

Development:

The Association is committed to preserving the integrity of the Trail's qualities while incorporating development which is minimally intrusive.

Segmentation:

The Association has gone on record as supporting "segmentation", the prohibition of billboard advertising in certain segments of the Trail where billboards would distract from the natural and scenic beauty of the Trail. Segmentation would restrict billboards to other segments of the Trail in which the distraction would have limited effect.

Grassroots support already exists. In early 1998, a group of Lewisburg merchants successfully resisted a move to place large billboards in pastures outside of town.

Main Street Programs:

Lewisburg implemented a Main Street Program some years ago. A Charleston developer has already implemented a "heritage street" program; the Association has a variety of such designers and developers who could replicate these programs for other towns.

This program would work well in Ansted, Rainelle, Rupert, Lewisburg and White Sulphur Springs; the Trail is the main street for all five. In the Malden-Belle area, the actual Trail is not the highway which is normally called the "Midland Trail", but rather is the secondary road which parallels the Trail for four or five miles; however, a program would benefit these towns, too.

Restricted Development Zones:

With a principle similar to "segmentation", the Association can generate a special plan which calls for the prohibition or restriction of development in specified segments of the Trail, including areas in and around the following: natural attractions, scenic view sheds, historic attractions, and recreational areas.

The advantage in creating these zones is that the Trail populations and their cultures have already naturally divided land use on the Trail. Essentially, the Trail's diversity lends itself to creation of such zones. The majority of industrial operation is naturally localized to the Kanawha Valley, and then industrial concerns have confined themselves to certain areas. Recreational usage which lends itself to preserving natural and scenic qualities seems largely concentrated in the middle portion. In the east, the majority of the people maintain a farm culture which naturally tends to discourage any disruptive development.

Use of Existing Structures:

The Association wishes to enhance development with a West Virginia Interpretive Center and a Center for Byway Studies by using available buildings along the Trail as alternative to demolition. As such, the Association is open to renovation grants for buildings which can house Trail offices.

Enhancement and Accommodation

Stewardship Awards:

As part of its current public awareness campaign, the Association annually confers "Stewardship Awards" to businesses, groups, and individuals who have shown a commitment to preserving heritage, preserving beauty, and developing quality of life along the Trail.

Watchdog Groups:

Oversight committees will monitor development at the county level, working closely with county commissions to limit disruptive changes to the Trail's integrity and address ad hoc situations. Through an ongoing planning committee, the Association will work closely with communities and developers to monitor mountaintop removal, chemical usage, and timbering.

Construction of docks for the purpose of promoting river tourism.

Charleston has the Trail's only authentic sternwheeler, which is available for charters along the Kanawha River. This sternwheeler is ideal for tourist trips on the river between Daniel Boone Park, Malden, Belle, Port Amherst, the London Locks, and Montgomery. Docks are needed at Malden, Belle, Cedar Grove, and Montgomery for debarkation of tourists to the various attractions in these spots.

Joining together: An integrated system.

The Trail continues to look for ways to join and integrate different services and modes of transportation in areas when integration would serve tourist traffic more efficiently. For example, joining railroad with boats and bus could potentially draw more tourism to places such as the Charleston-Malden or Gauley Bridge-Ansted-Hawks Nest areas. In the former instance, the transportation already exists in the way of a stern wheeling enterprise which operates on the Kanawha River.

Intrinsic Qualities:

The Association has committed itself to maintaining The Trail's qualities and implementing programs which will enhance each of them.

Destination Guide, Videos, and Audiotape:

Some of the Association's plans in this area have either been completed or are in progress.

The Guide gives positive coverage to attractions and amenities; "We Have It All" points out all the intrinsic qualities which make the Trail an unforgettable experience and helps to increase awareness and appreciation of these qualities. For convenience, the Guide corresponds travel with the brown mile-markers on the shoulder.

An audiotape, first in English and then in other languages, will present a history of the Trail, will highlight qualities and historical background of attractions, and will cover a majority of Trail towns. Like the Guide, this audiotape will follow the course of the Trail.

Five short videos will showcase the Trail's qualities, and are intended for presentation in the Trail Visitor Centers.

Main Street Programs:

Lewisburg is a shining example of a Trail town whose Main Street Program turned a town around. Their program changed Lewisburg from just another country town into a showcase town which draws tourists and shoppers from miles around to boutiques, antique stores, galleries, fine restaurants, and quaint accommodations.

Studies show heritage to be a top draw for visitors; Lewisburg, also designated an Historic District, has developed this concept with success. This example can be replicated in other towns through which the Trail passes. For instance, the Trail is Ansted's main street, and Ansted would be a prime candidate for such a program.

Heritage Parks Program:

In May 1998, Malden completed a salt-worker's heritage park called the "Salt Village". This park, which recreated the world of Booker Washington, now serves as a natural heritage adjunct to Booker's church, the African Zion Baptist Church; the two are side by side. The "Salt Village" also blends well with the character of Malden as an Historical District, since historical old homes are located all around the park and within a few minutes' walk of it.

The Association's officers are working in cooperation with the Belle Historical Society to assist in the development of the Old Stone House property in Belle. Plans call for a heritage park with a reproduction barn whose space can be available for events, a blacksmith's shop, and other buildings which one would find on an early 19th-century farm. The potential exists for a number of such parks all along the Trail.

Additionally, as living history has proven itself as a draw, the Association proposes a Trail-wide program to attract living history re-enactors (which include colonial/Revolutionary-era encampments) to various attractions, including the Trail's heritage parks.

National Registry, Historic District, and Landscape Nomination Program:

An early WV Division of Culture and History assessment suggested that the Trail contained many properties and districts worthy of nomination for the National Registry or as Historical Districts. (see appendix for Registry list) Some agricultural, mining, and timbering sites are eligible for nomination as Historic Landscapes.

Maintaining and Enhancing

Pull-offs:

The Association has received federal grants for the development of three pull-off areas, two in Fayette County and one in Greenbrier County. One such pull-off, the Sewell Mountain Overlook, now contains an abandoned and dilapidated two-story cinder block structure which the Association supports removal so that the visitor can enjoy the Overlook.

The potential exists for a variety of pull-offs for industrial sites, coal history (such as the towns of Boomer, Quincy, and Smithers), spots of Civil War interest, and Indian history (Lookout).

Demolition of Eyesores:

The Trail's view shed, and especially its shoulders, has a number of run-down buildings, particularly in the more rural sections. WV Code permits a county commission to enforce the demolition of abandoned and dilapidated eyesores. The Association intends to pursue this avenue to its fullest, particularly through board members in the pertinent counties.

A West Virginia/Vandalia Interpretative Center:

As a way of increasing appreciation and understanding of the Trail's qualities, the Association proposes an interpretive center which showcases all of these qualities with interpretive panels.

Interpretive Panels:

One of the Association's strategies is the production of artists' interpretive and informational panels at certain spots of interest.

Interpretive Programs:

Use of living history re-enactors, drama, arts and crafts. Programs are already in operation in Malden Historic District. Expanded interpretive programs are planned for 2000.

Stewardship Awards:

As part of its current public awareness campaign, the Association annually confers "Stewardship Awards" to businesses, groups, and individuals who have shown a commitment to preserving heritage, preserving beauty, and developing quality of life along the Trail.

Collaboration with Local Historical Societies:

There are at least three such societies--Greenbrier County Historical Society, Fayette County Historical Society, and the Upper Kanawha Valley Historical Preservation Society. Several are already housed in two homes which have historical qualities.

Collaboration with the West Virginia Preservation Alliance:

Some of the Association's officers are also members of the Preservation Alliance, which is dedicated to heritage preservation and heritage tourism. With this collaboration, the Association will be able to host and conduct Trail-wide seminars, workshops, and conferences on preservation.

Collaboration with Environmental Groups:

Its commitment to preservation of scenic and natural qualities gives the Association an opportunity to team with groups which work to maintain the Trail's areas of beauty, particularly as to the New River Gorge and mountain-top removal (a sensitive political issue in West Virginia at this writing).

Collaboration will involve fund-raising activities for soil erosion control, stream quality preservation, tree plantings, and stabilization.



The New Midland Trail Writers' Project: In the 1930s, the Works Progress Administration paid writers to describe attractions along the entire route. Resurrection of this Project could occur in several angles. First, the Association may offer lucrative money prizes to outstanding magazine and/or newspaper articles. Additionally, there may be money prizes available to secondary and collegiate-level students who produce outstanding essays or articles.

Since the Association is committed to attracting and holding serious scholarship about the Trail, the Association can very easily produce a quarterly academic journal, similar to the type which issues for any academic discipline. Articles could very well feature historical, economic, and sociological analysis, to name but a few.

Adopt-A-Highway Program:

The Trail's communities have a variety of civic groups which easily could adopt and maintain sections of the Trail which have not been adopted at this writing.

Hawks Nest State Park:

Public input has recommended an expansion at the Trail's mid-point, Hawks Nest Lodge and surroundings. Specifically, participants suggested additional lodging accommodations, development of the marina area in the New River Gorge at the bottom of the Lodge's tramway, canoeing facilities and equipment in the marina, and paving of lots.

Development of Tours with Special Themes:

Ingenuity can devise any number of tour packages with special emphases that would enrich the tourist experience.

Interpretive activities will call for

new ideas, and the Trail will prosper with the introduction of unique or even unusual themes.

Some examples follow:

a. Genealogy

West Virginia has maintained a culture deeply situated in history and family. It is common for researchers to visit the Cultural Center and the numbers of cemeteries along the Trail. (see appendix)

b. Industry and Technology

The Trail's metal, chemicals, coal, and timbering enterprises offer a diverse look at industry and its impact upon an entire culture.

c. Teachers', executives', or employees' multi-site seminars

The Trail's historical sites offer an opportunity to blend pleasure with business by busing groups from one place to another and holding educational sessions for business, education, etc. seminars while enjoying a look at the Trail's diverse history, heritage, and hospitality.

d. Alumni Colleges and for-credit college and high school classes

Colleges and universities offer classes for fun and networking to their alumni as a way to get them to come back. These "colleges" include classroom instruction, field trips, and, when available, living history presentations by history scholars.

Meanwhile, colleges and secondary schools may offer credit for classes which are at least partly history- and heritage-oriented.

e. Nature Tours

Ideal for retirees and students. Attractions include Greenbrier State Forest, a federal fish hatchery, the bird life at Hawks Nest State Park, and Kanawha State Forest.

f. Bicycle Races or Tours

The Midland Trail once served as a bicycle route. A competition or even group tours might be able to travel all or parts of the Trail. Also feasible would be a re-enactment of the late 19th or early 20th century rides. A well-advertised bicycle race, something on the order of the Tour de France, would bring great public exposure to, and appreciation of, the Trail. May 2000 is planned a Ride Across the Virginia's celebrating Cycling and Heritage along the Trail

g. A Trail of Many Cultures Tour

Multi-culturalism, or cultural diversity, has become a significant political and educational theme in the 1990s. Great potential exists for molding a tourist experience which emphasizes Native, black, white, immigrant, and female themes, cultures, and issues at all sites along the Trail.

h. Hands Across the Trail: Traditional Arts and Crafts of West Virginia

Combines educational, informative look at traditional cottage industry, for which West Virginia is famous, with opportunities for hands-on arts and crafts experiences and with unique shopping activity.

i. On The Trail With Andrew Lewis Tour

Ideal for military history buffs. Would run from Lewisburg to Point Pleasant, with special tours in time for the Battle re-enactment around every October 10. Some historians claim that the Battle of Point Pleasant was the Revolution's first armed conflict.

j. From Mine to Market: Coal Industry in West Virginia.

Good way to combine the Coal Heritage and Midland Trails into one bus tour. Start on the Coal Heritage Trail for a look at the mining side and end on the Midland Trail for the refining industry perspective.

k. Freedom Trek: An African-American Trail

Tours, either stand-alone or in combination with other trails and routes, could easily present a Trail which figured in black history through slavery, the Underground Railroad, freedom, worship, education, and occupational opportunity.

l. Civil War Tours

An ideal way to link up with Virginia concerns, forming a bi-state Civil War tour partnership; Route 60 links with I-64, which continues to Lexington, VA, and this area connects with a larger network of roads to various sites all around Virginia.

m. Follow Her Footsteps: Re-tracing The Path of Mary Ingles

An ideal opportunity to highlight pioneer history through the eyes and travails of Mary Ingles from southwest Virginia to northeast Kentucky.

n. The Trail Tourist's Ultimate Scavenger Hunt

An intriguing way to travel, learn, and have fun. In this scenario, Trail businesses; historical, recreational, and cultural sites; and Visitor Centers are stops for a series of clues which lead the traveler to a "prize" at the end. Alternatively, the clues can be placed at various stops and pull-offs along the Trail. A nationally-advertised scavenger hunt would make a Trail Scavenger Hunt the first of its kind in the U.S.

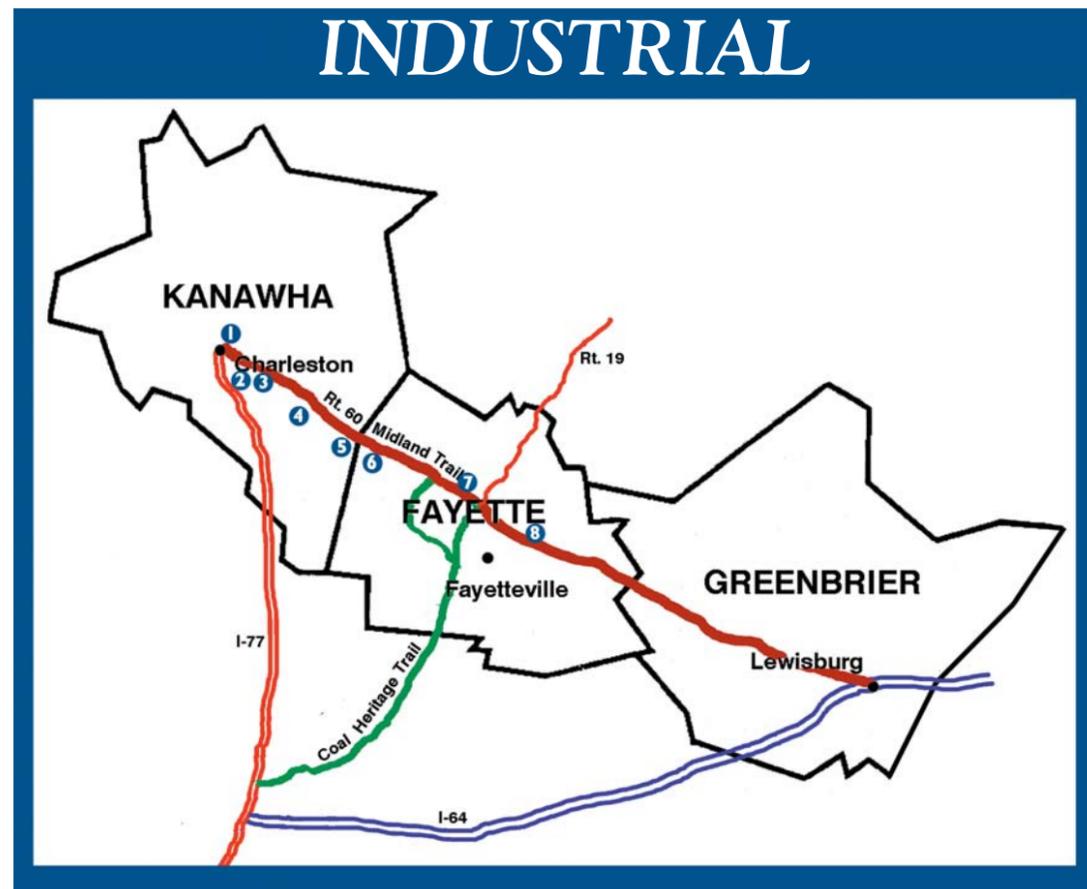


Other Characteristics:

Industrial

Locations

- | | |
|--------------------------|---|
| 1. Railroad yard | 6. Coal company town |
| 2. Dickinson Salt-Works | 7. Elkem Metals |
| 3. DuPont Chemical Plant | 8. Hawks Nest Hydro Power Facility |
| 4. London Locks | 9. World's Largest Hardwood Lumber Enterprise |
| 5. Cannelton Coal | |



SPECIAL HISTORICAL QUALITIES: Industrial Heritage on the Trail

Johnny, Jr.:

Bet you didn't expect to get a note from your old Pop, but this is to let you know that Mom and I fine and having a relaxing time just getting back to nature.

Shot these pictures on U.S. 60 Midland Trail, and thought they might be of interest. At least they are to me. Both of your grandfathers worked in places like these, and I did as a young man and for about fifteen years after I came back from Japan in '46. It gave us a good living, so I'm interested in these things. I guess it kinda gets into your blood.

That one picture is Port Amherst, outside of Charleston. They transport chemicals and coal out of those rail yards. Port Amherst was the site of the largest railroad flatbed car ever built in the U.S.

A couple of miles down the road is DuPont plant. If you look over to the right, you see a large white structure used to manufacture herbicides. I used to make those at AgriTech. For over 70 years, DuPont has been producing intermediates for final chemical products, and it ships about 200 herbicide products all over the world. This plant is where they developed nylon (remember Mom complaining about runs in her stocking) and antifreeze. DuPont was one of the industries around here that manufactured munitions during the War (the Army gave it 3 awards for service, and the Army assigned it a protection force), and I understand it used to be the largest ammonia-producing place in the country.

You can see the photo with the tipple that crosses right over the road. That's Cannelton Coal company. Cannel coal is a hot-burning coal for certain industrial purposes.

Mom and I took a tour through the Locks at London. It's part of a series of 9 locks up and down Kanawha River for coal barges. Kanawha River had the first movable dams in



the U.S. I wish Bill had been here with us; he could've explained all the engineering to us.

That other large place is Elkem Metals, the largest silicon metal producer in the world. I read that half of the world's computer chips have silicon that comes from Elkem. Silicon out of here goes into glue that binds the space shuttle's panels to its body.

My back was acting up, so Mom leaned over and got those shots of the Hawks Nest Tunnel. We really could've used Bill to tell us about it. Elkem used to be part of Union Carbide, and it built the Tunnel to generate hydroelectric power for its silicon-making operations. 4 turbines that generate enough electrical power to run a small city like Charleston. A lot of men lost their lives constructing it, though; we were spoiled at SynTech, with all the safety, safety, safety.

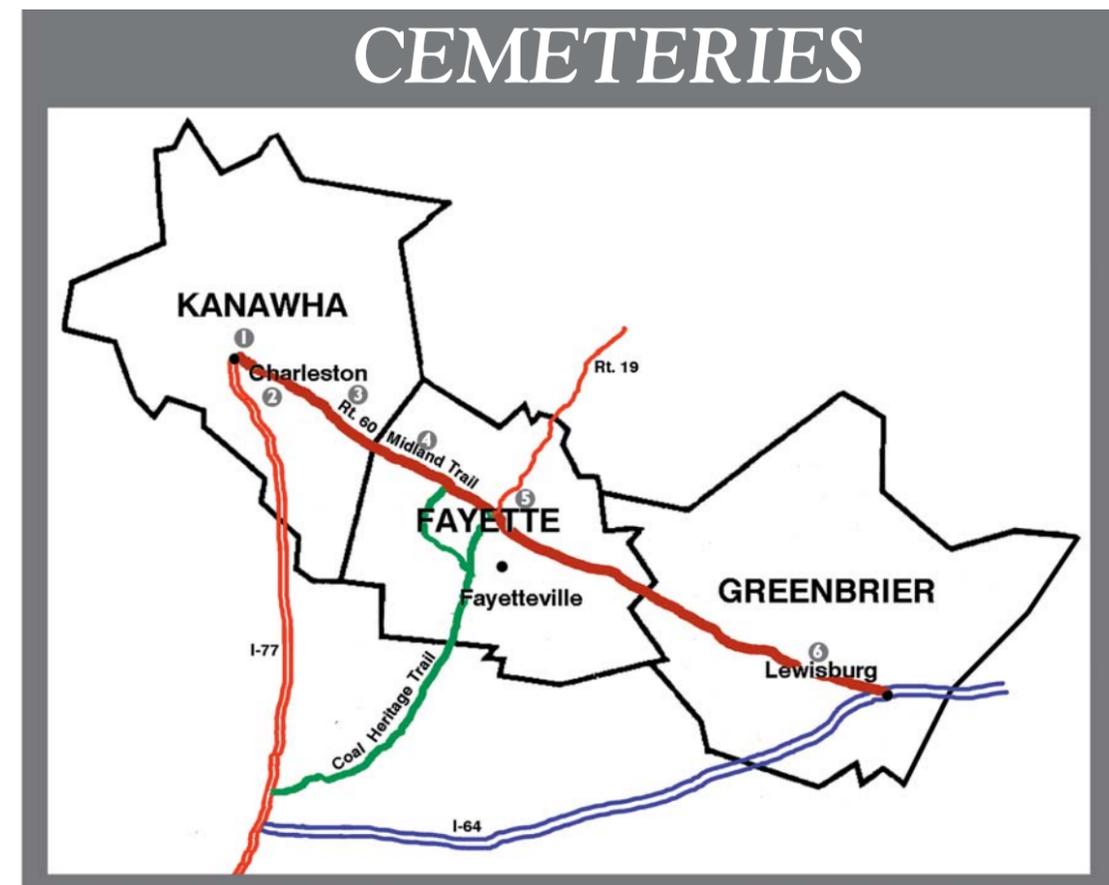
Just wanted to share these things with you. Hope the family is well.

Love,
Pop

INDUSTRIAL HISTORY:
Elkem Metals

Locations

1. Spring Hill Cemetery
2. Ruffner Cemetery
3. Memorial Gardens
4. Springdale Cemetery
5. Jeanette Cemetery
6. Old Stone Church Cemetery



A Quick Look: How the Trail

The following is a thumbnail history of the Midland Trail.

- * George Washington envisions a route to the continent's interior and southward to the Gulf of Mexico for settler traffic and commerce. Washington procured 30,000 acres of land grants in the Kanawha Valley and bequeathed land to the public at Burning Springs.
- * Staging area for last great white-Native battle east of the Ohio River, the Battle of Point Pleasant; Lewis marched westward in October 1774 from Camp Union, now Lewisburg, to what some say was the first conflict of the Revolution.
- * Largest hardwood lumber company in the world. Rainelle's Meadow River Lumber Company produced wood which built the U.S. Supreme Court building, New York's Waldorf-Astoria, and part of Yale University.
- * Childhood home of Booker T. Washington. His years at Malden taught him the values of hard work, education, and self-respect which made him a leading spokesman for the post-Civil War black community.
- * Andrew Carnegie's philanthropic largesse gives Lewisburg Carnegie Hall; today, in addition to hosting a variety of enriching cultural programs, Carnegie Hall has one of the country's largest rural arts-in-education program.
- * Legendary trek of Mary Draper Ingles, who escaped captivity and walked through hostile Indian territory along the Trail to Virginia. Bestseller *Follow the River* dramatizes Mary's ordeal. "Mad" Anne Bailey would later travel the Trail to bring gunpowder to besieged Charleston.
- * Country's first industrial trust at Malden; salt makers signed an agreement to control prices and production. This business practice did not come into vogue until 70 years later.
- * General Lee finds his famous horse Traveler at Little Sewell Mountain near Rainelle during his 1861 Sewell Campaign. He watched his troops from the famous Lee's Tree there. Traveler accompanied Lee during the War and died and was buried at Washington and Lee University in Lexington.
- * Lewis and Clark travel the Trail on their famous journey to the Louisiana Purchase. Their land travel ends at Cedar Grove, then called the "Boat Yards", where their dugouts were cut. From there, the two set out on the Kanawha River.
- * Only time in American legal history that a court accepted the hearsay evidence of a ghost; this case was a murder. Today, *Zona* is a drama at Lewisburg's Greenbrier Theater.
- * In 1815, Captain James Wilson drills America's first gas well.
- * Oldest golf course in country, dating from 1884, still operates in White Sulphur Springs. Two Scots establish Oakhurst Links, which still requires play by 1884 rules.
- * In 19th century, Malden becomes largest single salt-producing town in the world, and John Hale the world's largest salt-producer. Full of iron impurities, its salt was red, making it prized among westward-moving pioneers. Rest of country looks to Salines for lessons in drilling; "Uncle" Billy Morris perfects steel drilling bit.

Shaped the American Experience

- * Greenbrier Hotel, world-famous resort, provides kings, presidents, and statesmen rest and relaxation. General Lee stayed there. The Greenbrier was a WWII hospital and a "Summer White House" for presidents. Under one wing was a top-secret nuclear bunker for the entire Congress and their aides.
- * Gauley River is considered one of the world's best whitewater rivers.
- * Plants at Alloy and Belle considered so vital to national war efforts that the Federal Government stationed troops at them. DuPont invented antifreeze (ethylene glycol) and nylons (world's only source in 1939-47).
- * African-Americans establish state's mother church for all West Virginia black Baptists at Malden in 1872, the African Zion Baptist Church.
- * New River is one of earth's oldest rivers, and one of a few that flow north. The New River Gorge is millions of years old.
- * Lewisburg earns the name "Western Cradle of Independence" because it is the first stop on the pioneer's route to the opening western frontier.
- * Federal Government builds country's first movable dams on Kanawha River, revolutionizing river commercial travel.
- * Completion of Hawks Nest Tunnel in 1930s. State's greatest engineering achievement of the time (creation of a hydroelectric facility which still operates) and worst industrial tragedy (workers' deaths of silicosis spurred national workers' compensation reform).
- * Cass Gilbert, designer of government structures in Washington, D.C., designs State Capitol.
- * British General Braddock, later of Revolution fame, directs the building of Lewisburg's Fort Savannah.
- * Daniel Boone lives across the Kanawha River from the Trail and hunts on it. Serves as lieutenant-colonel in Kanawha militia and commands the defense of 3 forts in Lewisburg during the Point Pleasant campaign.
- * William Tompkins of Cedar Grove is America's first businessman to use natural gas for industrial purposes.
- * Ansted hosts the Annual Street luge on Gauley Mountain, which draws lugers from all over the world. This event is even listed on the Internet.
- * Construction of first Gatlin Gun at Belle's Camp Piatt. The Gatlin Gun gave the North a military advantage. Future Presidents Hayes and McKinley stationed at Piatt and Kanawha Falls during the 1861-62 Kanawha Valley Campaign.
- * Teenage future journalist, writer, and biting social critic Ambrose Bierce stationed at Gauley Bridge in 1861. Bierce later disappeared in 1913 while covering the Mexican Revolution.
- * National football star Randy Moss gets his auspicious start at Belle's DuPont High School in 1990s.