



309 KELLER AVENUE
FAYETTEVILLE, WV 25840

MULTI-UNIT MIXED-USE BUILDING - INVESTMENT

NEW RIVER GORGE CAMPGROUND

NEW RIVER GORGE BRIDGE - 1.1 MILES

20,859 VEHICLES PER DAY



NEW RIVER TAKE OUT ROAD

 309 KELLER AVENUE

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FINANCIAL INFORMATION

Financial information is available upon request and receipt of a signed Confidentiality & Non-Disclosure Agreement.

INVESTMENT OVERVIEW

309 KELLER AVENUE

FAYETTEVILLE, WV 25840

SALE PRICE / \$2,400,000

GROSS BUILDING SIZE / 3,578 (+/-) SQ FT

GROSS LOT SIZE / 1.37 (+/-) ACRES

NUMBER OF TENANTS / 3

CITY LIMITS / ZONING / INSIDE - MIXED USE

U.S. 19 TRAFFIC COUNTS / 20,859 VPD, 2024

Black Diamond Realty is pleased to present to qualified buyers 309 Keller Ave, which includes one multi-tenant mixed-use building on 1.37 (+/-) acres. The building is comprised of 3,578 (+/-) square feet. On the ground level there are two thriving tenants, Maggie's Pub and Studio B Gallery and Gifts. On the top floor, there are three apartments that are fully leased long-term. **This future development opportunity is the closest commercial property to a national park nationwide!**

Situated parallel to U.S. 19, the subject property is located inside of city limits. Every day 20,859 cars pass through the area, which draws outdoor enthusiasts for white water rafting, rock climbing, mountain biking, zip line courses and tourism. (Provided by Esri and Data Axle, 2024).



*New River 🙌
Gorge Bridge*

New River National Park

*New River Take Out
Road*

For Sale



SCAN TO VIEW FEATURE VIDEO
[CLICK HERE IF VIEWING DIGITALLY](#)

PROPERTY SPECIFICATIONS

A collection of successful businesses – a wine and beer store, a shop featuring handmade West Virginia items, a pub, and three rental apartments – occupy this two-story, 3,578 (+/-) square foot building situated just off U.S. 19.

If you are looking for land, a building for your enterprise or an established business, this property offers interesting opportunities in a vibrant, growing region of the state. The ground floor is currently occupied by Studio B and Maggie’s Pub, and the second floor by three fully leased apartment/AirBnB’s.

Studio B is divided into two sections, a gallery focusing on local custom jewelry, knitting, pottery, painting and woodwork, and a wine/craft beer store. The store is outfitted with attractive shelving and a walk-in cooler and has the ability to sell beer by the keg. The shop sponsors a wine club and it has a going business supplying beer and wine for local weddings.

Maggie’s Pub is a popular watering hole and meeting place. Cozy and quaint on the inside, Maggie’s has a seasonal outdoor entertainment deck capable of serving three times as many people as the pub’s interior, and a spiral staircase leading to even more outdoor seating. The pub, which has a small prep kitchen, comes with an inventory of wine, beer and liquor, and has 5 lottery machines. The interior and exterior both have wall-mounted televisions. The outdoor area has a fire pit and a dartboard. Glasses, dishes, a drink cooler, a refrigerator-freezer and a chest freezer convey with the sale. The substantial concrete block building has a poured concrete floor, and the lower part of the exterior is faced with stone. Floors are finished with Pergo laminate. The building has city water and it’s own septic system, and the heating is electric.

Two of the upstairs rental apartments have 2 bedrooms and 1 bath. The third unit also has two bedrooms and a bath but considered a studio because the bedrooms lacks closets. The three apartments generate about \$1,800 of monthly income.

WHY IS THIS LOCATION SUPERIOR TO OTHERS?

Situated just 1.1 mile from the New River Gorge Bridge, This **future development opportunity** is the closest commercial property to a national park nationwide!

On December 27, 2020 - The New River Gorge became the **63rd National Park** in the US. NRG is one of only five US destinations to earn a spot on National Geogrphic’s “Best of the World” list.

A new National Park Service report shows that **1,900,000 visitors** to New River Gorge National Park and Preserve, Gauley River National Recreation Area, and Bluestone National Scenic River in 2023 spent **96.5 million dollars** in communities near the three parks. That spending supported **1,268 jobs** in the local area and had a cumulative benefit to the local economy of **116.5 million dollars**.

Adventures on the Gorge was added to the Aramack Destinations’ portfolio in July 2024. Aramack has holdings in 38 national parks, state parks, and protected forests.

UTILITIES

All public utilities are available to the site.

UTILITY	PROVIDER
Electric	Appalachian Power
Natural Gas	N/A
Water	West Virginia American Water
Sewer	West Virginia American Water
Trash	Oak Hill Garbage
Phone/Cable/Internet	Optimum Cable

PARCEL MAP



LEGAL DESCRIPTION / ZONING

Located inside of City Limits, this property is situated within Fayette Corp District in Fayette County. The site is comprised of six parcels totaling 1.37 (+/-) acres. The property is identified as Fayette Corp District, Tax Map 5, Parcels 17, 18, 19, 20, 21. The property is zoned Mixed-Use.

DIRECTIONS / INGRESS / EGRESS / PARKING

Fronting Keller Ave, the property is located 0.2 mile from U.S. 19. To access the main parking lot, turn southeast U.S. Hwy 19 onto Keller Ave and continue 450'. The parking lot entrance will be on the right, just past Hresan Blvd. The gravel parking lot offers 14 (+/-) spaces for customers and employees. Additional "overflow" parking is available towards the back of the main parking lot or via a secondary parking lot noted on the parcel map.

FINANCIAL INFORMATION

Detailed financial and lease information is available upon receipt of executed Confidentiality & Non-Disclosure Agreement.

Please submit completed CNDA's to Kim Licciardi at klicciardi@blackdiamondrealty.net or contact Black Diamond Realty at 304.413.4350.

A CNDA can also be forwarded via DocuSign for electronic signing convenience. You may indicated that preference via email.

DEMAND DRIVERS

New River Gorge National Park & Preserve

Distance from Subject Asset: 1.1 Miles (Bridge)

In the heart of the **Appalachian mountains**, a river has cut and carved a canyon worthy of praise. Over thousands of years, the New River has painstakingly created the **1,000-foot canyon now known as the New River Gorge**. In her wake, this river has left exposed sandstone, incredible whitewater, and wild woods that now make up the New River Gorge National Park in West Virginia. This adventurous place hasn't always been the recreational paradise that it now is and hasn't always been classified as a National Park either. Rather, it has ebbed and flowed through transitions throughout the centuries.¹

The New River Gorge Bridge is located in a once remote area of West Virginia just north of Fayetteville in Fayette County, West Virginia. The bridge is situated in the northern section of the **53-mile long** New River Gorge National Park and Preserve – a unit of the National Park Service – and is surrounded by lush Appalachian Mountain forest. It carries **U.S. Route 19** across the deep gorge of the New River which runs **876 feet below**. The bridge was not only an engineering feat but also a great improvement for the economy and lives of local residents. The drive across the gorge at this location was reduced from a 45 minute drive on winding and often treacherous roads to less than a minute. Once it opened to regular traffic, the bridge completed the link to connect areas north and south of the gorge. **Traffic along the route increased 140 percent with the opening of the bridge.**²

Discover the thrill of outdoor adventures in Fayetteville, West Virginia, where heart-pounding experiences are just steps away. And when the day's excitement winds down, welcome the warm embrace of our small town with a vibrant shopping district, thriving food scene and charming accommodations. Whether it's whitewater rafting, zip lining, or camping/lodging, Fayetteville has something for everyone.³

SOURCES

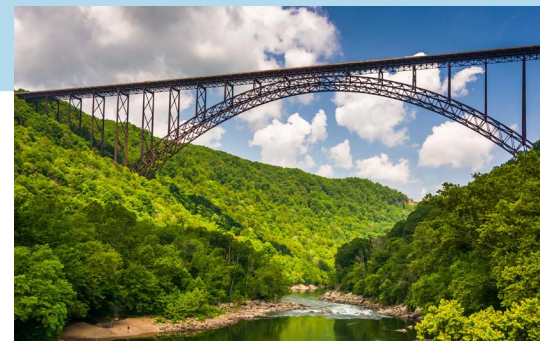
1 - <https://adventuresonthegorge.com/>

2 - <https://www.nps.gov/places/new-river-gorge-bridge.htm>

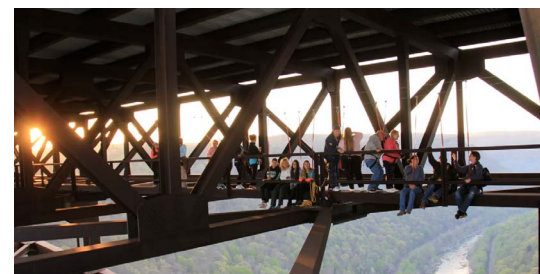
3 - <https://visitfayettevillewv.com/>

4 - <https://wvstateparks.com/park/carnifex-ferry-battlefield-state-park/>

5 - <https://wvstateparks.com/park/hawks-nest-state-park/>



New River Gorge Bridge



New River Gorge Bridge Walk



New River Gorge Whitewater Rafting



ATTRACTIONS & ENTERTAINMENT



- Escape A Torium: 2 minute drive (0.7 mile)
- Bear Mountain Cabins & Campground: 3 minute drive (1.6 miles)
- Rifrafters Campground: 4 minute drive (2 miles)
- Adventures on the Gorge: 5 minute drive (2.9 miles)
- Pro River Outfitters: 6 minute drive (3.9 miles)
- ACE Adventure Resort: 17 minute drive (10 miles)

TOP EMPLOYERS



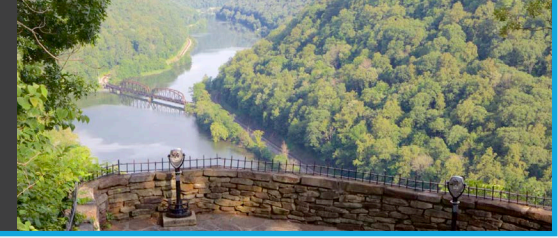
- The Fayette County Board of Education.
- Mount Olive Correctional Center, Plateau Medical Center.
- West Virginia University Institute of Technology.
- Elkem Metals.
- Global Contact Services.
- Whitewater Rafting industry.

RESTAURANTS & HOTELS



- The Brew Garden at Water Stone – Coffee shop/beer "garden" with bakery: 2 minute drive (0.7 mile)
- Rosa's Speakeasy – The Historic Morris Harvey House Inn: 3 minute drive (0.8 mile)
- Quality Inn New River Gorge: 4 minute drive (1.6 miles)
- Bridge Brew Works – Brewery: 7 minute drive (3.9 miles)
- Gran Robbie's – Coffee shop and small eatery: 13 minute drive (7 miles)
- Numerous AirBNB locations available

STATE & NATIONAL PARKS



- Carnifex Ferry Battlefield State Park: 24 minute drive (22.6 miles) Set on the rim of the Gauley River Canyon, the 156-acre Carnifex Ferry Battlefield State Park is an important Civil War battle site.⁴
- Hawks Nest State Park: 16 minute drive (8.6 miles) Nestled in the heart of whitewater rafting country, Hawks Nest State Park is a 270-acre recreational area with a nature museum, aerial tramway, jetboat rides and hiking trails.⁵
- New River National Park and Preserve: 2 minute drive (1.7 miles) The New River is among the oldest rivers on the continent. The park encompasses over 70,000 acres of land along the New River, is rich in cultural and natural history, and offers an abundance of scenic and recreational opportunities.²

LOCATION OVERVIEW

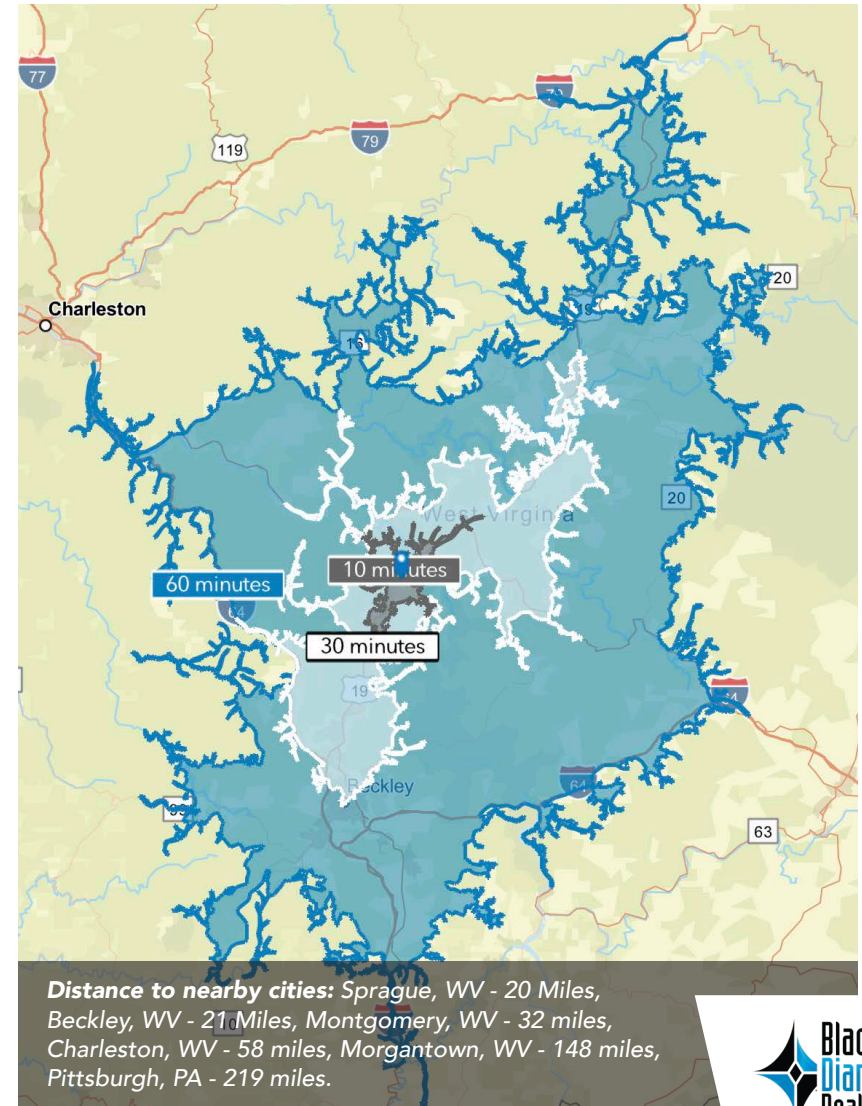
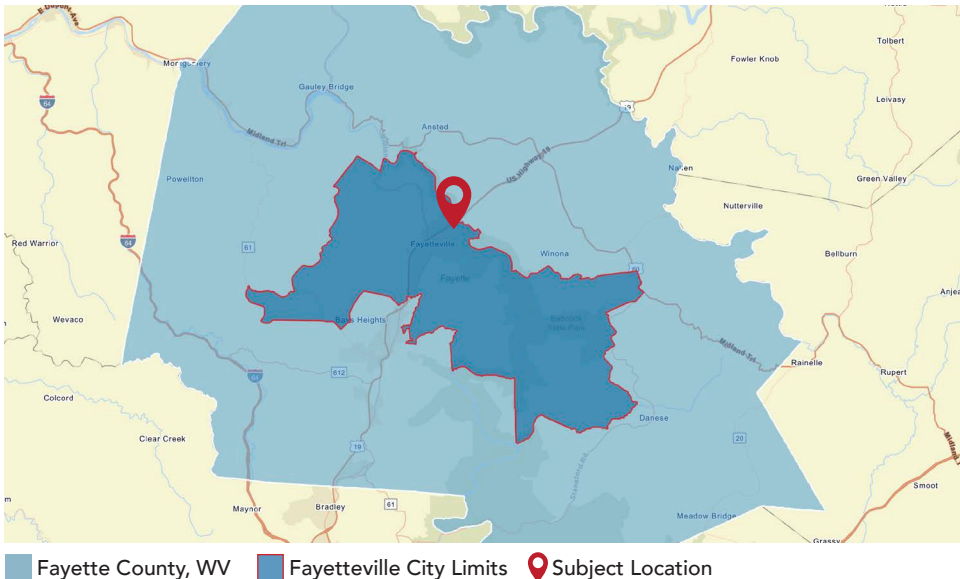
LOCATION GROWTH / STATS

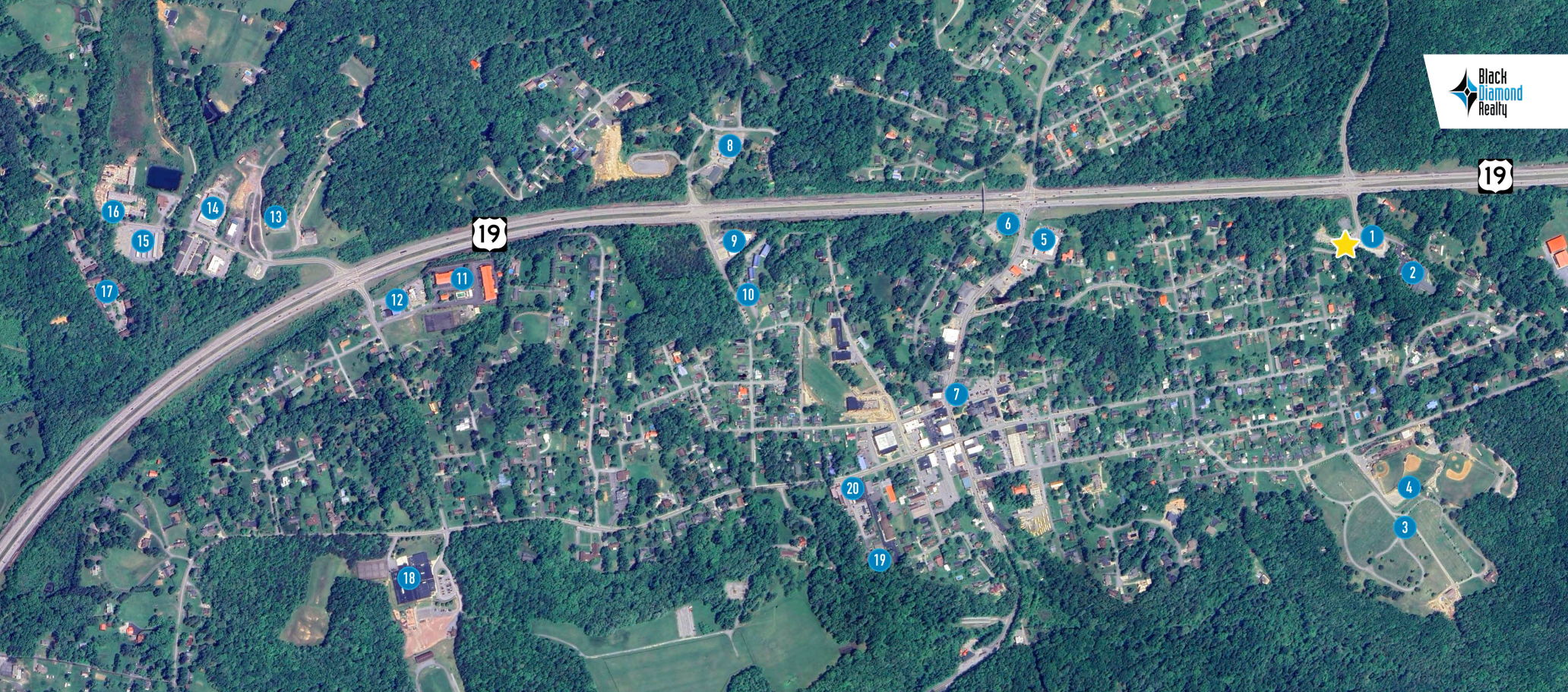
Located on the edge of the New River Gorge, the Town of Fayetteville —one of America's coolest small towns — is home to people from all walks of life. With a rich history and endless outdoor opportunities, our town has become the foundation for some of the best businesses and leaders in West Virginia. Learn more about our corner of Almost Heaven.

Fayette County has a total population of 39,004 and a median household income of \$49,503. Total number of businesses is 1,017.

The City of Fayetteville has a total population of 7,177 and a median household income of \$54,866. Total number of businesses is 248.

Data/map provided by Esri, Esri and Bureau of Labor Statistics, Esri and Data Axle, 2024.





The Google Earth aerial above highlights several of the most popular surrounding locations. The subject property, 309 Keller Ave, has been referenced with a yellow star. The New River Gorge Bridge is located 1.1 mile northeast along U.S Hwy 19.

Along U.S. Hwy 19, there is an average daily traffic count of 20,859 vehicles per day.
(Provided by Esri and Data Axle, 2024).

- ① Firecreek BBQ & Steaks, LLC
- ② Fayette Nursing and Rehabilitation Center
- ③ Fayetteville Huse Memorial Park and Mausoleum
- ④ Fayetteville Skatepark
- ⑤ Exxon
- ⑥ Tudor's Biscuit World
- ⑦ The Brew Garden at Waterstone
- ⑧ Fayetteville Mini Storage
- ⑨ Fayetteville Fire Department
- ⑩ Cassis Dental Center
- ⑪ Quality Inn New River Gorge
- ⑫ CoMac Liquor Store
- ⑬ Bear Mountain Cabins & Campground
- ⑭ Murdock WR & Sons
- ⑮ Laurel Creek Mini Storage
- ⑯ 4 Seasons Buildings of WV
- ⑰ Fayette Hills Apartments
- ⑱ Fayetteville PK-8
- ⑲ Fayetteville Police Department
- ⑳ Pies & Pints - Fayetteville, WV

DEMOGRAPHICS / KEY FACTS

3 MILE RADIUS



4,622

Total
Population



225

Businesses



5,129

Daytime
Population



\$140,680

Median Home
Value



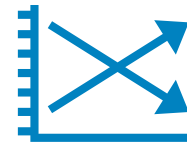
\$30,000

Per Capita
Income



\$56,707

Median
Household
Income



-0.77

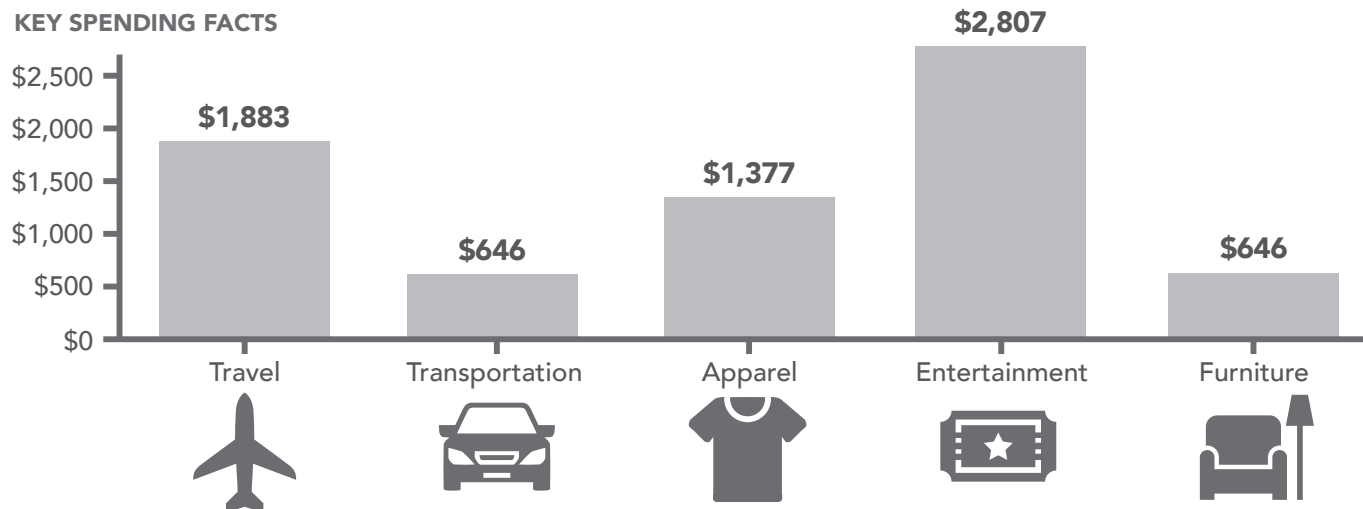
2024-2029
Pop Growth
Rate



2,218

Housing Units
(2020)

KEY SPENDING FACTS



5 MILE RADIUS



9,667

Total
Population



357

Businesses



10,126

Daytime
Population



\$131,454

Median Home
Value



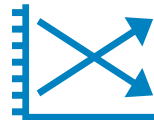
\$28,900

Per Capita
Income



\$54,003

Median
Household
Income



-0.85%

2024-2029
Pop Growth
Rate



4,652

Housing Units
(2020)



26,482

Total
Population



769

Businesses



24,260

Daytime
Population



\$122,184

Median Home
Value



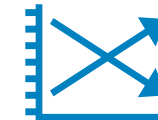
\$26,929

Per Capita
Income



\$50,000

Median
Household
Income



-0.96%

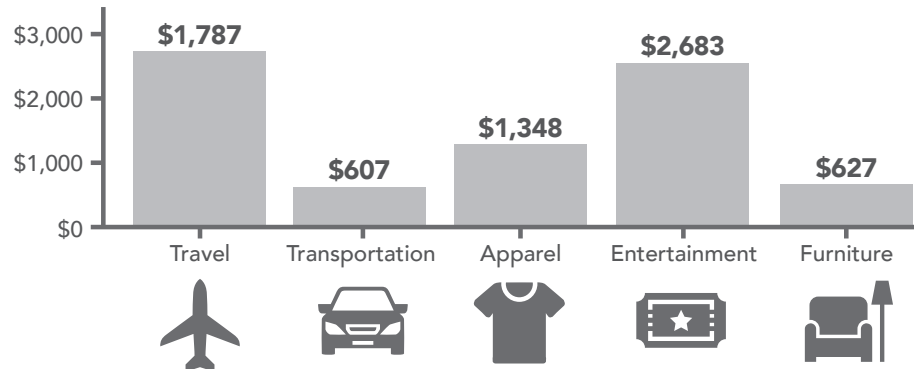
2024-2029
Pop Growth
Rate



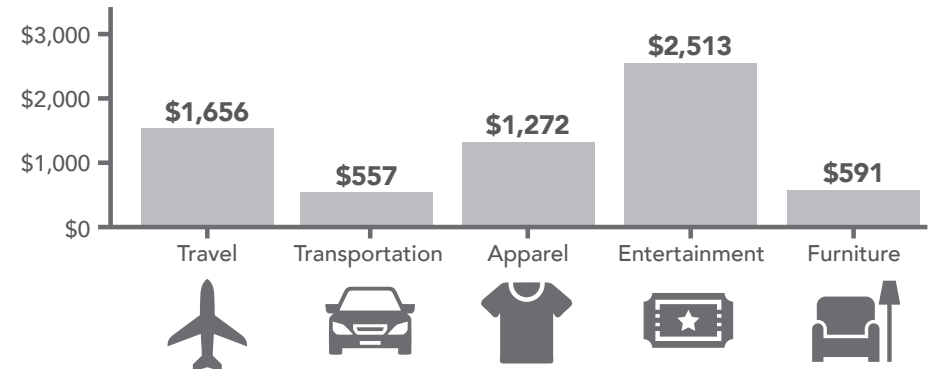
13,042

Housing Units
(2020)

KEY SPENDING FACTS



KEY SPENDING FACTS





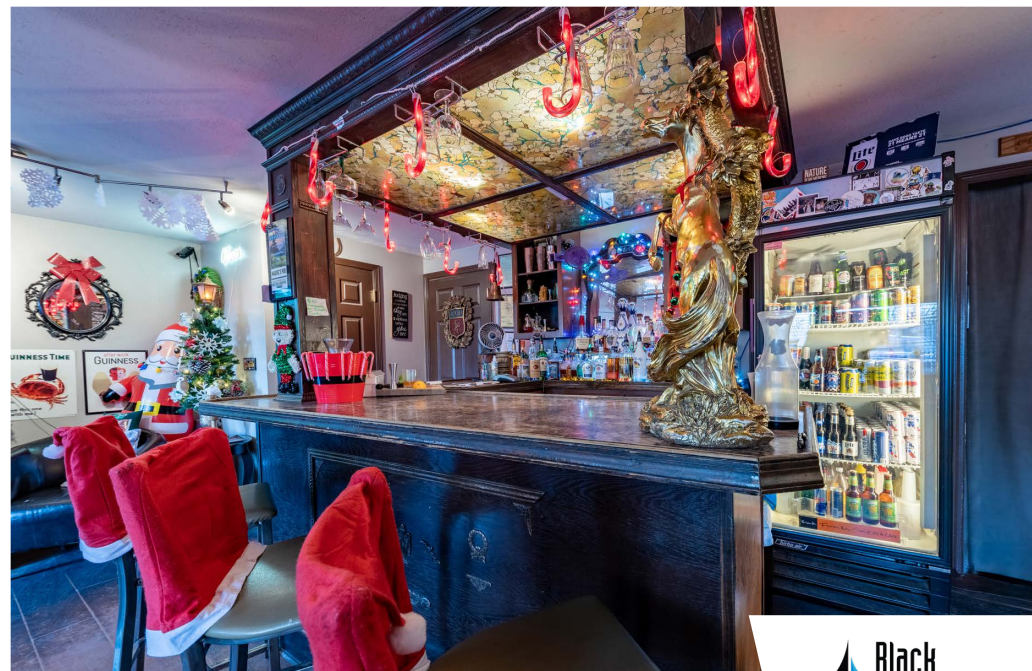
Maggie's Pub Interior.



Maggie's Pub Interior.



Maggie's Pub Interior.



Maggie's Pub Interior.





Maggie's Pub Covered Exterior.



Maggie's Pub Covered Exterior.



Maggie's Pub Uncovered Exterior.



Maggie's Pub Uncovered Exterior.



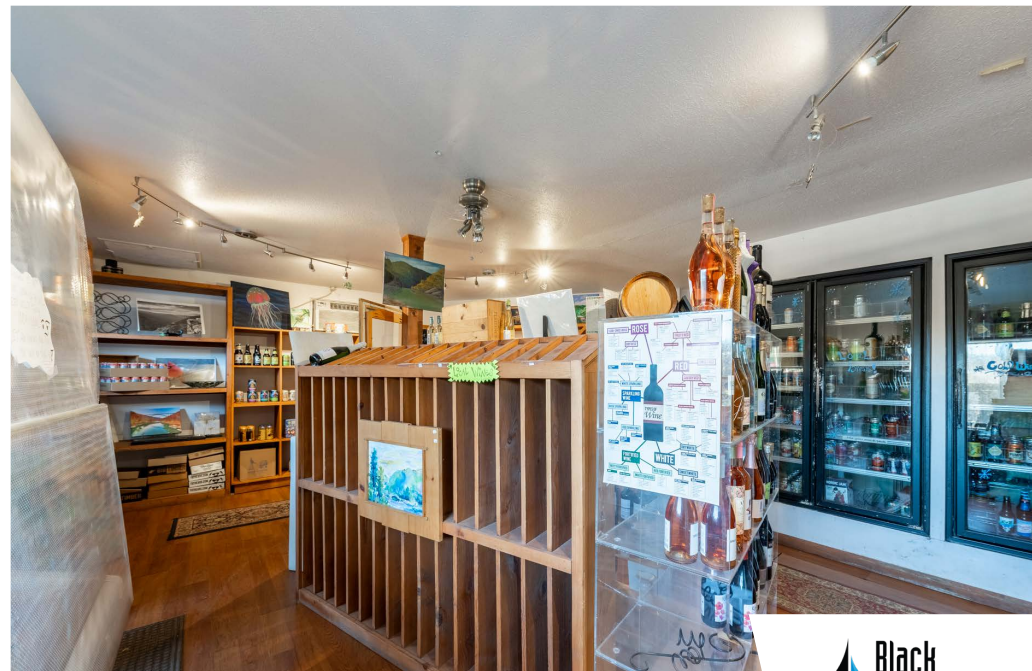
Studio B Gallery and Gifts Interior.



Studio B Gallery and Gifts Interior.



Studio B Gallery and Gifts Interior.



Studio B Gallery and Gifts Interior.

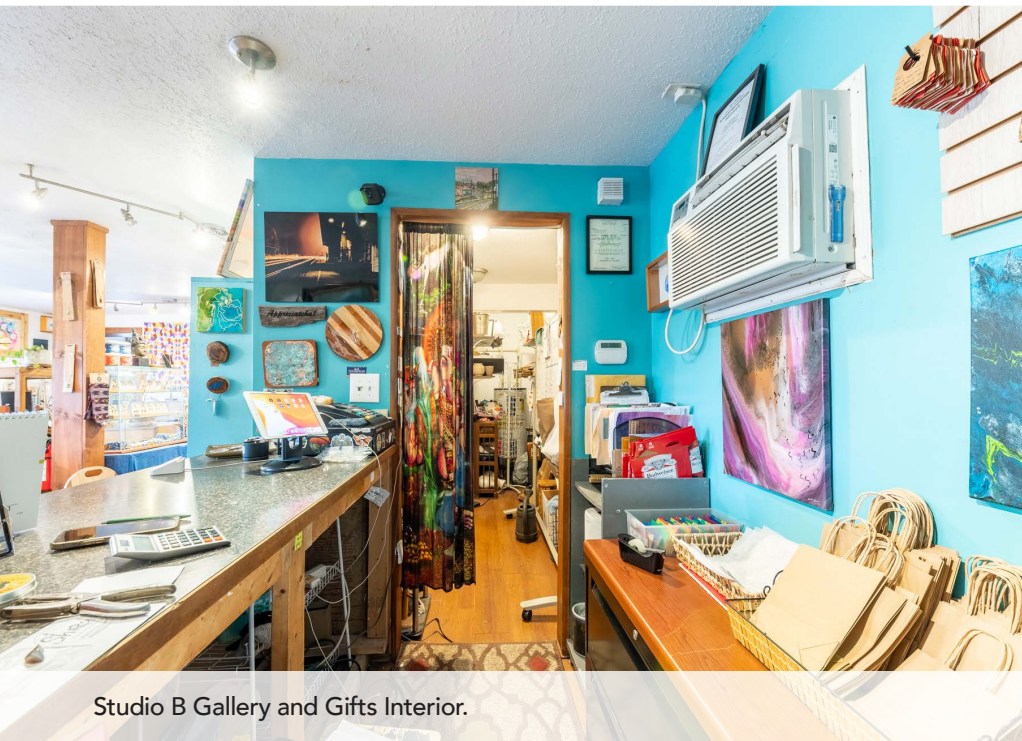




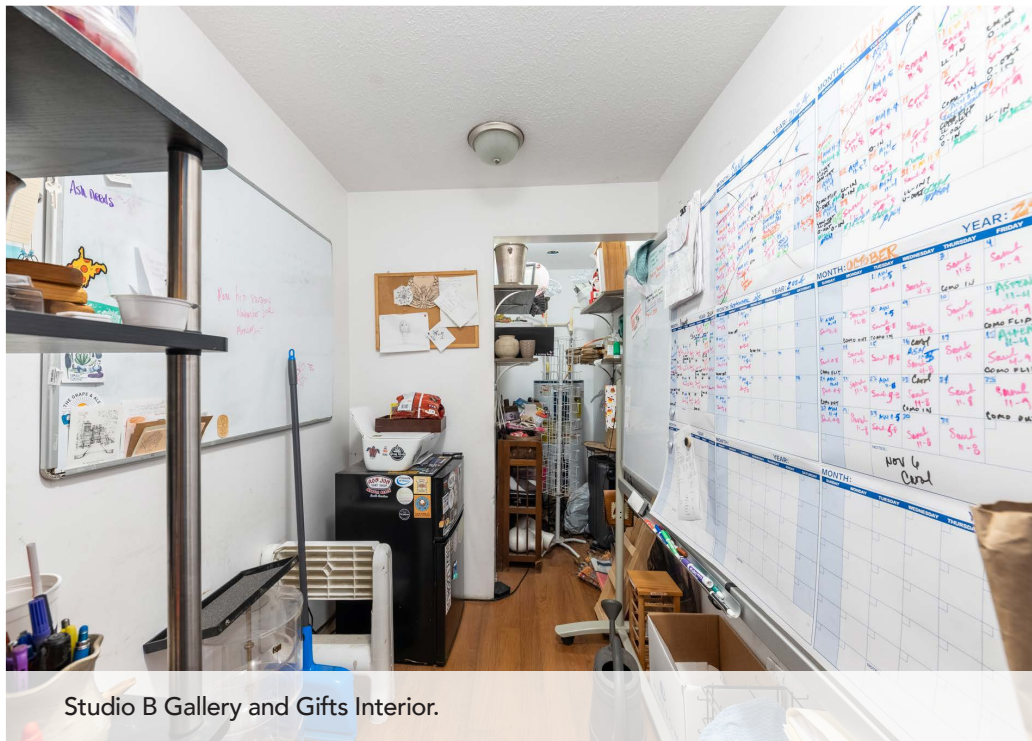
Studio B Gallery and Gifts Interior.



Studio B Gallery and Gifts Interior.



Studio B Gallery and Gifts Interior.



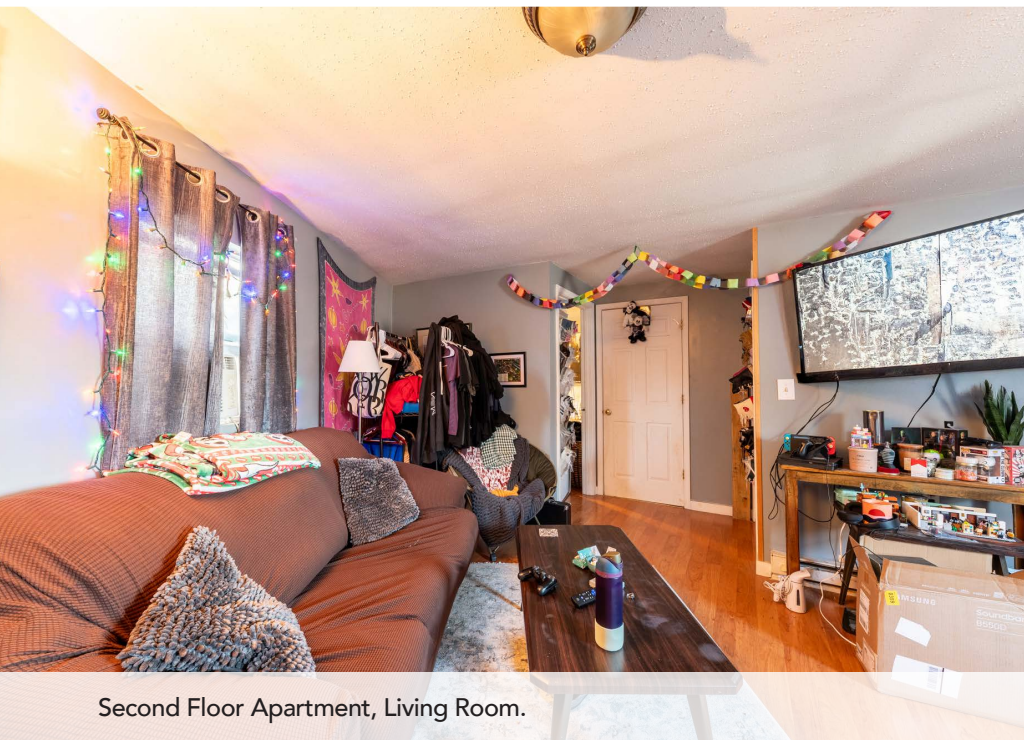
Studio B Gallery and Gifts Interior.



Second Floor Apartment, Kitchen/Living Room.



Second Floor Apartment, Kitchen/Living Room.



Second Floor Apartment, Living Room.



Second Floor Apartment, Bedroom #1.





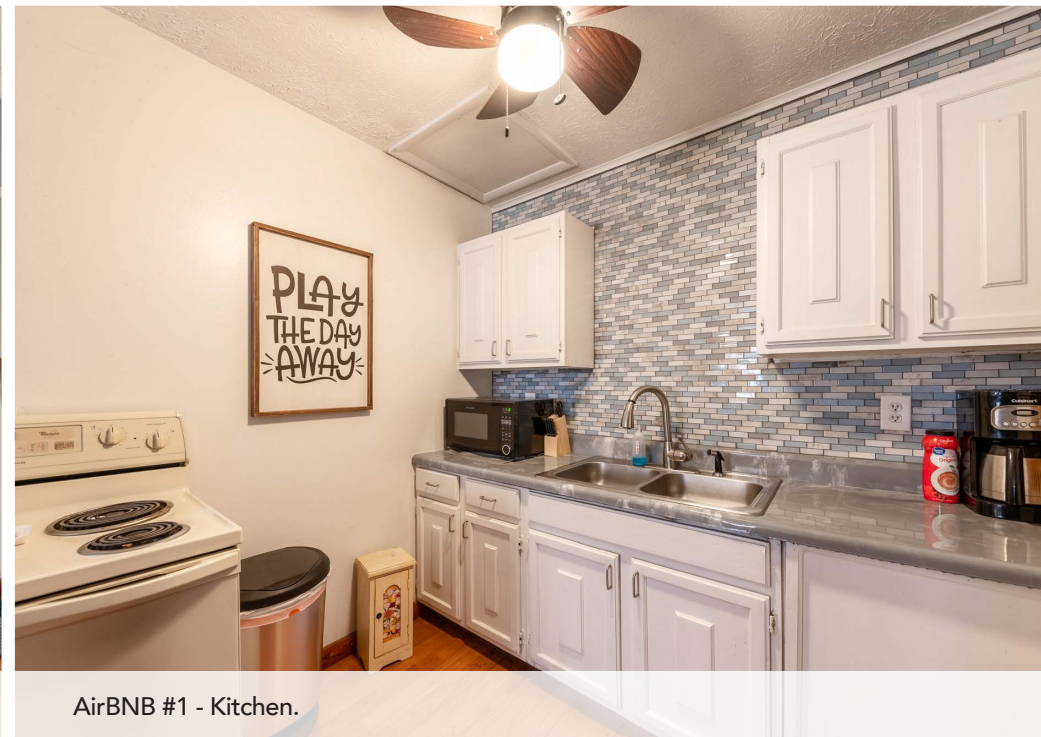
Second Floor Apartment, Bedroom #2.



Second Floor Apartment, Bathroom.



Airbnb #1 - Living Room.



Airbnb #1 - Kitchen.



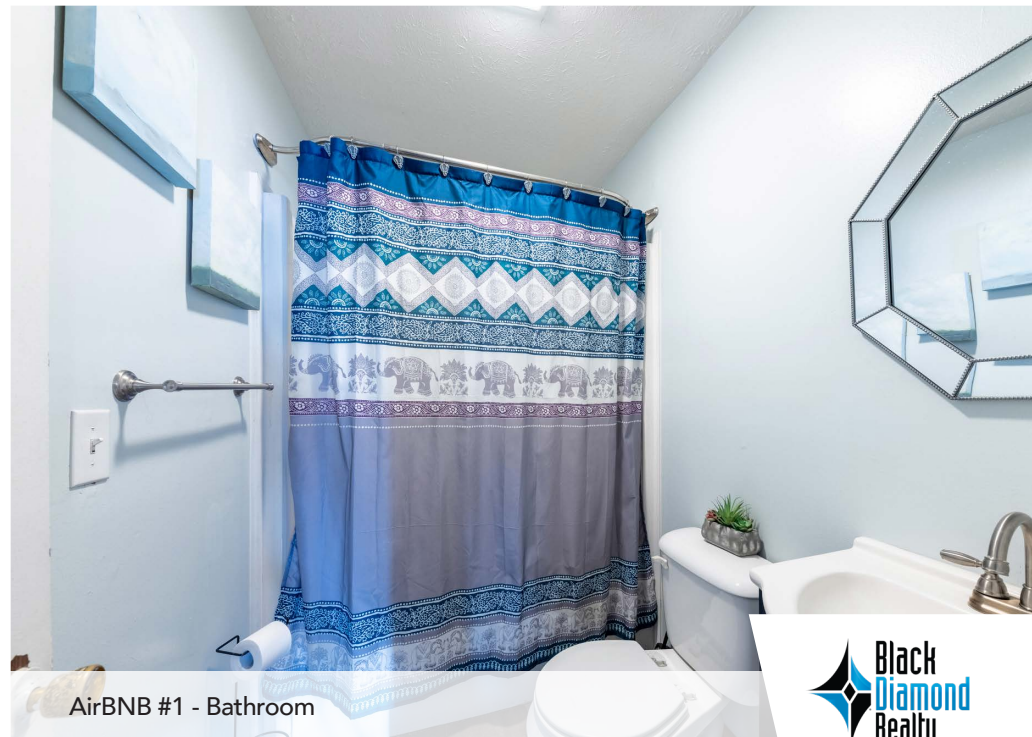
AirBNB #1 - Kitchen.



AirBNB #1 - Bedroom #1.



AirBNB #1 - Bedroom #2.



AirBNB #1 - Bathroom





Airbnb #2 - Kitchen.



Airbnb #2 - Living Room.



Airbnb #2 - Bedroom #1.



Airbnb #2 - Bedroom #2.



Exterior of AirBNB.



Exterior of AirBNB.



Exterior of AirBNB.



Exterior Front View of the Building.





Exterior Side View of the Building.



Exterior Front View of the Building from Keller Ave.



Overflow Parking Area.



Overflow Parking Area.

NEW RIVER GORGE BRIDGE

20,859 VEHICLES PER DAY

19

309 KELLER AVENUE

Aerial Facing North.

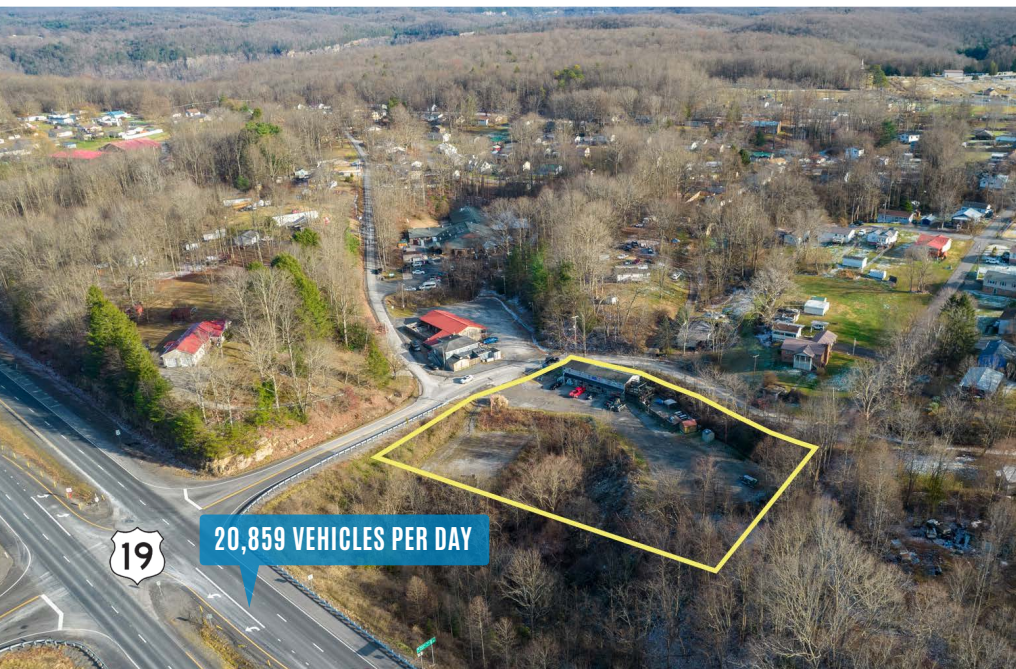




Aerial Facing East.



Aerial Facing Northwest.



Aerial Facing East.



Aerial Facing South.



FINANCIAL INFORMATION

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CONTACT

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**All information is believed to be accurate but not guaranteed. More information is available upon request.*