

# Appalachian Heartland Highway

## Development Concepts

**January 2020**



**WELCOME CENTER**

## INTRODUCTION

The Appalachian Heartland Highway (AHH) or West Virginia State Route 152 is a heritage rich and high adventure corridor between Huntington and the southern border of West Virginia. The northern end of AHH is among the first exits in West Virginia east bound on Interstate 64 which sees an annual average daily traffic count of over 40,000 users. Currently the West Virginia Welcome Center sits between Exit 8 and Exit 11 allowing visitors an additional opportunity to veer off toward attractions in Huntington but bypassing the valuable tourism resource of the AHH.

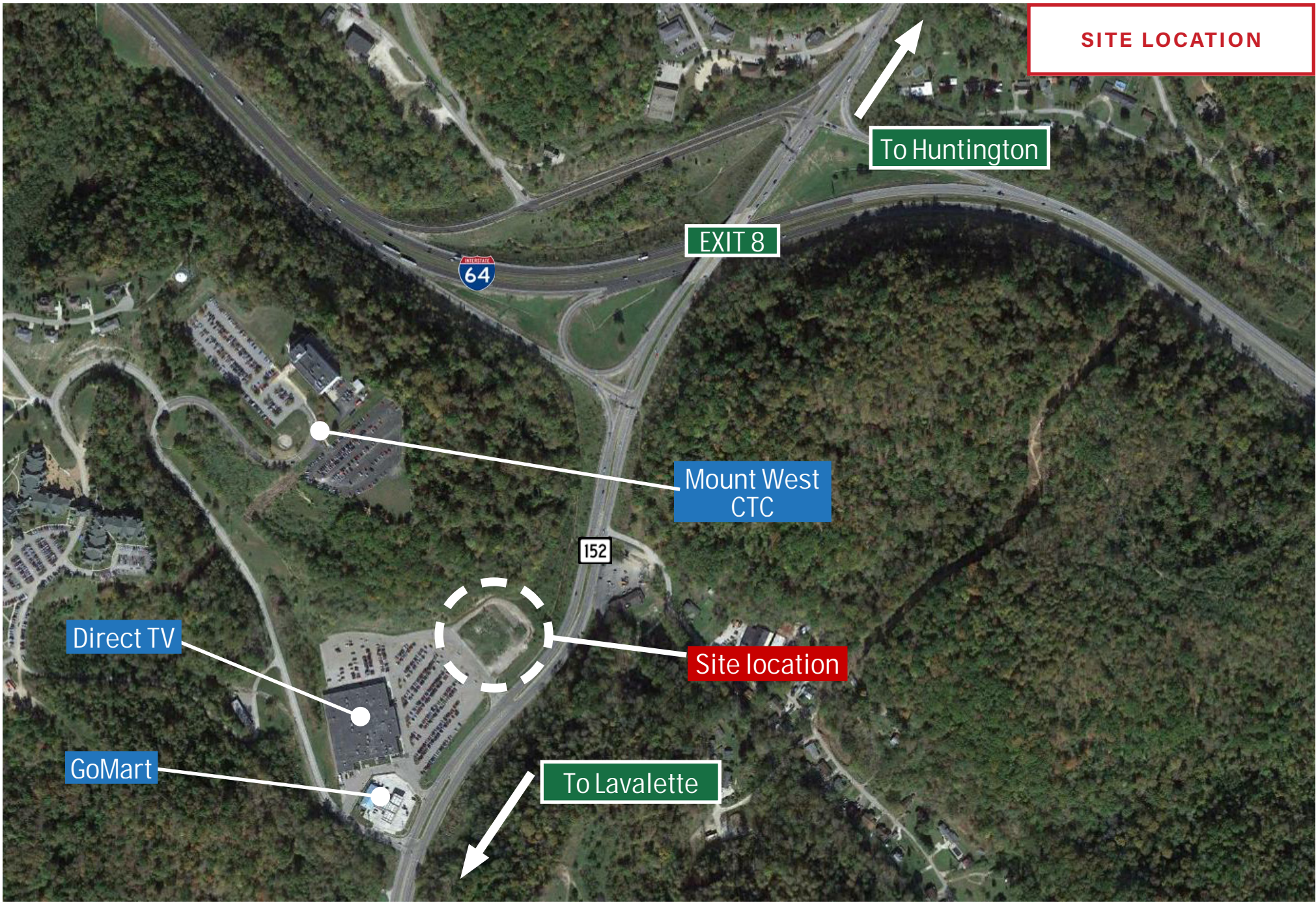
The exciting options along the AHH are endless with heritage and cultural experiences, rustic lodging, outdoor recreation and site seeing opportunities. The establishment of a Welcome Center closer to the West Virginia border at Exit 8 allows for a greater chance to inform and capture travelers and expand upon the current amenities that are offered by the existing welcome center near Exit 11.

The developable footprint surrounding Exit 8 is minimal, however one property that is available was considered for the construction of a welcome center in this conceptual design process. As shown on the Site Location Map on page 3, the property of interest is on the west side of WV 152 adjacent to the Direct TV service center parking lot and below Mountwest Community and Technical College. The site has approximately 1.5 acres of developable footprint currently and with some earthwork and retaining walls the site could be expanded to be closer to 2 acres.

The following conceptual design package is the product of a site analysis and architectural brainstorming session that was completed as part of determining the feasibility of developing the site of interest as well as creating a building program of what the Welcome Center building and site would feature in terms of user amenities and tourism related interest generation.

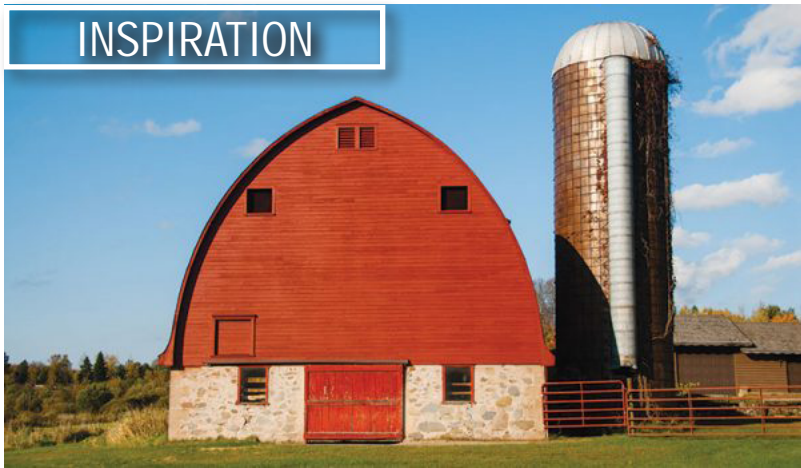
## DESTINATIONS





**Architecture**





A steering committee comprised of local officials and members of the community participated in a brainstorming session to help inform what the program for the new Welcome Center might look like. The purpose of this session was to determine what the main point of this new facility was and the types of uses it could accommodate. A large portion of the feedback centered around how this facility could educate visitors on the opportunities of the region and act as a great first impression for travelers.

The session was also used to help determine the architectural theme for the structure, interior and site design. A series of ideas were considered that would capture the culture and history of the region through both architectural design and material selection. For example, the structure may look agricultural but use materials like timber and stone that are reminiscent of West Virginia's natural beauty or materials like steel and glass that represent important industrial history of the region. The point would be to commemorate as much as possible while maintaining a cohesive design appearance that looks intentional and not haphazardly placed together.

The following pages show the key points that resulted from the design brainstorming session as well as some initial concepts that demonstrate what the facility floor plan and architectural design could look like. Using a combination of the developed program and available property an approximately 8,500 square feet floor plan was created that satisfies the desired program uses.

The intention of these concepts was to provide a vision of what is possible at Exit 8 and show what the flexible options for a Welcome Center might be. No portion of this document intends to convey final design but to show what might be possible on this site with the presently identified program.



**BUILDING PROGRAM**

Cafe /  
Restaurant

Restrooms

Exhibition /  
Store Space

Interactive  
Exhibits

Heritage  
Celebration

Performance  
Space

Information  
Kiosks

Visitor  
Assistance

Art

Montani  
Semper Liberi

Industrial

Railroad

Appalachia

Glass

Steel

Agriculture

Timber

River

## FLOOR PLAN

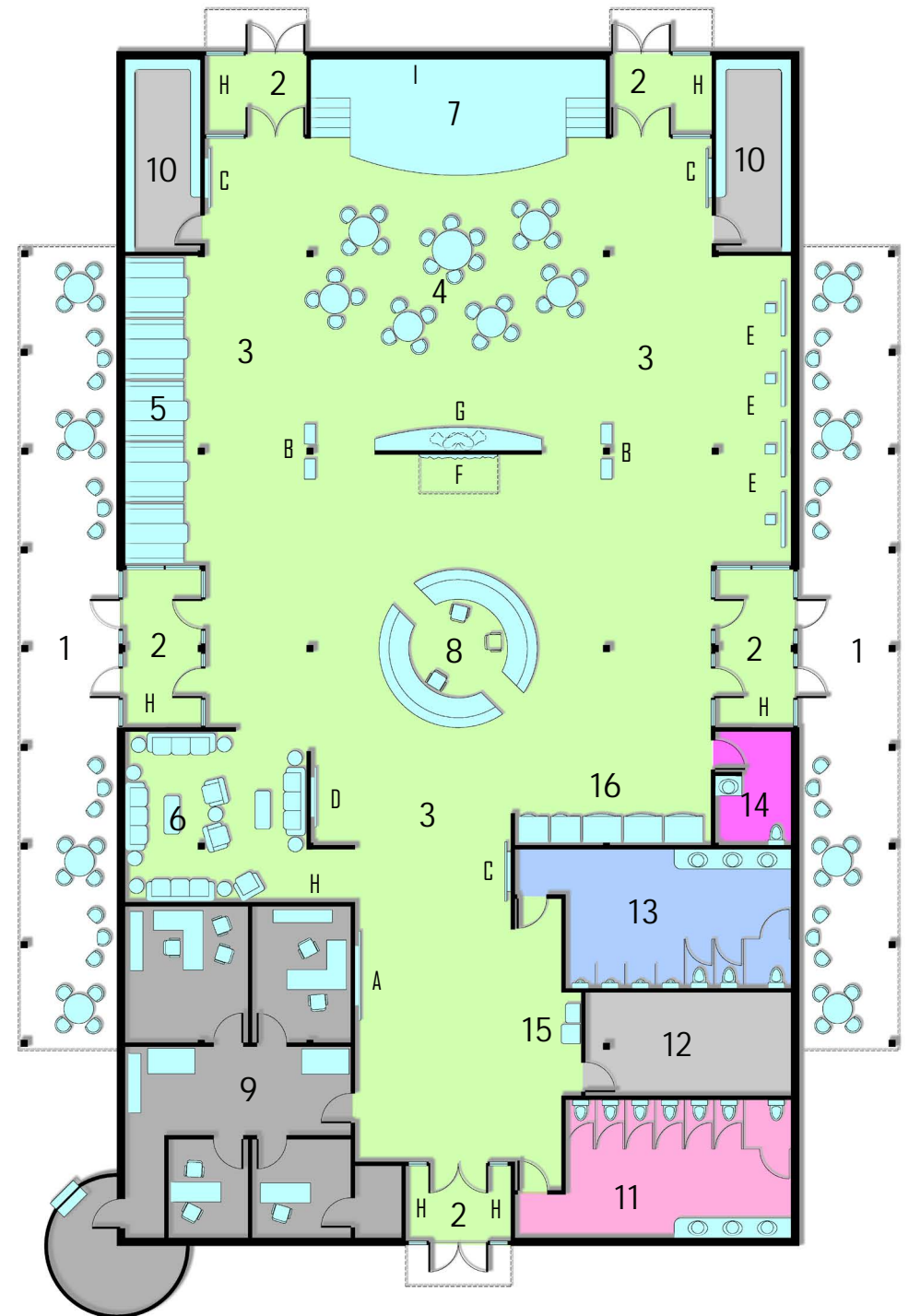
Key:

Spaces:

1. Covered Porch
2. Entry Vestibule
3. Public Area
4. Table Sitting
5. Booth Sitting
6. Lounge Sitting
7. Performance Stage
8. Information Desk
- 9. Offices/Work**
10. Storage Rooms
11. Women's Restroom
- 12. Janitor/Mech**
13. Men's Restroom
14. Family Restroom
15. Drinking Fountains
16. Vending Machines

**Exhibits/Displays:**

- A. Guest Book
- B. Info Kiosks
- C. Way Finding Maps
- D. Local/Rt. 152 Maps**
- E. Outdoor Simulations
- F. Climbing Wall
- G. Selfie Feature**
- H. Artwork / Artifacts**
- I. Timeline





- A. Guest Book - Interactive, vertically oriented, touch-screen monitor for use by multiple users. Visitors could voluntarily add low-level personal info such as name, hometown and planned destination to an ever-growing list of visitors. A digital interface with safety review programming could allow visitors to upload messages and selfies. When in passive-mode, the monitor could display a US or World Map that pins the hometowns of visitors.
- B. Information Kiosks - Interactive touch screen monitors for individual use. This feature could include calendars that feature AHH 152 attractions and events when in passive-mode, and interactive wayfinding maps and details for the attractions and events, as well as educational games with Appalachian facts and history questions.
- C & D. Wayfinding Maps - Interactive, wall-mounted touch-screen monitor that features attractions along AHH 152, including markets, restaurants, retail outlets, etc. Program could allow visitors to select multiple destinations and have directions forwarded to their smart phone.
- E. Outdoor simulations - A semi-immersive virtual experience on large, vertically oriented monitors. Controlled by separate stand-mounted touch screen devices, the viewer can experience a variety of different outdoor first person simulations that are available at nearby AHH 152 attractions i.e. Mountain biking, kayaking, fishing, zip lining, and ATV riding.
- F. Climbing Wall - An artificial rock wall approximately twelve feet in height with a belay system and retractable floor pads to prevent climbing when an attendant is not available for supervision.
- G. Selfie Feature - Physical feature of Appalachian interest to use as a social media backdrop.
- H. Artwork / Artifacts - Locally produced paintings, sculptures, quilts, pottery or others items produced by local artisans could be on display in the Welcome Center to bring attention to the rich artistic heritage of the region. Additionally, museum type exhibits of significant Appalachian interest could educate about historic individuals, coal, timber, agriculture, railroads, etc.
- I. Wall Time-line - A wall-mounted display with historic time-line of regional highlights which could include different time-lines from geological changes, or early settlers to recent history.

**BUILDING VIEWS**



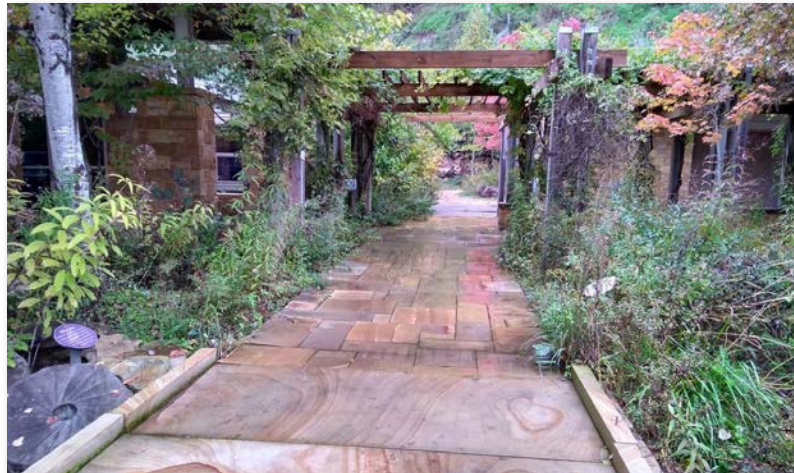


# Concept

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## 1





### Concept Review:

The site plan for concept 1 arranges the building to face a straight away tangent in WV 152 as to provide a visual to the front entrance of the building. This concept maximizes the existing developable 1.5 acre footprint of the site with no expansion or major earthwork operations required. This option makes the building the center of all vehicular traffic and parking with some site features located adjacent to the building and additional amenities located across a vehicular travel path.

### Parking:

This option would allow for a total of 52 vehicular parking spaces. The concept plan utilizes a reconfiguration of the Direct TV parking lot to allow for additional parking during peak visitor times. This concept would also allow for RV and Bus parking in the rear of the facility with nearby access to pedestrian circulation that easily leads to the facility.

### Amenities:

Several site amenities are present including picnic shelters / areas, walking paths, outdoor exhibition spaces, a playground and a large group gathering space.

**SITE PLAN**

**Key**

Spaces:

- 1. Shared Entry with DirectTV
- 2. 8,500 SF Building
- 3. 52 Parking Spots
- 4. 4 RV Parking Spots
- 5. Playground
- 6. Gathering Space



ARCHITECTURE \$ 4,288,000

SITE DEVELOPMENT \$ 1,145,560

UTILITES \$ 118,500

SOFT COST & CONTINGENCY \$ 1,079,371

**TOTAL PROJECT COST \$ 6,631,431**

# DETAILED PROJECT COST

ITEM NUMBER	DESCRIPTION	UNIT	QUANTITY		UNIT PRICE		TOTAL
<b>BUILDING</b>							
01	BUILDING CONSTRUCTION	LS	1	@	\$ 3,375,000.00	=	\$ 3,375,000
02	EXHIBITS	LS	1	@	\$ 765,000.00	=	\$ 765,000
03	FURNITURE, FIXTURES & EQUIPMENT	LS	1	@	\$ 148,000.00	=	\$ 148,000
<b>SITE DEVELOPMENT</b>							
04	MOBILIZATION	LS	1	@	\$ 150,000.00	=	\$ 150,000
05	CONSTRUCTION STAKEOUT	LS	1	@	\$ 12,000.00	=	\$ 12,000
06	EROSION AND SEDIMENT CONTROL	LS	1	@	\$ 150,000.00	=	\$ 150,000
07	CLEARING AND GRUBBING	AC	0.30	@	\$ 20,000.00	=	\$ 6,000
08	EARTHWORK	CY	3,500	@	\$ 8.00	=	\$ 28,000
09	TOPSOIL	CY	750	@	\$ 35.00	=	\$ 26,250
10	SOD	SF	29,900.00	@	\$ 2.50	=	\$ 74,750
11	CONCRETE SIDEWALKS	SY	909	@	\$ 100.00	=	\$ 90,900
12	CONCRETE CURB	LF	2,454	@	\$ 35.00	=	\$ 85,890
13	MARSHALL HOT-MIX WEARING COURSE, TYPE I - 1.5"	TN	740	@	\$ 100.00	=	\$ 74,000
14	MARSHALL HOT-MIX BASE COURSE, TYPE II - 4"	TN	1,960	@	\$ 120.00	=	\$ 235,200
15	AGGREGATE BASE COURSE - 8"	CY	1,860	@	\$ 65.00	=	\$ 120,900
16	SEPARATION FABRIC	SY	8,360	@	\$ 2.00	=	\$ 16,720
17	GUARDRAIL	LF	130	@	\$ 15.00	=	\$ 1,950
18	PARKING / CENTERLINE STRIPING	LS	1	@	\$ 8,000.00	=	\$ 8,000
19	AHH WELCOME CENTER SIGNS	LS	1	@	\$ 30,000.00	=	\$ 30,000
20	VEHICULAR TRAFFIC SIGNS	LS	1	@	\$ 5,000.00	=	\$ 5,000
21	LANDSCAPING	LS	1	@	\$ 30,000.00	=	\$ 30,000
<b>UTILITIES - WATER</b>							
22	6" PVC WATERLINE, C-900. DR-18, CLASS 150	LF	200	@	\$ 35.00	=	\$ 7,000
23	8" GATE VALVE	EA	2	@	\$ 1,500.00	=	\$ 3,000
24	6" GATE VALVE	EA	2	@	\$ 1,000.00	=	\$ 2,000
25	12" CASING FOR 6" ROAD CROSSING	LF	40	@	\$ 190.00	=	\$ 7,600
26	FIRE HYDRANT	EA	1	@	\$ 3,900.00	=	\$ 3,900
27	METER VAULT	LS	1	@	\$ 25,000.00	=	\$ 25,000
28	TIE-IN TO EXISTING WATERLINE	LS	1	@	\$ 3,500.00	=	\$ 3,500
<b>UTILITIES - SEWER</b>							
29	6" PVC SDR-35 GRAVITY SEWER PIPE	LF	200	@	\$ 55.00	=	\$ 11,000
30	48" DIAMETER MANHOLE BASE, CONE AND CASTING	EA	2	@	\$ 3,300.00	=	\$ 6,600
<b>UTILITIES - NATURAL GAS</b>							
31	GAS LINE	LF	250	@	\$ 30.00	=	\$ 7,500
32	GAS SERVICE CONNECTION	LS	1	@	\$ 5,000.00	=	\$ 5,000
<b>UTILITIES - ELECTRIC</b>							
33	4" ELECTRICAL CONDUIT	EA	200	@	\$ 15.00	=	\$ 3,000
34	TRANSFORMER PAD	EA	1	@	\$ 4,000.00	=	\$ 4,000
35	JUNCTION BOXES	LS	1	@	\$ 700.00	=	\$ 700
36	NEW ELECTRIC SERVICE	LS	1	@	\$ 20,000.00	=	\$ 20,000
<b>UTILITIES - COMMUNICATIONS</b>							
37	SCHEDULE 40 PVC CONDUIT 1.5"	LF	200	@	\$ 15.00	=	\$ 3,000
38	PULL BOXES	EA	1	@	\$ 700.00	=	\$ 700
39	NEW COMMUNICATIONS SERVICE	LS	1	@	\$ 5,000.00	=	\$ 5,000
<b>CONSTRUCTION SUBTOTAL</b>						<b>\$</b>	<b>5,552,060</b>
<b>SOFT COSTS</b>							
01	ARCHITECTURE & ENGINEERING	LS	1	@	\$ 444,164.80	=	\$ 444,165
02	GEOTECHNICAL INVESTIGATION	LS	1	@	\$ 20,000.00	=	\$ 20,000
03	CONSTRUCTION INSPECTION	LS	1	@	\$ 35,000.00	=	\$ 50,000
04	PERMITTING & AGENCY REVIEW	LS	1	@	\$ 10,000.00	=	\$ 10,000
05	PROJECT CONTINGENCY	LS	1	@	\$ 555,206.00	=	\$ 555,206
<b>GRAND TOTAL</b>						<b>\$</b>	<b>6,631,431</b>



**AERIAL VIEWS**



# AERIAL VIEWS



AERIAL VIEWS



**VIEWSHEDS**



# Concept

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## 2



## CONCEPT 2

### Concept Review:

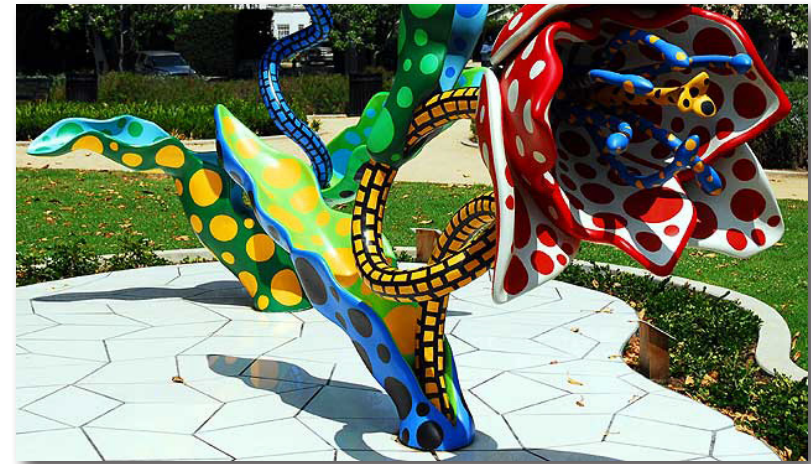
The site plan for concept 2 arranges the building to face the corridor entry from I-64 where most visitors will access the facility. This option utilizes earthwork and the construction of a retaining wall to grow the developable footprint of the site to 2 acres. This retaining wall not only helps to create more usable space but will serve as an excellent way to implement a gateway sign welcoming visitors not only to the Welcome Center but the Appalachian Heartland Highway. The main difference in the concepts is that in concept 2 all site amenity spaces are directly adjacent to the building and provide a separation of vehicular traffic from the pedestrian areas.

### Parking:

This option would allow for a total of 58 vehicular parking spaces. Similar to concept 1 this plan also utilizes a reconfiguration of the Direct TV parking lot to allow for additional parking during peak visitor times. The RV and Bus parking in concept 2 is located in the front of the facility adjacent to the vehicular parking but with a green space median separating the two parking areas.

### Amenities:

Several site amenities are present including picnic shelters / areas, walking paths, outdoor exhibition spaces, a playground and a large group gathering space.



## Key

### Spaces:

- 1. Shared Entry with DirectTV
- 2. 8,500 SF Building
- 3. 58 Parking Spots
- 4. 4 RV Parking Spots
- 5. Playground
- 6. Gathering Space



**PROJECT COST**

ARCHITECTURE \$ 4,288,000

SITE DEVELOPMENT \$ 1,547,823

UTILITES \$ 117,750

SOFT COST & CONTINGENCY \$ 1,151,643

**TOTAL PROJECT COST \$ 7,105,216**



**DETAILED  
PROJECT COST**

ITEM NUMBER	DESCRIPTION	UNIT	QUANTITY		UNIT PRICE		TOTAL
<b>BUILDING</b>							
01	BUILDING CONSTRUCTION	LS	1	@	\$ 3,375,000.00	=	\$ 3,375,000
02	EXHIBITS	LS	1	@	\$ 765,000.00	=	\$ 765,000
03	FURNITURE, FIXTURE & FIXTURES	LD	1	@	\$ 148,000.00	=	\$ 148,000
<b>SITE DEVELOPMENT</b>							
04	MOBILIZATION	LS	1	@	\$ 150,000.00	=	\$ 150,000
05	CONSTRUCTION STAKEOUT	LS	1	@	\$ 12,000.00	=	\$ 12,000
06	EROSION AND SEDIMENT CONTROL	LS	1	@	\$ 150,000.00	=	\$ 150,000
07	CLEARING AND GRUBBING	AC	0.37	@	\$ 20,000.00	=	\$ 7,400
08	FILL MATERIAL	CY	4,500	@	\$ 15.00	=	\$ 67,500
09	TOPSOIL	CY	750	@	\$ 35.00	=	\$ 26,250
10	SOD	SF	31,363.20	@	\$ 2.50	=	\$ 78,408
11	CONCRETE SIDEWALKS	SY	1,112	@	\$ 100.00	=	\$ 111,200
12	CONCRETE CURB	LF	3,437	@	\$ 35.00	=	\$ 120,295
13	MARSHALL HOT-MIX WEARING COURSE, TYPE I - 1.5"	TN	830	@	\$ 100.00	=	\$ 83,000
14	MARSHALL HOT-MIX BASE COURSE, TYPE II - 4"	TN	2,200	@	\$ 120.00	=	\$ 264,000
15	AGGREGATE BASE COURSE - 8"	CY	2,100	@	\$ 65.00	=	\$ 136,500
16	SEPARATION FABRIC	SY	9,410	@	\$ 2.00	=	\$ 18,820
17	GUARDRAIL	LF	130	@	\$ 15.00	=	\$ 1,950
18	PARKING / CENTERLINE STRIPING	LS	1	@	\$ 8,000.00	=	\$ 8,000
19	AHH WELCOME SIGN	LS	1	@	\$ 30,000.00	=	\$ 30,000
20	VEHICULAR TRAFFIC SIGNS	LS	1	@	\$ 5,000.00	=	\$ 5,000
21	RETAINING WALL	FF	4,500	@	\$ 55.00	=	\$ 247,500
22	LANDSCAPING	LS	1	@	\$ 30,000.00	=	\$ 30,000
<b>UTILITIES - WATER</b>							
23	6" PVC WATERLINE, C-900. DR-18, CLASS 150	LF	200	@	\$ 35.00	=	\$ 7,000
24	8" GATE VALVE	EA	2	@	\$ 1,500.00	=	\$ 3,000
25	6" GATE VALVE	EA	2	@	\$ 1,000.00	=	\$ 2,000
26	12" CASING FOR 6" ROAD CROSSING	LF	40	@	\$ 190.00	=	\$ 7,600
27	FIRE HYDRANT	EA	1	@	\$ 3,900.00	=	\$ 3,900
28	METER VAULT	LS	1	@	\$ 25,000.00	=	\$ 25,000
29	TIE-IN TO EXISTING WATERLINE	LS	1	@	\$ 3,500.00	=	\$ 3,500
<b>UTILITIES -SEWER</b>							
30	6" PVC SDR-35 GRAVITY SEWER PIPE	LF	200	@	\$ 55.00	=	\$ 11,000
31	48" DIAMETER MANHOLE BASE, CONE AND CASTING	EA	2	@	\$ 3,300.00	=	\$ 6,600
<b>UTILITIES -NATURAL GAS</b>							
32	GAS LINE	LF	250	@	\$ 30.00	=	\$ 7,500
33	GAS SERVICE CONNECTION	LS	1	@	\$ 5,000.00	=	\$ 5,000
<b>UTILITIES -ELECTRIC</b>							
34	4" ELECTRICAL CONDUIT	EA	200	@	\$ 15.00	=	\$ 3,000
35	TRANSFORMER PAD	EA	1	@	\$ 4,000.00	=	\$ 4,000
36	JUNCTION BOXES	LS	1	@	\$ 700.00	=	\$ 700
37	UP FRONT ELECTRIC INFRASTRUCTURE	LS	1	@	\$ 20,000.00	=	\$ 20,000
<b>UTILITIES -COMMUNICATIONS</b>							
38	SCHEDULE 40 PVC CONDUIT 1.5"	LF	150	@	\$ 15.00	=	\$ 2,250
39	PULL BOXES	EA	1	@	\$ 700.00	=	\$ 700
40	UP FRONT ELECTRIC INFRASTRUCTURE	LS	1	@	\$ 5,000.00	=	\$ 5,000
							<b>\$ 5,953,573</b>
<b>SOFT COSTS</b>							
01	ARCHITECTURE & ENGINEERING	LS	1	@	\$ 476,285.84	=	\$ 476,286
02	GEOTECHNICAL INVESTIGATION	LS	1	@	\$ 20,000.00	=	\$ 20,000
03	CONSTRUCTION INSPECTION	LS	1	@	\$ 35,000.00	=	\$ 50,000
04	PERMITTING & AGENCY REVIEW	LS	1	@	\$ 10,000.00	=	\$ 10,000
05	PROJECT CONTIGENCY	LS	1	@	\$ 595,357.30	=	\$ 595,357
<b>GRAND TOTAL</b>							<b>\$ 7,105,216</b>

**AERIAL VIEWS**



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VIEWSHEDS

