercial requirements are aligned and support a very walkable place in terms of building massing, minimum and maximum setbacks and coverages. It significantly minimizes the possibility of suburban, out of character development. For example the maximum setback of 8' supports active engagement of sidewalks with storefronts.

Parking standards in the zoning districts appear to support the district goals, especially the buffering requirements within the C-1 district.

In conclusion, the zoning requirements are amenable for the desired outcomes of the district. Recommendations for adjustments focus on sites that are likely to change use and would benefit from a change in designated districts: the shopping centers and the Duncan Box properties.



SHOPPING CENTERS

The Permitted Uses Table under Section 1320.04 shows that shopping centers are allowed in the C1 as a conditional use and by-right in the C2 District. This could more easily open up the ability to propose to rezone the two shopping centers as C-1 and get the benefit of shaping neighborhood development while also technically not making the existing use non-conforming. This rezoning would also remove all of the auto-related uses, like car washes, that are allowed by-right in the C-2 District.



DUNCAN BOX

To allow Duncan Box to be reused in a community preferred way, the site can be rezoned either C-1 or perhaps an Overlay District similar to C-1. An OD could cover the entire I-1 district to 16th St W. This C-1 overlay could allow for a more diverse mix of both I-1 and C-1. This zoning might make the redevelopment of Duncan Box more attractive for community preferred creative uses and also help drive a better redevelopment of the two shopping centers.



HISTORIC DISTRICT OVERLAY

The **14STW** District will pursue the status of a registered historic district with the National Register of Historic Places and State of WV Historic Preservation Office. This status will be an advantage for promoting the reuse of historic buildings, and can attract investors with Historic Preservation tax credits from the state. The historic district nomination could be supplemented by City of Huntington zoning with a historic district overlay to help guide preservation.

Overlay guidelines would support certified rehabilitation of properties as outlined by the state tax code (TSD-380), and define how projects can uphold the historic character of the property, and the district.

ALCOHOL REGULATIONS

Work with municipal authorities and health departments to determine locations that could safely provide defined outdoor dining and drinking spaces. To support sidewalk activation and nightlife, several existing establishments could remove fencing that currently obscures the activity in their adjacent courtyards and sidelots. Bobby G's and West Tenampa Mexican Restaurant in the district core currently have outdoor spaces obscured by fencing. WVABCA regulations in 2020 are fluctuating to expand outdoor dining and drinking during the pandemic. Businesses may apply to expand their outdoor operations, and this could be an opportunity to demonstrate the benefits of activating the public realm in partnership with food and beverage businesses, especially during events in the district.

Vibrant Outdoor Spaces



Sidewalk Life

Sidewalks are the outdoor living room of a business district. Cultivate activities that are visible outside buildings. Connect interiors to exteriors and open buildings up to the street. Encourage outdoor retail and host special events that use a familiar place in an extraordinary way.



Lighting

Lighting can transform a place and support the local brand. Replace old lights with the right fixture in the right place. Consider safety first but don't over-light for the good of neighbors and nature. Engage partners for sponsorship or branding and consider grants for smart city equipment.



Green Space, Gateways & Public Art

Public art is a sure signal that something is happening in a neighborhood. Commission active and engaging art that gracefully changes or evolves over time. Some spaces are logical places for art, including gateways and parks.



Bring activity to empty lots like Jefferson Ave northeast corner



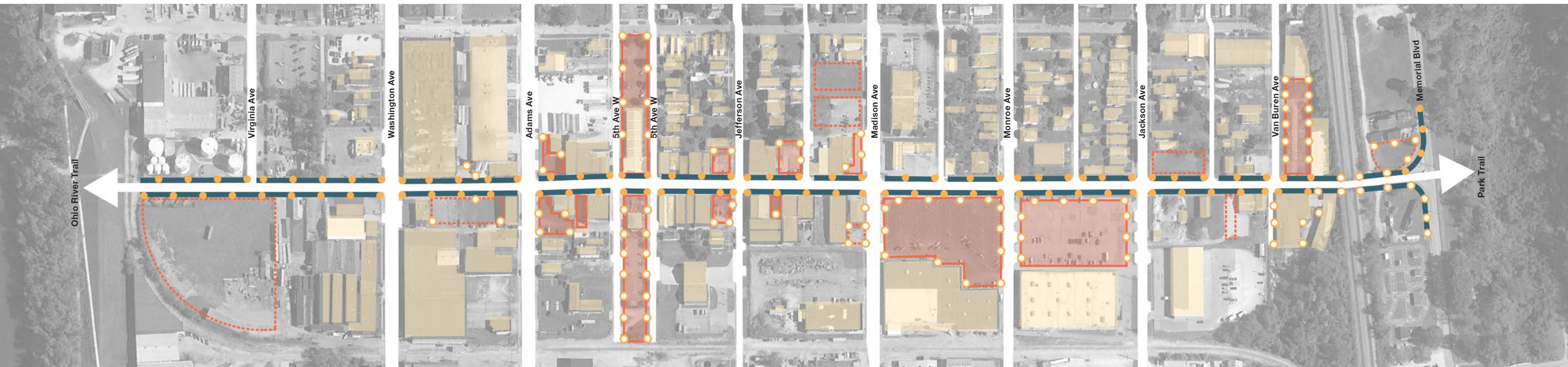
Remove barriers and add lighting to activate existing outdoor dining spaces



Illuminate features in Old Central City Park, light paths and edges



Enhance the Madison Ave fire station with spot lighting





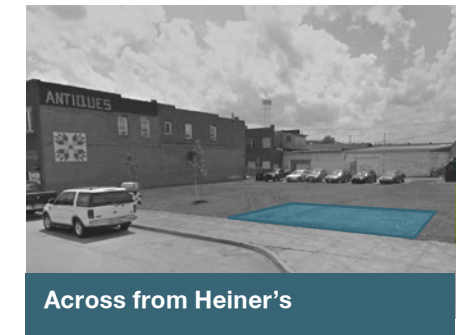
KEY SITES



Heiner's pipeline overpass



Heiner's silos + windows



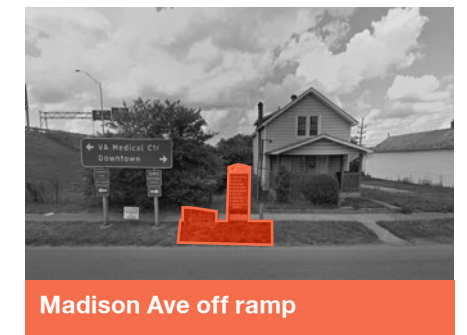
Across from Heiner's



Adams Ave Bus Stop



Central City Plaza Corner



Madison Ave off ramp

GATEWAYS + PUBLIC ART

Think in 3D. Encourage sculptural forms, and reuse of existing structures to brand gateways. The Heiner's facility has industrial features that could become new surfaces for art. The very tall Central City Plaza sign and landscaped corner could be repurposed to carry the 14STW identity.

Night & Day. Incorporate lighting into new works and add interesting lighting to existing works at key intersections, like the new mural at the Madison Ave fire station building.

Get Interactive. Encourage art that people can interact with physically, intellectually, or electronically. Incorporate elements like water, kinetic energy, and landscape.

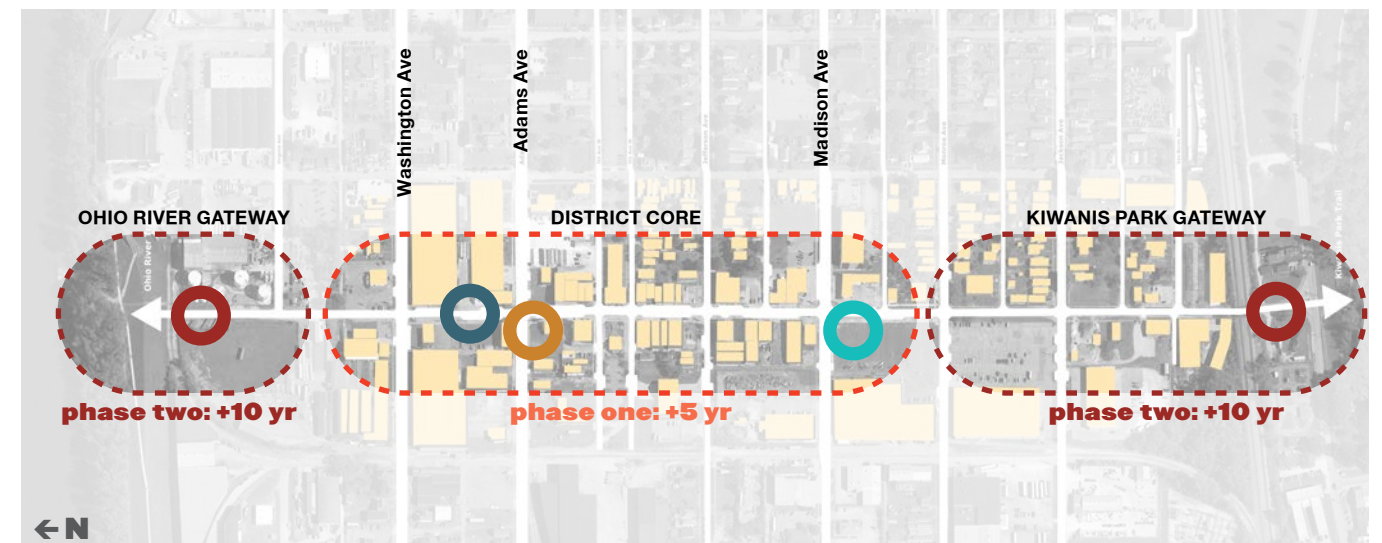
Spark Collaboration. Public art can be an opportunity for new partnerships with property owners. Work with businesses and nonprofits to support art projects that connect their stories to 14STW identity and history.

Artrastructure. Work with the City and local businesses to incorporate art in the public right of way, alongside sidewalk activation strategies like outdoor café and lounge seating.

Sustainable Street Art. Public art can reinforce the 14STW identity by embodying community values like environmental sustainability and social equity. Prioritize material reuse, integrate art with green infrastructure and bike/ped infrastructure, and encourage renewable energy generation.



Examples of a public art bus stop



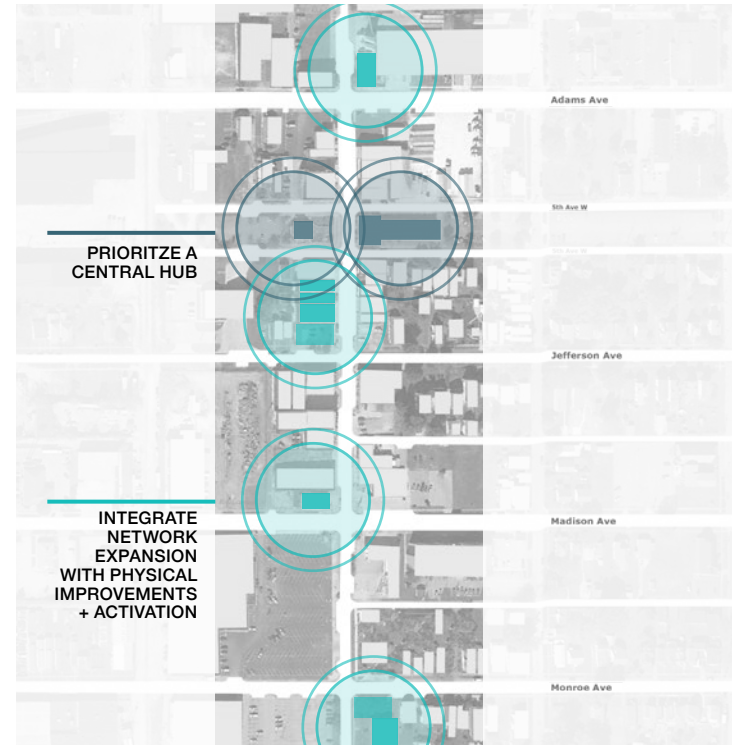
Prioritize visible gateway intersections for the first public art projects (phase one). With integration of pedestrian and bike infrastructure at the trailheads that bookend 14 ST W at the north and south edges, public art that doubles as wayfinding will create new gateways that serve to extend and connect the corridor (phase two).

VIBRANT OUTDOOR SPACES CATALYTIC INITIATIVES

DISTRICT WIFI

Create a free accessible wireless network with public access to the internet throughout the district. Begin with a central hub at Old Central City Park and across the street to The Wild Ramp facility. Support Digital Literacy programming throughout the community by collaborating with the local library and others. Promote the public wifi network to creative professionals, tourists, real estate developers, and entrepreneurs. Encourage new developments and existing institutions to add nodes and expand the network.

MetaMesh Wireless Communities (MMWC) is a nonprofit organization dedicated to activating community wifi networks. MMWC can coordinate with local partners such as the City, Coalfield Development, or a team from Marshall University to create the network and provide equipment, instructions, and maintenance. The network will connect to a gateway that requires a contract with a local telecom provider. The existing setup at The Wild Ramp could serve this purpose, and the connection speed can be upgraded to support increased usage.

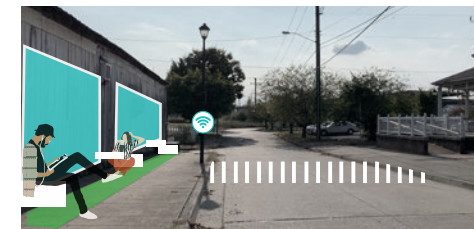


VIBRANT OUTDOOR SPACES CATALYTIC PROJECTS

OLD CENTRAL CITY PARK

Implementation of park masterplan, with enhancements such as:

- Open adjacent businesses to the park with windows, sidewalk seating or other activity. Prioritize these buildings for Facade Improvements.
- Phase I of District Wifi strategy for corridor



STREET LIGHTING

Work with the City and investors to install new lighting in the public realm, and with property owners to light their exteriors with creative designs.

Suggested styles and uses



Norfolk VA Neon District.

Image: City of Norfolk

LIBRARY SPARK PARK

With support from the City, encourage the library to expand their wifi node to their landscape and sidewalk, adding seating along their part of the public realm.



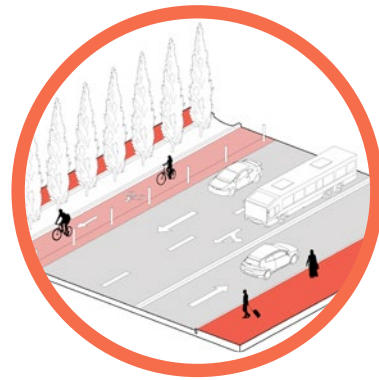
Inner West Council, Leichhardt, NSW, Australia.

Mobility + Connectivity



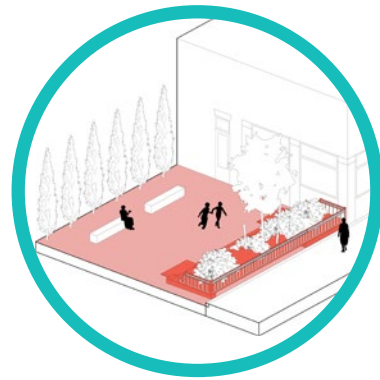
Wayfinding & Signage

Connections to Heritage Farm, WestEdge, and Downtown must be promoted. Design for multiple scales: pedestrians + bikes, slow moving traffic on **14STW** and arterial avenues, and high speed traffic along connected highways.



Multimodal Connections

Prioritize pedestrian safety for all ages: contiguous sidewalks, crosswalks, connecting to the river and park trails. Facilitate an enjoyable transit experience through design and advocacy. Establish bike routes and integrate bike infrastructure with traffic calming elements on **14STW**.



Green Streets

Implement the Madison Avenue Green Street concept to demonstrate and test GI practices for future expansion. Add street trees along **14STW** and at Old Central City Park.



Mark and enhance bus stops along **14STW**



Complete sidewalks, crossings and bike infrastructure along **14STW**



Update and simplify Old Central City wayfinding to reflect **14STW** identity

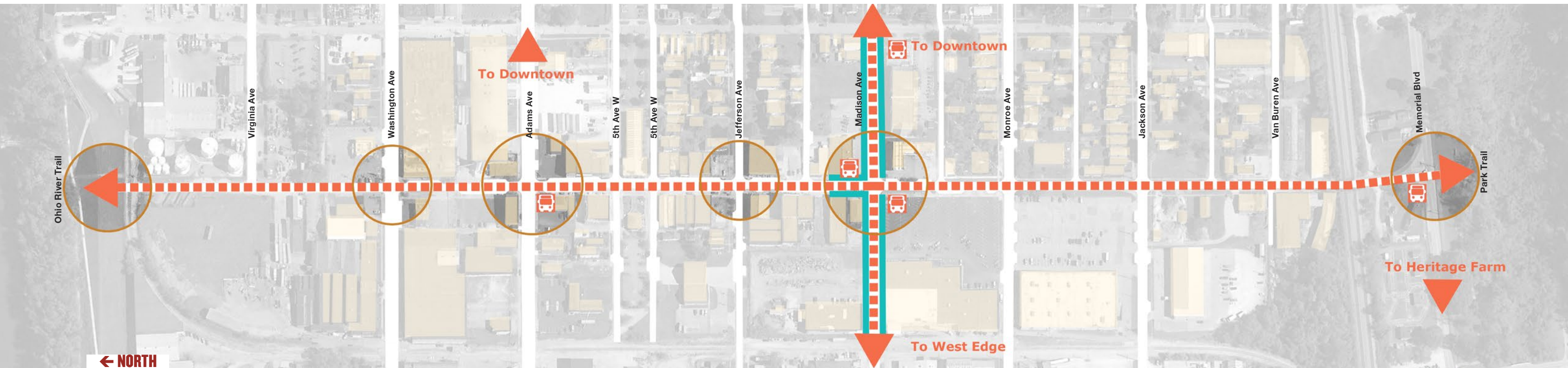


Green infrastructure will transform Madison Ave @ **14STW**

Avenues that connect to Downtown & WestEdge should be multimodal, with pedestrian and bike infrastructure. Transit can be better leveraged and integrated by locating and marking stops along **14STW**. Advocate for improved transit service to and from the district, including for special events on nights and weekends.

Create a unique walking and biking experience by integrating art and design along the corridor.

A protected bikeway is planned for Madison Ave, and **14STW** should connect to this with additional bike infrastructure. Sharrow and other signals to make biking safer along **14STW** would allow current parking on the street to remain. Engage Marshall University Bike Share and City Planning in discussing bike share system expansion into West Huntington, the parks, and Westmoreland (to the WestEdge Factory)



MOBILITY + CONNECTIVITY MULTIMODAL STREETS

TRAIL CONNECTIONS

Complete trail connections at the north and south ends of **14STW** to the river berm trail and Kiwanis Park path. A local AIA study of the corridor from 2014 mapped a bicycle connection that should be marked with signage as part of the District Markers effort. The City should construct missing segments of the path: a new trailhead at the levee, the last block of Virginia Avenue where it meets **14STW** needs to be paved; install sharrows and “bikes may use full lane” signage on **14STW**, mark bike route under rail overpass at south edge of corridor and paint a trail connection and crosswalk across Memorial Blvd to park trail.

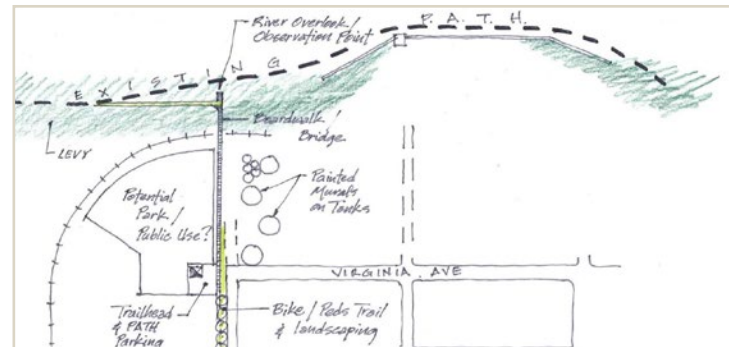


Photo: Patton Randolph, AIA, 2014.

BIKE SHARE

Expand existing Marshall University system across Downtown and into West End. Start with a small transportation hub (bikeshare station, bus stop, bike parking) near the corner of **14STW** and Madison Ave as part of the Complete Streets project. Include a bikeshare station at WestEdge Factory and study bike traffic and bikeshare data to determine locations for future stations. Cooperate with Gotcha (system operator), Marshall U, City, & other stakeholders.



Felix Wong 2019

BICYCLE INFRASTRUCTURE

Bike lanes are planned for Madison Ave, to connect the district to Downtown. Work with the City and Marshall University to map the next phase of bike lane design and build. Install bike racks in front of more businesses along **14STW**, possibly through an RFP for artist-made bike racks. Work with partners to create an Online Bicycle Map for the city to highlight safe routes and connections between major sites. The City should study east-west avenues to create additional multimodal green corridors across town such as 5th Ave and Virginia Ave.



BICYCLE CO-OP OR REPAIR SHOP

Foster the establishment of a co-op or privately run bike garage and shop on **14STW**. This could be a program of Coalfield Development based on the co-op model of Free Ride (Pittsburgh), or privately owned community-friendly shop like Kraynick's (Pittsburgh).

MOBILITY + CONNECTIVITY WAYFINDING

DISTRICT MARKERS

Fabricate an initial set of district signage to mark key locations and routes; use the templates provided in the Visual Identity Guide for **14STW**. Work with a vendor or sign shop to make them and install them from Memorial Blvd to the river overlook.



CITY-WIDE WAYFINDING PLAN

The City of Huntington has launched a campaign called My Huntington to support hometown pride. The #myHuntington hashtag is used to highlight people and projects in the community that contribute to positive change. Recently, signs have been placed at key entrances to downtown to reflect the MyHuntington brand and promote the campaign. See myhuntingtonwv.com.

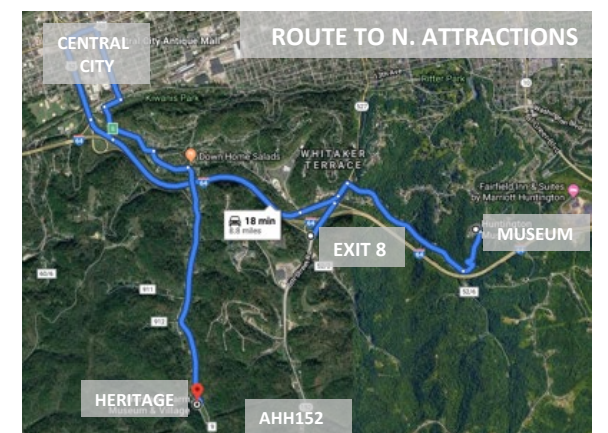


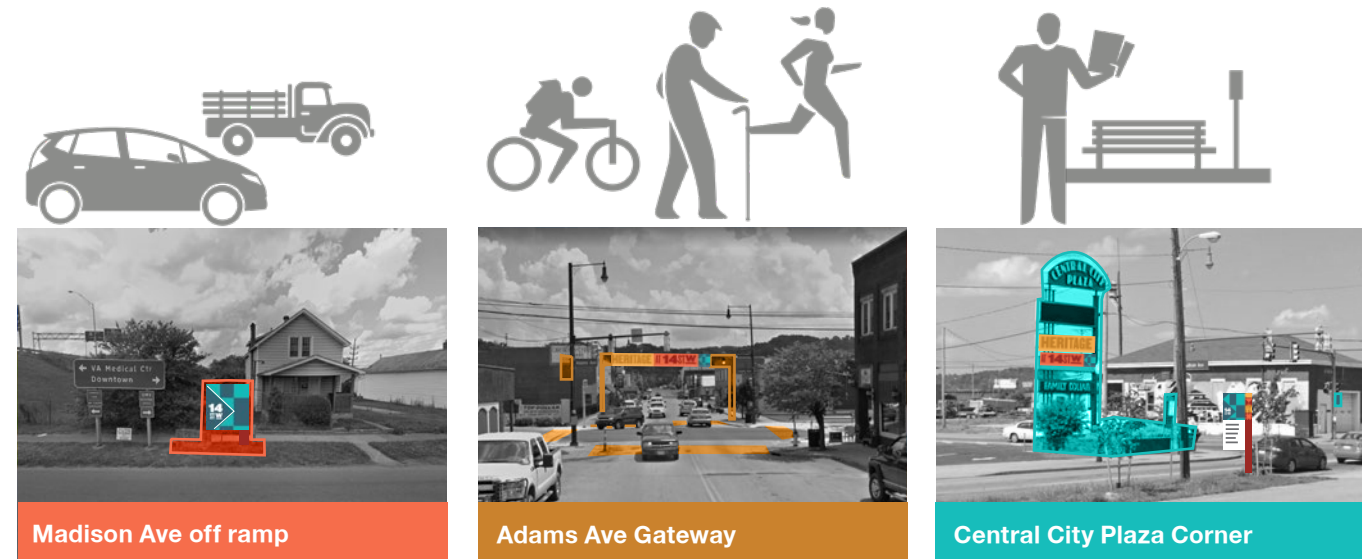
The City should seek funding for a comprehensive wayfinding plan, building on the MyHuntington signs. The plan will include recommendations for removing old signs, design and production for new signs, siting, and system for ongoing/phased implementation. Collaborate with districts like **14STW** for visual identity alignment.

HIGHWAY EXIT GATEWAYS

Work with an environmental designer and lighting specialist to refine the gateway signage concept and build it. Create a visible entrance to the city and district, possibly with a tall element that can be seen from afar. Align with the Appalachian Heritage Highway study and plans for Exit 8 by marketing **14STW** and signaling routes from I-64 and Highway 152.

Direct trucks away from **14STW** as they exit highways—work with state/city to install truck signs at off-ramps.





Madison Ave off ramp

Adams Ave Gateway

Central City Plaza Corner



LOW SPEED VEHICLES

- quick, easy-to-read information
- general direction to district
- iconic marker indicating direction

PEDESTRIAN & BIKES

- can be integrated with streetscape elements
- iconic marker reappears with more detail

LANDMARKS & REMOTE SITES

- special location or element such as a bus shelter
- includes signage for off-site partner facilities
- can be integrated with public art or custom design

Wayfinding and identity is used to communicate what, where, and who is in the district. More than directional signage, it includes the creative use of identity as a communications and branding tool.

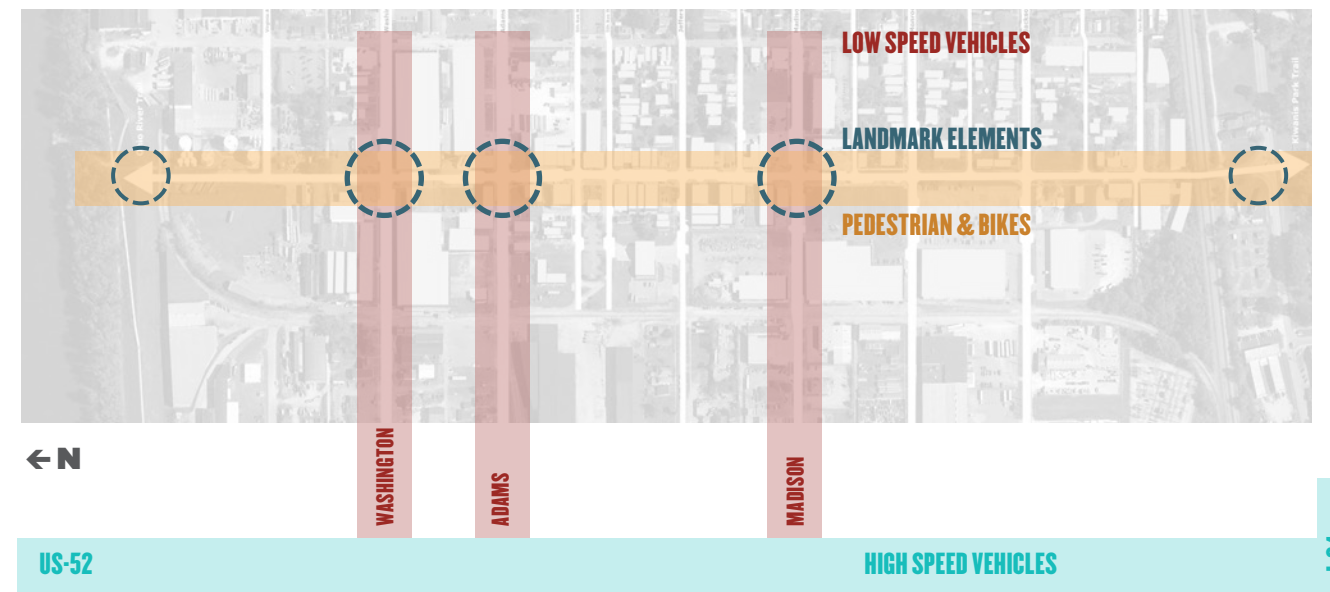
HIGH SPEED VEHICLES

- quick, easy-to-read information
- iconic marker indicating direction or distance

Wayfinding signage should be quickly recognizable at many scales and it should give “breadcrumbs” for people to find the information they need, at the time that they need it. Wayfinding elements need to be iconic and easily associated with the place, especially along high speed roads like Interstate 64 and Highway 52, where a driver may have but a few seconds to view it. Billboards and larger scale installations are the beginning touch inviting people to exit from the highway. The next scale of district wayfinding should be installed along the arterials that take

high volumes of people across the city. Installations still need to communicate where the heart of the district is as well as what you might find. Installations can be permanent, like a regulation quality street sign, or temporary, like a hanging banner to announce a celebration. It remains important to know where to go, where to park, and how to find the next level of information. The third level of information is aimed at people on bikes or walking. This can include information about businesses, events, or other activities and can be both permanently

installed, like a district map, or temporarily installed for timely events. This also includes signs at trails where walkers and bikers need to know what they might find in the district and how to get there. Lastly, the iconic identity can be creatively used at unique landmarks like a creative art installation. On-site wayfinding can identify partners like Heritage Farm or downtown institutions, and a “badge” system at their facilities can connect back to the district.



Programs and Organizations

Resiliency Themes

Partners like Coalfield Development are part of an emerging reuse and recycling sector anticipating economic shifts toward a circular economy. **14STW** and Heritage Farm, who also participate in the preservation and reuse of artifacts, may expand such practices to include building materials and architectural salvage. Strengthen connections to the reuse economy and encourage programming on **14STW** that showcases the breadth of reclaimed materials and objects in the region.

Other nonprofit groups like Goodwill Industries, United Way of the River Cities, Boys & Girls Club, churches, and schools located in West Huntington offer a variety of services promoting social resiliency.

Organization Capacity

RenewAll is set to kick off implementation of the District Plan with one full-time director who will be coordinating with businesses, institutions, residents, volunteers, and City officials.

Pursue technical assistance for business recruitment, digital literacy programming, and online assistance sales services.

Over a five year period, add the following positions, starting part-time:

- Development Manager,
- Communications Manager,
- Liaison for Technical and Business Assistance, and
- Projects Manager.

Dynamic Programming

Organize street-wide events that incorporate food and beverage experiences. Encourage all businesses to participate in monthly openings that can be marketed as a series.

Ideas from the community engagement toolkit that were popular:

- Night Market
- Seasonal Arts Festival
- Street Artists & Musicians
- Creative Storefront Improvement
- Gallery Crawl
- Art Classes
- Retail Pop-ups & Incubators
- Apprenticeships

Strong Organizations & Businesses

Growing a rich coalition of partner organizations can help broaden economic opportunity. Coordinate with regional economic development entities to bring new kinds businesses to **14STW** by teaching entrepreneurial skills and connecting ventures to financing and investment.

Work with partners to offer technical assistance to businesses in the district, including services like:

- Online sales and marketing
- Special events planning
- Retail display design
- Brand development
- Bookkeeping

Continue to develop internal capacity for co-marketing of district assets and events. Procure additional assistance to recruit new business and improve digital literacy.

Continue to collaborate with the **Old Central City Association** in support of ongoing sidewalk activation in the district, and to promote special sales and events like the annual antiques street festival. The Association can benefit from funding streams and technical assistance programs by working in coalition with RenewAll and the other neighborhood partners.



The large parcels along the south half of **14STW** can accommodate a big national festival like Lollapalooza.



Small vacant lots make good places to test activation strategies or hold neighborhood activities.

The district core, including Old Central City Park, and The Wild Ramp site, is a place for citywide and regional festivals and events.

PROGRAM

PRINCIPLES FOR SUCCESS

STRENGTHEN PARTNERSHIPS

Use the network map to identify stakeholders with overlapping interests, create affinity groups, and build a regional coalition.

CO-PROMOTE AT MULTIPLE SCALES

Align events by theme, schedule (first Fridays or similar), and audience. Promote the corridor, the city, and the tri-state region simultaneously to grow cultural vibrancy.

BE INCLUSIVE & INTENTIONAL

Consider all ages & abilities, 24/7/365, think multicultural, welcoming and safe, reach out to marginalized groups and create inclusive spaces and programs.

ENCOURAGE & ENABLE COMMUNITY ACTIVATION

Continue to work with residents, businesses, institutions, and others in the community to enrich the quantity and quality of programming. Identify and support community champions who can supplement or enhance the organizational capacity of RenewAll, Inc.

STAY TRUE TO OUR VALUES

Based on engagement gathered during our process, the community values environmental sustainability, inclusivity, creativity, and social equity. Programs and initiatives can reflect core values in their content, promotion, and implementation. It may be helpful to affirm a set of shared values when launching new district initiatives.

THREADS OF OPPORTUNITY

Themes from the activation process:

- Food and Beverage
- Arts & Entertainment
- Maker Culture



Farm to table dinner at The Wild Ramp

Food & Beverage

- Restaurant incubator
- Food trucks
- Farmer's market expansion
- Entertainment venues

Arts & Entertainment

Festivals

Many annual festivals already take place around the Tri-State region; scaling-up to a larger regional, state or national collaboration hosted @14STW could promote music performances, craft sales, art shows, regional food, or other creative attractions and better establish the corridor as a destination for arts & entertainment. Smaller niche festivals that celebrate local culture would also support this concept.

Visiting Artists Program

A program that immerses out-of-town artists in the local community where they create and share their artwork and help improve the neighborhood. Artists stay for a defined period (eg. 6 months) and may receive accommodations and a stipend.

Veterans Art Program

A series of educational programs, art-making workshops, and exhibitions that reconnect military veterans to their local civilian communities through the arts.

Creative Street Events

- Street musicians/events
- Festivals - food, music, antiques
- Local / national event attractions
- Virtual and on site events

Maker Culture

Maker Fair

An event bringing together artisans, crafts people, inventors and other creatives to share their creations and expertise with the public via installations, displays and interactive projects.

Creative Skill Exchange

An event or platform bringing together artists, technology experts, foodies and other creatives to share skills and expertise with one another. These can be virtual events or in-person meet-ups.

Art Supply/ Tool-lending

A local facility from which the public may borrow tools and supplies they may need for art, craft projects or to make repairs or renovations to their property.

Potential Supporting Initiatives

Digital Literacy Programs

In order to keep up with the rapidly changing technology sector, there is a need to offer more informal types of education. Classes, online learning, and workshops can be a regular occurrence in the district.

Apprenticeships

A program to link people from around Huntington with makers who can teach their trade/craft and would benefit from some extra help

Training & Education

Formal and informal opportunities to learn various skills and crafts (cooking, masonry, woodworking, printmaking, coding). Work with local partners to help job seekers by supplying them with information about potential job opportunities, and the training needed to access these jobs.

Affordable Housing

Quality affordable housing supports a productive labor force that can attract a company or business to invest in the area.

Ecodistrict Plan

A neighborhood strategy for equitable and climate conscious development, a planning process that activates members of the community at every level around equity, food, energy, water, air, & mobility.

Urban Ag Fellowships

Paid opportunities to learn about garden maintenance and help beautify 14STW. Community members can cultivate new urban agriculture skills to contribute to the local food economy and beautification.



Music and dancing at Old Central City Park



Letterpress printing and Weaving at Heritage Farm



Making bee boxes at Coalfield Development's Saws Edge Woodshop

3. IMPLEMENTATION TIMELINE

STRATEGY 1 UNIQUE DISTRICT DESTINATIONS

Big Lots Redevelopment · short term activation to long term transformation

1-2 YEARS	3-5 YEARS	5+ YEARS
<ul style="list-style-type: none"> Recruit events such as fairs or festivals to the parking lot Recruit short term tenants for interior reuse Convene a discussion with stakeholders on the long term future of site 	<ul style="list-style-type: none"> Perform a feasibility study for a BrewWorks Incubator / Co-op or mixed use development Work with the city on zoning changes 	<ul style="list-style-type: none"> Design and construction of redevelopment
\$5,000-\$30,000 / year	\$1-2M acquisition \$1M equipment \$1M programming	>\$30M

RenewAll Antiques Mall · celebrating local history + making space for the arts

1-2 YEARS	3-5 YEARS
<ul style="list-style-type: none"> Planning and design documents for future improvements Fundraising Site upgrades 	<ul style="list-style-type: none"> Wonderwall installation
\$50K-\$75K design and planning documents \$25K site upgrades	\$65,000 Wonderwall

Duncan Box Redevelopment · restore and activate an architectural icon

<ul style="list-style-type: none"> Convene a discussion with stakeholders on the long term future of site Hold an outdoor event to activate the site and attract attention for possible development Work with the city on zoning changes 	<ul style="list-style-type: none"> Perform a feasibility study for a mixed use development Work with the city on zoning changes 	<ul style="list-style-type: none"> Design and construction of redevelopment
\$5,000-\$30,000 / event	\$25,000-\$30,000 / study	>\$5M - \$10M

Firehouse @ Madison + 14STW · create a district gateway + align with culture of making

<ul style="list-style-type: none"> Convene a discussion with stakeholders on the long term future of site Activate the exterior with sidewalk, lighting, and landscape improvements Design gateway branding or art based pieces 	<ul style="list-style-type: none"> Interior renovations and exterior improvements 	
\$20,000-\$30,000 \$10,000	\$350,000 - \$500,000	

STRATEGY 2 VIBRANT OUTDOOR SPACES | PUBLIC SPACE ENHANCEMENTS

Cultivate Sidewalk Life

1-2 YEARS	3-5 YEARS	5+ YEARS
<ul style="list-style-type: none"> Planning and design for streetscape, connectivity, & lighting improvements Art Trail / Public Art planning Technical assistance for property owners Small grants program for sidewalk activation and pedestrian improvements Empty lot pop-ups Install district wifi 	<ul style="list-style-type: none"> Implementation streetscape, connectivity, & lighting improvements Art Trail / Public Art Projects Empty lot improvements Facade improvement program Expand district wifi 	<ul style="list-style-type: none"> Empty lot infill Building improvements
<ul style="list-style-type: none"> \$5K-\$40K design services \$20K Art Trail planning \$10K (\$1K-\$2.5K) / lot small grants \$15K (\$500-\$1.5K / lot) pop-up grants \$5K wifi network setup + maint. 	<ul style="list-style-type: none"> \$800K - \$4M streetscape/lighting \$20K / year Art Trail implementation \$5K - \$10K for lot improvements and facade improvements \$20K wifi expansion 	<ul style="list-style-type: none"> varies

Projects

<ul style="list-style-type: none"> Wifi @ Old Central City Park Library Wifi Spark Park Fundraise for park improvements 	<ul style="list-style-type: none"> Gazebo stage and Park Improvement Old Central City Park adjacent business improvement grants/loans 	
<ul style="list-style-type: none"> \$2.5K-\$5K grants \$5K wifi hotspot occ park \$30K library wifi parklet 	<ul style="list-style-type: none"> \$350K park improvements \$10K - \$50K per 25' storefront 	

STRATEGY 3 MOBILITY + CONNECTIVITY

Multimodal Streets

1-2 YEARS	3-5 YEARS	5+ YEARS
<ul style="list-style-type: none"> Support trail connection projects Support bike infrastructure investment by city Support citywide bike share program Market study 14STW bike co-op or repair shop 	<ul style="list-style-type: none"> Continue to support infrastructure projects by others Implement bike co-op Implement art+mobility projects on Art Trail Align with sidewalk improvement projects 	<ul style="list-style-type: none"> Continue to support infrastructure projects by others
<ul style="list-style-type: none"> \$5K bike co-op study 	<ul style="list-style-type: none"> \$10k-\$25K start up grant \$5K art + mobility projects See Public Space Enhancements for cross-over funding 	

Wayfinding

<ul style="list-style-type: none"> Develop district wayfinding and communications plan Design district markers and highway exit signage Align with city-wide wayfinding plan 	<ul style="list-style-type: none"> Install district markers and highway exit signage Implement other wayfinding and communications collateral 	<ul style="list-style-type: none"> Periodic updating and expansion of wayfinding materials
<ul style="list-style-type: none"> \$10K-\$15K wayfinding and communications plan 	<ul style="list-style-type: none"> \$10K layout + prototyping \$30-50K production + installation + billboard lease(s) 	<ul style="list-style-type: none"> \$5K - \$10K / year

STRATEGY 4
PROGRAMS & ORGANIZATIONS

Street-wide Events

1-2 YEARS	3-5 YEARS	5+ YEARS
<p>Working with partners, plan and hold regular events</p> <p>Study the feasibility of a larger festivals with a regional/national reach</p> <p>Work with marketing consultant to develop marketing protocols for all events</p> <p>Build/expand profile of Old Central City Days with sponsorship</p>	<p>Continue small events</p> <p>Execute 1 large or regional/national event</p>	<p>Continue small events</p> <p>Execute 1 large or regional/national event on a recurring basis</p>
<p>\$25K-\$50K / year for small event programming</p> <p>\$10K feasibility and planning</p> <p>\$10K marketing consultant</p>	<p>\$25K-\$50K / year for small event programming</p> <p>\$50-\$75K / year for large event</p>	<p>\$25K-\$50K / year for small event programming</p> <p>\$50-\$75K / year for large event</p>

Organizational Capacity Building

<p>Provide or partner for small business technical assistance</p> <p>Find funding for interns or part time positions within RenewAll, including development, communications, project, and technical assistance</p>	<p>Hire positions full time if warranted</p>	<p>Hire positions full time if warranted</p>
<p>\$30K / yr for each 50% FTE position</p>	<p>\$45-\$60K / yr for each FTE position</p>	<p>\$45-\$60K / yr for each FTE position</p>

ADDITIONAL DOCUMENTS

1. 14STW BRAND GUIDELINES



2. FUNDING ROADMAP



3. COMMUNITY SURVEY RESULTS



4. EXISTING SIGNAGE INVENTORY



5. ACTIVATION STRATEGIES TOOLKIT



6. CULTURAL DISTRICT PRECEDENTS

