

# Intelligent Development

## Along The Midland Trail

### Preserving Intrinsic Qualities In Concert with Economic Development

Finally, many towns along the Midland Trail Byway are realizing that our Intrinsic qualities are an asset which can be preserved and enhanced in economic development. This is a turnaround in thinking from the days that the path to wealth in WV was extracting natural resources and destroying our natural elements.

Across the byway as towns and cities plan their growth, the preservation and enhancement of Intrinsic qualities is an integral part of their planning. National experts on sustainable communities are being brought in to help in the planning process, showing towns how to use the rivers,

mountains, trees to attract “green industries” and the work force needed in the technology age. **Attracting the creative class, is the new WV buzz word!**

For example in Charleston a large grass roots task force has formed, at the urging of the City, to develop a Land Use Plan, with a specific eye to developing the section of the Midland Trail that passes through town along the Kanawha River. The idea is



In Huntington, on the Midland Trail at Third Ave. and the Ohio River, a new commercial retail development called Pullman Square (above) is underway. A large bookstore, two coffee shops and a large Cinema are drawing people to this area around Harris Riverfront Park and the coliseum. Walk and bike ways are installed, one way streets rerouted and the whole area is a cleaned up pedestrian mall that encourages people to visit the area and enjoy the riverfront and historical downtown..



(Above) The Midland Trail runs along the Kanawha Blvd in Charleston. Each summer Sunday afternoon west-bound Blvd. traffic is blocked to cars to allow for biking and skating along the Kanawha River. (Top) Over the bank a river path already runs from downtown to the Capitol along the Byway. Citizens are working on a plan to utilize an old trestle bridge to develop the riverfront with shops and eateries and expand the in-town greenspace along the Byway and riverfront.

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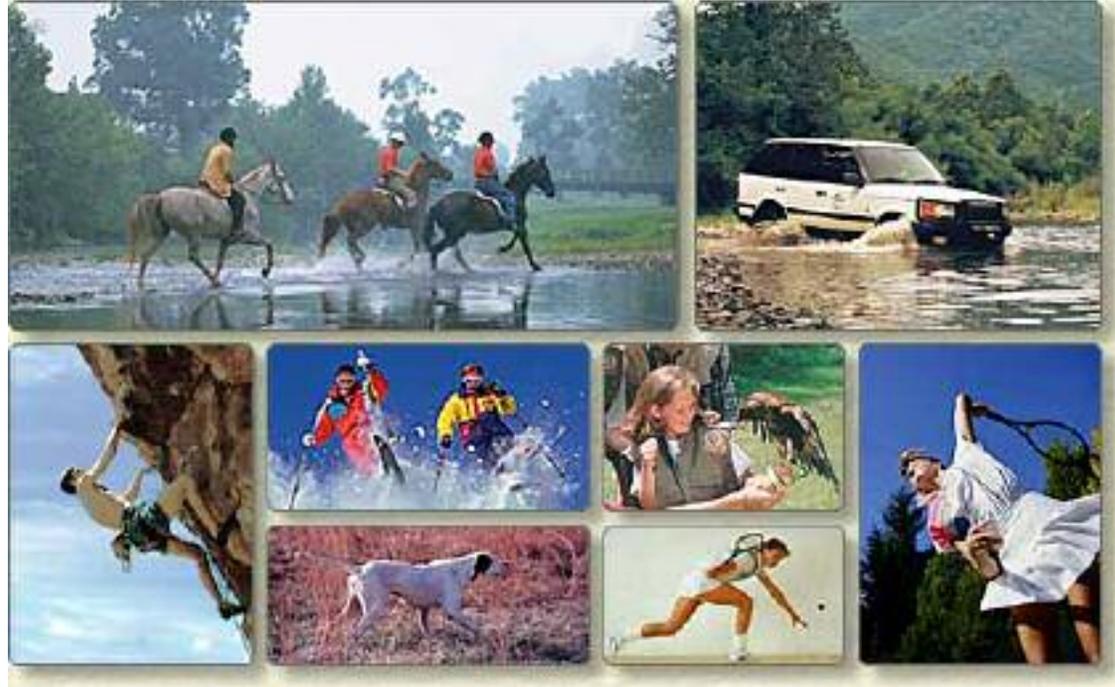
Greenbrier Hunting Club - Preserving Intrinsic Qualities In Concert with Economic Development

to make the area more user-friendly for locals and tourists. (See photos 8.1.)

In three locations on the Byway viewshed planned communities are being built with the idea of selling second homes to those who want an escape to a preserved area - White Sulphur Springs, in the New River Gorge, and at Kanawha Falls. As these plans move forward our Association will take a role in assuring preservation remains the focus.

At the eastern bookend of the Trail, the Greenbrier Resort is using the scenic, natural and cultural Intrinsic qualities as part of their formula for successful economic development.

Multi-million dollar homes are being built on the viewshed of the Byway for the famous as getaways to enjoy the natural settings on 5-acre private lots. Because the target market



Three new planned communities on the Midland Trail are using our Intrinsic Qualities to sell homesites in their land developments, primarily as second homes to the wealthy. Greenbrier Sporting Club uses this collage and the images on 8.3 in their promotion materials.

# Greenbrier Hunting Club - Preserving Intrinsic Qualities In Concert with Economic Development

here includes movie stars like Nick Nolte and Tom Cruise who are being flown in on lear jets to view the property, we are confident the developers have just as great of concern as we do to preserve the natural surroundings.

A similar smaller scale project, on the drawing board for an area in New River Gorge ran into problems when they wanted to build inside the protected National Park area. Approval has been granted for the area outside the Park.



When The Snead course was built, more than 2,000 new trees were planted. They're destined to continually change the face of the course as they mature.

The 14th Hole, Howard's Creek, is named for the explorer who led the way up this tributary in 1740's.



The Greenbrier Sporting Club is an example of development done in concert with the intrinsic qualities of the Byway.

## River Ridge At Kanawha Falls - Developing Vacation Homes At Our Prized Vista and Viewshed

“With a clean mountain air blowing through the trees, you can hear the gentle river lapping across the rocks. Surrounded by wildlife in a true natural habitat, you may become lost in the serenity of this beautiful new planned community.”

These are the words and images developers are using to sell homesites in River Ridge, a new planned community under construction in the mountains overlooking one of the prize views on the Midland Trail, Kanawha Falls.

The developer, an Atlanta businessman, originally purchased “all the mountains” visible from the back deck of Glen Ferris Inn (picture below), with the idea of timbering. It will be a primary mission of the MT Byway Association to work with the developer to assure this section of the viewshed of the Midland Trail overlooking Kanawha Falls is preserved for all to enjoy. Luckily this complex is situated in Fayette County,

Fayette County, to preserve its outdoor recreation mecca has established the state’s first county-wide zoning program. Their Plan is focused on preserving Intrinsic qualities like the river, mountains for the benefit of their tourism industry, designating areas for controlled growth and other for industry, and focus on “green industries.”



River Ridge at Kanawha Falls hopes to build hundreds of vacation homes on the mountains overlooking Kanawha Falls (mile 36, new mile 97).

