

KEY FEATURES

- A Open Green.** Establish a signature downtown greenspace that serves as a flexible civic gathering area with seating integrated along the edges, to encourage daily use and community interaction.
- B Multi-Functional Shelter.** Develop a pavilion structure designed to accommodate a range of community activities, including picnicking, small events and performances, outdoor movie screenings, and seasonal markets.
- C Climbing Wall & Playground.** Introduce an outdoor climbing wall and bouldering feature that reinforces Summersville's outdoor recreation identity and complements the adjacent mural theme. Include a dedicated playground area with covered seating and a secure fenced perimeter to support family-oriented recreation.
- D Gateway Signage.** Include gateway signage that clearly announce and celebrate entry into the Downtown District.
- E Public Art.** Incorporate sculptural public art elements along the roadway curve to strengthen visual identity and establish a distinctive streetscape edge.
- F Water Street Improvements.** Provide a small parking area with ADA-accessible spaces and accessible connections into the park. Evaluate future modifications to Water Street to support expanded greenway connectivity.
- G Landscaping Enhancements.** Install street trees along Main Street and Webster Road to create a buffer between pedestrians and vehicular traffic. Utilize low-maintenance landscaping on embankments to reduce mowing requirements while enhancing pedestrian safety near roadways.
- H Main Street Enhancements.** Implement streetscape improvements that narrow travel lanes to standard widths, introduce street trees, and better define driveway entrances to create a safer and more comfortable pedestrian environment. Incorporate a mid-block crossing with pedestrian-activated rapid flashing beacons to improve connectivity and traffic calming.

Boulder Play Feature

Bench

Existing Mural

Climbing Wall Structure

Retaining Wall

Playground Area

Shelter

Gateway

Open Green

Swinging Bench

Gateway

Multi-Functional Shelter
(Stage, Picnic, Market)

H

Stairs

ADA Path

Seat Walls

Public Art

Landscape

Crosswalk

WEBSTER ROAD

WATER STREET

MAIN STREET



LONG POINT MURAL LOT

CONCEPTUAL MASTER PLAN

CONTOUR INTERVAL: 1 FT

1 IN = 10 FT



DESTINATION BY DESIGN



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EXISTING CONDITIONS



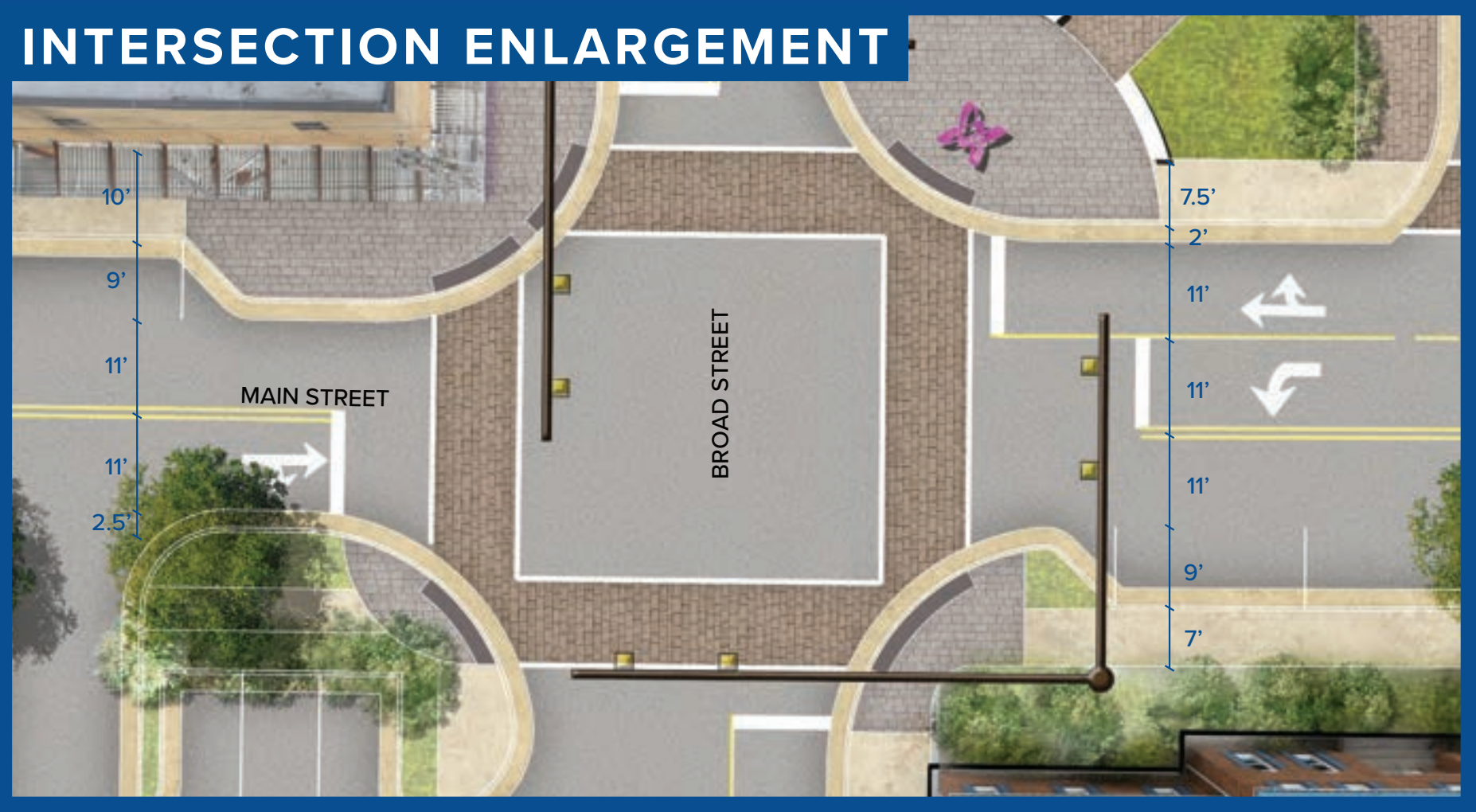
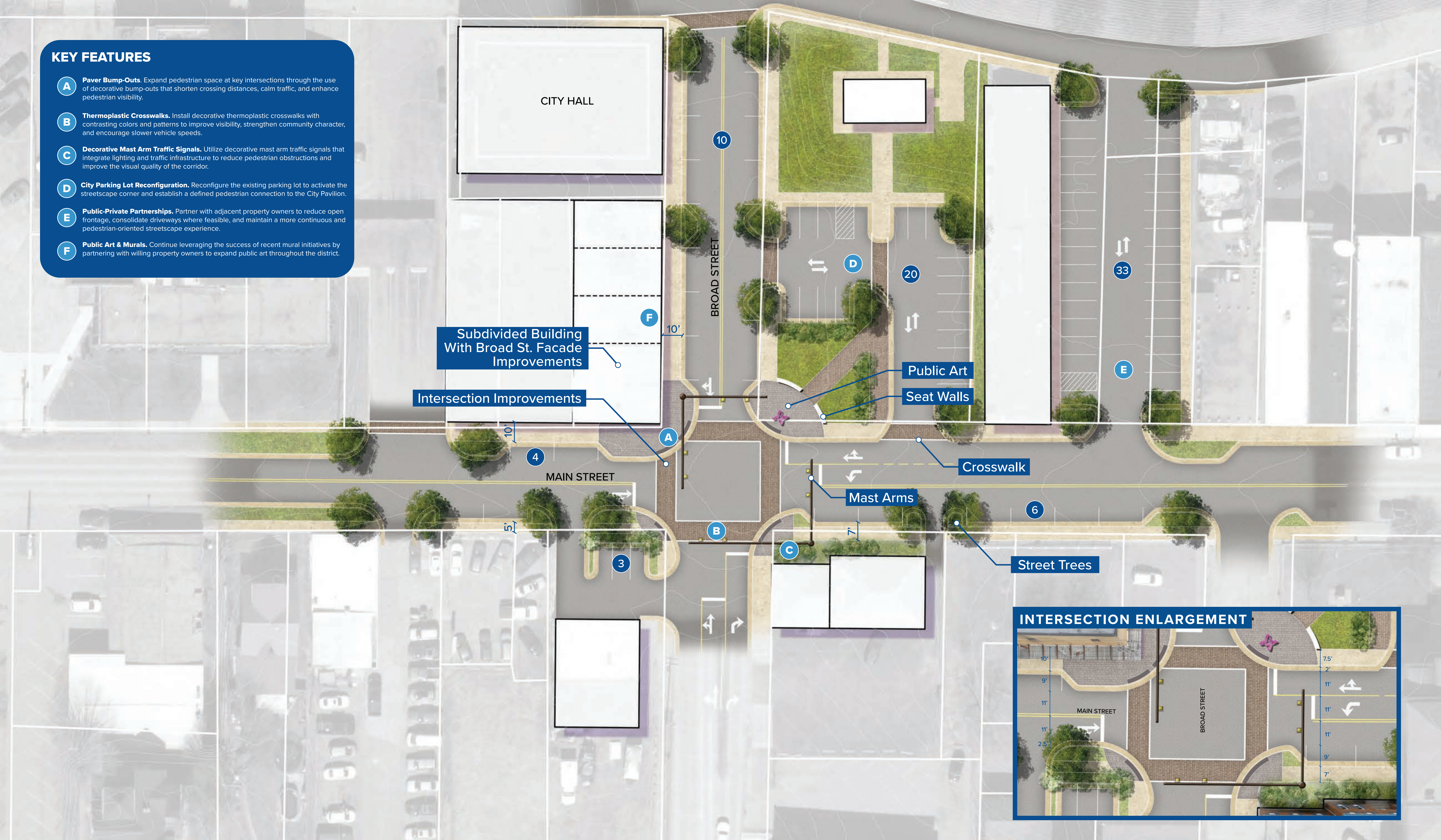
LONG POINT MURAL LOT

BIRDS EYE PERSPECTIVE

DESTINATION BY DESIGN

KEY FEATURES

- A Paver Bump-Outs.** Expand pedestrian space at key intersections through the use of decorative bump-outs that shorten crossing distances, calm traffic, and enhance pedestrian visibility.
- B Thermoplastic Crosswalks.** Install decorative thermoplastic crosswalks with contrasting colors and patterns to improve visibility, strengthen community character, and encourage slower vehicle speeds.
- C Decorative Mast Arm Traffic Signals.** Utilize decorative mast arm traffic signals that integrate lighting and traffic infrastructure to reduce pedestrian obstructions and improve the visual quality of the corridor.
- D City Parking Lot Reconfiguration.** Reconfigure the existing parking lot to activate the streetscape corner and establish a defined pedestrian connection to the City Pavilion.
- E Public-Private Partnerships.** Partner with adjacent property owners to reduce open frontage, consolidate driveways where feasible, and maintain a more continuous and pedestrian-oriented streetscape experience.
- F Public Art & Murals.** Continue leveraging the success of recent mural initiatives by partnering with willing property owners to expand public art throughout the district.



BROAD & MAIN STREET INTERSECTION

CONCEPTUAL MASTER PLAN

CONTOUR INTERVAL: 1 FT

1 IN = 20 FT



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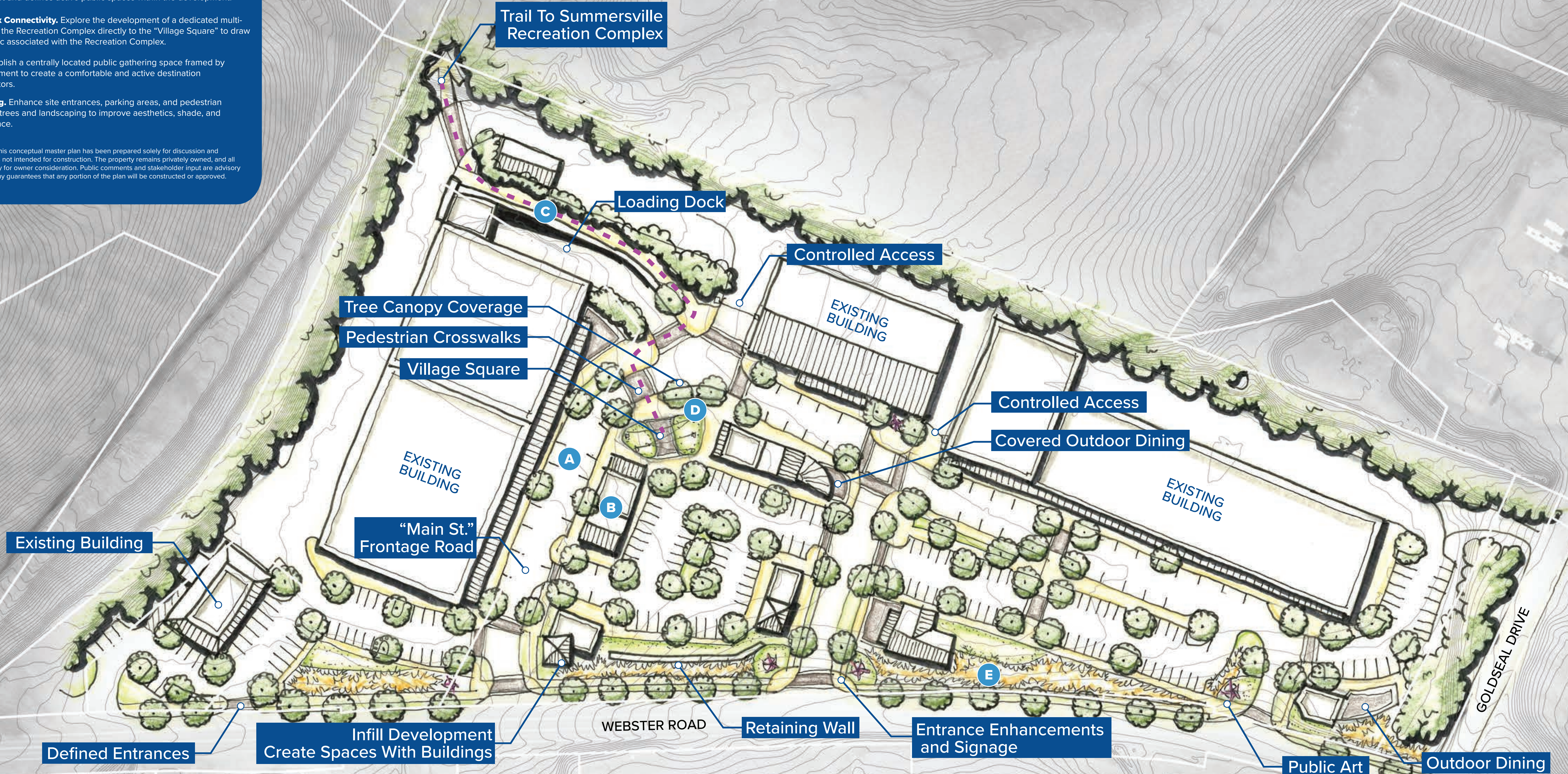
BIRDS EYE PERSPECTIVE

DESTINATION BY DESIGN

KEY FEATURES

- A Internal Street Network.** Develop a connected internal street hierarchy that distinguishes primary "Main Street" corridors from secondary parking access drives, creating a more intuitive and pedestrian-friendly circulation system.
- B Commercial Infill Development.** Encourage building placement that frames the primary internal street and defines active public spaces within the development.
- C Recreation Complex Connectivity.** Explore the development of a dedicated multi-use path connecting the Recreation Complex directly to the "Village Square" to draw anticipated foot traffic associated with the Recreation Complex.
- D Village Square.** Establish a centrally located public gathering space framed by surrounding development to create a comfortable and active destination for residents and visitors.
- E Trees & Landscaping.** Enhance site entrances, parking areas, and pedestrian corridors with street trees and landscaping to improve aesthetics, shade, and overall user experience.

*Disclaimer Statement: This conceptual master plan has been prepared solely for discussion and illustrative purposes and is not intended for construction. The property remains privately owned, and all elements shown are purely for owner consideration. Public comments and stakeholder input are advisory only and do not provide any guarantees that any portion of the plan will be constructed or approved.



NICHOLAS VILLAGE

CONCEPTUAL MASTER PLAN

CONTOUR INTERVAL: 1 FT

1 IN = 50 FT



DESTINATION BY DESIGN

KEY FEATURES

- A Commercial Infill Development.** Encourage infill development patterns that position buildings close to the sidewalk with parking located to the side or rear, reinforcing a walkable and urban street character.
- B Intersection Enhancements.** Capitalize on the unique geometry of the Arbuckle and Broad Street intersection by enhancing the existing median as a focal point for public art and placemaking. Consider expanding the median with a mountable stamped-concrete apron to improve traffic calming and intersection definition.
- C Reduce Open Frontage.** Strengthen roadway edges through the addition of sidewalks, landscaping, and pedestrian-oriented design elements. Where wider driveways are necessary, consider crosswalk enhancements to improve pedestrian safety and visibility.
- D Broad Street Streetscape.** Introduce streetscape improvements along Broad Street, including bump-outs, street trees, and enhanced crosswalks, to create a safer and more attractive pedestrian corridor.
- E Broad Street Greenway Connector.** Explore opportunities to widen sidewalks along the west side of Broad Street to establish an urban connection to the broader greenway network.



ARBUCKLE COMMERCIAL INFILL

CONCEPTUAL MASTER PLAN

CONTOUR INTERVAL: 1 FT

1 IN = 20 FT



DESTINATION BY DESIGN

KEY FEATURES

Connectors:

- 1
- Summersville Recreation Complex - 2 mile natural surface trail connecting Summersville Recreation Complex & the Big Lots Site to downtown.
- 2
- Big Lots/Downtown Sidewalk - 1.5 mile sidewalk connecting downtown to the Big Lots Site via W Webster Rd.
- 3
- Downtown - Enhance sidewalk connectivity/quality on Main St and consider separated multi-use path on Waters St to serve as a connector between the Summersville Recreation Complex Natural Surface Trail Connector and the sidewalk connector on W Webster Rd.
- 4
- McKees Creek Road - 2.2 mile improved sidewalk and or bike lane/sidepath connecting Main St to existing trails at Summersville Lake Wildlife Management Area via Broad St, McKees Creek Rd, and Aldridge Ave. This route connects downtown to the future housing development at the old elementary school site and further connects to the Summersville Lake Wildlife Management Area.
- 5
- WMA & Summersville Lake State Park - 4.1 mile natural surface trail connecting Summersville Lake Wildlife Management Area to Summersville State Park.
- 6
- US-19 Sidepath - 1.7 paved surface sidepath along US-19 within WVDOH Right-of-Way that would connect Arbuckle Rd to Long Point Access Rd within the Summersville Lake Wildlife Management Area.
- 7
- Broad Street Sidewalk - Enhance sidewalk quality and connectivity along Broad St between US-19 and Main St.
- 8
- Arbuckle Road - Enhance sidewalk quality and connectivity along Arbuckle Rd between the Wastewater Treatment Plant.
- 9
- W Webster Road/Hospital - 0.7 mile sidewalk and or bike lane to connect W Webster Rd to the Hospital Complex and the existing Muddlety Trail.
- 10
- Webster Road & Veterans Memorial Park - 2.1 mile sidewalk and or bike lane to connect the Big Lots Site to Veterans Memorial Park and the future visitors center via W Webster Rd and US-19.
- 11
- Old Main Heritage Greenway - 0.5 mile greenway to connect Main St to McKees Creek Rd through public property at "Old Main" and the future housing redevelopment area at the former elementary school site.
- 12
- Wildlife Management Area - 4.1 mile gravel bike route via existing WMA access roads that connects existing WMA trails to the Ridgeline Trail and Town Mountain Rd.
- 13
- Town Mountain Road - 0.5 mile sidewalk and or sidepath that connects the Ridgeline and WMA gravel bike trail to McKees Creek Rd.

Key Connectivity Hubs:

- Summersville Recreation Complex** - Connected via Summersville Recreation Complex Natural Surface Trail, Big Lots/Downtown Sidewalk, and Webster Rd and Veterans Memorial Park Connector.
- Veterans Memorial Park & Future Visitors Center** - Connected via Webster Rd and Veterans Memorial Park Connector.
- Hospital Complex** - Connected via W Webster Rd/Hospital Connector
- Muddlety Trail** - Connected via W Webster Rd/Hospital Connector and Arbuckle Rd sidewalk enhancements.
- Future Housing Redevelopment Complex** - Connected via Old Main Heritage Greenway and McKees Creek Rd Connector.
- Summersville Lake Wildlife Management Area** - Connected via Wildlife Management Area Gravel Bike Route, Town Mountain Rd Connector, McKees Creek Road Connector, or US-19 sidepath and sidewalk enhancements on Arbuckle Rd and Broad St.



WHAT IS A TRAIL TOWN?

A Trail Town is a community situated along or near a trail hub, that welcomes outdoor recreationists by providing essential amenities like food, lodging, and gear. Trail Towns embrace the neighboring trails as a core resource for economic and community vitality, and offer seamless access for users to transition from the trail into town.

LEGEND

- Existing Trails
- Proposed Connectors - Primary
- Proposed Connector - Secondary
- Previous Planning Alignment
- Municipal Boundaries
- Tax Parcels
- Waterbody
- Rivers & Streams
- Local Public Land
- Protected Public Lands



PROPOSED CONNECTORS

TRAIL NETWORK & CONNECTIVITY

1 IN = 1000 FT (APPROX.)

NORTH



Visual Identity



Primary



Badge/Icon



NRG Towns Logo

Signage Notes

- Gateways**
- Gateways are the beginning of a signage system. They establish borders and a recognizable threshold for crossing into and out of a place.
- Vehicular Wayfinding Signage:**
- Vehicular Wayfinding signs point travelers to destinations.
 - In the state of West Virginia, the Department of Highways (WVDOH) will not allow city-branded directional signs on a highway or highway exits. They follow federally enforced guidelines to ensure safe driver operation (Manual for Uniform Traffic Control Devices, MUTCD) and their own state supplement to this document.
- Three Strategic Opportunities for Highway 19 Signage:**
- **DOT Trail Blazing Sign** - WVDOH must be contacted, with a request for a standard DOT trail blazing sign without branding.
 - **Gateway Signage** - Gateway signage provides an implied threshold.
 - **Outdoor Advertising (billboards)** - Billboards can be an effective tool as part of a larger marketing campaign to drive tourism downtown.

Texture

Material Finishes



Dark Brown Powdercoat



Front and Side lit
3D Channel Letters - "S"



Locally Sourced
Stone Masonry



3D Acrylic Letters -
"Summersville Logo"

Landscaping - Locally Available Plants



Black-Eyed Susan



Variegated Grass



Dwarf Larkspur



Ornamental Grass

Paint Finishes



Navy Blue - RGB(12, 77, 144)



Light Blue - RGB(70, 152, 203)

Gateway Signage - Front View - 3D Perspective



River and Ridge Landmark: This gateway monument creates a bold and recognizable arrival experience by translating the Summersville brand into a sculptural landmark. The design incorporates the community's signature wave motif and "S" icon through layered architectural forms, reinforcing the City's visual identity while creating a memorable sense of place. This signage utilizes locally sourced masonry / natural stone veneer and dark brown powder-coated metal accents to create a durable and timeless landmark.

Southbound (Existing Northern Location) - Site Render



Conceptual Billboard - Layout



A billboard works best when it delivers a clear message that people can understand in just a few seconds as they pass by. Strong contrast, minimal text, and a bold visuals help ensure it's readable from a distance.

Northbound (Proposed New Southern Location) - Site Render



CITY-WIDE SIGNAGE
CONCEPTUAL GATEWAY SIGNAGE