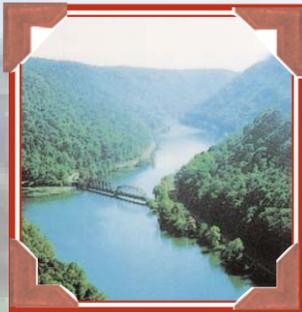
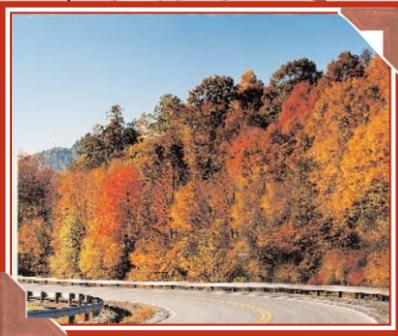


# MIDLAND TRAIL SCENIC HIGHWAY

February  
2000

Mom & Dad -  
What A great  
ride!!!! The kids  
were all eyes!-  
Plenty to see --  
Put the Midland  
Trail on your  
list!  
Steve



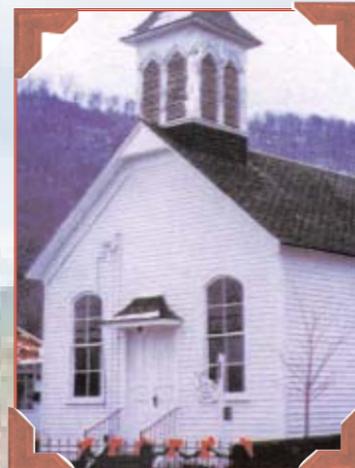
Frank-  
The New River -What a place  
- they raft into it, parachute  
into it and fish in it!!! Or just  
come here to Hawk's Nest and  
look at it over dinner!

Mom



Postcards  
from  
The

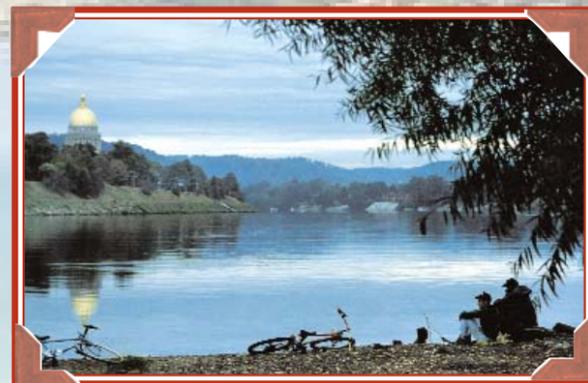
Midland Trail



Dear Cynthia -Forget the cathedral.  
Let's do it here -- the African Zion  
Baptist Church. -Love Rodney



Golf is great at the historic Greenbrier!  
Poor Uncle Bill

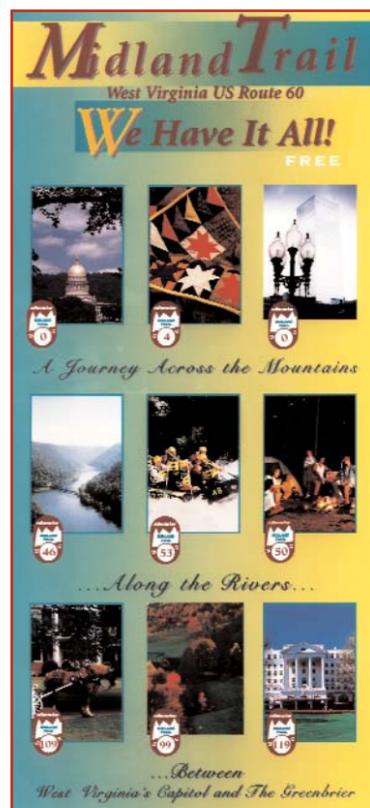


Hallie- West Virginia has it all!!!! Send my things. I'm  
staying! See Ya' soon. Bob.

## Corridor Management Plan

## Welcome to the Midland Trail

The Midland Trail  
Scenic Highway  
Association  
Invites You to  
Learn About Our Trail  
Review Our Plans  
and  
Join Us  
As We  
Blaze New Trails!



In Chapters One, Two and Four defines and describes the Midland Trail and its intrinsic qualities.

Chapter 3 outlines our Vision for the Trail and our Goals.

In Chapter 5, Trail Tales we use the storytelling approach to make this research adaptable for public school use, for press information, and to broaden the appeal and understanding of the Trail for our future Trail Blazer group.

Chapter 6 presents primary as well as secondary projects. This Plan discusses major projects in detail, enabling readers to understand why and how these Projects contribute to the Trail's overall program and reflect upon our visions and goals. The secondary projects are those which community people expressed a desire to execute and which we hope to see realized in the future.

Chapter 7 & 8 gives a great deal of attention to our marketing and management plans, since we believe these to be the basics to our movement's success. We expand on the visions, goals and objectives of our membership and communities to explain how we intend to grow our Trail.

In Chapter 9, we examine the Visitors Experience in Driving the Trail and speak to what needs to be done to protect and preserve these intrinsic qualities. We want our Trail pioneers to have an improved perspective and an interpretation of the Trail, which makes these qualities even more valuable as time marches on.

Finally, discussion of public participation, economic impact and conclusion bring the Midland Trail CMP to a close for now. It is our intent that this Plan be on disc, on paper by request, and on our Website. This planning process continues as a part of the life of our organization. We appreciate the time you have taken to read it and we welcome your thoughtful and constructive responses, which we know will improve upon it.

February 2000

# Midland Trail

## Corridor Management Plan

Prepared By

Midland Trail Scenic Highway Association  
for

United States Department of Transportation  
Federal Highway Administration

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## Corridor Management

To receive designation, the Corridor Management Plan for the byway must address 14 specific points. Here is a quick reference guide to locating these aspects of the Plan.

A map identifying the corridor boundaries, location intrinsic qualities and land uses in the corridor

**Maps in Chapter 4 pages 4.12, 14, 18, 22, 23**

An assessment of the intrinsic qualities and their "context" (the areas surrounding them). Chapter 4

A strategy for maintaining and enhancing each of those intrinsic qualities. 4.28-31

The agencies, groups, and individuals who are part of the team that will carry out the plan, includes a list of their specific, individual responsibilities. Also, a schedule of when and how you'll review the degree to which those responsibilities are being met.  
**Chapter 7 addresses this in length.**

A strategy of how existing development might be enhanced and new development accommodated to preserve the intrinsic qualities of your byway. 4.26-27

A plan for on-going public participation.

**Goal VIII Pg. 3.15** Also Page 8.10

A general review of the road's safety record to locate hazards and poor design, and identify possible corrections.

**9.6-9 Including 9.6a chart recapping Accident Data and Rates**

A plan to accommodate commercial traffic while ensuring the safety of sightseers in smaller vehicles, as well as, bicyclists, joggers, and pedestrians. 6.15 9.5 9.8-9

A listing and discussion of efforts to minimize anomalous intrusions on the visitor's experience of the byway.  
Goal 2 Enhance the Visual Experience Pg. 3.9 Also 9.12

Documentation of compliance with all existing local, state, and federal laws about the control of outdoor advertising. 9.4

A plan to make sure that the number and placement of highway signs will not get in the way of scenery, but still be sufficient to help tourists find their way. This includes, where appropriate, signs for international tourists who may not speak English fluently. 6.8 9.2-5

Plans of how the byway will be marketed and publicized. Chapter 8

Any proposals for modifying the roadway, including an evaluation about design standards and how proposed changes may affect the byway's intrinsic qualities. 9.9

A description of what you plan to do to explain and interpret your byway's significant resources to visitors.

Chapter 9 addresses signage Pages 9.10 & 11 discusses interpretation as a part of Visitor Services, Chapter 8 pgs 8-21 addresses interpreting to specific market segments.



**T**o be sure, the Midland Trail has its scenic, cultural, and historic qualities. We will tell you about these. However, we would be remiss if we failed to communicate the story of the Trail to you in all its richness and diversity. It is the Association's vision to create and develop the image of the Trail as a living "community" both in the minds of its residents and its visitors. Community is more than words on a page and certainly more than strict narrative. It is the personal touch. It is voices representing our past and future. It is people in the hospitality fields providing visitor experience. Most importantly, it springs from our identity and how others see us.

Our readers come from all sorts of backgrounds, cultures, and interests. Some are the business owners along the Trail. Some are town officials from our many communities. Others are government planners, educators, students, and historians. Some rode the Trail to work this morning. Others of you rode the beltway or a subway.

During our planning, we struck around for a way to tell our story. For many routes, finding and developing an understandable and unifying identity seemed clear. Some had a decidedly historic image, some were clearly cultural in make-up, and many clearly had the scenic and natural qualities that fulfill the criteria for a Scenic Byway. And we looked for a new way to tell the tale of an old route.

How to tell our story? The Trail has seen animal and human movement from hooves to rubber tires for hundreds of years, and in that time has nurtured a 119-

mile community and a centuries-old heritage sufficiently diverse in its make-up that it was difficult to work out some unifying image. This Plan approaches the Trail as a community which defies the label of any single identity or image, but rather treats the Trail as a many-faceted and an All-American Road.

Thus, we want to tell you the story through several media. In addition to straight, sometimes technical, narrative about marketing, management, road hazards and conditions, capital investments and visions, you will read "letters" or "postcards" that visitors to the Trail might conceivably write to friends and family; this is the visitor's tale. Furthermore, you will hear the tales that the Trail has to tell its guests and potential guests such as you; what you read here will represent only some of the stories which we can tell you.

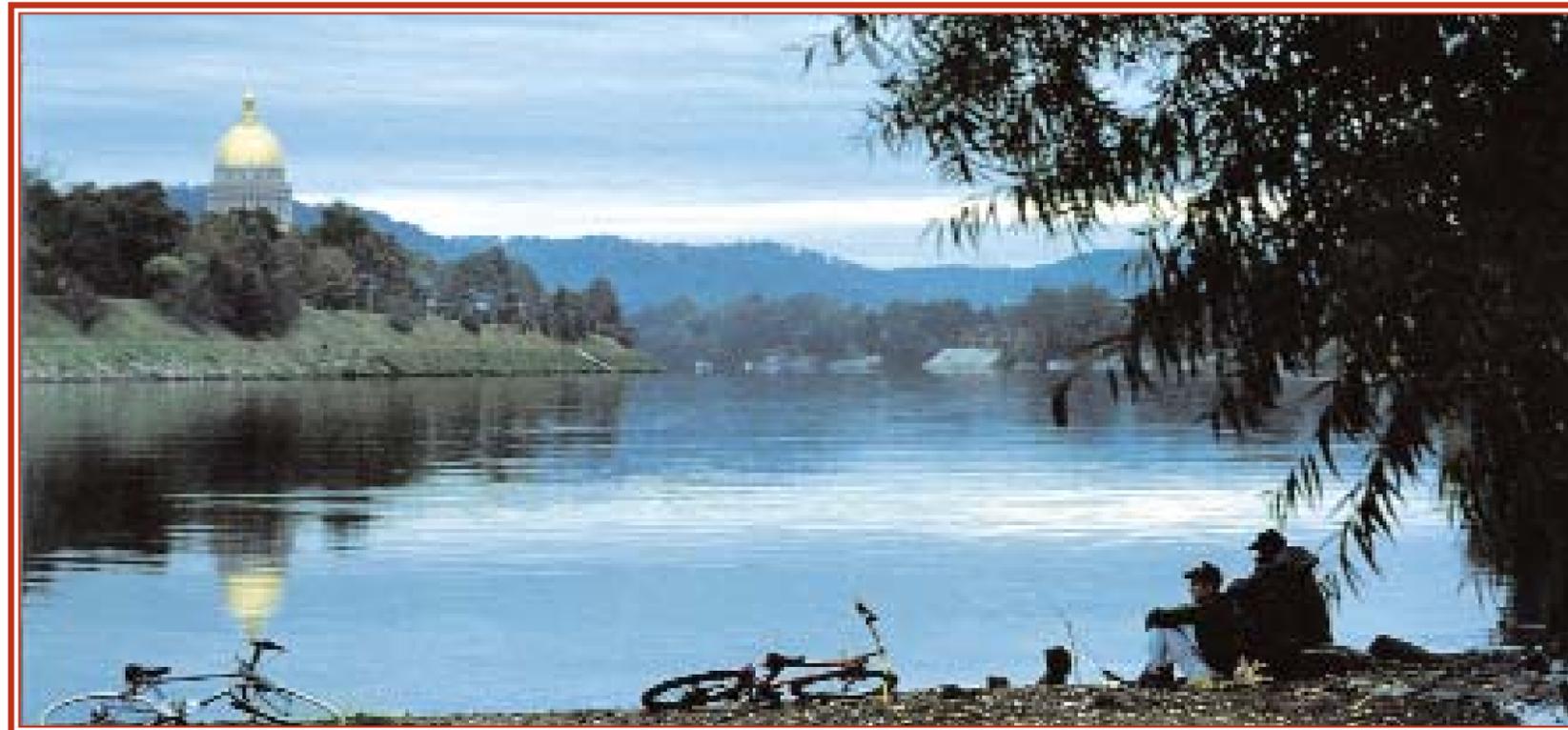
This tale is not the end, but the beginning. The stories here are the Trail's part of a continuous process of development and reinvention.

The Association invites you to spend some "intrinsic quality time", to read and enjoy these postcards which the Trail is sending to you, only these have no cancellation marks on them and they don't just wish that you were here. Enjoy the postcards!

**With Best Wishes,**

**The Midland Trail  
Scenic Highway Association**





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# PROJECT DESCRIPTION

The Midland Trail Scenic Highway Association has produced this Corridor Management Plan in cooperation with the West Virginia Department of Transportation and the Federal Highway Administration. This Plan also reflects the results of public participation and work with various public and private groups at the community level.

In 1992, the Trail was designated as a State Scenic Highway, and is now in the process of developing its application for All-American Road status. With this plan, the Association wants to develop the Trail as a heritage, a natural scenic, a cultural, and an outdoors recreation tourism destination route.

The Association was active in the 1980s and early 1990s, and reactivated in 1996. Its main goals are to preserve, develop, and interpret heritage, among these the Trail's industrial heritage; preserve Trail natural and scenic beauty; preserve and develop green views along the route; limit sign clutter; and encourage economic development and business growth on the Trail through tourism.

As a route, the Midland Trail has influenced history since the time of the Native American. The Midland Trail played a significant part in pioneer movement, and contains breathtaking vistas and a multitude of outdoors activities. Along the Trail are a diverse mix of natural, scenic, historical, cultural, and recreational resources. This Plan will describe a long-term strategy for development, preservation, interpretation, and management of those resources.

Included in this Plan are a description of its intrinsic qualities from the perspective of the potential visitor or

visitor type. Following these are the so-called "Trail Tales"; we have found it beneficial to tell the reader the many accounts of past life on the Trail from a variety of viewpoints.

The Association contemplates this Corridor Management Plan to be multi-purpose. Its primary goal is to notify governmental decision-makers of the Association's intention to seek designation as an All-American Road or a National Scenic Byway and to inform them of the various qualities, marketing and management strategies, and projects which establish the rationale for our request for such designation. Secondary goals include distribution to schools for curriculum development and to libraries for public use.

Finally, but not least important, this Plan is part of a larger scheme of synergy. The Association sees a tremendous opportunity for partnerships and collaborations.

# OVERVIEW: WV'S FACES

To some it is a place to raft, to others its the place where Dad or Granddad worked the chemical plants, to others its a homecoming picnic or a visit with Grandma' -- to yet others its a curvy scenic byway full of history and fun -- many faces...

The first face is history and heritage. One of the oldest routes in the United States, the Midland Trail was a chief path for pioneer movement westward over 200 years ago. As such, it played a crucial role in the history of America's settlement. The Trail's history is intertwined with colonial history, the Civil War, the country's immigrant culture, African-American history, and America's industrial past.

The western segment (Kanawha County) contains a long-standing industrial culture which survives to this day; the visitor sees it in the large industrial enterprises--coal, chemicals, salt-works, metals, agricultural products--of the Kanawha Valley. This is West Virginia's face to the world: an industrial people.

In addition, the route contains some of West Virginia's most breathtaking natural scenery and unspoiled vistas in the middle segment (Fayette County). Greenbrier County offers views of pasture farmland.

The Trail affords access to the outdoors recreational activity for which West Virginia is well-known: whitewater rafting, biking, hiking, fishing, horseback riding, boating, skiing, and camping. Recreational resources -- forests, rivers, mountains --

characterize the entire Trail's course, especially in the Fayette segment.

In the east, one finds a face of charm, tradition, and historically-rooted hospitality in heritage towns such as Lewisburg and White Sulphur Springs. Lewisburg has become a center for arts, crafts, antiques, and fine dining. The latter is home to the world-famous Greenbrier Hotel.

Don't forget the most important face on the Trail. It's the one that welcomes you to a waiting bed in any one of our historic inns. The smiling one that serves you a home-cooked plate of West Virginian hospitality in any one of our roadside diners or small-town restaurants. Behind the desk, the one that welcomes you to a world of museums, historic homes, and recreational pleasure.

The Midland Trail is a representative slice of West Virginia, presenting to the tourist all of the things which fit the image of West Virginia in its most positive aspects, but, interpreted in new ways, will nourish a re-discovery of West Virginia.

**The Midland Trail is a representative slice of West Virginia, presenting to the tourist all of the things which fit the image of West Virginia in its most positive aspects, but, when interpreted in new ways, will nourish a re-discovery of West Virginia.**



This Plan will accomplish three things for the reader:

1. Present core ideas.
2. Describe particulars behind the Association's goals and vision.
3. Provide a statement both as to the current status of the Trail and its management and as to its future as an All-American Road.

Respecting that you, the reader, may desire a usable Plan, the Association aims for simplicity.

If the Association is to achieve its objective of a shared vision for the Midland Trail through the efforts of all interested parties, it is necessary that this Plan be plain and understandable in both language and content. Therefore, we have purposely avoided technical language wherever possible and even adopted a colloquial, even first-person, approach in some sections.

This project is intended to be a tool for multi-purpose instruction.

We aim for a Plan which everybody can use: planners, marketers, educators, school-children, historians, heritage preservationists, naturalists, and even the tourist.

Just as this Plan resulted from a community process, above all, this Plan is intended to be a community document both in execution and usage.

In 1988, a group of individuals from different towns along the Trail met to discuss the future of the Trail. These pioneers, or "trail blazers", worked with the Department of the Interior to shape a vision for the Trail.

Since that time, public officials, private decision makers, citizens, historians, and preservationists have created a groundswell of community action, grassroots support for a Trail which manages, preserves, and interprets the intrinsic qualities of one of America's oldest routes.

This process has been building for ten years. The Association has accomplished the work of five years in two; the next five to ten years promises much positive change and growth, and we look forward to that.

Following are projects which form the basis of discussion in this Plan. The Association will not prioritize these; rather, community action will determine priorities.

- Develop a consistent, coordinated, sustained, and effective marketing plan and strategies. These strategies include projects such as the Destination Guide 2000, video of the Trail, and maps.
- Outline and describe future capital projects and priorities (See chapter 6).
- A proposed extension of the Trail designation westward from Charleston, and eventual efforts to extend the Midland Trail name beyond West Virginia into other states. Synergy should develop the Trail as a multi-state, even multi-region, tourist route with a coordinated effort surrounding Ride Across The Virginia's in spring 2000. (6.7)
- An Interpretive Center for Byway Studies, preferably located in Malden. This Center will accomplish two broad purposes. First, it will research issues of scenic byways management, preservation, interpretation, and development. Additionally, it will study Trail history and heritage.
- A Heritage Center at Hico, where the Trail intersects with Route 19. The Route 19-Midland Trail junction holds the prospect for linking a proposed extension of the Coal Heritage Trail with the Midland Trail. Such a Heritage Center could easily incorporate a proposed Whitewater Hall of Fame.
- Trail signage needs upgrades and development with a constant mind on serving the auto or tour bus traveler and foreign visitor.
- A plan to modify road designs to encourage travel on the Trail, such as a proposed augmentation of the segment from Quincy to Montgomery from 2-lane to 4-lane. Other plans discuss modifications to ensure the tourist's safety, such as an alternate route for commercial traffic in the Malden/Belle area.
- Improved services and accommodations for the visitor. Among these is an expansion of Hawks Nest State Park to include visitor convention facilities and lodging.
- Preservation and development of intrinsic qualities. Discussion includes protection of mountains in the Trail's view-shed from industrial activities which would mar their beauty, e.g., mountain-top removal, clear-cutting, timbering.
- Interpretive and informational projects, such as videos, kiosks, a women's heritage center and interpretive park at Malden, and a mitigation video project from the U.S. Army Corps of Engineers for the Eastern Kanawha area. This Plan also describes projects in progress and accomplished.
- A River Museum and interpretive transportation project in eastern Kanawha County.
- Coordination with the New River National Park and Heritage River projects in Fayette County.
- The move from all-volunteer to paid professional staff administration. Growth and progress in projects and action has stretched volunteers to the limit, and the Association must now address this growth with a paid staff.

