

Staunton-Parkersburg Turnpike Byway and Backways Corridor Management Plan

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Chapter 1 – Introduction and Vision

The Staunton-Parkersburg Turnpike is the historic highway from Virginia's upper Shenandoah Valley to the Ohio River. Begun in 1838 and completed in 1845, the road was designed by master engineer Claudius Crozet. The road was prized by both Union and Confederate armies during the Civil War as essential for the control of western Virginia, and the road was the gateway to the Shenandoah Valley, the "Breadbasket of the Confederacy".

Today, much of the route follows modern highways. Other portions are still intact back roads, offering excellent opportunities for visitors to experience the turnpike much as it was 150 years ago. The Byway and its Backways pass through Pocahontas and Randolph Counties in the high Allegheny Mountains of the central Appalachians, crossing some of the most scenic, historic, and rugged terrain in West Virginia. It then continues westward through Upshur, Lewis, Gilmer, Richie, Wirt, and Wood counties, an area of varied topography and land uses.

Starting in 1994 from a collaborative effort of groups and individuals concerned with protecting and promoting the historic sites along the Turnpike, the informal Staunton-Parkersburg Turnpike Alliance (SPTA), with assistance from many partners, has identified resources, sponsored events, and provided interpretation projects for parts of the Turnpike. The Alliance, with broad support throughout the counties, nominated the Turnpike through Pocahontas and Randolph County as a West Virginia Byway. In June, 1997, the Staunton-Parkersburg Turnpike Byway was designated along US Rt. 250 from Top of Allegheny to Beverly, as well as designation of four back road sections of the original turnpike route as Camp Allegheny Backway, Back Road Backway, Cheat Summit Backway, and Rich Mountain Backway. In June 2000, the remainder of the route in West Virginia to Parkersburg was added to the Byway designation. Mostly following the older routes before four-lane construction, the Byway loops through Elkins to follow old Rt 33, reconnects from Rich Mountain backway, then continues through Upshur and Lewis counties. Crossing into Gilmer County, the road becomes WV 47 and continues with that designation through Richie, Wirt, and Wood counties.

The SPTA and additional partners have worked as a Byway Planning Group to develop this Corridor Management Plan (CMP). This CMP offers a blueprint to protect and enhance the many historic and scenic resources along the route; to present these resources to the public for recreational, cultural and educational enrichment; and to further develop tourism businesses and infrastructure for the region's economic benefit. With properly planned development and promotion of the resources, the plan will increase low-impact heritage tourism that maintains the region's quality of life while bringing increased economic development.

The CMP recommends investigating applying for National Scenic Byway status for the Staunton-Parkersburg Turnpike. The CMP also recommends continuing work with regions in Virginia along the historic route, with goals of cooperative interpretation and promotion for the entire route.

This CMP is the result of several years' work of research, public meetings, discussions and feedback, plus the practical experience of professional consultants as well as those working with Byway sites. It consists of three parts: the narrative discussion of issues to be addressed in the development of the Byway; the practical "plan" derived from the Byway goals and leading to the

concrete action steps to bring those goals to fruition; and the detailed information provided in the appendices of the Byway assets. The plan will be flexible in order to be updated periodically as conditions and needs change. Most importantly, it is also a working document that will result in concrete action of benefit to the whole Byway region.

The CMP presents an exciting vision of the Staunton-Parkersburg Turnpike Byway as a vital dynamic contributor to community economic development and to the sustained high quality of life and respect for our resources that makes West Virginia so special.

1-1) Statement of Purpose and Vision

As identified by the Byway Nominating Group for the Byway nomination, the Byway vision is:

The historic Staunton - Parkersburg Turnpike was highly significant in the settlement of western Virginia, and in the strategically important Civil War campaign that was waged for control of the pike. The purpose of the Staunton - Parkersburg Turnpike Byway is to interpret and present the story of this roadway, of the countryside through which it passed, and of the people whose lives it affected. We seek to protect and enhance the historic, archaeological, cultural, scenic, natural, and recreational qualities and resources along this byway, and to encourage low-impact heritage tourism for the area. We envision a byway encompassing a variety of experiences, from scenic mountain back roads reminiscent of the original pike to modern highways serving prosperous communities that have grown up in these beautiful surroundings. The varied resources along the route will be linked by interpretation that relates the history of the route to its modern experience.

This vision can become real in a wide variety of ways.

It can mean attractive, well-interpreted historical parks in pristine mountain settings, taking the visitor back to the experience of the Civil War soldier over a century ago;

Or meeting such a soldier (in a live interpretation), in a living history encampment, or reenacting the critical battle;

Or contemplating the graveyard where an honored forebear came to rest.

It can mean a restored historic home taken back to its appearance of 150 years ago, with educational tours and interpretation of its illustrious former owners,

Or staying in a historic home yourself in a high-quality and friendly Inn or Bed and Breakfast where perhaps travelers along the turnpike also stayed in the past.

It can be a museum full of authentic artifacts;

An interpretive center with exciting thematic displays;

A video presentation on the story of the turnpike;

Or a computer interactive program where you follow your own interests in detail.

It can be peaceful drives along gently winding roads with spectacular overlooks,

Idyllic hikes or bike rides through pristine forests,
A train ride along a historic track through the mountains,
Or in a horse-drawn coach down the actual turnpike.

Dance to the strains of a mountain fiddler,
Learn to make your own traditional basket,
Hear the stories of homestead life in years gone by.

Join in the activities of a town festival,
Shop for unique antiques and quality crafts,
Enjoy elegant dining as well as simple home-cooked fare,
And most of all, be welcomed by friendly people who want to share their unique communities.

1-2) Goals of the Byway

The Byway Planning Group has formulated four Goals for the Staunton-Parkersburg Turnpike Byway. We will use them to guide the development of the Byway as outlined in this Corridor Management Plan.

I. Identify and protect resources

Identify our intrinsic quality resources (historic, archaeological, cultural, natural, scenic, and outdoor recreational) and work to conserve, protect, and restore them.

II. Interpret and enhance resources

Provide interpretation and education about our intrinsic resources, and appropriately develop them for visitation in ways that value authenticity, quality, and respect for the resource and the community.

III. Promote appropriate tourism

Plan for and encourage tourists to visit the Byway and our communities so they will be attracted by the resources the Byway offers. Develop tourism services and businesses that will provide jobs and community economic development. Provide cooperative promotion and marketing of the Turnpike as a heritage tourism destination. Offer an authentic, quality, positive experience for visitors and the community.

IV. Involvement and stewardship.

Promote constituency and grassroots involvement that will encourage pride and stewardship. Utilize collaborative partnerships to work together effectively to bring the Turnpike vision alive.

Chapter 2 -- Description and Current Conditions

The modern US Route 250 from the Virginia / West Virginia border to Beverly generally follows the routing of the original Staunton-Parkersburg Turnpike, and is designated as the eastern section of the Byway. Because it is most accessible and visible to visitors, it demonstrates the long-term value of the original routing of the turnpike. The middle and western sections follow US 33 and WV 47 to Parkersburg.

The contemporary condition of the original turnpike route varies widely over its course. The best integrity is found on those sections that have been bypassed by modern highways yet remain in public use as secondary “county” gravel roads. All are under the jurisdiction of the West Virginia Division of Highways. The narrow gravel back road sections within Pocahontas County are from the Top of Allegheny to Bartow (Camp Allegheny Backway), a short section over Cheat Bridge (Cheat Summit Backway), and in Randolph County over Rich Mountain (part of Rich Mountain Backway). Other sections, such as Back Mountain Road west of Durbin (Back Mountain Backway), and west of Beverly to Rich Mountain and from Mabie to the Upshur County line, are blacktop but not major highways (Rich Mountain Backway). The western half has no designated Backways. In Ritchie County the original road followed the north bank of the river, but this segment has been partially abandoned and has only limited maintenance, making it nearly impassable.

Backways, especially those sections still unpaved, offer the best opportunity for interpretation of the original turnpike. These scenic, little developed roadways have excellent integrity to the early appearance of the turnpike and strong Civil War associations. They offer a unique experience for the tourist looking for something genuine and unusual.

In some places previous routings of the road can be seen either as small loops off of the modern road, or as alternative routes. Additional research will be needed to identify all of the variations of the roadway from the Turnpike era through today.

In some cases, the original route has been bypassed or abandoned altogether, most notably through Bartow and Durbin, from Cheat Summit Fort to Red Run, and the Oxbow Loop Road. Some of these sections have potential for hiking trails associated with the Byway.

2-1) Byway and Backway Descriptions

The 43-mile eastern section of the Staunton-Parkersburg Turnpike designated as a West Virginia Scenic Byway follows U. S. Route 250 from the top of Allegheny Mountain in Pocahontas County, at the West Virginia/Virginia border, to Beverly in Randolph County. The associated Backways are sections of the original turnpike route that are different from the modern Route 250.

The Route 250 roadway is a two-lane paved highway. This portion of the road is a continuation of US 250 from Staunton, Virginia, the terminus of the original road. The “Top of Allegheny” constitutes the main eastern gateway in West Virginia.

The exact beginning of the Turnpike in West Virginia is actually located about ¼ mile east of the mountain peak, where a section of the old route diverges from the modern highway and is in West Virginia on the south side of the highway. Before it merges with the Backway, this short section consists of a narrow one-lane track that may be more suitable for a foot or bike trail than vehicles. The corner where this section diverges from Rt 250 provides a potential

attractive location for a wayside or interpretive hub connecting the Virginia and West Virginia sections on the Turnpike.

Camp Allegheny Backway follows the access road from the state line at the top of Allegheny along the ridgetop south. Joining the original turnpike route in about 1/4 mile, it continues along the ridge to the Camp Allegheny site, bisecting that site, then winding down the mountain spur to Bartow. This 9-mile improved dirt roadway offers a backcountry experience reminiscent of the original turnpike, passing through remote woods and fields and with impressive scenic views of the surrounding countryside. It rejoins the Byway at Bartow, at the site of the Civil War Camp Bartow and the original turnpike inn of Traveller's Repose, now a private home.

Route 92 from the north intersects US 250 just east of Bartow and provides a trailhead and connecting route to Spruce Knob and Seneca Rocks. Route 92 turns south at Bartow towards Green Bank, and is significant as the connecting route to many of the other related attractions in Pocahontas County such as the Green Bank Observatory and Cass Scenic Railroad.

Through the communities of Bartow, Frank, and Durbin, the Byway follows the highway route. The original turnpike routing diverges from the highway in a number of places where the original grade can be seen, wandering through fields at the base of the mountain past the Burner house, along a back road and railroad grade near the tannery site in Frank, and through the streets and yards of Durbin.

Back Mountain Backway crosses the Greenbrier River at the west end of Bartow, following the paved Back Mountain Road with a switchback up the mountain. This route was the original roadway paved in the 1920s, and served as Route 250 until the modern section was built more directly up the mountain in the 1950s.

The Byway winds up the eastern slope of Cheat Mountain, then across the nearly flat plateau at the top. Much of this land is undeveloped forestland that is part of the Monongahela National Forest.

Just east of the Shaver's Fork River, the old turnpike route, designated here as Cheat Summit Backway, diverges south and crosses the river on an old iron bridge at the site of the original Cheat Bridge. It continues up the mountainside with several intersections with other back roads, until it merges with the current access road to Cheat Summit Fort that leads more directly from the highway. The Backway then continues on an improved gravel road up the hill to the Cheat Summit Fort site. The roadway ends there, but the original turnpike route, now abandoned and impassable, continues about a mile further until it rejoins the Byway at Red Run. The Cheat Summit Fort to Red Run section is a potential hiking trail.

Winding down the west face of Cheat, with some short turnout sections of the older route still occasionally visible, the Byway continues alongside Riffle Run to the Tygart Valley River.

At Huttonsville, the Byway intersects with U.S. 219, which follows the route south of the Huttonsville - Huntersville Turnpike, a historic connecting turnpike with the Staunton-Parkersburg Pike. A number of closely related Civil War sites are located south along US 219, including Camp Elkwater, the John Augustine Washington monument, Mingo Flats, and Valley Mountain.

Continuing north on what is now a combined US Route 250/219, the Byway winds up the Tygart Valley to Beverly. The modern highway closely follows the original route. This

heavily traveled section contains a mix of residential, commercial, and occasional industrial development along the roadside. Between the towns are mixed woods and open agricultural landscapes, with long-range views of the surrounding mountains. There are a number of historically significant homes along the route as it travels through the old settlements of Huttonsville and Beverly, the lumber-era boomtown of Mill Creek, and the New Deal Homestead communities of Dailey, East Dailey, and Valley Bend.

The Town of Beverly, the original county seat of Randolph County, contains the most remaining pre-Civil War buildings in one location along the Byway. Beverly is a major hub for the eastern section, with a Turnpike Visitor Interpretive Center located here.

At Beverly, the original turnpike turns west on Rich Mountain Road, which has been designated as Rich Mountain Backway. This road is blacktop through the valley, turning to improved gravel where it climbs up and over Rich Mountain, passing through the Rich Mountain Battlefield Civil War site to the community of Mabie. An alternative access to the Backway then turns north past Coalton and Norton, to US Route 33.

The designated Byway route follows the historic Beverly-Fairmont Pike route north of Beverly (now Country Club Road), until it merges back with Rt 250 south of Elkins. Soon joining US 33, the Byway follows the old US33 route through town (now in some places designated only as WV92) and rejoins the new four-lane Rt 33 west of Elkins for a few miles. The Byway designation then turns off the four-lane south and west along State Route 151 (the former Route 33) to Buckhannon. The Rich Mountain Backway route along the original turnpike joins the Byway on WV 151 near Pumkintown.

Crossing into Upshur County at Burnt Bridge, the Byway continues on the older route through downtown Buckhannon. The Byway stays on the old road that now serves as an access road for the four-lane US Rt 33 to Lorentz, near the Lewis County border. Here it merges with the four-lane to travel down Buckhannon mountain. The Byway again moves onto the older route at Horner, paralleling the four-lane, continuing until the road dead ends near I-79. Returning to US 33 the Byway continues through Weston to the Gilmer County line where it becomes WV 47. It retains this designation through Gilmer, Richie, Wirt, and Wood counties where it joins US 50 (originally the Northwestern Turnpike) in Parkersburg. Official Byway designation currently ends at this intersection, but the original S-P Turnpike continued along with the Northwestern Turnpike through downtown Parkersburg to the Ohio River.

The Corridor Boundaries of interest for the Byway extend beyond the roadway itself. Defining these boundaries in specifics is difficult however, both because of the variety of types of landscapes, and because of differing needs and benefits affecting the Corridor. The traditional definition of Corridor Boundaries is often considered to be the viewshed along the roadway -- but in the case of this Byway, the viewshed can vary from just a few feet either side of a densely wooded roadway, to many miles visible from a scenic overlook.

For the purposes of Byway regulations, signage, and controlling intrusions, the corridor is here defined as the property immediately adjacent to the Byway and Backways, and extending back as far as is obviously noticeable from a vehicle on the Byway.

For purposes of the visitor experience and of protecting, developing, and promoting the intrinsic quality resources, the corridor can be defined much more widely, encompassing the wide variety of related attractions and services that can be accessible from the Byway.

2-2) Cultural Landscapes

Cultural landscapes are the result of how natural and man-made factors influenced each other and produced the landscape we see today. Vernacular cultural landscapes are those that evolved over time through the interaction of people with their environment. There are three major types of cultural landscapes within the Byway area – the mostly wooded mountain ridges, narrow rural valleys with alternating small farms and woods, and the more densely settled broader river valleys where most of the towns and development are located. Each particular example of a cultural landscape constitutes a separate character area.

The long range of the Allegheny Mountains separates the eastern seaboard from the rest of the country. For early Virginia, the mountains also separated the mainstream settled sections of the state from the frontier. The historic landscape, shaped by the past with visible changes of more recent periods, tells the ongoing story of movement through and settlement among and beyond these mountains.

Thus the mountains are the primary determining features of this area. Long, high ridges running basically north to south define the topography of the region where the eastern section of the Byway is located. High mountain streams run between the ridges, eventually becoming major rivers.

Farther west are the hills of the Appalachian Plateau, characterized by gentle folding and moderate elevations. Rivers here have a more irregular pattern, with the tributaries subdividing like the limbs of a tree. Valleys tend to be narrower, yet the ridgetops can offer striking panoramas.

In looking at these cultural landscapes the key factor is access. The history of man's adaptation to mountains is largely a story of transportation -- the difficulties of crossing, or moving into, the mountain areas and the isolation of the settlements due to the difficulties of traversing the mountains. The Staunton - Parkersburg Turnpike can be used to tell much of the story of the region: early settlements creating the need for the road, the political and engineering difficulties in building the road, the Civil War campaign fought for control of the road, changes in economic patterns as transportation access improves, and the resource development boom coming only when more practical transportation, the railroads, finally reached into its territory.

Broad river valleys between the mountain ridges were the natural sites of early settlements. The upper Greenbrier Valley, the upper Tygarts River Valley, and to a lesser extent the Roaring Creek Valley were the predominant settlement areas along the eastern turnpike, while the Buckhannon River, Stone Coal Creek, Polk Creek, Leading Creek, Grassy Run, Hughes River, the Little Kanawha River, and the Ohio River were central to settlement in the western section. These cultural landscapes of relatively flat valley land bisected by a river, surrounded by steep wooded mountainsides, settled mostly by scattered farm families, were typical of those found throughout the highland region. The town of Beverly, as the county seat and major crossroads in the fertile Tygarts Valley, grew into a small market center. With improved transportation and the building of the turnpike, the density of farms increased, with the mountain ridge tops and high benches also being settled. But many of these valleys remained mostly farms, or had only small informal communities, through most of the 19th century.

It should be noted that there are numerous similar landscapes throughout these highlands counties that can be studied and interpreted as a part of this context of mountain settlement

and adaptation. Indeed, many of the smaller valleys, with less accessible transportation, retain better early farming landscape integrity. There are also numerous late 19th century - early 20th century industrial sites that can be linked for study and interpretation. The heritage of this mountain region can and should be interpreted and presented for residents and tourists as an integrated whole, with minimal distraction from such artificial lines as state and county boundaries. The Staunton-Parkersburg Turnpike can provide an entry and focus for much of this interpretation, but should not become a limiting factor.

2-3) Jurisdictions and regulations

The eastern section of the Staunton-Parkersburg Turnpike Byway as originally designated, as well as its four associated Backways, are all within Randolph and Pocahontas Counties of West Virginia. The roadways themselves are under the jurisdiction of and maintained by the WV Division of Highways, District 8 with offices in Elkins. The central counties Upshur, Lewis, and Gilmer are in District 7 with an office in Weston, while the western counties Ritchie, Wirt, and Wood are in District 3 with an office in Parkersburg.

The rural properties, and those within unincorporated townships, are under the jurisdiction of the corresponding county governments, under authority of the County Commissions. Although some counties have county planning commissions, none have regulatory authority, and none have implemented zoning regulations for the rural areas.

The incorporated towns along the Byway are Durbin, Beverly, Mill Creek, Huttonsville, Coalton, Buckhannon, Weston, and Parkersburg. Some of them have rudimentary zoning in place within their town limits, mostly differentiating residential from commercial areas. Authority is vested in each Town Council and Mayor.

There are five Historic Landmarks Commissions currently active with jurisdiction on part of the Byway. Pocahontas County Historic Landmarks Commission applies to the whole of Pocahontas County including those sections of the Byway. Beverly Historic Landmarks Commission works with the Beverly Historic District. Both the Buckhannon Historic Landmarks Commission, and the Weston Historic Landmarks Commission apply to their respective towns. The Gilmer County Landmarks Commission applies to the entire county, as does the Wood County Landmarks Commission. As Certified Local Governments, the Landmark Commissions can apply for certain categories of preservation and education grants, and often undertake projects of historic surveys, national register nomination, planning, education and interpretation. Such a grant, for instance, has funded interpretive signs in Beverly. None of these Commissions currently have Design Review authority, though that could be a potential avenue for protection of resources if the corresponding parent governments approved. The remainder of Randolph County could potentially be covered by a Randolph County Historic Landmarks Commission, which does exist in county law, but has not been active. Activation of this Commission, and its subsequent qualification as a CLG, could open opportunities for significant project funding in the future.

Major sections of the land along the Byway, particularly in the Allegheny and Cheat Mountain areas, are Federal property of the Monongahela National Forest. The Forest Service priorities of protection and appropriate use of natural resources and of encouraging visitor access to its resources are completely in harmony with the purposes of the Byway. The Forest Service is a major cooperative partner in the Byway coalition. Several Wildlife Management Areas of the WV Division of Natural Resources are located very near the Byway.

Chapter 3 – Intrinsic Quality Resources

The Staunton-Parkersburg Turnpike Byway was designated on the basis of all six of the intrinsic qualities recognized by the West Virginia Byway program. These intrinsic qualities – historic, archaeological, cultural, natural, scenic, and outdoor recreation – represent the resources that make the Byway special and significant. They also are the attraction – the authentic and special destinations that will make the Byway of interest to visitors. Identifying, protecting, and appropriately developing them for tourism are an essential task of the Byway. No amount of marketing or tourism services will please visitors and keep them coming back if the resources they want to see and experience are disappointing or poorly presented.

This chapter gives a general overview of the intrinsic quality resources available along the Staunton-Parkersburg Turnpike Byway and associated Backways. The first section contains a brief history of the Turnpike. The following sections summarize the intrinsic quality resources. More detailed description of the historic context is found in Appendix B, and listing of the intrinsic quality resources that have been identified to date are found in Appendix C. Further identification of these resources, especially in the areas of African American and Native American history, will be an ongoing task of the Byway organization.

3.1 Brief History of Staunton-Parkersburg Turnpike

Gaps in the high Allegheny mountain ridges provided natural passages for travelers. Prehistoric Indians living here for thousands of years found and used the best pathways, as did the game animals they hunted. Continued use created well-worn foot trails, which were then used as horse trails by the European settlers. The earliest roads and 19th century turnpikes followed these same trails.

The early settlers built their homesteads in the river valleys such as the upper Greenbrier Valley, the Tygart River Valley, the Buckhannon River valley, the Hughes River valley, the Little Kanawha River Valley, and the Ohio River valley. The town of Beverly, was established in 1790 as county seat of the new Randolph County, and was a major crossroads and market town for the eastern section. Squatters arrived in Wood County in the 1760s with permanent settlers occupying what would become Parkersburg in 1785. Traveller's Repose (later Bartow), Huttonsville, Buckhannon, and Weston, were also early communities, but many others were not established as towns until the late-19th century boom era.

The Staunton - Parkersburg Turnpike was the historic roadway built to provide transportation access across these mountains from the upper Shenandoah Valley of Virginia to the Ohio River. After decades of inaction on the part of the Virginia government in Richmond, the state finally acceded to demands from its western citizens and built this turnpike. The road was authorized in 1826, and planned and laid out by the state engineer of Virginia, Claudius Crozet. It was not built until the 1840's, with completion of the main roadway in 1845, and work on bridges continuing at least until 1848. This road, traveling over the high mountains near the birthplace of rivers, was an engineering marvel, and opened up large sections of western Virginia to settlement and

commerce. A transportation route was now available for products which previously could not be taken to market. The turnpike became an important means of entry into the Shenandoah Valley from the Ohio Valley and the resultant transport of livestock and other agricultural commodities gave rise to numerous inns and taverns along the route. Products which could not be taken to market now had a transportation route. The most important north-south route in western Virginia, the Weston-Gauley Bridge Turnpike would make Weston an important hub and one of the reasons the Trans-Allegheny Asylum for the Insane was located in the town.

The Turnpike was one of several routes that gave rise to the expression “Sold down the River”. As slave breeding became an important industry in more eastern parts of Virginia the route was one of several used for transporting slaves to the developing Cotton South. Many African Americans can trace the forced migration of their ancestors along these routes. Resistance to slavery can also be found in the arson and suicide associated with Burnt House and with various activities of the Underground Railroad located in close proximity to the route, especially in Ritchie and Wood counties.

Controversy over the building of internal improvements in the west, including the Staunton - Parkersburg Turnpike, fueled early threats to separate western Virginia. At the beginning of the Civil War, this major roadway across the Alleghenies became of strategic importance because of the access it provided to the B&O Railroad. Thus one of the earliest campaigns of the Civil War was fought for control of this turnpike. Winning the battle of Rich Mountain gave the Federals control of the turnpike, of the Tygart Valley, and of all of the territory of western Virginia to the north and west, and brought promotion to Union General George McClellan to command the Army of the Potomac. By seizing control of the turnpike for the North, General McClellan ensured Federal control of the trans-Allegheny region and the vital Baltimore & Ohio railroad that connected Maryland with Ohio. It also allowed formation of the Reorganized Government of Virginia, thus leading to the partition of Virginia and the formation of West Virginia in 1863.

The Federals then fortified Cheat Summit, and the Confederates established fortifications at Bartow and Allegheny. There they faced each other over the turnpike through the fall and winter of 1861. General Robert E. Lee's attempt to attack Cheat Summit Fort, and Federal attempts to attack Camp Bartow and Camp Allegheny, all failed to dislodge the enemy. But the harsh winter in the mountains achieved what armies had failed to do, and in the spring of 1862 both armies moved eastward down the pike to the battle of McDowell, and on to fight what became Stonewall Jackson's Shenandoah Valley campaign.

Union troops had first crossed the river into western Virginia at Parkersburg in 1861. Union sentiment tended to be stronger in the western counties. In 1863 the Union established Fort Boreman at the confluence of the Little Kanawha and Ohio rivers overlooking the town of Parkersburg to maintain control of the key transportation routes at the western end of the Turnpike. This same year the state of West Virginia was established – this action was only possible because of the Federal control of the region and its transportation routes including the S-P Turnpike. The Western section of the Turnpike was one of the major objectives of the Jones-Imboden raid of 1863. This was the most significant Confederate incursion into West Virginia and resulted in substantial loss, including extreme damage to the oil fields at Burning Springs.

Following the war, control and maintenance of the road was delegated to the counties, and damage to roads and bridges was slowly repaired. Tolls continued to be collected, at least in some areas, until the 1890s. Travel, mail, and stage routes resumed, bringing business to inns new growth and the settlement of numerous towns.

In the 1890 to 1900 period, the railroads, logging, and mining interests brought prosperity, population growth and the establishment of numerous towns. Elkins replaced Beverly as the population center in the Tygart Valley and as county seat of Randolph County. Durbin, Frank, Bartow, and Smithville were established as towns where there had previously been farming settlements.

The turnpike itself declined in importance, but issues surrounding the role of transportation into the mountains remained paramount. The “boom” period, through the 1920’s, established the oil and gas towns in the west, lumber towns in the east, as well as growth of mining activity. Communities grew, with shops, taverns, and hotels in numerous small towns, such as Durbin, Beverly, Buckhannon, and Weston. Elkins as a railroad center, and Parkersburg on the Ohio River, were key commercial and transportation hubs.

In the 1920s and 1930s, highways were paved to provide for automobiles. Modern road building straightened curves, filled lowlands, bridged streams, and cut through mountains, as in the Big Cut in Ritchie County, rather than following the contours around them. Nevertheless, the basic route in many cases remains the same. The route used for thousands of years still proves to be the most advantageous.

Twentieth-century developments such as changes in industry and commerce found their way into these counties and brought change to the historic communities. National events impacted the area such as the establishment of the Monongahela National Forest, and the New Deal homestead founded at Dailey and Valley Bend in response to the depression. More recent developments, both industrial and residential, are centered along the modern highway, which replaced the turnpike, often on the same route. In areas where the modern four-lane has taken a significantly different route (such as the western section where Rt 50 instead of 47 has been four-laned) the communities along the Byway route are largely bypassed by commercial development. For many communities isolation is a determining factor, and with the closing of many traditional industries, such as the Frank tannery in Pocahontas County, the Asphalt Mine in Ritchie County, the glass factories in Lewis County, and the oil and gas fields in Wood and Wirt counties high unemployment is a problem in remote areas.

The mountains which caused the original isolation of the area continue today to attract recreationists and those who value the area’s unique resources, coexisting with resource extraction, commerce, and the economic growth needed by the valley communities.

3.2 Overview of Resources

Historic and Archaeological

The primary historic sites on the Byway and Backways, especially those that are more established for visitation, are the Civil War sites. Rich Mountain Battlefield Civil War Site s the pivotal site of the Civil War First Campaign is recognized as nationally significant, with Cheat Summit Fort, Traveller's Repose/Camp Bartow, Camp Allegheny, Fort Boreman Hill in Parkersburg, and the Beverly Historic District all also listed on the National Register of Historic Places with Civil War significance. The Trans-Allegheny Lunatic Asylum (aka Weston State Hospital), and Graceland & Halliehurst Mansions on the Davis & Elkins College Campus are National Historic Landmarks. The early 19th century See-Ward house in Mill Creek, the late 19th century Hutton House in Huttonsville, Ward House near Beverly, the H.G. Kump House, in Elkins are just a few of the individually listed homes along the Turnpike. Other Historic Districts include Tygart Valley Homesteads, Downtown Elkins, Downtown Weston, and Julia-Ann Square District in Parkersburg. Eligible districts include downtown Durbin for its lumbering history, the New Deal Tygart's Valley Homesteads at Dailey and Valley Bend, Mt. Iser Civil War cemetery and entrenchments outside of Beverly, and downtown Buckhannon. A number of other communities, homes and sites along the Byway are also of historic significance and would be valuable additions to the interpretation of the pike. A more detailed listing with information on these sites is found in Appendix C

All of the historic Civil War sites are also archaeologically significant. Archaeological surveys of varying extent have been done at Rich Mountain Battlefield, Cheat Summit Fort, and Camp Allegheny, as well as in selected areas of Beverly. Archaeological studies at Fort Boreman will be useful in establishing age, and cultural affiliation of the previous inhabitants. Work is currently underway at Fort Boreman. A section of the old turnpike near Cheat Summit has also been excavated.

Considerable private collecting has also taken place, particularly before these sites were protected, and continues at the privately owned sites. Encouraging cooperation with private collectors and collecting information on their previous findings is a valuable tactic to salvage the information from these sites. Efforts to discourage private excavation and metal detecting are vital to protect the information, which still remains. For similar reasons, the Native American sites that have been identified in the region of the turnpike have mostly not been publicly identified, in order to protect them from looting. A properly presented archaeological survey or excavation as a part of one of the historic sites could contribute both to the interpretation of the site and the education on the proper role of archaeology in learning about our past.

Cultural

Many cultural pursuits are inextricably bound with the cultural and natural history of the region. The popularity of traditional music, dance and craft programs at The Augusta Heritage Center in Elkins both help to preserve the area's rich folklife heritage, and to share that heritage with class and festival participants. An impressive variety of artists and craftsmen make their home in Elkins and the surrounding region – some focusing on traditional crafts and folkways, others using the traditions as inspiration for original work. Community square dances and cake walks are still held in some small communities, as well as regular dances in Elkins. Small town

festivals such as ramp feeds, heritage days, and fireman's festivals are held in almost every small community, along with major festivals such as the Mountain State Forest Festival in Elkins, the Strawberry Festival in Buckhannon, The Central Appalachian Regional Products Festival, the Gold Dollar Days in Weston, the Stonewall Jackson Jubilee at Jackson's Mill near Weston, and the Crazy About Bluegrass Festival. Local theater is performed by some community high schools and community theater groups, and by the local colleges such as Davis and Elkins College, West Virginia Wesleyan College, or West Virginia University at Parkersburg. The Old Brick Playhouse in Elkins provides a home for contemporary community theater, including a youth program, and also mounts a touring company. Cultural opportunities are highlighted in a bi-monthly Arts Calendar, which lists events throughout a multi-county region traversed by the Turnpike.

Natural and Scenic

Natural and scenic resources are also rich along the pike. Most of the eastern section either borders the Monongahela National Forest, or runs directly through it. Wildlife habitat, wetlands, and sweeping mountain vistas can be contrasted with areas disturbed by coal mining and other extractive industries. The majesty of the region's high mountain ranges contrast with picturesque rural farming landscapes in the valleys. The Hughes River Wildlife Management Area, Stonewall Jackson Wildlife Management Area, and the Richie Mines Wildlife Management Area provide scenic and recreational opportunities.

The Allegheny highlands are unusual as a division of watersheds. Rivers arise in the region which run four different directions: from the east side of Allegheny Mountain north into the Potomac and south into the James River watersheds, from the west side of Allegheny north into the Monongahela and south into the Kanawha watersheds. This location near the source of the rivers was considered by Claudius Crozet to be an advantage in the building of the turnpike, as the rivers could be bridged while they were still small.

Much of the mountain area crossed by the pike is in forest, including a stand of old-growth native spruce at Gaudineer Knob and Balsam Fir at Blister Run. Wildlife habitat supports a rich variety of species, including the endangered Cheat Mountain Salamander and Northern Flying Squirrel. Wetlands and trout streams, such as the upper Shavers Fork of Cheat, are rebounding habitat recovering slowly from the extremes of logging and mining in the area. These natural areas are contrasted with rural landscapes and farms in the valley areas. Overlooks from the turnpike route on the ridge tops and benches show impressive vistas of surrounding valleys and ridges.

Outdoor Recreation

The region traversed by the pike is one of the most popular destinations for outdoor recreation in the East. Mountain biking, hiking, backcountry camping, fishing for a great variety of species in both uplands and lowlands and hunting are already well-established pursuits in the region. The state-managed Wildlife Management Areas are adjacent to or near the Byway offering public hunting and fishing access. The Monongahela National Forest also allows hunting and fishing,

both developed and primitive camping, and a vast network of hiking trails. A number of railtrails, such as the Allegheny Highland Trail and the North Bend Rail Trail, can be accessed near the Byway offering opportunities for hiking and biking. These trails offer outstanding opportunities for birdwatching, wildflowers, nature photography, and watchable wildlife.

Excursion train rides are available along some of the historic railroads serving the turnpike area, and can be ridden from Durbin, Cheat Bridge and Elkins, as well as the outstanding historic train at nearby Cass. An innovative outfitter offers train rides to the river to let off campers and river floaters in an area not reached by roads.

Skiing is outstanding at area resorts, and cross-country skiing is available on Turnpike area paths. Horseback riding is also available. There is great potential for additional recreation and entrepreneurial opportunities, such as small group tours, outfitting and guide services, and trail rides.

Chapter 4 – Preservation of Resources

Preservation, conservation, and protection of our intrinsic quality resources are the important first steps towards any program based on those resources. We can not enhance, develop, interpret, or bring visitors to resources that no longer exist. We can not have a resource-based tourism development if the resources have been destroyed. And the beauty, heritage, and sense of place so outstanding throughout the Byway region is largely defined by the natural and historic resources.

In some cases the building, site, or ecosystem is still in good shape either because of good care through the years, or because it has not been threatened or valued for alternative use. Often recognizing and honoring the caretakers are the best way to reinforce such conservation.

In other cases there has been damage or substantial change caused by use through the years. Then reclamation, restoration (returning to original appearance), or rehabilitation (sensitive adaptation to a new use) may be appropriate.

Preservation is not opposed to growth, and does not mean that every resource is equally valuable. Questions of priorities and cost vs. benefit analysis need to be evaluated. But stopping to think and plan first, before the damage is done or the building destroyed, gives the opportunity to make the least costly and most appropriate decisions for the community.

4-1) Preservation issues

Coordination with Traditional Development

The region's contemporary logging, wood products, gas and quarrying industries are evident along the highway. They are manifestations of the continuum of American industrialization, coexisting and entwined with older forms of community life and work. For the same reason that the river valleys of this region were the prime locations of early settlement, today they are still the prime locations for development.

One of the themes of the Byway would be change, evident in the development of various industries through time. One important subtext would be preservation, conservation, and appropriate management of natural resources, including how existing industries maintain the resources for sustainable growth. By addressing resource issues in the Byway themes and interpretation, we can include the ongoing industrial development and change over time and tie the modern industries in with the whole Byway story. Interpretation of lumbering and milling then and now, for instance, could also include themes of responsible woodlot management and counteract negative stereotypes about timbering. This would provide significant public relations benefits to the business, and business interests may sponsor such interpretation.

Impact of industrial development to the viewshed is inevitable, but when possible should be mitigated. We can not expect the Tygart Valley, for example, to remain a pristine bucolic landscape, for it provides the opportunity for the growth and economic life of the county. Sometimes this involves trade-offs. The large Bruce Hardwoods factory, for instance, which located south of Beverly a few years ago, is a major contributor to economic prosperity. It also is a

visual intrusion, changing the landscape of what was once a wide-sweeping valley view overlooked by a lone settlement cabin.

In many cases, sensitive attention to the variety of practical, environmental, and aesthetic factors can make a potential eyesore into a good neighbor. Good planning in the siting of industrial and commercial development can make infrastructure and access more efficient and provide better service for the business, while at the same time allowing for minimizing the negative impact for the surrounding community. Attention to landscaping, site location, and natural screening for a factory can make a major difference between a sensitive addition to the cultural landscape or a major unsightly intrusion. Improvements in traffic flow, services, and appearance resulting from such attention to planning will improve the working conditions for their employees, while also improving the business's image in the community.

Existing wood products, industrial, and commercial businesses can provide services to the Scenic Byway in the support of sites, interpretation, and marketing, cooperation with clean-up and visual screening efforts, and respect for the highway's historic ambiance. They would gain benefits in increased market for their goods, increased good will with the local and traveling public resulting from the Byway interpretation, and improved quality of life for their employees and customers.

Development of more and better job opportunities in the area is vitally important, and the heritage tourism jobs, which will result if we are successful in preserving the Byway resources, are only one part of the larger picture. Encouraging business and traditional economic development, and maintaining the resources that contribute to quality of life and attract tourists, are both important for the community. While balancing both of these concerns sometimes takes compromise, they do not need to be essentially contradictory. Emphasizing benefits and educating business leaders about the variety of options and voluntary cooperative ways they can help the community is much more productive than taking a confrontational or regulatory approach to development. In seeking to also preserve the special qualities of the area's landscape and heritage, and to retain the quality of life that is so valuable for residents and which brings visitors, it is to everyone's benefit to exercise planning and forethought in development choices.

Building support for preservation

Several techniques can help to minimize and balance the sometimes contradictory needs of population and commercial/industrial growth with preservation and enhancement of heritage and natural resources.

We are faced with an unusual challenge in West Virginia because of the long experience of relative poverty and high unemployment, combined with a local ethic of extreme self-sufficiency and hostility to government intervention. As a result, many of the traditional planning tools and strategies commonly used elsewhere such as countywide zoning are not available and are widely feared. Protection strategies available in neighboring Virginia, for instance, such as agricultural and forest districts, are not supported in West Virginia statute. Overlay districts are supported in law, but are unfamiliar and unlikely at this time to be supported either in public opinion or by local

governments. Even many voluntary strategies such as protective covenants or easements are unfamiliar and faced with suspicion and hostility. Thus much of the challenge of instituting improved planning for development is one of education as to the real benefits rather than unrealistic fears of such planning, and of building partnerships, communication, and trust between those parties who may have differing emphasis but who all have the best interests of the community at heart.

Educating the public and the community about the values of its historic and cultural resources can show how those resources contribute to the economic growth of the community, as well as fostering pride in our heritage, special places, quality of life, and cohesiveness of the community. By emphasizing education and partnerships, rather than confrontation or regulations, historic preservation and conservation of our other intrinsic resources can be a force for bringing people together in our communities to find solutions that are best for the whole community.

4-2) Preservation tools and strategies

Preservation planning provides the foresight and context to evaluate, prioritize, and concentrate efforts to preserve the most important resources while balancing other concerns. Involving all partners, stakeholders, and the public in a planning process helps not only to evolve a better plan, but also to build support for carrying it out. In addition to broad based plans like this one, towns, counties, and agencies such as the Forest Service exercise planning which can be used for preservation.

Each site or collection of resources also needs preservation planning, with attention to ownership, management, restoration or rehabilitation, protection from likely threats, and minimizing impact or degradation from increased visitation.

Providing information, technical assistance, access to proper supplies, and workers trained in preservation skills and approaches can be of immeasurable help to property owners and communities. Historic Landmark Commissions established by towns or counties to recognize and encourage historic preservation within their jurisdiction can often help provide such information. Landmark Commissions which have been approved as Certified Local Governments are also eligible for survey and planning grants which can be used for resource surveys, National Register nominations, preservation planning, and education and interpretation.

Purchase of significant property is the most secure first step in preservation. Such purchase may be by a governmental organization dedicated to appropriate preservation and use of the property, by a non-profit organization formed for or sympathetic to such use or by a private business or individual committed to preservation goals. Purchase can also be combined with a preservation covenant or easement on the deed to ensure long-term continuation of the intended preservation should the ownership later pass to a different owner.

Some of the tools useful in specific instances include:

- A preservation easement is a permanent conveyance with the deed to an appropriate holding organization of specified preservation promises for a building or site, most usually

affecting the facade of a building. It should have enforcement provisions, and can have tax advantages.

- A covenant is a less formal promise in a deed to preserve a property.
- A land trust is an organization that can buy, sell, or hold property or easements for conservation purposes.
- A partnership or management agreement can establish or share management responsibility for a site without affecting permanent ownership.
- National Register designation offers recognition of historically significant properties or districts. It does not in itself offer any protection status, though it does make properties eligible for some grants and tax credits. Federal agencies must consider properties eligible for the National Register, whether or not they have been previously designated, in any project involving federal funding or licensing.
- Preservation grants are occasionally available, particularly for buildings needing weatherproofing improvements to save the building.
- Preservation tax-credits on federal and state income tax are available for approved rehabilitation to commercial property, and state credits are also now available for residential improvements.
- Design review is sometimes established by a municipality to enforce specific standards determined by the community. Voluntary guidelines may suggest best practice ways to preserve and maintain the historical appearance of the community, but compliance is voluntary instead of regulated.

4-3) Stakeholder education, involvement, stewardship

Community involvement can help promote preservation awareness through such strategies as:

- Demonstrate benefits of resource preservation to local quality of life as well as resulting heritage tourism.
- Demonstrate sympathetic awareness and concern that tourism be properly planned for and not negatively impact local communities.
- Educate local residents as well as visitors as to the significance of their resources and heritage, and the value to them of recognizing and preserving such resources. This is important in the schools as well as for adults.
- Involve people in fun activities that showcase the special qualities of their communities and resources. Festivals and events bring awareness and public relations benefits far beyond their specific activities.
- Keep information flowing about not only the significance of the resources, but the activities along the Byway, and the benefits resulting from those activities. A newsletter from the Byway organization will be a valuable tool.

- Show and encourage ways that local residents and visitors can help in preservation and enhancement efforts. Involve people on a personal level, through school projects, civic groups etc.
- Encourage local and individual buy-in and stewardship – that residents feel these are their resources, sites, and buildings, and care enough to value them and take care of them. Membership in the Byway organization is one avenue for this.
- Support clean-up efforts and public awareness of keeping homes, residences, and businesses attractive and well cared for, particularly along the Byway viewshed.
- Educate adults and schoolchildren on the damage caused by littering and vandalism, and encourage participation in pickup, cleanup, and monitoring activities. Personal responsibility and peer pressure in favor of caretaking will be the best long-term solutions to vandalism damage.

4-4) Roadway improvements, upgrades, new construction possibilities

Improvement of roadways can be a volatile issue particularly when new four-lane construction is being considered. The SPT Byway partners have been careful not to let controversy over such issues derail the Byway effort. It is important that the Byway, and all roadways, be safe and appropriate for the traffic they carry. Tourists as well as local residents need to travel the roads safely and efficiently. But new construction also needs to be balanced against the damage to the existing communities, and to the resources, which they can cause.

For the Byway traveler, the winding two-lane roads that have evolved from the original Turnpike route are a part of the experience. Good shoulders, guardrails, signage, and passing lanes where appropriate help to bring the road up to modern standards of safety and convenience. A review of the accidents summary provided by the West Virginia Division of Highways Traffic Engineering Division, indicates that most accidents were caused by driver error rather than road conditions. A summary of safety records along the Byway is included in Appendix A – Route and Roadways.

Certain improvements are encouraged where needed, and particularly where construction is needed such as replacing bridges or widening roadways, it is important that the historical resources be identified and protected. Byway resource surveys and local experts can be available to assist in DOT environmental surveys. Damage to historic resources should be avoided if possible, and mitigated, perhaps with additional interpretation, where that is appropriate. It is highly desirable that the Byway organization be considered and involved in this process.

Another factor is the increase in commercial traffic. On those areas of the Byway where a modern four-lane has replaced the Byway route, this is not much of an issue. But in areas where the Byway remains the primary roadway, especially in the Tygart Valley, through towns, and where the Byway is routed on the four-lane, this can cause a conflict with Byway users. Byway motorists who may wish to drive more slowly to enjoy the experience, bicylists, and pedestrians all need to be accommodated in the Byway planning. The Byway organization would like to work actively with DOH to evaluate and suggest where roadway upgrades may be needed and to ensure

that all users are considered, and to help develop improvement plans that do not have negative impacts on the intrinsic qualities.

In cases where the traffic exceeds the limits of the road, there are three basic choices, which all have costs as well as benefits. Upgrading the existing road is sometimes appropriate and adequate, but often causes disruption to communities and resources immediately adjoining it. Building a new and often four-lane road in a new location has substantial environmental impact even when it avoids the historic resources, and pulls traffic away from existing communities. Maintaining the Byway on the old route for local traffic and visitors interested in stopping can help keep business in local communities while moving high-speed through traffic to the new road and away from historic districts and residential areas. The third alternative, of no change, causes less current disruption but fails to address crowding and traffic issues.

The SPTA and this plan do not recommend any of these options on a wholesale basis. We believe each particular situation, and each part of the roadway, needs to be carefully examined for the issues, alternatives, costs, and benefits involved in each choice. In this way the best possible decision can be made for the future of the Byway, convenience and experience of visitors, and most of all for the overall benefit to the local communities.

Chapter 5 -- Development of Resource Destinations

Importance of destination and attractions

Protecting intrinsic resources from damage or intrusions is the first step, but the Byway is looking at much more than that. We want to appropriately enhance, develop and manage those resources for enjoyment, education, and visitation both by tourists and local residents.

Encouraging tourism can be a major economic benefit to the communities, creating jobs and economic impact for the region, as discussed in Chapter 11. In order to attract tourists, and to keep them coming back, we need to provide a “destination” -- a thing, or group of things, that tourists are willing to travel some distance to see or experience. We are not trying to offer a single major attraction – an amusement-park approach – on the Byway. Instead, we are focusing on authentic experiences that relate to the real past and present of the region. And we are looking to the variety and combinations of resources, each interesting on its own, which combine to make a total experience that visitors will consider to be a worthwhile “destination”.

Tourists have certain expectations of sites they want to see, and they need to have enough information to attract their interest, tell them what they want to know, offer them an experience, and make them want to know and experience more. Authenticity of resources, well-planned interpretation, interesting interactive experiences, quality services, and a feeling of welcome and hospitality can all combine to offer a tourism experience that will please visitors and create a quality reputation.

In addition to the economic benefit the tourism related dollars generate, the local community also benefits directly by the preservation, development of access and services, and interpretation created by the Byway. Every site developed with the tourist in mind is also available for a Sunday afternoon family visit, a school field trip, or other enjoyment of the local residents. The protected resources become more valuable for their historic and natural significance, help build awareness of local heritage, pride in the community, and thus enhance the region’s unique environment and quality of life for all local citizens to enjoy.

5-1) Management of resources and sites

Management of intrinsic quality resources can involve preservation strategies for properties including care to prevent damage caused by visitation; protection, rehabilitation, and restoration efforts for buildings or resources (both addressed in Chapter 4); development of interpretation (addressed in Chapter 6); and development of tourism access and services such as trails, parking, tours (further addressed in Chapter 7). Both the Byway as a whole concept, and the individual sites and resources, need to be developed and managed for visitors. This chapter includes a summary of some of the types of development needed and where such measures would be appropriate.

Major historic sites and districts

There are a number of major historic sites within the Byway corridor, many of them Civil War sites and historic districts which have been developed, or which have potential to be developed, as a distinct stop for the visitor. The interpreted sites such as Rich Mountain Battlefield, Cheat Summit Fort, and Camp Allegheny, and potential sites such as Camp Bartow, Mt. Iser, and Fort

Boreman all have similar development needs. Sympathetic ownership of the site is the first need, either as a protected publicly-owned (government or non-profit) site to be developed for visitors, or with a private owner who is sympathetic to and willing to cooperate in such development. Basic needs then are directional signage to find the site, adequate and convenient parking that does not negatively impact the site, and interpretation – usually trails, interpretive signs, and brochures. Provision for trash, rest rooms, water, and recreational facilities such as hiking trails and picnic areas are also sometimes desirable. Further development can include more personal interpretation such as guided tours, on-site interpreters or living history, and special events such as reenactments.

Community historic districts are the other major type of site, where a combination of resources and services can be combined to offer more to the visitor in a practical way. Durbin, Beverly, and Weston are well on the way for such development and are considered hub communities to develop Byway services. Beverly is the pivotal location to provide a major hub for the Byway, both because of the significance and quality of its existing resources, and due to its gateway location on the Byway and near to existing tourism services in Elkins. Other potential gateway locations are Buckhannon, Weston and Parkersburg. Durbin is another logical hub because of the concentration of trailheads and tourism entrepreneurship there. Bartow, Huttonsville, Mill Creek, Dailey/Valley Bend, and Smithville also have significant potential for additional development of community sites. In addition to the signage, parking, and interpretation which are basics of any site, such community-based sites may also offer visitor or information centers, a wider variety of attractions such as museums, historic buildings, historic transportation attractions, research, recreational and cultural activities; as well as restaurants, shopping, lodging and other services. Development of facilities for groups, activities, and cultural events can serve tourists as well as community groups, and enhanced dining and commercial opportunities will please local residents as well as visitors. The uniquely significant 1808 Courthouse in Beverly in combination with its associated historic buildings, is being developed as the Beverly Heritage Center interpretive attraction for the Byway, providing an outstanding opportunity to preserve and restore vital historic buildings, and use them for the benefit of the Byway and its visitors. The Weston State Hospital offers tremendous opportunities for adaptive reuse that can contribute to understanding of historic stories, as well as attraction to the modern Byway. Graceland Mansion on Davis & Elkins College campus in Elkins, is a National Historic Landmark that has been restored as an inn and restaurant.

Historic buildings & minor sites

A number of other historic resources contribute to the Byway experience but are not likely by themselves to have enough significance, and/or property-owner interest, to be worth developing as a separate stop with tours, visitor access, or major interpretation. Identification and interpretation in brochures, or with wayside signage, can enable the visitor to understand the importance of the building or site, and to view it from the road, but not to intrude on the privacy of the owner. These include:

Minor camp or skirmish sites such as Cheat Pass Camp and Roaring Creek Flats, and locations of early settlement sites.

Historic homes or buildings – Many buildings have specific local or regional significance such as the See/Ward house, the Phares cabin, the WPA built stone building of the Department of Highways Garage west of Buckhannon, the Weston Colored School, and the Farnsworth House.

Others contribute to the Byway history as examples of a class, such as company housing, or a typical farm house. In some cases, such as the Hutton House or Cardinal Inn, they are open to visitors as a business. In most cases they are in private use and it is not necessary that they be opened to visitors to the Byway, but their story can still be included. Owners of these properties should be included in the planning, education, and preservation activities of the Byway, and may choose if they wish to open their homes for special events that feature historic home tours.

Archaeological sites – in some cases the already identified historic sites are also archaeological sites. Interpretation of the archaeological resources, as well as signage and enforcement of no collecting laws, can help to protect the sites and educate about the significance of the resource at the same time. In the case of sites such as Native American sites and some minor skirmish sites that have not been publicly identified or located, such sites should remain unmarked as a protection against looting. The significance and story represented by these sites can be included in general interpretation such as brochures or exhibits at Byway Visitor Centers without disclosing the exact locations.

Natural resources

The Byway area is rich in natural resources, many of them already developed and managed by the Monongahela National Forest or West Virginia Division of Natural Resources. Corporations who own large tracts of timberland will often allow public access as well. Forests, open savannas and meadows, wetlands, rivers, caves, and rock formations are all found through the National Forest and adjoining properties. In the Tygart Valley and further west property is more in private ownership, with greater residential density and more farmland. It is important to encourage access to the natural resource areas that can be made available here, such as Valley wetlands near Huttonsville, and the mountain woodlands on Rich Mountain.

Some natural resources are not available for visitors either because they are too fragile, or are on private property with restricted access. In some cases other similar resources are available elsewhere, or the sites and their significance can be interpreted with exhibits and pictures at a Byway Visitor Center. In a few instances, it may be appropriate to allow limited access with careful conservation interpretation, perhaps only for approved tour groups.

Partnerships with natural conservation-minded organizations such as watershed associations and trails groups can expand the opportunities for appropriate development and presentation of unique natural resources and ecosystems.

Scenic views

The Byway offers opportunity for some spectacular scenic views of the countryside. When going from east to west the Turnpike traveler goes from the rugged highlands of the Allegheny Front at over 4,000 feet to the undulating hills of the Ohio River Valley. To be most effective and safe, these need to be developed and maintained to provide for sufficient clearing to see the distant view, as well as a safe place to pull off of the roadway for viewing.

One location already being developed by the Monongahela National Forest is at the eastern peak of Cheat Mountain at the Pocahontas/Randolph County line. Specific clearing, grading for pulloff and trail, and plans for signage have been initiated.

Another spectacular viewshed is available along Camp Allegheny Backway where intermittent cleared fields on both sides of the road provide pristine long views. Due to the slow pace and lack of traffic on the back road, pulloffs are not as essential, although some attention to appropriate grading to allow a vehicle to get out of the main roadway would be appropriate. Landowners can be encouraged to keep these lands in pasture to allow for continuation of this scenic viewshed.

A potential view that could be developed would be along the western peak of Cheat Mountain overlooking the Tygart Valley. At a couple of locations where the old turnpike roadbed provides a natural pulloff location, the woods blocking the view are privately owned, and would involve obtaining landowner cooperation in clearing a viewshed. Another possibility might be a short side-road off of the Byway at the top, where the woods would be in Forest Service jurisdiction and thus easier to obtain cooperation in clearing and maintaining a viewshed.

The Turnpike also descends Buckhannon Mountain, a major escarpment with a spectacular view on the old roadway that is now a part of the freeway system. There is a former scenic overlook on SR 47 on Bean Ridge in Ritchie County. In the 1960s postcards of this view were popular. Trees along the road now obstruct the view. Perhaps this view could be opened again.

Another scenic view project is at the top of Rich Mountain just north of the Rich Mountain Battlefield proper. Clearing and developing of a scenic overlook on this knoll has been identified as a part of the RMB trails development project. Other scenic view locations along the Byway or Backways could be developed when appropriate cooperation from property owners can be obtained.

5-2) Development of resource-based experiences

Special events

Special events offer the opportunity to highlight a community, site, or theme in a much more intensive way. They attract tourists to the event, but also raise public awareness, bring media attention, and involve local residents in the activities. Town festivals, reenactments, fairs, and other promotional events are prime ways to increase interest and awareness. They also provide the concentration of numbers of visitors to make more elaborate efforts effective.

A number of such events are traditional along the Byway corridor such as Durbin Days, the Buckhannon Strawberry Festival, the Elkins Forest Festival, and the Beverly Fireman's Festival. Civil War reenactments held at the sites have been developed in recent years. The Battle of Rich Mountain is now successfully established on a biannual schedule, and smaller reenactments and living histories have been held at Cheat Summit Fort and Camp Bartow. Hybrid events at Beverly Heritage Day, and Gold Dollar Days in Weston combine living history, historic home tours, and heritage emphasis activities in a community setting.

Coordinating and supporting these events as Byway activities is an important component of resource development.

Cultural activities

The Byway region is rich in traditional Appalachian culture, both as handed down to local residents from their families, and as revived and nurtured by folklorists such as with the Augusta

Heritage Center based in Elkins. Events such as the Stonewall Jackson Jubilee at Jackson's Mill a few miles from Weston bring traditional culture to a vast audience. Old-time music, traditional community dances, heritage crafts, regional antiques, farming and woods skills and folkways, and storytelling are all abundant cultural resources that can enrich the Byway experience. It is important that such culture, and those residents who choose to share it with visitors, are respected, and their privacy not compromised.

Collecting and documenting the stories of the Byway is an urgent and ongoing priority to preserve older residents' memories. The Byway audio history project is collecting oral histories about the Byway, its communities and its themes and culture, and hopefully can be continued and expanded. These unique stories provide the material for a unique audio interpretive presentation telling the Turnpike story for visitors and the communities. The oral histories themselves will also be archived for research and future projects.

Community centers, co-op galleries, and interpretive centers all can provide opportunities to offer experiences representative of the local culture, as well as local businesses such as craft and antique stores. These can include products for sale or display such as crafts, antiques, artwork, photographs, and recordings or videotapes of music or stories. They can also be experiences such as participating in a community square dance; eating at a community dinner; hearing a musical concert or front porch session; seeing a play or living history impression; taking a specialty tour of a traditional homestead, a mushroom or edible plant walk, or an isolated historic site; joining a class in learning a traditional craft or art.

In addition, there are also opportunities for contemporary artists who derive their inspiration from the heritage and natural resources. Painters and other fine artists, craftspeople, musicians, and theater can all enrich the Byway experience.

Providing venues to present the cultural resources --whether they be crafts or artwork or music or dance for the visitor to view or participate in -- is a significant need for the Byway. A Byway Visitor Center such as is proposed in Beverly can offer a space appropriate for cultural activities, as well as a venue for presentation of crafts and other products of the culture, and can provide a significant and exciting addition to the Byway experience, without imposing on the privacy of the local residents.

Recreational activities

Many outdoor recreation activities are already available along the Byway, especially those that are based on individual initiative to explore the natural environment. Hiking trails, rivers for fishing, woods for exploring, hunting, or primitive camping are all available, particularly on the Monongahela National Forest lands, and the Wildlife Management Areas. Further development of hiking & biking trails, trails as community linkages and in conjunction with the historic sites, and along the non-National Forest portions of the Byway are needed.

The excursion trains now offered in the Durbin area and from Elkins are an exciting example of a recreational attraction that can be developed as an integral part of the Byway experience. Additional attractions that are based on the resources and themes offer future tourism-business opportunities.

Support for and development of outfitter and recreational services will be helpful. Additional attractively developed camp sites and motor home services; boating, canoeing, and fishing services; bike and cross-country ski rentals; horseback riding; and specialty tours are all examples of recreational business opportunities along the Byway.

New interactive opportunities.

Beyond the planned site development already described, a variety of possible new interactive programs for visitors can offer exciting and innovative experiences. Some of these can be initially developed in conjunction with special events, or offered by reservation, then expanded to a more full-time offering as visitation numbers increase to support them. Some of these ideas include:

Specialized tours will be important, either of single sites or thematic groups of sites. These can be on-site tours of specific sites, complete tours of multiple sites including transportation, or step-on guides for bus tours or planned groups. Tour guide training can be offered with special emphasis on including human-interest stories and first person interpretation. Such training can be made available to teachers and volunteers as well as entrepreneurs, and will help to assure quality presentation. Some isolated sites that are not appropriate or accessible for self-guided visitors can be made available in specialty tours. Wildlife, botany, and other natural themes could also be featured in tours as well as with specialty brochures.

Expanded alternative transportation opportunities, appropriate to the turnpike era, are possible. Horseback trail rides, wagon, or stagecoach rides would all offer opportunities for recreation and historic interaction in the same activity. A prime opportunity for such rides would be along Camp Allegheny Backway between Camp Allegheny and Camp Bartow. Antique car rides would be another possibility, perhaps at a different location. These would help to complete the transportation story already available with road travel, excursion trains, and hiking and biking trails.

First person interpreters and living history are always popular with visitors and make a site come alive. Encouraging existing tour guides and visitor information providers to offer a first person impression enlivens the contact. Providing living history events and reenactments by volunteers can be a big draw, though volunteers are generally available only for special events. Paid interpreters at selected sites can be a goal to work towards as visitation increases.

Chapter 6 -- Interpretation

The Staunton - Parkersburg Turnpike was critically important in the settlement and development of sections of Western Virginia, and was strategically significant in the early years of the Civil War. In interpreting the Pike, the two primary themes are the building and usage of the Turnpike, and the Civil War campaign fought to control it. Secondary themes to complete the context include prehistory and early settlement of the area, including the increasing need for improved transportation; the coming of the railroads and extractive industries that changed the transportation and development patterns; and the change brought by the twentieth century and increased reliance on automobiles. Interweaving of these themes with the geographical locations that are related to each provides an interpretation challenge, but offers the opportunity of telling a complex and richly interesting story.

We are fortunate in interpretation of the turnpike and its Civil War sites that many of the most important sites along the turnpike already have some interpretation. This will allow visitation of the turnpike to begin immediately. Interpretation plans at these sites call for continued improvements over time, and all future interpretation needs to include the Turnpike context.

6-1) Visitors

Three basic groups of visitors need to be planned for in interpretation.

One group will be those with an existing interest in, and usually some background knowledge of, the Civil War, the turnpike, and/or other heritage sites. This will include Civil War buffs, followers of the area Civil War auto tours, some tour bus groups, and descendants of participants in the battles. Others will be attracted by the transportation and settlement history of the turnpike, or may be interested in Appalachian culture. These visitors will be interested in, and expect, a fairly detailed interpretation of the events and participants.

The second visitor group will be local and area residents, including school groups and civic groups. They will want to know why the road is important to their locality. They should come to feel some "ownership" of the pike and its assets, and hopefully will return for repeat visits.

The third group will be casual visitors who are driving the Byway, or who are looking for "something else" to do while in the area. They will want briefer interpretations that will catch their attention and explain the basics without losing them in too much detail. They will also be attracted by scenic vistas, nature, and a variety of other types of experiences.

6-2) Interpretive Themes

Primary themes

The overall theme of transportation as told in the story of the building and usage of the Turnpike is applicable along the route. Even the sites not actually on the pike will either be on a feeder pike, or will have related stories such as the difficulty of transportation without a turnpike. The Civil War campaigns were fought to control the transportation routes, and later railroad and automobile road developments are also transportation stories. This is the one thread that can be used to tie together the widely varied stories and sites throughout the corridor.

The political struggle to build this turnpike was a part of a significant sectional antagonism in Virginia politics. The battle between development of the canals and transportation routes favored by the moneyed eastern interests, versus the need for trans-Allegheny routes to serve the western settlers, was critical in the long-running dissension between the two regions, and was a significant factor in the separation of West Virginia. First proposed in 1823, the Staunton-Parkersburg Turnpike was not financed and built until the 1840s. The engineering difficulties of building the road over the high mountains were considerable, and the technological story of the pike is also significant to the interpretive story. The stories of a number of individuals should not be left out, including state engineer Col. Claudius Crozet, Napoleon's chief of engineers, bridgebuilder Lemuel Chenoweth, and a number of local personages who we can identify as serving as surveyors, contractors, or toll-keepers along the pike.

Travel on the turnpike offers the opportunity to interpret fascinating human-interest stories. Visitors enjoy hearing about stagecoaches and inns, toll gates and fees, and famous personages, such as Stonewall Jackson, who traveled frequently on the turnpike and spent his formative years at his uncle's farm and mill near the Turnpike. Contrasting the realities of early travel on this pike with familiar modern modes of transportation helps to bring the whole story alive for modern visitors.

The second main theme, and perhaps the most compelling, is the 1861 Civil War First Campaign. The main strategic goal of this campaign was to control the Staunton-Parkersburg Turnpike and its related routes that led into northwestern Virginia and provided access to the vital B&O Railroad. The Federal control of northwestern Virginia that was established in this campaign made possible the formation of the state of West Virginia. In addition, General McClellan's victory in this campaign led directly to his promotion to command the Army of the Potomac. These factors give national significance to this campaign, thus making the sites much more important than the size of the action would indicate. The Civil War sites are also the most visible, best protected, and best interpreted for visitors of the turnpike sites. Other Civil War stories include the Jones-Imboden Raid, much of which occurred along the western sections of the Turnpike, which was the most significant Confederate incursion into the Trans-Allegheny west.

Secondary themes

The prehistory of the area is underrepresented in sites, yet is quite important. Much myth exists about where and when Indians lived in the mountains, and some mention of the archaeological evidence in the interpretive materials will help to bring light on this issue. There is a mound site near the Pike at Elkwater, plus the stories of an Indian village at Mingo Flats. Selected prehistoric camps or quarry sites could be made public and interpreted in the future if security concerns could be met. Most exciting is the recent excavation of a prehistoric village at Mouth of Seneca. The Monongahela National Forest Visitor Center at this site will have extensive interpretation about this prehistory. Although some distance from the route, Seneca is an important gateway for tourists coming into the area. These stories are an important counterpoint to the much more common mention of Indians only as attackers of the early settlers.

Early settlement is represented by a number of monuments and markers of early settler fort sites, and of Indian massacres of settlers. The only actual buildings remaining are a few early log structures that have usually been heavily altered. One of the earliest remaining log buildings, the Jacob Stalnaker cabin, has been moved to Beverly and is being restored to its circa 1800 appearance. The growth of population in the Greenbrier Valley, the Tygart Valley, and the Ohio

Valley contributed to the need for the turnpike through this area. Traveller's Repose, although in a different building, was a post office from 1813, and a number of buildings remaining in Beverly and in other towns along the road date from this era.

The coming of the railroads and extractive industries in the 1890 to 1910 period brought a boom to the area that shaped the cultural landscape we know today. There is great potential in the development of sites to showcase this period and the railroad, mining, and lumbering history. An excursion railroad departing from the original Durbin depot offers a great opportunity for interpretation of the railroad history, in addition to the more elaborate operation at the nearby Cass Scenic Railroad. Interpretation opportunities also exist at the remaining train depot in Elkins. Lumber mill towns like Mill Creek offer potential for presenting the past and future of this important industry. The Frank tannery, recently closed, was the shaping force behind that small town, and leaves a vacuum in its wake. Towns that grew and prospered as a result of the oil and gas boom suffered the same fate. The glass industry, especially in Weston and Parkersburg played a major role in the industrial development of West Virginia. Emphasis on lumbering and forest themes is particularly important in carrying the story into the present day, as wood products remain the primary industry of the region. All of this interpretation will tie in with the Appalachian Forest Heritage Area regional initiative, and the Turnpike can be a major interpretive avenue for these Forest Heritage themes.

One particular twentieth century site must be included for interpretation. This is the Tygart Valley Homesteads, a New Deal homestead community in the Dailey - Valley Bend area. The integrity of these communities is high, with many of the homes retaining much of their original appearance and landscaping, a relative minimum of non-contributing infill, and a number of homestead buildings, including the craft and community buildings, the school, and the lumber mill, still in use.

The changes in routing with the coming of paved roads can be interpreted as changes in the technologies of roadbuilding. Changes and similarities in vernacular architecture through the years can also be seen along the Pike. Automobiles have brought economic changes due to the opportunity to commute much farther to jobs, with the increased traffic and development along some sections of the pike route. Interpretation of growth and development can help the visitor differentiate between the historic landscape, and the modern manifestations of change.

Natural and cultural themes

In addition to the historical and archaeological themes detailed above, the turnpike corridor also offers interpretive opportunities for other intrinsic qualities.

A great wealth of Appalachian culture is represented in communities along the pike, including crafts, music, dance, story telling, and rural life. The Augusta Heritage Center in Elkins works to document the culture and folk life of the region, in addition to offering classes in many of the traditional arts. A number of organizations encourage specific crafts many of which are available to tourists at gift shops. Dances and live music are sometimes available in the communities, especially in conjunction with special events and town festivals. Appalachian Culture will be a primary theme accompanying the Turnpike Interpretation in the Beverly Heritage Center now under development.

Access to and interpretation of the natural and scenic resources provides a prime opportunity along the turnpike. Interpretation can encourage interest in the plant and animal species, encourage

hiking and other recreational use of the forest, and include conservation messages. There are abundant outdoor recreation opportunities, including hiking and biking trails, fishing and canoeing, cross-country skiing, camping, and hunting.

6-3) Interpretation challenges

Due to the unpredictability of visitors and the distances between sites, full-time on-site interpreters are often not practical at the more remote sites. On-site interpretation initially, therefore, will be self-guided and independent of direct personal contact. This situation may change with further development, and increased visitation to the Byway. Tours by reservation, for groups, and for events may be practical, as well as living history interpreters for special events or occasions. Whenever possible, whether full-time or for special events, in-person interpretation is more exciting for most visitors. Visitor centers that serve multiple functions will provide more opportunity for direct contact.

While the turnpike offers a great wealth of interpretation opportunities, this very richness can become an obstacle. This brings an inherent clash between serving the “buffs” that want a great deal of information, and the “casual” visitor who is overwhelmed and discouraged by too much detail. The variety of resources is so wide that visitors could be easily confused, and the important messages lost in the mass of information. It is essential that interpretation keep its primary goal of exciting and challenging the visitor to think, and to want to learn more. Within this charge, the interpretive materials will have the twin challenge of highlighting and concentrating on the most important themes, while at the same time offering a variety of information and opportunities to meet the needs of different visitors. Offering several different targeted brochures will be one way to do this, as well as staying consciously aware of the need to keep the themes and goals of each interpretive piece clear.

6-4) Interpretive Strategies and Products

Written materials

An inexpensive promotional brochure or rack card about the Turnpike, the Byway, and the Alliance should be widely distributed to raise interest. It will make clear where to get further information.

A comprehensive brochure with interpretation on the themes and sites will be the primary information source for most visitors. A single multi-page brochure with map and site instructions is the likely format. Due to the length of the turnpike and variety of resources, care will be taken in selecting and presenting information to reflect the richness and variety of turnpike resources, while also providing sufficient information about sites available for visitation to guide visitors on their travels.

Site brochures or walking tour brochures will be useful supplements needed for major sites, districts, and specific sections of the Turnpike. The already completed interpretive booklet is an example of a special purpose piece, giving considerable thematic historical interpretation that will be invaluable for the serious visitor about the Pocahontas and Randolph County section of the Pike. Specifically targeted thematic brochures can be developed to also serve other natural history and other interests in the western half of the Byway.

More extensive booklets and books will also be desirable to be available for purchase at gift shops, to provide more information for those who want to learn more as a result of their visit. They will also offer a quality purchase to take home from the visit.

Signage interpretation

Gateway waysides at selected locations will offer an attractive introduction to the Byway, and provide tourists with information and interpretive context.

Interpretative waysides at various locations along the pike will give a briefer picture of contributing sites to the turnpike, and explain their context and significance. Natural sites can be included here as well as historical ones. A series of wayside interpretive signs along the initial sections of the Byway has been funded in the Scenic Byways grants, and are currently being developed. They will be coordinated with Civil War Trail interpretive signs focusing on the First Campaign. Funding for continuation of these signs along the rest of the Byway is being sought.

Interpretive signage at major sites will be developed in individual site interpretive plans, and should be coordinated with other Byway signs.

Exhibits and Visitors Centers

Visitors centers will be developed at key sites along the pike, each most likely sponsored and run by different agencies. Each center will make available all brochures and materials. Some such as the Beverly Heritage Center will be specifically Turnpike Interpretive Centers, offering interpretive exhibits, context interpretation for the pike, with different center perhaps specializing on a different theme related to the pike. In other cases, county-run Tourism Information Centers will provide tourism information about the Byway along with their other info.

Museums and historic buildings with displays and exhibits of specific themes will be major attractions that also contribute to the Turnpike story.

Libraries and archives of local and thematic materials will provide a major attraction for genealogists and serious enthusiasts. Collected oral history and videotaped materials can be archived as well as manuscripts, original source materials, books of local interest, and photocopies of materials out-of-print or not easily available elsewhere.

Multi-media interpretation

A promotional slide show about the turnpike history and resources has already been developed, and used extensively in early promotion, education, and interpretive programs for the Turnpike.

A web page for the Byway has been initiated by volunteers, and even in its primitive form has been well received. A full-service web page with both overview and in-depth interpretation is being developed funded by a Byway grant. The flexibility offered by this medium allows for serving a wide variety of interests and niche audiences, as well as giving opportunities for presenting stories not suitable for in-person site visitation. While the primary purpose of a web page is interpretive, it can also serve other functions. The most obvious is promotion and visitation information, with links to existing county tourism sites. The web page can also be useful for internal communications,

providing up-to-date information for Byway organization members, stakeholders, and visibility for local residents.

Audiotapes derived from oral history interviews offer an exciting alternative overall interpretation of the Pike, while also preserving and making available the oral history stories. The audio series is available as audiotapes or CDs, as well as for radio programs. They also offer a non-visual interpretive option for visually or reading impaired visitors. Additional oral history interviews are needed from the western sections of the turnpike, which offer an opportunity for future expansion of the series.

Developing of video interpretation programs will be an important future objective, useful for broadcast and promotion, for educational and school use, and in visitor centers.

In-person interpretation

Each staffed visitor center will offer crucial opportunities for personal contact and answering questions.

By reservation or special occasion tours can be developed to offer more opportunities for in-person interpretation. Visitors Centers with appropriate facilities to gather and provide services for larger groups of people at one time will be necessary to serve tour groups.

Special events, cultural activities, festivals, reenactments, and living history will be encouraged and coordinated with the turnpike themes to provide more opportunities for in-person interpretation, visitor participation, and to encourage increased visitation and awareness of the Byway.

Regularly scheduled tours, site interpreters, and/or living history interpreters for several of the major sites are a longer-term objective for Byway interpretation.

Chapter 7 -- The Visitors' Experience

7-1) Tourism in West Virginia

West Virginia's tourism industry has experienced quantum growth since the late 1960s, when whitewater rafting began drawing attention, guests, and investment into the state. The development of the interstate highway system and upgrading of transportation infrastructure (such as the building of the New River Gorge Bridge), also begun at that time, provided an integral component for further expansion of the industry.

Creative entrepreneurial thinkers conceived snow skiing in West Virginia's mountains, the rehabilitation of properties into small inns and restaurants, a contemporary craft industry, recognition of the state's claim to America's Best Whitewater, and recognition of our terrain as the basis of a world-class outdoor recreation industry, including mountain, rail trail and road biking, rock climbing, backpacking and hiking.

Tourism development in West Virginia has featured a valiant combination of bootstrapping entrepreneurship, unflappable determination, creative adaptation, and resourceful promotion of existing facilities. Lacking capital for development, some tourism businesses have assessed what they had to sell, and promoted it regardless of whether it was "ready for prime time." This strategy can be effective in startup phases, but to mount a tourism industry that competes in the greater American marketplace, providing viable careers and broadscale economic development, it is necessary to determine what markets a region wishes to cultivate and create the infrastructure to serve them. This requires tourism industry education and substantial capital investment.

In the midst of excitement about West Virginia's notable achievements, it is sobering but necessary to do a "reality check," to gauge how the state is perceived as a tourism destination in relationship to other states in its geographic region, and to another state that is similar in geography and demographics.

National research on travelers' behavior and opinions conducted by D. K. Shiflett & Associates (DKS&A) of Falls Church, VA in 1998¹ indicates that in comparison to travelers to Pennsylvania, Ohio, North Carolina, Virginia, Maryland and Arkansas (West Virginia's competitive set), travelers to West Virginia were the least satisfied with their experience. The DKS&A report, drawn from responses to 45,000 monthly mailings to carefully selected test market groups of representative socio-economic strata, yields data pertaining to market assessment, visitor profiles visitor satisfaction and value ratings. The report states that in 1998, 49% were highly satisfied with their stay, and 46% believed that the destination offered high value for money spent.

In comparison, the DKS&A report states that overall, approximately 58% of the nation's travelers were highly satisfied with their experience and approximately 52% felt they received high value for their money. Of all the states in the competitive set, North Carolina received the most favorable rating for satisfaction and value. Arkansas and Pennsylvania received relatively high value rates, while Maryland received the second highest satisfaction ratings.

How should West Virginia's travel industry interpret these statistics? The research indicates that West Virginia's core base of overnight leisure travelers come to visit friends and family. Tom Dewhurst of DKS&A says that people who travel to visit friends and relatives tend to give lower satisfaction ratings. They are not as likely to spend money on top quality lodging and restaurants, and because the numbers are spread across the entire state of West Virginia including those areas that are not developed for tourism, the averages tend to be lowered.

¹ "West Virginia: 1998 DKS&A Domestic Travel Report," prepared for West Virginia Tourism, D. K. Shiflett & Associates, Ltd, Aug. 1999

The “drivers” of satisfaction and value include such items as lodging experience (quality and price of room), restaurant experience (quality of food and service and price), quality of signage, availability of information, general friendliness and helpfulness of people, price of gasoline, price and quality of attractions, convenience of design, and convenience of banking facilities and other services.

“West Virginia still has some perception problems in the nation at large,” Dewhurst says, an opinion echoed by Colleen Stewart of The West Virginia Connection, a receptive operating company located in Parkersburg. Both Dewhurst and Stewart agree that once visitors are introduced to regions of West Virginia that are more highly developed for tourism, the perception of satisfaction and value increases markedly.

The development of tourism infrastructure along the Staunton to Parkersburg Turnpike Byway presents an excellent opportunity for carefully planned development that will meet the needs of well-considered markets. New public/private models for investment, development, marketing and promotion can be developed here that could be beneficial for the State of West Virginia, the region and the nation.

7-2) Users of the Byway

Current and potential users of the Staunton-Parkersburg Turnpike Byway are examined in more detail in Chapter 10 Marketing. The range of types of visitors to be expected include

Heritage and cultural tourists such as:

- Civil War history “buffs” and scholars
- others interested in specific historical topics, such as early American history, early settlement interests, lumbering/coal and industrial development, railroad and other historic transportation enthusiasts
- those interested in history in general, preservation, or local history of the area
- individuals and groups interested in rural mountain folkways, arts, cultural, or entertainment experience,
- Individuals and families interested in genealogical research, or specific research or study about area history or themes

Outdoor enthusiasts and ecotourists, especially those drawn by the Monongahela National Forest, including

- hikers, mountain bikers, backpackers, cross-country skiers
- climbers, cavers, whitewater enthusiasts, and other active outdoors activities
- wildlife watchers, birders, interests in wild plants or interesting ecosystems
- tent campers and motor home campers, family campers
- hunters and fishers
- skiers and other vacationers on their way to Snowshoe Mountain Resort or the Canaan Valley ski resorts,

Travelers or drivers touring the roadways:

- driving or motorcycle touring enthusiasts interested in the scenic and travel experience
- “getaway” travelers looking for a variety of new experiences
- travelers whose first concern is business.
- family and friends of current residents in the region,
- Local and nearby residents who travel and enjoy the roadway frequently

When the byway is designated, signed and promoted, businesses and organizations can expect to see an increase in

- day tourists driving from within 50 to 100 miles of any point along the by-way corridor
- multi-day vacationers who are combining interests in history, outdoor recreation and scenic touring,

- special interest tourists who are interested in specific attractions offered or promoted on the Byway, both heritage and outdoor attractions
- group tours of sightseers for such annual events as fall foliage, and specific events, such as heritage festivals and town celebrations, and general touring
- special interest group tours, including students.

What Do Visitors Expect?

When they have been invited through such marketing strategies as media relations, advertising, promotional packages and cooperative cross promotion, brochures and Internet, guests will expect hosts who welcome them, and meet their needs and expectations created by the marketing strategies. They will expect facilities on par with their standard of living and with other promoted tourism facilities they have experienced in the United States. Although much of West Virginia's appeal is based on its quaint, old-fashioned ambiance, the quality of services and materials such as bedding, linens, furnishings, and style of presentation must be at least comparable or superior to the norms in other tourism regions if the industry hopes to increase its satisfaction and value ratings.

Getaway Travelers

"Getaway" travelers are often singles or couples with a wide age range. They can be enticed to visit the region via the scenic byway in search of rest and relaxation, a change of pace and scenery, and a refreshing glimpse of another lifestyle or culture. They may be outdoor recreationists or cultural tourists. Often they are interested in a variety of experiences and will be responsive to different types of unique authentic experiences, interesting interpretation, and quality services. If they are responding to articles they have read, broadcast media they have seen or heard, or advertisements in various media, they will have higher expectations that must be met in order to capture repeat business and build the region's reputation as a good travel value. Customers for a new, relatively unfamiliar destination earned through publicity and promotion will expect professional service in hotels and restaurants, well-planned tourism facilities, and conveniences. The potential for cultivating this market depends on how much capital and creative energy is invested in developing facilities that appeal to this market, and the level of consistent, professional promotion that sells that development.

Families

To satisfy the needs of families, hands-on activities and action-oriented facilities are recommended. Child-friendly accommodations and restaurants are a must to cultivate return visitors. Entertainment activities for children are important, both in addition to and as a part of age-appropriate educational interpretation. Play stations for children that incorporate opportunities for learning about culture and history should be developed along with adult information. Perhaps specialists in family tourism such as Dorothy Jordon of Travel with Your Children, Inc. should be consulted regarding development plans along the route. Opportunities for children to safely leave vehicles to visit observation areas should be a part of the development plan, and perhaps a story line involving children could be incorporated in the interpretive materials that connect sites and time periods. Families will also often include individuals with a variety of interests, so cross-interest opportunities are important.

Group Tours

Group Tourism simply refers to activities involving travel for groups of people. A group may number as few as six, may fill a standard motorcoach of 47 passengers, or come in multiples of hundreds and even thousands. Many tourism properties and attractions base their entire businesses on capturing the lucrative

group tour market. A subset is meetings and conventions, which demand many of the same facilities, amenities and attractions as leisure tourism even though their primary reason for visiting a destination may be for business reasons.

Not all group tourism is on such a large scale, and often it is targeted to specific interests that the Byway can attract. Family reunions, war and historic event reenactors, motorcycle touring enthusiasts, college outdoor clubs, enthusiasts of all descriptions who may subscribe to special interest journals, belong to clubs and organizations, or attend events especially designed with their interests in mind—these groups constitute a huge market served by magazines, motorcoach (bus touring) companies, museums, and many kinds of retailers and wholesalers.

Who is in the Group Tour Business?

- Festival and event planners should consider themselves in the group tour business.
- Attractions whose success depends on volume, such as tourist trains, retail shops, restaurants and hotels.
- Developers and marketers of hotel properties should plan new facilities and improvements to existing facilities to at least accommodate group tours, and perhaps to cultivate motorcoach tour business.

The motorcoach industry prefers (and sometimes demands) enclosed, interior hallway access to rooms (rather than room doors directly to the outside), ADA-compliant facilities, elevators for properties where guestrooms are not all on ground level, and usually at least a three-diamond AAA rating, which indicates a degree of sophistication in furnishings and decor, bath amenities, and above-average comforts in addition to standard cleanliness and functionality.

Motorcoach guests prefer dining in main dining rooms, not in inferior, windowless banquet rooms apart from other guests, as if they were second-class customers.

Comfort facilities should offer multiples of at least three toilets each for men and women, making rest stops hassle- and complaint-free, increasing the satisfaction of motorcoach travelers, thus making a route or destination viable for the group travel industry.

Hofer Tours, Inc. of Plainfield, Illinois, an upscale motorcoach touring company that offers historic Virginia itineraries, says to capture the business of one of its standard 47-passenger motorcoaches, a hotel or motel should have at least 50 rooms, and be within range of a choice of restaurants with seating capacity of at least 100. This indicates to the motorcoach company that the property has the staff to comfortably serve motorcoach patrons while continuing to serve its other retail clientele. Smaller properties can cope with the impact of 47 to 50 visitors arriving at once if they can comfortably break the group into smaller parties, which can be rotated to different stations.

The National Tour Association, an organization of motorcoach companies and tourism industry marketers, teaches motorcoach hosts to implement the “Red Carpet Approach,” which entails actually rolling out a red carpet for arriving guests, and a check list of services and tips that ensure the group’s needs and desires are met or exceeded. *Exceeding* expectations is the way to build business in this highly competitive marketplace of mid-Atlantic region tourism.

Although many who are only superficially familiar with the group tour industry associate it with busloads of little blue-haired ladies, Sue McGreal and Colleen Stewart, two West Virginia tourism business people who act as receptive operators, planning itineraries and making arrangements within the state for motorcoach companies, say there is growth in demand for smaller “executive” bus tours accommodating up to 24 passengers, and that the growing “boomer” market is interested in itineraries that include time for soft

adventure activities in addition to road touring. They will “linger longer,” spending more money in the region if it provides easy access, activities, and comfort.

“The baby boomers want a variety of activities,” McGreal says. “They are action oriented. Snowshoe Mountain Resort has developed such activities as paintball, and action facilities such as a climbing wall, BMX track, skate park, activity center, nature study, and crafts component. The resort is trying to hit every angle it can.” The new, younger motorcoach group tourists are looking for schedules that allow them at least a half-day to pursue their own interests.

Both McGreal and Stewart have also observed growing interest in group tours that focus on a region’s history, folkways, customs, architecture, and lifestyles—in short, heritage tourism. Both providing services such as step-on guides for tours coming in, and organizing and running Byway-specific theme-based tour operations offer opportunities for entrepreneurship along the Byway.

Special Interest Groups

Civil War enthusiasts, colonial and Early American history enthusiasts, rail buffs, amateur genealogists, antique collectors, covered bridge enthusiasts, cavers, ecologists, walkers, runners, birders, seniors, singles, single parents, educational organizations—groups can be sorted into literally hundreds of categories according to their interests, and there is probably at least one organization, journal, Internet site, and touring company that caters to them. In West Virginia, groups of secondary school students studying West Virginia history, and college students studying tourism make up a segment of the specialty group tourism industry worth cultivating.

To build and serve these markets, the tourism organization must know the special interest group’s needs and preferences, provide easy access, specific information and interpretation, and whatever special facilities, equipment or services may be required for access, comfort and convenience. Smart marketers will anticipate specialty groups’ needs and desires, helping them find ways to derive the most and best experience during their stay.

Encouraging, preparing for, and “niche marketing” to promote to those special interest groups who will find what they are interested in along the Byway is an excellent way to increase both numbers of visitors and visitor satisfaction at the same time. By appealing to those tourists who are looking for the authentic experience that the Byway offers we will bring tourists who appreciate and are interested in the unique qualities they will find here.

7-3) Visitor Services along the Byway

This section offers a brief summary of types of visitor services available along the Byway, as well as a discussion of some improvements and additional facilities that would be desirable.

Bartow

Bartow has one older-style mid-level motel, as well as another motel a few miles south on route 93. One family dining restaurant (at the motel) and a grill in Bartow. Rest rooms for customers at restaurants. Brochures and information about attractions at the Greenbrier Ranger Station – brochures available 24 hours, information and ADA rest rooms available during business hours. Some gas stations, convenience store, no supermarket.

Durbin

Many of the town's buildings date to the early 20th century, providing the opportunity for a tourism hub for the Turnpike and Forest Heritage attractions. Some buildings are being refurbished and preserved for use in connection with the Durbin & Greenbrier Railroad, a scenic excursion train enterprise that is injecting the area with a renewed sense of purpose and optimism. Durbin Outfitters is working with the train and trails to develop tourism opportunities. Grill and gift shops in town. Gas stations, liquor store, and convenience stores. Cheat Mountain Club high-end lodge is several miles out of town.

Huttonsville

Two historic Bed & Breakfasts, and a guest home rental, leather goods gift shop near Correctional Center, gas station.

Mill Creek

This community is a lively center of local activity. If you go to the Mini Mart restaurant or the Pizza & Sub Shoppe, you get a clear picture of who the locals are and their preferences. One motel, mostly local shopping including grocery store. There's no pretense or self-consciousness. Businesses here serve the local community and its tastes. A couple of craft stores could be developed to serve the tourism market more.

Dailey – Valley Bend

The Rich Mountain Inn restaurant is newly opened in an historic Tygart Valley Homestead building. Serves standard country fare for breakfast, lunch and dinner, geared to local tastes. Has potential to serve the tourist market if developed. Gas station and convenience store, a few local businesses.

Beverly

The 1790 Town of Beverly is the primary hub of the eastern section of the Staunton - Parkersburg Turnpike Byway, and the community that has invested the most effort so far in interpreting the Turnpike and providing Byway information. Its buildings, museums, and collection of historic attractions make it a focal point for visitors. It is easily accessible from Elkins, and is at the trailhead of the Rich Mountain Backway that leads to the Rich Mountain Battlefield. The part of the village that can be seen from the road has quaint aesthetic appeal. It is the natural interpretive center for the Scenic Byway.

Beverly currently has no lodging, but is only six miles from Elkins, which has numerous motels. Beverly has two local diner restaurants, a grocery store, convenience stores and gas stations. Several new businesses have opened in recent years located in historic buildings, with a focus on tourism markets featuring antiques, crafts, gifts, and specialty items. With public awareness of the Byway and promotion of Historic Beverly, an awareness of the growing tourism business is bringing interest in new entrepreneurial opportunities in Beverly.

The Rich Mountain Battlefield Visitor Center, in the historic McClellan's Headquarters building in Beverly, is currently serving as the Byway Visitor Center. Because it also contains offices for RMBF and other organizations, it is staffed year-round and available for Visitor information. It also has an extensive new exhibit on WV Civil War history and the First Campaign, including specifically interpretation related to the Turnpike. Space is limited here though, and the facility can not comfortably serve more than a dozen people at a time. The building is handicapped accessible, but the two small restrooms are not.

Beverly is developing a multi-function Beverly Heritage Center to serve as a Byway Visitor Center, offering interpretation, tourist and group tour meeting space, and accessible public restrooms. This combined

use facility in historic buildings in the Beverly Historic District will combine preservation, interpretation, and provision for visitor needs. Interpretation here will focus on turnpike construction and commerce, especially as related to Historic Beverly and the mountain section of the Turnpike, in coordination with the more Civil War specific interpretation, as well as a Appalachian Community Culture exhibit fitting the community into the larger regional context. The Randolph County Courthouse, the Beverly Bank building, the Hill store building, all currently owned by Historic Beverly Preservation, as well as the Bushrod Crawford building owned by RMBF, are being rehabilitated together for this center. The combined facility will provide visitor information, services such as accessible restrooms, and related sales opportunities, in addition to the interpretive offerings.

Historic Beverly is also working together to develop a coordinated Heritage Tourism plan, including preservation, organization, museums and interpretation, and developing sustainable heritage tourism business. The Staunton-Parkersburg Turnpike Byway can be a key partner in this development, with the Byway Visitor Center as a primary interpretive and visitor service component.

Elkins

Elkins is not actually on the S-P Turnpike route, but rather on the historic Beverly-Fairmont feeder turnpike. The extension of the S-P Turnpike Byway designation west is routed through Elkins due to the routing of modern roads. Located 6 miles north of Beverly, it is the largest town in the middle of the Byway with currently developed tourism and commercial infrastructure, and has a full-time tourist information center. With a population of approximately 7,500 residents, the town is the home of a small, private liberal arts college, and has been cited as one of the best 100 small arts towns in the United States. It boasts a variety of restaurants, an excellent health foods store, antique and high quality craft shops, and 14 lodging establishments from traditional homegrown and budget chain motels, to quality bed & breakfast inns, to Graceland, the refurbished lavish mansion of industrialist Henry Gassaway Davis, which is an inn and conference center. Elkins will be the most accessible and satisfactory lodging location for most visitors to the eastern half of the Byway, and stands to benefit considerably from Byway development.

Buckhannon

Many travelers' services are available, including an historic hotel, motels, bed and breakfasts, restaurants, and gas stations. There are many churches, a hospital, and banks. As the County Seat for Upshur County, Buckhannon has a Court House, sheriffs, and lawyers. The West Virginia Wildlife Center is 12 miles south of Buckhannon on Route 20. The Upshur County Historical Society has a small museum and research facility.

Weston

Near Weston is Interstate 79 where there are motels and restaurants. In town are three antique stores, a visitor center in the former Weston Colored School, and five restaurants. With its proximity to I 79 and its location near the center of the Turnpike, Weston may serve as a convenient stopping point for through travelers along the route, as well as a gateway for those going east or west. A short distance north of Weston is Jackson's Mill 4-H Center, which was Jackson's boyhood home. A few miles south is the Stonewall Jackson Lake and State Park Resort. The Weston State Hospital, an outstanding National Historic Landmark site, is currently undeveloped, but with tremendous potential for tourism impact when successfully restored for adaptive reuse.

Between Weston and Parkersburg

Small towns, scenic vistas, and rural landscapes are found along this rural section of the Byway – a truly rural backroads experience. There are a few gas stations and convenience stores, but little in the way of visitor amenities. There are recreation opportunities in Ritchie and Wirt counties – hunting and fishing, and further on in Wirt and Wood counties- fishing and boating along the Hughes and Little Kanawha rivers.

Parkersburg

In Parkersburg are many fine restaurants, delis, bakeries, pizza shops, and fast food restaurants. For lodging the Blennerhassett hotel is an upscale historic hotel in the downtown area. There are several chain hotels and motels, as well as Bed & Breakfasts. Other services include banking, gas stations, museums, theaters, entertainment, and recreational facilities. The historic Blennerhassett Island State Park is accessible by boat from downtown. An associated Blennerhassett Museum, and the Oil and Gas Museum are both located downtown. The Trans Allegheny Used Book Store is a unique shopping experience in an outstanding historic building, formerly the Carnegie Library. With its many attractions and location at the western terminus of the Turnpike, Parkersburg is a natural for a gateway and visitor center for the interpretation of the Turnpike and the history of transportation.

7-4) Development of the visitor destination

Improvements and services that could enhance the Visitor's Experience

Information and image

Byway identification signage, directional signage, and brochures with directional information help the visitor understand where he or she is, where they are going, and available services such as parking. In person contact at Visitor Centers help visitors feel welcome and answer their questions.

Interpretation in the form of signage, brochures, exhibits, visitor centers, audio, video, and in-person interpretation all highlight the significance of sites and stories along the route.

Increasing visibility of and information emphasis on the Staunton - Parkersburg Turnpike Byway can be the unifying element under which various aspects of recreation and touring are organized.

An attractive, interesting, and easily navigated web site is increasingly important in attracting visitors and serving them during their visit. The web site serves image, information, and interpretive functions.

Attractions services

Develop periodic hub communities with a concentration of attractions and services in one locality. Durbin, Beverly and Elkins are the logical hubs on the eastern Byway, and Buckhannon, Weston, and Parkersburg in the west.

Further develop attractions and coordinate hours open to customers along the Byway and in the hub communities.

Package attractions and offer tours that help visitors easily find and experience what interests them.

Business and entrepreneurial development

Create opportunities for development and marketing of a variety of quality heritage art and craft items attractive to guests. Tie in development and presentation of cultural resources of the Byway with providing

sales opportunities of benefit both to the local producers and to the traveling public looking for uniquely appropriate shopping opportunities. Training seminars in creation, production and marketing could help educate potential crafters regarding market potential. Development of a handicraft gallery possibly organized as a producer co-operative, can present heritage crafts as a cultural resource in a venue that can sustain operations and create income opportunities.

Encourage development of new lodging and dining establishments, and encourage existing establishments to be more aware of advantages of offering quality and variety for the tourist market.

Build a coordinated program to promote Byway businesses. Such a program could combine business membership in the Byway organization, quality control review and approval to use the Byway logo on business signage and literature, technical assistance for improving the business offered as a service by the Byway organization, suggestions for signage design that would coordinate with the Byway image, and promotion in Byway brochures and services advertising.

Tourism facilities and services

Increase visitor conveniences such as more public and handicapped accessible restroom space. This is important in the hub communities, along the Byway, and at the more isolated sites.

Create facilities and services for motorcoach groups including “red carpet treatment” for stops in Durbin, Beverly, Buckhannon, Weston, and Parkersburg. Develop facilities for larger groups, meetings, and events to hold activities.

Address the high traffic problem on U.S. 250/219 through Beverly that makes it difficult and potentially unsafe for pedestrians to cross the road in town. Ensure safe road crossings on U.S. 250 in Durbin as well, and other locations where pedestrians will be present.

Develop off-road parking and comfort stations for recreational vehicles at approximate 35-mile intervals along the byway. These could be in the vicinity of Bartow or Durbin, Beverly, and Mabie or Norton, in the east, and Buckhannon, Weston, Troy, Smithville, and Parkersburg in the west.

Packaging of Attractions

Attractions can be packaged together in promotion, tours, and shared ticket packages based on three different ideas. All can be appropriate for use on the Byway.

Packaging of similar cultural attractions together helps to create the scale of attraction to draw visitors interested in that theme. It will appeal to and help serve the tourist who is highly motivated in that interest. For instance, interpreting and promoting the Civil War sites together improves the experience and the story context by presenting a whole campaign instead of just one site, and it offers a combined attraction that will draw Civil War tourists from some distance away to see, where an isolated site might not.

Another approach is to package different types of cultural attractions together, such as a tour that visits both heritage sites and natural sites. This appeals to those with incidental interests in any one type of attraction, such as many getaway travelers and families. By offering and encouraging a variety of experiences, we can give a boost of interest by introducing visitors to the new and unexpected.

The third type of package combines cultural attractions with non-cultural products or services – for instance lodging, restaurant, shopping coupons combined with the attraction visit. Many businesses can participate in this approach to both attract customers and help offer them improved satisfaction with their visit. Promotions or tours by modern industries could be packaged along with related-theme heritage tours. Special events offer another excellent opportunity for attractions and services combined and promoted together.

Tours of various types offer an excellent way to package attractions and serve visitors. Self-guided tour brochures can be based on themes, activities, or logical driving routes of varying length. Guided tours either by a tour guide or costumed interpreter can be offered at individual sites or for a more extended tour, either regularly scheduled or by appointment. Specialty tours to experience unique activities or out-of-the-way places can be an unusual but exciting opportunity for entrepreneurs or outfitters. And many bus tour companies will want availability of local step-on guides to present the local resources to their group.

Development of planned tour itineraries; brochures, trained quality tour guides, and tour opportunities are all recommended projects for the Byway.

Attractions based on heritage themes and resources

In order to attract and please tourists, the first requirement is that they find attractions that they want to see and experience. Demand will ultimately drive future development of facilities and attractions along the scenic byway, but anticipation of needs of the most desirable markets can hasten and increase that demand while ensuring greater visitor satisfaction and a truly viable tourism industry.

The Staunton-Parkersburg Turnpike Alliance could use the excellent American Frontier Culture Museum in Staunton, Virginia as a model and fountainhead of themes that could be further explored and developed. The road reaches across America's first frontier to the historic town of Parkersburg, just across the Ohio River from what was once the Northwest Territory. The road is a natural unifying connection between time periods and developments that dramatically tell the story of American exploration, political struggle, ingenuity, and industrialization.

Staunton's American Frontier Culture Museum was conceived as part of the American bicentennial celebration by an international group interested in demonstrating the several strands of history woven into the fabric of American settlement. Buildings from actual family farms in regions of Germany, Northern Ireland, and England that contributed heavily to American settlement have been transported to the museum, existing a short walk from an 1853 Shenandoah Valley farmstead. The museum, located just off Interstate 81, is open every day of the year except Christmas and New Year's, serving approximately 80,000 tourists each year. Interpreters at each of the farms actually take care of the animals, do farm chores, and engage in continuing research about lifestyles in the regions, and local immigration to America.

Living history demonstrations similar to those at the Frontier Museum, either as special events or as full-time attractions where feasible, make an exciting and popular way of presenting historic sites and cultural folkways to the public. Stops along the Scenic Byway can be developed to each tell its story in exciting ways. Union and Confederate soldiers could maintain encampments. Native American villages and campsites can be interpreted, as well as early settlement forts and cabins. An early farmstead could be interpreted with original buildings, such as those dating back to 1806 that still stand on the property of the Cardinal Inn. The town of Beverly can offer walking tours, historic home tours, museums, shops, and activities focused on a mid-19th century market town; while Durbin can offer buildings, attractions, and shops illustrating an early-20th century lumbering town. Smithville, Mill Creek and Frank can also be interpreted as examples of different early 20th century industrial complexes. The Tygart Valley Homesteads offer a well-preserved example of a 1930s New Deal community. The interconnecting stories of the families who settled the region and created its history are great material for entertaining displays and updated forms of historic drama (as employed at the Frontier Museum) that emphasize authenticity while also offering entertainment.

Transportation between sites or at specific stops could include a variety of vehicles and modes of travel such as stagecoach or wagon travel with stops at genuine stagecoach taverns and hostleries; or rides along the turnpike in an antique car; scenic railroads that take visitors into the wilds of Pocahontas and Randolph Counties providing glimpses into old cultures and ancient wilderness landscapes; hiking and biking between

sites and along backroads and previously abandoned sections of the turnpike, as well as on cross-country mountain trails and rail-trails.

With creative development and interpretation, while retaining an emphasis on authenticity and maintaining the original fabric of the communities, the entire Scenic Byway could become an exciting and unique interactive museum of time periods.

Development of these themes and materials could provide entrepreneurial opportunities and employment for people in the creative arts, crafts, administration, marketing, and support services. Both developing and operating the sites and attractions, and the businesses that serve the visitors, offer economic community development opportunities for the Byway communities.

Communities along the byway would be encouraged to view their communities, architecture and culture through the prism of visitors to whom it is interesting and unique. One possibility for a unified approach would be through a single not-for-profit corporation that provides development capital, administrative and marketing support services. A single cooperative entity could provide the critical mass necessary to make a substantial economic impact, and provide not only for the development of first-rate visitor services but for an employment structure that could support insurance and benefits for full-time workers, an interesting array of part-time jobs, valuable experiences for people entering the job market, and internship opportunities in marketing and management for students pursuing careers in professional hospitality, tourism, and related fields such as historic preservation.

With cooperative planning, focusing on authenticity, and appealing to visitors who prize this cultural experience, increased tourism can be encouraged which will bring economic benefits and jobs to the community, while avoiding and minimizing the negative aspects tourism development that over-commercialization and lack of respect for the local culture have produced in some areas. The broadening of perspectives is one of the benefits of cultural tourism. By resurrecting or preserving historic elements important to the foundation of various communities along the Byway and using them as the motifs for design of future facilities and attractions, their protection and conservation could enhance both the visitor's experience and the quality of life for the contemporary communities.

Snapshots of a Potential Future: A Vision of The SPT Byway in 2010

The entire Byway has been designated and promoted nationally as the Staunton-Parkersburg Turnpike National Scenic Byway. Visitors can buy one ticket to all or sets of attractions along the Byway at terminals such as Staunton and Monterrey, Virginia; Bartow, Durbin, Beverly, Elkins, Buckhannon, Weston, and Parkersburg.

A coordinating private non-profit corporation administers employee benefits and programs for some attractions, and marketing, planning, development and fundraising for the Byway as a whole. Uniform days and hours of operation are established and maintained for SPT sites along the byway and backways. This STP Alliance plans and promotes year round activities along the Byway, cooperatively staffing museums and sites critical to the interpretation of the route.

A wide variety of touring and attraction options are available, designed to accommodate tourists' budgets ranging from modest to lavish. From backpackers to luxury inns, each visitor can find the unique mix of experiences that suit his interests.

Drivers can explore the Byway at their own rate, stop at the scenic overlooks and interpretive waysides, and listen to exciting audio tapes interpreting the life along the Byway as they drive. For those that prefer a guided tour experience, dynamic trained tour guides offer small or large group tours along the Byway and for specific sites.

With transportation history as a major theme, tourists are offered a variety of transportation options to experience. They can book various kinds of passage on sections of the Turnpike, depending upon the desired length of their excursion and their budget. First class would be a plush 'cadillac' stagecoach drawn by four to six horses. Other classes could involve buckboards or wagons typical of the mid 19th century. Excursion trains probe into the wooded wilderness, or take visitors on a day trip from Elkins to Beverly & Dailey. Antique automobile rides also explore selected backways. Bicycle touring companies lead multi-day tours along safe bike paths developed near the byway and its backways. Horseback riders, mountain bikers, and hikers can all be found along sections of the byway and backroads. Natural and outdoor recreation opportunities are available through the Monongahela National Forest, as well as at a variety of other sites along the Byway.

Tourists can stop for a meal or overnight lodging at such authentic stagecoach taverns as Traveler's Repose at Bartow, the Coach House at Staunton-Gate near Weston, and a variety of other rehabilitated historic properties.

Excellent arts and crafts are available in shops all along the byway, with emphasis on period crafts appropriate to each community. One might be a major craft community at Dailey, formerly Eleanor Roosevelt's planned Tygart Valley Homestead community. Finely crafted furniture made of local hardwoods, pottery, leather items, and other quality items are available here or by order. A craft school also operates here, teaching quality craft production techniques. The Homestead is interpreted with an exhibit center and driving tours. Waitresses in the restaurants are dressed in 1930s attire. A restaurant and evening entertainment area features menus and music reminiscent of this period.

At Beverly, the Beverly Heritage Center is a Byway Visitor Center interpreting the Civil War history of the Turnpike as well as Appalachian Community Culture. A variety of historic buildings are open as craft and antique shops, museums, or for activities. Many venues offer interpretation and sales opportunities together, such as the Lemuel Chenoweth House and Antiques featuring the famous local bridgebuilder. Historic buildings feature working craftspeople, who both demonstrate and sell their wares. The Logan house research library also interprets Turnpike construction and surveying. The historic 1808 Courthouse interprets early Beverly history, and the David Goff house the Beverly Union Hospital. Rehabilitated meeting space in town can be used to accommodate special events, meetings and small conventions, family reunions, along with theatrical events, traditional music and dancing. A historic Inn and theme restaurants serve visitors in traditional style. Public comfort facilities are available here as well as central offices for the Staunton -- Parkersburg Turnpike Alliance.

Confederate soldiers at Camp Allegheny or Camp Garnett, Union soldiers at Fort Boreman, Cheat Summit or Rich Mountain will share their camp experience with the visitors, and show them a first-hand tour of the site. Battles and larger-scale reenactments are held as special events on a regular basis.

The impressive Weston State Hospital is rehabilitated as a multi-use site providing extensive economic development opportunities, plus museums including transportation, Civil War, and social service and mental health themes.

The authentic backroads experience on the drive between Weston and Parkersburg features interpreted stops sharing tales of settlement and commerce, underground railroad, Civil War conflict and industrial development. Rural farms line the roadside, while accessible woodlands offer recreational access. Restaurants, shops, and Bed & Breakfasts have developed in some of the rural Byway communities, providing jobs and opportunities for local residents. Communities all along the Byway reap the economic benefits of a well-marketed tourism industry.

Chapter 8 Signage

Good signage strategically placed is essential to a pleasant and safe visitor's experience as well as integral to effective marketing. Signs are badges of identity that convey several kinds of information at a glance. The gilded and carved wooden signs familiar to travelers in New England are meant to convey "expensive good taste." Some other Scenic Byways, such as the Historic Columbia River Highway and Cascade Lakes Scenic Byway in Oregon, offer outstanding examples of context-sensitive design, gateways, and signage. By studying such examples similar ideas and principles can be adapted or incorporated in development of the Staunton – Parkersburg Turnpike Byway.

Billboards along a highway intend to serve demand for travelers' immediate gratification; but billboard overload cheapens and obscures the landscape. New billboards are not allowed along designated sections of Scenic Byways.

The objective for Byway signage is to provide clear information that the traveler needs and wants in a way that is attractive and contributes to the Byway experience, rather than detracting from it.

The West Virginia Byways program and West Virginia Department of Transportation provide specific Byways signage along designated Byways and Backways. In addition, certain types of directional and informational signs can be available. All signage erected along the public roadways of the Byway must meet Department of Transportation regulations.

Turnpike "gateways" at each major trailhead or Byway entrance will be identified by Byway signage. These gateways will enhance public identification of the Byway and provide information about the Byway opportunities. In addition, signage along the Byway will provide reinforcement to visitors that they are still on the Byway, and give them all the information they need to find and enjoy the Turnpike attractions, interpretation, and services.

A comprehensive signage plan will be developed in cooperation with the WV Department of Transportation and Byway program to address these needs. Existing DOT regulations provide for specific Byway and site identification signage. Cooperation with those SPTA partners familiar with local attractions, needs, and traffic patterns is essential in determining the best placement for designated signage. In developing the specifics we need careful planning to provide visitors with optimal information, stay compliant with existing regulations, and also keep signage minimally intrusive along the Byway.

Although the highway signage uses only the DOT approved logo, a unified logo and look specific to the Staunton-Parkersburg Turnpike is highly desirable for all other purposes. Ideally this motif will be coordinated along the entire Byway, including the Virginia sections. The symbols or icons should be easily recognizable, and used consistently on brochures, printed materials including advertising, and other types of public communication. The logo that has been developed based on a wagon wheel has already achieved some visibility. Continuing to use this logo, or a close variation on it, may be best.

Road signs should reassure travelers that they are on the correct route, announce locations of specific sites in plenty of time for travelers to make decisions, and also facilitate identification and use of interpretive waysides, located in properly designed roadside pull-offs. The state Scenic Byway signs will provide recognition and way finding along the route. Existing program identification signs for historic sites and visitor services will be used to help visitors find the attractions they are looking for. This SPT logo should be used on brochures, interpretive signs, and on-premises signage for

participating Byway businesses and attractions. Using the logo consistently and as frequently as possible will help to provide strong viewer identification.

Sign Specifics

Careful, thorough integration of regulatory, interpretive, warning and directional signs should move visitors along the scenic byway and its backroads in a safe and efficient manner. Development of a detailed signage plan specifying exactly what signs are advisable in each location is an urgent priority recommendation. The West Virginia Division of Highways (WVDOH) Guidelines will be used in developing the plan. These Guidelines are those provided by the WVDOH, and are enumerated as follows:

General Guidelines

When the Heritage Trail is routed over a state maintained highway, the Division of Highways (DOH) will furnish and install signs along the Heritage Trail to guide unfamiliar motorists who are following the Heritage Trail.

The signing to be installed by the DOH will typically consist of a 24" by 24" Byway or Backway Symbol and an appropriate 21" by 15" arrow on the approach of an important intersecting road to the byway or at locations where the byway turns at an intersection. In addition, a Byway or Backway Symbol without an arrow will be installed just past the intersection where a byway turns and also at 3 to 5 mile intervals along the Byway or Backway.

The standard West Virginia Byway or Backway Symbol sign shall be used for all signing. No logos unique to a specific Byway or Backway shall be installed on DOH rights of way. The name of the Heritage Trail can be displayed within the body of the sign.

Signing to interpretive facilities shall consist of a 24" by 24" Byway Symbol, a 24" by 18" plaque with the name of the facility, and a 15" by 21" arrow. No separate logos will be installed.

We will not use signs for historic districts, nor mileage signs, or visitor center signs. We will not sign facilities that are closed to the public, nor places without a safe pull off area for at least two cars. We will not sign loops or spurs off the byway. Signing will not be installed on approaches to the byway from minor county routes.

On approaches to the byway on major roads such as Interstate 79 "Left 500 Feet" or "Right 500 Feet" plaques should be placed under the Byway Symbol sign.

We will develop a map to be provided to motorists who intend to follow the byway. The map should be keyed using a numbering system to relate to sites in the field.

Signs will be used to direct motorists to the historical district information center and not simply to the historic district.

Up to date Kiosks will be provided to get the attention of motorists.

Within a designated historic district, numbered sites will correspond to a walking tour brochure that may be obtained at a kiosk, or a visitor center that is open during regular operating hours.

No signs will be placed on a state right of way without specific written permission by the DOH.

Museums that have been approved as meeting the listed guidelines may be signed.

A portion of the Byway corresponds with Appalachian Corridor H. No historic markers will be placed along this portion.

Historic markers may be placed with the consent of the Department of Culture and History in areas sufficient to accommodate at least two vehicles, and behind a guardrail, or absent a guardrail, at least 12 feet from the edge of the pavement.

Gateway Signage -- Attractive and informative gateways will provide a strong welcome, a visual identity for the Byway, and information for visitors.

The gateway at the Virginia / West Virginia state line at the top of Allegheny Mountain has a rudimentary pull off at the Backway intersection, with a plethora of single signs stuck haphazardly on both sides of the highway. Signage at this location badly needs to be coordinated to introduce visitors to the Byway and to West Virginia. The concept of an attractive and developed gateway wayside, including multiple signage and visitor information, is strongly advised regardless of the particular site and design that are chosen

Another initial gateway is at Beverly. As a major attraction as well as gateway to the Byway and Rich Mountain Backway, a staffed interpretive and welcome center is particularly appropriate in addition to gateway signage. The other major gateways are at Weston and Parkersburg. Use of similar design elements at various gateway locations, would provide common identity as well as information.

Interpretive Signage -- The Division of Culture & History's historic markers are readily recognized by state residents and in many cases have been in place long enough to be historically significant themselves. New historic markers can also be arranged if supported by a local sponsor and may be an appropriate interpretation tool in some locations. They have two major drawbacks. One is the limitation of type and amount of information they can contain – the length is limited and they can not accommodate graphics, use of headlines, or other visual means to enhance the text message. The other difficulty is that usually these signs are placed along roadsides with no provision for warning travelers of the sign ahead, and no wayside or pull-off for the traveler to stop and read the sign. Since the messages are too long and the text too small to read from the road, this means many of these signs are essentially useless and unread at best, and can be actively dangerous to drivers attempting to stop in unsafe locations or trying to read them while driving.

This CMP strongly recommends that interpretive signage along the Byway be located at safe waysides or pull-offs along the Byway. They can either be located on adjoining property, or on highway right-of-way with an extended shoulder, as seems advisable in each location. If possible, each wayside should have advance signage with the SPT logo, ¼ mile in advance, warning motorists of a wayside ahead. At the wayside, if there are existing or planned historic markers they can be placed where they can be safely read from the wayside. Most of the new interpretive signage for the Byway should be low-profile fiberglass-embedded or equivalent interpretive signs that support graphics and visually exciting interpretive messages. The design will be coordinated whenever possible with interpretive signs at the individual sites. Each wayside will focus on one theme or subtheme of the Byway. In some cases they can be combined with historic sites, walking trails, picnic facilities, or scenic overlooks as appropriate.

Advertising signage – It is essential both for the visitors and for businesses that advertising signage be clear to convey business services and information. Yet it is important to the Byway that such signage be attractive and not detract from the Byway experience. The Scenic Byway program prohibits future billboards as off-premise signage, and permits for new billboards will not be issued.

According to the sign control regulations as enforced by Division of Highways, on-premises signage of one sign no larger than 150 sq. ft is allowed up to 500 feet before a business in each direction, and in addition signage is allowed within fifty feet of the business.

These permitted signs should be quite sufficient to advertise the location and promotion of Byway businesses. They will be even more efficient if combined with a coordinated program to promote Byway businesses, including suggestions for signage design that would coordinate with the Byway image, use of Byway logo, and promotion in Byway brochures and services advertising.

One difficulty with the existing regulations is there is no provision for providing signage along the Byway for businesses that contribute to Byway services but are located a short distance off of the roadway – thus not qualifying as on-premises signage. Signs for such businesses of appropriate size and design seem to be a different situation than large billboards advertising unrelated commercial activity. Yet they are treated the same in DOT regulations.

An exception to the sign control regulations is called the “segmented out rule” which allows the byways program to agree to exempt specific segments of the Byway that are largely commercial and industrial and which do not contribute to the intrinsic qualities. These sections can be established on a case by case basis when signage requests are filed. The Byway organization, with assistance from a designated review authority in each county that includes local representatives of the Byway organization, will be responsible for reviewing such requests. This review may approve segmentation if the requested sign is in an area with existing intrusions or commercial/industrial activity, and may deny the request if it would impact the intrinsic qualities of the Byway.

The maps in Appendix C indicate those areas of the Byway that are currently in commercial or industrial use. Segmentation upon request will be approved for commercial and industrial areas. Segmentation will not be approved for areas with identified historic and natural/recreation sites that retain their significance and integrity. Those areas on the maps indicated as forest, agricultural or residential are considered to contribute to the scenic intrinsic qualities of the Byway, and are assumed in most cases to be inappropriate for outdoor advertising. However, the Byway will review and consider segmentation requests in these areas, and may possibly allow segmentation if the area in question has little integrity, pre-existing intrusions, or the requested sign is considered to not intrude on the Byway intrinsic quality at that location.

The maps and intrinsic quality inventory lists may be reviewed and updated on a periodic basis, and modified based on new information or changes in sites, conditions and land use patterns. The Staunton-Parkersburg Turnpike Byway will seek to enforce the outdoor advertising regulations on the Byway in a way that protects the intrinsic qualities and maximizes the Byway experiences, but at the same time balance that with the need to provide information for travelers and support appropriate business development along the Byway.

Chapter 9 -- Administration and Management

9-1) Stakeholders and public participation

Initially, the Staunton-Parkersburg Turnpike Alliance (SPTA) was a collaboration of interested partners representing a variety of organizations, agencies, and individuals in Randolph and Pocahontas Counties, with discussion and participation from Highland County, Virginia. Each of these areas independently became interested in developing and connecting its historic sites, and the collaboration worked well to coordinate those efforts. Early support from the American Battlefield Protection Program of the National Park Service, the Beirne Carter Foundation, the Claude Worthington Benedum Foundation, and the U.S.D.A. Forest Service helped fund initial projects.

In preparing the Byway nomination, additional outreach was made to local and county governments, civic groups, and other stakeholders. To raise grassroots awareness and support, the SPTA held several public meetings at various locations along the Turnpike to make direct contacts with groups who had not previously been involved.

In the development of this CMP, two types of public meetings were held. A number of focus groups met on a regular basis to discuss resources and issues and make recommendations for the CMP. The active focus groups were: cultural (dealing with historic, cultural, and archaeological resources); natural (dealing with natural, scenic, and outdoor recreation resources); government and roadway (dealing with governmental jurisdictions, planning, and highway issues); and tourism (dealing with tourism and marketing). Participants for these groups were drawn from volunteers and representatives of other groups in the region with expertise in those issues, with particular effort made to involve more partners than had been active in the original SPTA. These focus groups identified existing resources, discussed goals, objectives, and strategies, and made recommendations for Byway development within the area of their focus. In addition, a Byway Steering Committee made up of representatives from each focus group helped to bring the information together. The four goals identified in this plan were synthesized by this Steering Committee from the work of the different focus groups.

Public meetings were held in four locations along the initial Byway – Durbin, Huttonsville, Beverly, and Coalton. Each of the goals was presented and comments collected from the participants about each area. Questions about the Byway and future plans were answered as well.

In expanding the CMP to serve the middle and western sections of the Byway, additional public meetings were held in Elkins, Parkersburg, Buckhannon, and Smithville. Discussions there included the Byway program and its effects, including the outdoor advertising impacts; SPTA goals and objectives, and discussions of intrinsic qualities and community needs in each locality.

Participation was particularly good from the citizens of the smaller communities, but we found weak spots in participation in some areas, particularly from some of the town governments. Future outreach efforts will want to concentrate on making personal contact with key groups and leaders, and making sure that Byway information is more widely disseminated. With the increased visibility as the Byway is developed, this task will become easier.

9-2) Management Structure and Functions

The SPT Byway needs a management structure that will serve to coordinate and follow-through with the activities outlined in this plan. Such a structure should be strong and dynamic to provide leadership and manifest the Byway vision, while also providing the services and coordination needed. This organization should supplement and work with existing agencies and organizations without unnecessary duplication of administrative resources.

Formalizing the Organization

One option was to continue the operation of an informal collaborative organization made up of partners contributing to the Byway. The original Staunton-Parkersburg Turnpike Alliance served well to bring partners together, build enthusiasm, and serve as the nominating organization for the Byway. With the assistance of various partner organizations as fiscal agents, the informal SPTA managed several projects, including events, interpretive materials, and the first draft of this CMP. As a long-term management agency, however, the informal organization had several weaknesses. One is the dependence on flow-through organizations to receive money, when each organization has its own original priorities and constituency to consider. There is difficulty in follow-through, which becomes more critical with multiple projects underway. Another drawback is a weakness in public perception and visibility. And, inevitably, to undertake development of the scope identified in this plan, there will be a need for professional staff. Volunteers and contributions of staff time from partner organizations are always welcome and will continue to be desirable and necessary, but can not be relied on alone to maintain the continuity and level of effort needed for this project.

A formal non-profit corporation has now been established, which has benefits in being eligible to receive many more types of grants (including DOT Scenic Byways grants), in being able to receive tax-deductible contributions, and in having a formal accountable structure that is visible to its constituency. An independent organization, with its own bank account and staff, will be able to work more effectively across geographic lines and interest groups, will be more visible and more accountable, and potentially, much more effective.

The Alliance membership will include the contributing organizations, agencies, and jurisdictions that can be identified and who express interest in participating, as well as individual residents, landowners, business operators, users, and other stakeholders along the Byway. The membership group will function largely to gain input from the members as to the needs and desires of the stakeholders, success or problems of implementing the CMP, and to disseminate information on efforts and progress along the Byway. Full membership meetings once or twice a year can offer programs and reports on Byway efforts, and regular mailings or newsletters can keep members informed and in touch with activities. All participants in CMP projects will be included in this group.

This group is best structured on a membership basis so that members feel ownership in the organization. A nominal individual membership fee is recommended to encourage participation, with a somewhat higher business/organization rate. Donations at higher levels can be encouraged, as well as sponsorships or higher rates for promotion or other benefits. The basic membership fee should be adequate to cover administration of the member database and newsletters, while the donations and sponsorships can over time help to defray some of the organization's costs.

Partner organizations will be members, but will in addition have a special role as active participants in some segment of the Byway. In most cases they will have specific interests in a site, type of resource, or business activity that is a subset of the Byway activities. By furthering their own interests and projects, sharing information about their efforts and coordinating with other Byway plans, and by cooperating and

contributing directly to the Byway coordination and promotion efforts, they will be furthering their own goals as well as working together towards the Byway goals.

Overseeing the actual development of the Byway will be the responsibility of the Board of Directors. The membership on the Management Board should be representative of the variety of partners and the geographic extent of the Byway, but should also be composed of representatives who are willing to make the commitment to attend meetings and participate in the activities of the Byway. The primary staff people should be active participants with the Board of Directors.

A key to the success of a single organization for the entire Byway will be the operation of regional groups. Whether organized by county, or by a group of counties in proximity, these regional groups will provide the on-the-ground work and partnerships it will take to make this project work, and to build and keep local support. Representatives from the regional groups can then be sent to the Board of Directors to help coordinate efforts along the whole Byway.

The staff needed for the organization will include:

- An Executive Director to oversee management and resource development activities

- Office support staff

- A marketing director with tourism promotion and development skills

- Community relations coordinator(s) -- either one person who travels, or separate coordinators in each region

Some of these roles may be initially combined with others, or may be part-time positions depending on the funding available and the pace of progress on the projects, but the work outlined in this plan could easily support several full-time professional positions. Initially, such support will need to come from grant sources, and request for such funding is included in the CMP recommendations. This is a major benefit to seeking National Scenic Byway designation, since only National Byways are eligible for grant funding for staff. Ultimately, once the services and businesses have been developed and tourism revenue from the Byway is significant and has been demonstrated, then business and local governmental support for professional and staff services can be sought. Until such time as staff can be funded, consultants working on specific grant projects, staff of partner organizations, and volunteers will provide the team to begin implementing the Byway plan.

Partnerships

The participating groups that have so far shown the most willingness and organizational capability to actively contribute to the development of the Byway have been Monongahela National Forest, Pocahontas County Tourism Commission, Pocahontas County Communications Cooperative, Rich Mountain Battlefield Foundation, Historic Beverly Preservation, Randolph County Historical Society, Hackers Creek Pioneer Descendents, Upshur County Historical Society, Weston Historic Landmarks Commission, Gilmer County Historic Landmarks Commission, Mid-Ohio Valley Regional Council, Wood County Historical and Preservation Society, and Wood County Scenic Byways Coalition. A number of other partners have also contributed, but either have fewer resources available to offer, have focused on a specific project, or have enough higher priorities that their participation in this project to date has been limited. The Monongahela National Forest spans two counties, and they also manage many of the intrinsic resources in the eastern section of the Byway.

Increasing the degree of participation of key county agencies, such as Convention & Visitors Bureaus, County Development Authorities, and County Commissions, as well as closer cooperation with Chambers of Commerce and various tourism development efforts will greatly strengthen the Alliance.

Much of the initial focus of the SPTA was on the historic resources, but for the Byway it is important to include the natural, scenic, and outdoor recreation opportunities as well. Involvement of outdoor interest groups such as the Highland Trails Foundation and the Nature Conservancy can provide new opportunities and outlooks.

Continued strong participation and action by the partnership organizations will be essential for the success of the Byway. Partners will remain responsible for their specific projects, and for providing continued resources and participation. In addition, by keeping the partners actively involved, individual buy-in and sense of ownership is increased, which helps maintain participation, cooperation, and stewardship.

In all counties, building more grassroots awareness and support is essential, including contacts, involvement, and activities with existing community organizations including civic groups, schools, and churches, involvement with and support from local governments, and encouraging involvement in Byway projects and activities. This participation is not only important from an administrative viewpoint, but also in support of the stewardship goals. By developing broad-based grassroots community involvement, the Byway can increase its available resources and manpower, build citizen support, and contribute to community development, local pride, and enhanced quality of life. It is essential that the Byway serve the local citizens as well as the tourists, and developing broad-based participation and stewardship is the most important avenue toward this goal.

Assignment of responsibilities

The Board of Directors will be responsible for setting policy, fundraising, and overseeing practical administration. The Board will work with and direct the staff in coordination and development of projects and ongoing management of the Byway.

The Board and Staff, working with the partners, will develop an annual workplan, and will review and report on project progress and workplan accomplishments annually.

The staff will coordinate meetings and communications, carry out those projects directly attributable to the Byway organization, and coordinate the various other projects being undertaken by different partners under this plan. The administrative functions that will be necessary will include:

- Coordination and sharing information such as scheduling and coordination of meetings;
- communications between partners and projects; dissemination of minutes, reports, and newsletters;
- carrying out and keeping track of progress of development projects; gathering input from and communicating progress to members and stakeholders;
- public relations, press contacts, and outreach to the public;
- answering inquiries from the public and potential tourists;

- Financial and project accountability including coordination with DOT and other state agencies; grant administration and financial accounting for organization funds; coordinating information on financial activities of Byway partners;

Long-range marketing including development and implementation of an extensive professional marketing plan for promotion and marketing both in-state and out of state; tracking visitation, economic impact, evaluations, and results; and assisting the Board in seeking out funding sources for development and sustained operations of the entire Byway effort.

If funding for staff is inadequate for these tasks, then substantially more participation in administrative functions will be needed from the Board and from partner organizations to ensure that needed tasks can be completed.

Partner organizations will take responsibility for developing and carrying out specific projects listed in the action plan, with support and coordination between projects from the Byway organization. It will not be the responsibility of the SPTA Board or staff to carry out individual projects, except those that are separately and individually assigned there. Partners will also be essential in providing financial and manpower support and matching funds to make the Byway organization possible. In order for this partnership approach to function, it is essential that a number of partners be willing to make substantial contributions, and to continue to do so over time. The Byway organization is composed primarily of its partners, and the work will need to be shared by all.

The SPTA membership will provide the grassroots support for the Byway projects; information flow to the management about needs, problems, and successes; and a pool of potential donors, volunteers, and stewards of the Byway resources. All members will be encouraged to think of the Byway as their resource, and to participate in the projects in a variety of ways. The benefits of the Byway will accrue to all the members and the entire community, and their participation will bring the Byway vision to life.

Financial Administration

The SPTA Byway staff and board will coordinate all financial administration for the Byway in a professional and accountable manner. Those grants, memberships, donations, and revenues that come directly to the Byway will be held and administered by the Byway organization. The individual partner responsible for each project funded through or by partner organizations will administer the grants for their own specific projects. All cooperating partners who are working on projects will send an annual (or more often) accounting of their income, expenses, progress, visitation tracking and evaluation for their Byway projects to the Byway organization, so that a combined accounting of Byway activity can be compiled and made available to the Byway partners.

9-3) Funding Sources

Initial start-up funding may be available from grants, but for long-term sustainability the SPTA as the Byway coordinating organization will need dependable on-going sources of support. An inherent difficulty in the partnership approach is that to the extent that businesses and attractions are operated by partners rather than the Byway organization, those partners will be the ones receiving the revenues, even though those revenues are increased and in part derived because of the coordinating and marketing work of the Byway. This is compounded by many of the attractions being free to visitors, although they still are costly to maintain. Thus it will be necessary either to find ways to derive direct revenue from the Byway and its attractions to

maintain the Byway services; or have the commitment from the revenue-generating partners that they are willing to support the Byway efforts that they are benefiting from.

Some of the types of potential funding are discussed here. Some are applicable for operations of the Byway organization, others for partners pursuing specific projects. Most are appropriate or targeted for only specific types of activities.

Federal or State Government grants

Scenic Byway grants are Federal transportation funds administered through the West Virginia Department of Transportation. They can offer significant targeted start-up funding for Byway CMP and implementation. The grants associated with the Staunton-Parkersburg Turnpike Byway to date are:

Corridor Management Plan and Implementation (Randolph County Development Authority fiscal agent). \$60,000 total project has funded CMP development and product for initial Byway section, public outreach and planning associated with the CMP, interpretation development for audio history project, and interpretive signs along Byway in Pocahontas and Randolph Counties.

Interpretive Materials Grant (Rich Mountain Battlefield Foundation fiscal agent) \$30,000 total project. Funded oral history collection, audio history development and artwork, improvements and accessibility to Visitor Center in Beverly. (complete)

Corridor Management Plan Extension (Rich Mountain Battlefield Foundation fiscal agent) \$24,000 total project. Complete CMP for whole Byway including western section, maps and marketing plan.

Beverly Bank and Courthouse Visitor Center (Historic Beverly Preservation) Purchase and rehabilitation of Beverly Bank and Randolph County Courthouse for use as Byway Visitor Center

Brochure and Web Page (Staunton-Parkersburg Turnpike Alliance) \$40,000 Development of high-quality brochure for the Byway, and a web page, including maps for use in these materials.

Projects associated with a Scenic Byway may also be eligible for some other types of transportation funding.

State grants are available for specific types of projects, such as building preservation from the WV Historic Preservation Office; arts and performance grants from the Arts and Humanities Division; and advertising grants from Department of Tourism. Direct state appropriations or Fairs and Festivals funding can also be possibilities.

Many federal programs or grants can be applicable to different projects and some have already been used on the Turnpike, such as American Battlefield Protection Program – National Park Service funding for Civil War battlefields and USDA Forest Service cooperative projects. Further research on applicable grants for different types of projects is needed both on a state and federal level.

Non-profit and foundation grants

Foundations supportive of Civil War and historic preservation; tourism development; community economic development; and those who have specific interests in West Virginia are prime candidates for grant requests. Use of foundation grants to match other funding or encourage challenge donations can often be helpful.

Local government sources

Local revenues are often limited or already allocated to current organizations. Working along with established agencies and through existing channels is the best way to get the Byway locally involved and supported.

Corporate contributions and sponsorships

Support from businesses who benefit, directly or indirectly, from the Byway offers a good opportunity for long-term funding support. The obvious methods such as using co-operative advertising, and memberships, donations and sponsorships from Byway businesses will help provide some operating funds. Seeking out creative opportunities such as development of franchises, finding new capital investment, and other types of corporate involvement can assist the Byway in becoming self-sustaining for the long term.

Private donations

Member donations and local organization support will be essential both as revenue and in maintaining member involvement. Careful fostering of large donors deserves attention, as well as well-planned fundraising activities. Care will need to be taken that the Byway organization not become a competitor to existing partner organizations who also look to local sources for fundraising. Cooperation, not competition, will be key.

Revenue sources

Developing of earned income from Byway revenues will be a significant component in long-term sustainability. This can include sales of gift and interpretive items, admissions fees, events, and business receipts. Coordination with partner organizations to ensure that an appropriate share of Byway revenues goes toward Byway operations will be important.

Chapter 10 -- Expanding the Byway

The historic Staunton-Parkersburg Turnpike connected the upper Shenandoah Valley of Virginia at Staunton with the Ohio River at Parkersburg. While the initial nomination of the SPT Byway was specific to the sections of the Turnpike in Pocahontas and Randolph Counties of West Virginia, throughout the work on this project the vision has included working towards a much more comprehensive treatment of the Turnpike and the region it served. By furthering outreach both across the geographic areas traversed by the turnpike, and linking with other area attractions that share common themes, a much more extensive, and exciting, tourism experience can be created.

10-1) Extending along the Turnpike

Extending the Byway west to Parkersburg was nominated by the SPTA and by local leaders in the western counties. Two separate nominations – one for Randolph County beyond Beverly, Upshur, Lewis, and Gilmer Counties; and one for Ritchie, Wirt, and Wood Counties -- were approved by the West Virginia Byways program in summer of 2000. This corridor management plan draft includes the resources of this expanded area, and input by stakeholders, all across West Virginia.

The entire Byway will be operated as one entity, with local contacts and partnership groups in each county or region. With approval from the state Byway coordinator, the original CMP for the initial Byway section has been adapted here to include the local resources and issues from all areas of the Byway, and thus avoiding the duplication of multiple CMPs. Only one formal organization will be needed, with appropriate representation from each area, and the expertise, resources, and marketing efforts will be available to all. Continued strong encouragement of local partnerships, grassroots activities, and regional groups working on development in their locales would remain essential, with community coordinators for each region assuring communication and providing assistance.

10-2) Creating partnership with Virginia section of the Corridor

The Staunton - Parkersburg Turnpike continues from the current end of the Byway at the West Virginia/Virginia state line, east along the Turnpike route through Monterey, Virginia, including the Civil War site at McDowell, and into Staunton. The Museum for American Frontier Culture in Staunton, a well-developed living history site that interprets early frontier culture up until the time of the building of the turnpike, can provide a key entry point for the tour. Beginning the Turnpike trail at its source in Staunton, and moving westward with the Pike into West Virginia, will not only add to the context of the Pike story, but will encourage movement of tourists along the route.

There are numerous other related historic sites in Staunton and along the turnpike. Additionally, the Civil War site at McDowell gives thematic continuity with the West Virginia Civil War sites, and both historically and geographically is the pivotal connection between the 1861 Mountain Campaign sites and the 1862 Shenandoah Valley Campaign site.

Much work has already been done concerning the Turnpike in Virginia, including an impressive study of preservation strategies by the Valley Conservation Council, and a major project of trails and interpretation in McDowell County. In addition, McDowell battlefield is included in the Shenandoah Valley Civil War Heritage Area. McDowell is also included on the Virginia Civil War

Trail, as is a sign interpreting Camp Allegheny in West Virginia. The original Turnpike passes through George Washington National Forest and some sites are being preserves and signed by the U. S. Forest Service which is a major potential partner in Virginia.

The opportunities for working in conjunction with these efforts are tremendous. By drawing upon the larger population and travel numbers in Virginia, travelers along I 81 at Staunton, and those already attracted to the Civil War sites in Virginia, we can encourage many of those visitors to continue further into West Virginia and offer them a unique experience.

Virginia and West Virginia promoters of the Turnpike can work together in dissemination of information, brochures, maps, and promotional materials; continuity in directions and interpretation; develop common logos and identity; and cooperative marketing. Designation of the Virginia sections of the Turnpike as Scenic Byway would greatly enhance this cooperation and benefit both states.

Nomination of the Staunton-Parkersburg Turnpike as a National Scenic Byway is highly recommended. The historic qualities of this route had national significance in the settlement of the region; and major sections of the route retain exceptional integrity of their intrinsic quality resources. This designation would greatly strengthen the promotional appeal and the funding opportunities for the Byway. The future potential of extending the National Scenic Byway the entire length of the historic roadway through both states would be clear.

10-3) Expanding thematically

The Civil War theme of this initial section of the Byway is a logical extension both thematically and for tourism interest. The Civil War First Campaign is nationally significant: Gen. George McClellan gained fame here and was promoted to lead the Federal Army of the Potomac, Gen. Robert S. Garnett was the first general killed in the war, and control of western Virginia led to formation of a new state. A number of Civil War sites related to this campaign are located north of the Turnpike in Belington (Laurel Hill) and Philippi (Battle of Philippi and Covered Bridge) along the historic Beverly–Fairmont Turnpike and at Parsons (Corrick’s Ford). Additionally there are sites related to the Cheat Summit portion of the campaign along the historic Huttonsville–Huntersville Turnpike just south of the SPT, including Elkwater, Mingo Flats, and Valley Mountain.

Both Laurel Hill and Philippi have strong preservation and development efforts underway, and including coordination of interpretation and marketing with these sites is crucial. Supporting further preservation, development, and interpretation that includes the other sites would also contribute to the Byway story. Active participation in the development of the First Campaign Civil War Trail, and other projects of the statewide Civil War Task Forces, will enable the Turnpike Civil War resources to be coordinated with other efforts to develop this important theme.

Railroad and lumbering history offers another theme that connects the Byway with other area sites. The Appalachian Forest Heritage Area is coordinating forest heritage themed tourism throughout the highlands region of West Virginia and western Maryland. Cass Railroad State Park in Pocahontas County, towns such as Durbin and Mill Creek, and the Railyard development in Elkins are all representative of the lumbering and railroad era. Early settlement history is also rich along the western sections of the Turnpike, and a unique interpretive opportunity for Native American history is available at Seneca Rocks.

Whenever possible, packaging of heritage resources should be coordinated across geographic and thematic lines, including cross-promotion, and making information on one project accessible to those involved with another. Many heritage tourists will be interested in more than one period of history or type of site, and most from out of town will have no concern with where one county meets another. A coordinated package that could promote the region for heritage tourists would be most desirable, and a heritage corridor, related to but not limited to the turnpikes, may some day provide a framework for that presentation. Such a concept can also be expanded to link up with other initiatives, such as cultural heritage events and festivals, and linkage of lumbering history with forest recreation. By presenting multi-county regions, visitors to one area would be made aware of areas of interest around them, thus offering a more varied experience and encouraging longer stays. Then the tourist, once "hooked," could focus on more detailed information on the sites and activities which appeal to them most.

The concepts and partnerships that are being developed in the Byway project can serve as a basis for cooperation across agencies and geographic lines. By actively participating in the Appalachian Forest Heritage Area, in the highlands region; Frontiers to Mountaineers in the central region; and other heritage area projects that are appropriate for Byway resources, we can offer richer interpretation and context, while expanding the reach of our promotion. The principles of partnerships, coordinated planning and promotion, and use of heritage resources as a springboard for appropriate development for the region can provide exciting benefits and progress for our communities.

In developing the Byway, we can view our efforts as more than merely the promotion of a specific roadway. Instead we look at the themes and stories that the roadway illustrates, and how it helps to tell the unique stories of our region, and to make all of those exciting stories come alive for our citizens and our visitors.

10-4) Networking Statewide

Civil War Discovery Trail and West Virginia Civil War Task Force. A statewide Civil War Task Force is active under the leadership of the state Division of Tourism, to coordinate and market Civil War sites throughout the state. The initial job of the Task Force was to identify sites and initiate the state program for the national Civil War Discovery Trail of the Civil War Trust (now Civil War Preservation Trust). Fifteen West Virginia sites were initially identified and named to this Trail, including the First Campaign sites of Philippi, Rich Mountain, Cheat Summit, and Camp Allegheny. Beverly and Camp Bartow have since been added to this trail. The Tourism office, in cooperation with the Task Force, has developed a statewide Civil War brochure that identifies these, as well as some additional, sites. With additional grant funding, the CW Task Force is working on Civil War Trail signage for the First Campaign, including many of the SPT Civil War sites. These interpretive signs are being coordinated with the Byway interpretive signs.

Cultural Heritage Tourism Program. Preservation Alliance of West Virginia, in partnership with Main Street West Virginia, is currently operating an initiative, funded in part by the Benedum Foundation with matching state funds, to develop a statewide West Virginia Cultural Heritage Tourism program. The project provides technical assistance, partnerships on a variety of joint projects, and work toward developing a long term Cultural Heritage Tourism Program. SPTA has been involved in these efforts throughout their development.

These statewide efforts provide excellent opportunities to reinforce and extend the efforts of the SPTA. They also provide frameworks for our stated goal of extending our networking efforts beyond the immediate region of the initial Alliance efforts. The Alliance should take every opportunity to work with and encourage such networking and joint marketing efforts, not only for Civil War sites, but also for other heritage sites and heritage and cultural tourism opportunities as well.

Chapter 11 – Marketing the Byway

The art and science of marketing includes product development, pricing, and promotion, all with targeted customers in mind. The stakeholders involved in the creation of the SPT Scenic Byway have the opportunity to link existing attractions and facilities, and to conceive and build whatever may be lacking to create a complex of attractions and services that as a whole or separately can attract and satisfy a broad range of consumers.

One of the goals must be not only to satisfy, but also to exceed expectations, to delight the customer. Planning for phased, controlled quality development through investment is key to achieving the goal.

The final measure of marketing effectiveness is net sales— new and repeat visitors to the scenic byway. If they come, they will spend money. The longer they stay, the more they spend. The better and more extensive the attractions, the longer they will stay. The creation of strategies that affect the number and type of visitors in the most cost-effective way is called *strategic marketing*.

The basic formula for marketing any product involves determining

- Who are the most likely customers?
- Where do you find them in the greatest numbers?
- What must the product deliver to satisfy and stimulate repeat visits, or recommendations?
- How can the seller most effectively communicate with the buyer?

The same principles apply in selling ideas, which is the task at hand for proponents of the SPT Alliance. The successful internal marketing of concepts to alliance members and the scenic byway communities can make the entire enterprise more successful for everyone in a shorter time frame.

11-1) Identifying Markets

Who—what markets—does the SPT Alliance want to cultivate? This is the time to decide whom to invite, and begin creating facilities to serve them.

Who Are These Potential Visitors, and What Do They Want?

From our evaluations of current and potential visitors as discussed in Chapter 7, we can look at information about several different types of visitors – scenic byways drivers; heritage and cultural tourists; ecotourists and outdoor recreation tourists; and regional residents and their guests.

Scenic Byways drivers

Several studies have been compiled on who drives scenic byways, why, and their spending behavior. A 1995 study of byway visitors in Iowa found most visitors were in-state retirees who spent an average of \$104 per auto per day.¹ The 1999 study of Kansas scenic byway users indicates that most of their travelers are Baby Boomers (age 45-65) and still employed, and the average size of their party was four, which spent a total of approximately \$50 per party.²

Pleasure Drivers are the broadest, most obvious market likely to be interested in the scenic byway. According to the results of the “Outdoor Recreation in America” report, pleasure drivers are above average in

¹ “A Look at Iowa Scenic Byways Program,” Davidson-Peterson Associates and David L. Dahlquist Associates for the Iowa Department of Economic Development, Division of Tourism, 1995.

² “Visitor Survey: Economic Impact of Kansas Scenic Byway Designation on the Flint Hills Scenic Byway Communities,” Kansas Scenic Byways Program, Kansas Department of Transportation, Bucher, Willis & Ratliff Corporation, May 1999.

terms of being satisfied with their family life, friends, career choices, success, health and fitness, quality of leisure activities, and life in general. They also recorded average satisfaction levels with the amount and quality of recreational activities available to them. In short, they are happy people, and tend to react to experiences positively.

Pleasure drivers are very likely to seek road experiences that will satisfy their desires for aesthetics, drama (evocation of history and nostalgia), cultural adventure, and entertainment. Once they become aware of scenic byways, they sometimes and perhaps even often choose a byway over other more direct routes.

For drivers studied in the 1999 Kansas Scenic Byway Visitor's study, respondents with less than a high school degree were far more likely to use the scenic byway merely as a means to a destination (to visit friends and family) than those respondents with high education levels. People with less education were less likely to indicate their trips were for pleasure driving and more likely to say they were there for viewing the scenery. The only difference may be semantic.

The proportion indicating they were traveling the byway to do something as a family tended to increase as the amount of education increased.³

The most popular reasons cited for using scenic byways in a Kansas study were visiting family/friends, viewing scenery, pleasure driving, and visiting historic sites. Other activities cited were shopping, taking photos, to see wildlife, viewing scenery, and visiting museums.

In the 1994 study of Iowa's four pilot byway routes, 66% of the visitors said the small towns on the route intrigued them, 59% enjoyed shopping, and 77% enjoyed the scenic views. The Iowa scenic byway drivers spent one-third of their total on shopping for gifts and crafts. About a quarter of their total expenditures went for lodging, and just slightly less (23%) was spent on meals and snacks.

Judging from information gathered in these two studies, most drivers on midwestern scenic byways were there largely for the scenery. Two thirds of them also patronized the small towns on the routes, and more than half were interested in historic attractions. The interest in family experiences increased with their level of education.

Heritage and Cultural Tourists

Cultural adventurers desire a distinctly different experience from their usual lifestyle. They will include enthusiasts and scholars focusing on specific aspects of culture and history as well as serious seekers of music, art, crafts and performing arts experiences. But they also include many more visitors who have varying degrees of interest in history and local culture, and want to experience and learn more about the area heritage as a part of their vacation experience. Both of these categories include "heritage tourists," the focus of a recent Travel Industry of America study. Data from this report indicates that heritage tourists stay longer and spend more than general tourists.

Comparison 4

	Heritage Tourist	General Tourist
Use commercial lodging	56% of trips	42% of trips
Go shopping on trips	45%	33%
Average spending per trip	\$615	\$425 all US travelers

Heritage tourists represent an upscale market of consumers. The kinds of amenities they desire are often what keeps tourism dollars in the local economy. For instance, the heritage tourist is more likely to stay

³ "Visitor Survey: Economic Impact of Kansas Scenic Byway Designation," May 1999, p. 22

⁴ Coal Heritage Trail Corridor Management Plan, P.B. Booker Associates Inc., 1998, citing TIA research, p. 99

overnight in a town's own charming bed-and-breakfast inn rather than the franchise hotel near the interstate. In addition, the typical heritage tourist requires minimal infrastructure, and they are more sensitive to the need to support local heritage sites. Cultural Resource specialist Gail Dexter Lord emphasizes trends in heritage tourism such as growing influence of the internet and special events, increase in younger and more diverse cultural tourists, and growing popularity of short “get-away” trips in today’s busy modern life. She adds “opportunities must be considered in the context of expectations held by the cultural tourist; for example, a desire for -- and expectation of -- *experiences* rather than objects, *authenticity* rather than fabrication, and the desire to contribute to a *sustainable environment*.”⁵

A Lou Harris poll in the early 1990s found that “visiting cultural, historical and archeological treasures” was a significant motivation in less than a third of travelers in the 1980s, but in the 90s it had increased to over half. “To understand culture” as a travel motive increased from less than half to over 88%. This indicates a change in goals from “escapism” to “enrichment” as a primary goal for tourism.⁶

Heritage tourists are correlated with higher education levels, an older population with higher disposable income (peak of interest in the 45 to 65 age groups), and an increase in the role of women, with a stronger interest in cultural activities, in controlling income and making family travel decisions.

In attracting and planning for cultural tourists we need to consider these trends:

- Increase in short, get-away trips with people seeking multiple activities in short trips
- Addition of younger gen-x tourists who are independent, mobile, educated, and looking for authenticity and adventure.
- Concern about the environment and preservation among highly educated heritage, cultural, and ecotourists offer opportunities to promote preservation and sustainability of resources.
- Visitors seeking for meaning that can be found in authentic experiences of nature, heritage and culture, rather than a manufactured theme park.
- Yet, theme parks have created high expectations that affect what tourists look for on their travels.
- Increasing importance of the Internet in tourism planning and marketing.

Nature enthusiasts, ecotourists, and outdoor recreationists

Ecotourism is travel by environmentally minded tourists who focus on nature and conservation. Just as many heritage tourists value the local culture, ecotourists value conservation of the natural environment and sustained well being of local residents. Related groups include more traditional outdoorsmen and outdoor recreationists. These outdoor tourism groups include:

- Wilderness and primitive campers who value undisturbed nature and unique ecosystems
- Wildlife and botany hobbyists looking for birds, wildlife, interesting plants and flowers
- Traditional outdoor enthusiasts -- hunters, fishers, power boaters and water skiers.
- Hikers, mountain bikers, cross-country skiers, horseback riders who want quality trails in an undeveloped environment
- Active outdoor sports enthusiasts often in search of an adrenaline charge such as rafters, canoers, rock climbers, cavers
- High service outdoor adventurers such as skiers who like outdoor sport and recreation but demand services such as lifts, shuttles, catered meals, knowledgeable guides, and creature comforts

⁵ Keynote Presentation Wisconsin Heritage Tourism Conference Lac du Flambeau, Wisconsin September 17, 1999, <http://www.lord.ca/thepower.htm>, updated 2/02/00

⁶ Lou Harris early 1990s – from tourinfo files?

All of these groups are well represented in the Byway area, with major ski resorts in the same and adjoining counties, vast well-established hiking, hunting and fishing lands on the Monongahela National Forest as well as wilderness areas, and a number of specific adventure activities available in the area such as hiking and mountain bike trails, canoeing, rafting, rock climbing, and caving.

According to a US Travel Data Center study, 8 million American adults have taken one ecotourism trip and almost three million are likely to do so in the next three years. The amount spent by such travelers increases, according to this study, by 15% each year.⁷ In a recent study of ecotourism, Pamela Wight found that 77% of the consumers surveyed had already taken a vacation involving nature activities, and of the remaining almost all indicated an interest in such travel. Outdoor tourists were frequent travelers, with high education and income levels, but the trend was also spreading to more diverse markets. Top-ranked activities included casual walking, wildlife viewing, hiking, and water-based activities, with experienced ecotourists being more interested in specific adventure activities, and also more likely to take longer and off-season trips than novices. While many, depending on the activity, would do some camping, there was also interest in mid-range hotel/motels, and especially in more intimate, adventure-type accommodations such as cabins, inns, and bed-and-breakfasts.⁸

Volumes of information on these various travel markets are available through many sources. (See Bibliography) The Travel Industry Association of America (TIA) is an excellent place to begin research, followed by associations, specialty publications, and government bulletins such as statistical abstracts of the U.S. Census Bureau. Sources such as D.K. Shiftlett & Associates, which routinely survey the American public to determine travel behavior, provide valuable current information at premium prices. Research should be an important item in the travel marketing budget, as knowledge will be the foundation of any successful marketing program.

Local residents, their guests, and business travelers

For these groups, the Byway is primarily the means to get where they need to go, and the scenic qualities will be a byproduct perhaps less important than convenience and safety of travel. But they will still be a large potential source of visitation to sites and attractions, as an important side-benefit of the local economy. They will also be large consumers of restaurants and staple businesses that will also serve visitors. A resident who is well-informed about the local history, attractions, and services can be a significant avenue to reach visiting friends and family, and a major resource for successful and ultimately extensive word-of-mouth advertising.

Marketing to SPT Byway Visitors

Travelers on the Staunton -- Parkersburg Turnpike Scenic Byway will differ somewhat from those in other areas, but the general characteristics of visitors interested in pleasure and scenic driving, heritage and cultural experiences, ecotourism and outdoor recreation can help us understand what attracts and pleases visitors. West Virginia's fortunate central location on the populous Eastern Seaboard, and the Staunton -- Parkersburg Turnpike's proximity to major Interstate highways place the Byway in an excellent position to capture a certain segment of market share based on location alone.

Businesses oriented toward travel and tourism along the SPT Scenic Byway can expect a wide variety of visitors, ranging from people merely using the road to reach a destination, to people who have chosen the road

⁷ Cite the study here. Look in Technical Information Bulletin.

⁸ North American Ecotourists: Market Profile and Trip Characteristics by Pamela A. Wight, *Journal of Travel Research*, Spring 1996; North American Ecotourism Markets: Motivations, Preferences, and Destinations by Pamela A. Wight, *Journal of Travel Research*, Summer 1996

in quest of aesthetic pleasure, cultural, and outdoor experience. This latter group and its several subsets are the real market that will expect services and attractions, and will also yield the highest return on marketing investment.

Potential visitors will be attracted by their expectations of the Byway:

- Their expectation of a special scenic experience promised by the designation of “scenic byway” will be an important reason for choosing the route,
- They will be interested in and curious about the region’s history.
- The desirable market’s educational level, usually ranging from some college to post-graduate degrees, tends to increase their curiosity about and acceptance of cultures different from their own. In fact, one purpose of their trip is to discover “something different,” and if they return, some of the motivation will be to “get away” from their own day-to-day reality.
- Other prevalent reasons will be that the drive connects with or enhances a specific travel itinerary based on interest or location (a point of added value), or that
- It can be conveniently accessed in a short period of time, and can be enjoyed in varying periods of time, depending upon the visitors’ interests and availability.
- Factors such as age and primary energy focus are important considerations when considering markets, developing facilities, programs, and communications. Some substantial markets are
- Younger adults, often looking for active adventure activities, or
- Middle-aged adults who may tend to have more interest in cultural and heritage activities.
- Families will want kid-friendly and oriented activities, both educational and recreation. Multiple ages create many challenges and opportunities.
- “Matures,” 60 and older, who don’t travel as often but spend more money and stay longer when they do. Attention to handicapped accessibility and less-strenuous activities becomes more important.
- Well-educated and upscale travelers, both nature and heritage motivated, will expect quality, authenticity, and comfort.
- Less well-educated travelers are traditionally more attracted to traditional recreation like hunting and fishing, but are increasingly open to a broadening variety of experiences. They will want nicely developed and convenient campsites and moderately priced family-style motels.
- Visitors with family who live in the area are an important subset, because they are likely to return repeatedly.
- Group tours will often concentrate on a certain interest or demographic, and in addition have specific requirements both in marketing and attracting tours, and in meeting their needs

As we can see from the previous discussion, most of these broad markets according to activity preference need to be considered in the marketing mix. The Byway will attract:

- Vacationers, “getaway” tourists, and pleasure drivers
- Heritage and cultural tourists
- Ecotourists and outdoor recreationists
- Local residents and those with local contacts
- Motorcoach or Group Travelers

In addition, paying special attention to niche markets of specific interests can attract significant numbers of highly motivated and satisfied visitors with often considerably less marketing costs than targeting the general public. Some of the specific niche markets have already been mentioned, such as

- Civil War buffs, rail and transportation enthusiasts, and other appropriate historical specialties
- Genealogists, scholars and researchers, family reunions

- Antiques and heritage crafts shoppers
- Traditional music, dance, and folklore enthusiasts
- Motorcycle touring enthusiasts
- Mountain bikers, cavers, and other outdoor recreation specialties
- Birders, wildlife, watershed and ecosystem interests

One critical point to consider is that many visitors will come to the area for a particular primary motivation, but the satisfaction and duration of their stay can often be improved by also offering them a variety of experiences. Particularly for the pleasure drivers, for “getaway” travelers wanting to get maximum experience in minimum time, and for families and groups with a variety of interests represented, the multiple types of resources and attractions offered by the Byway will be a major bonus.

Major geographic markets

The SPT Byway is in an ideal geographic position to tap the major metropolitan areas that circle the State of West Virginia. Our relatively near location will appeal to those from nearby cities with limited vacation time to spend. Scenically, it can deliver the experience most drivers will expect. Culturally it offers a different world, typified by relative openness of the people, a spirit of neighborliness not often cultivated in city environments, and a slower pace that can be perceived either as a relief or maddening, depending on the receiver. It is a world many urban adults nostalgically associate with earlier times.

Information from the DKS&A report and statistics from the Randolph County Visitors & Convention Bureau indicate Ohio, West Virginia, Virginia, Maryland, and Pennsylvania as the top five states of origin of visitors to Pocahontas and Randolph Counties. The next five most likely were Florida, North Carolina, Michigan, New York State, and New Jersey.

Because the scenic byway is a driver’s market, it makes sense to pay particular attention to potential visitors who can easily reach it. Travelers who use Interstates 81, 79, 77, 68 and 64, include concentrated numbers of visitors from metropolitan areas such as Washington D.C./Baltimore, Norfolk/Virginia Beach, Richmond/Charlottesville/Staunton, Pittsburgh and western Pennsylvania, and Columbus/Akron/Cleveland.

11-2) Reaching the Markets

Communication is everything, and everything communicates; logos, quality of stationery, quality of brochures. The quality of thought and intent in simple news releases. The quality of photographs, their content, and the creation and maintenance of information channels.

The world as we know it is dominated by marketing, which is dominated by information. Consumers are increasingly sophisticated, and sometimes increasingly cynical. Marketers must be psychologists, entertainers, teachers and persuaders, anticipating what their targeted markets think, will think, and might think, and plan accordingly.

Successful marketers are aware of why and how decisions to buy are made. Their marketing communications plans are devised to reach decision-makers and affect their decisions. With so many possible marketing avenues and a limited budget, strategically targeted marketing is essential.

For the past 30 years, West Virginia has been roiling in change. While it continues to lose population and jobs in its traditional economic base of extractive industries, an influx of entrepreneurial energy has formed the foundation of a new tourism industry mostly comprised of small bootstrapping retail and service businesses (excepting ski resorts, which require major capital investment).

While the overwhelming majority of America's World War II generation and their children, the Baby Boomers, may have established opinions of what West Virginia is and who West Virginians are primed by images portrayed in the media, Generations X and Y are more familiar with the state in terms of what it offers in outdoor recreation. Today's marketers of West Virginia and its various regions must take care not to inadvertently infect new generations of tourists with old stereotypes. A good defense against that possibility is awareness of West Virginia's strengths and weaknesses, its opportunities and threats to realizing its potential. Excellence in design, which includes planning and execution, is central to successful marketing. It will result in the continuing re-creation of West Virginia's image, which in turn will result in more visitations.

Once a body of promotable products have been developed and/or packaged—attractions, events and merchandise—they may be launched through a program of marketing communications.

11-3) Elements of Marketing Communications

Identity Systems

- Logo
- Logo line, or tag line (slogan)
- Stationery (business cards, letter head, envelopes, labels)

Promotional Materials and Channels

Standard Collateral

- Brochures, SPT general and specific attractions
- Rack cards for broad distribution
- Maps (May be part of brochure, but useful also as a stand-alone piece)
- Professional photography stock
- Press kit folders
- Audio-Visuals such as presentations on cassette tape or CD

Mass Communications Media

- Billboards
- Highway signs
- Radio programs and commercials
- Television programs and commercials
- Newspaper articles and advertisements
- Magazine articles and advertisements
- Internet websites, advertising, networking

Networking and Alliance Building

- Membership in key organizations and associations.
- Linking and partnering with agencies and industry colleagues.
- Newsletters

Marketing Through Media Relations

The gatekeepers of public opinion—newspaper editors and staff, magazine editors and writers, and broadcasters—are deluged with information from promoters of all kinds. They are the arbiters and sometimes

the creators of public opinion. How does one place one's information before them and get noticed? Some answers:

- 1) Give them something new.
- 2) Make it timely.
- 3) Persist, but know when to stop, and how to employ subtlety.
- 4) Understand their needs and desires, and serve them.

Current marketing theory emphasizes the primary importance of media relations, or getting the word out to the community. Once product awareness is created, advertising strengthens and maintains market share.

A fun idea, an unusual twist on an old hat, or information that indicates or fits into a trend—that's what it takes to get the attention of the media. The best ideas usually come from the material at hand, but the obvious is too often ignored or unrecognized in its own community. The unique life, work and history of a region will suggest its own events, festivals, and crafts.

News releases, press kits, and carefully planned events that include guest media are the basic elements of media relations. Video news releases and other technologies can increase the reach of messages. Knowledge of local, regional and national media and their various beats contributes to success in media relations.

Advertising

Advertising in newspapers and magazines pays the media's bills. It pays for the space in which editors, art directors, staff writers, photographers and freelancers entertain and inform readers, and it pays for the infrastructure to deliver the media. Although it is not often openly "traded" for editorial coverage, it does draw attention to the advertiser not only when it comes to the targeted market, but often within the ranks of the media as well. Advertising dollars should be leveraged in tandem with a media relations program to augment marketing communications. It allows the advertiser to use the purchased space as often and in any way he chooses. Developers of advertising should understand how and when to create image, and what and how to promote to various market segments. Advertisers with small budgets can carefully allocate dollars to maximize coverage.

Television advertising can be very expensive, but careful buys that include cable can make it affordable. Professional production drives the cost of TV up, but for mass audiences such as pleasure drivers, the return on investment may be worth it. Television programs are good for creating image, and could be used to help spread the word about the Staunton to Parkersburg Turnpike, especially if highly visual material is supplied to producers.

Radio advertising can be extremely effective. Radio is an entertaining companion for many drivers, office workers, laborers, and listeners in a recreation mode. Used properly, it can create a lasting subliminal impression. Radio stations are often creative when it comes to lively and entertaining promotions. Local stations are often cooperative in promoting local activities and events, especially when combined with an advertising campaign. Very few commercial stations provide in-depth programming, but talk shows are good local vehicles for calling attention to issues and events. Underwriting programming on public radio is a very effective image-creating vehicle, targeting well-educated, discerning listeners. Audio or video interpretive programming created for use as interpretive materials for the Turnpike or individual sites can, if of high quality and broad-based appeal, also be broadcast on public radio or television programming.

Increased use of the Internet for marketing outreach is a major trend. Clever and energetic netizens can use the web to reach millions of niche enthusiasts and arrange for information to surface in hundreds of search engines. The web has proven to be one of the most effective vehicles for travel and tourism information and sales, and is admirably suited for reaching niche markets. This is particularly important for heritage tourists

because of the intersection of Internet users with the high education demographics of cultural tourists. A web-page presence is also readily developed at considerably less investment than required for many other types of media.

Clear, easy to access information is the foremost ingredient. Heritage tourism promoters need quality websites reflecting experience, authenticity, and convenience, and with clear links to state and local tourism websites.

Niche Marketing

Reaching the crucial niche markets will take imagination and attention to detail more than high cost. The many special interest groups that may revolve around attractions on the Staunton -- Parkersburg Turnpike will likely publish newsletters, hold meetings and conventions, and plan outings. Targeting the most active of these niches with written material, ads, letters, as well as with personal contacts, could result in excellent return on investment. Use of the Internet can be particularly useful here, with creative linkages to bring the SPT Byway to the attention of niche interest enthusiasts.

Networking and Alliance Building

Part of the marketing budget must be allocated toward membership in key organizations and associations, or toward sponsorship of partnering personnel to belong and attend conventions and meetings. Some of these organizations might include

- The WV Hospitality and Travel Association
- The Travel Industry Association (TIA)
- The WV Preservation Alliance
- National Scenic Byways organization

Valuable networking opportunities include the annual meetings of these organizations, where important issues and trends are discussed, professional development seminars are presented, and information is shared. Opportunities to host facets of organizations such as The Society of American Travel Writers and Outdoor Writers of America should be explored.

Opportunities to support and participate in the programs of the Pocahontas County Tourism Commission, the Randolph County Convention & Visitors Bureau, the Mid-Ohio Valley Regional Planning and Development Council, the Richie County Historical Society, the County Commission of Richie County, the Wood County Historical Society, the City of Parkersburg, the Wirt County Genealogical and Historical Society, and the Wirt County Development Authority should be enthusiastically embraced. Domestic and international writers' tours, representation at the conventions of the American Bus Association and the National Tour Bus Association are only part of what these agencies and organizations have to offer. Such partnerships are an exciting win-win both for the Tourism promotion agencies who benefit from the Byway's many coordinated attractions, and in offering the Byway opportunities for exposure in high-cost but important marketing venues such as writer's tours, trade shows, and magazine advertising.

Excellent relationships with local promoters such as convention and visitors bureaus is also of paramount importance because they are conduits of news and information about the region as well. They will provide information about the scenic byway to thousands of inquirers, from wholesalers such as receptive operators to retail consumers who respond to their advertising campaigns. Information about the byway should be included in all appropriate publications and presentations of the CVBs.

The West Virginia Division of Tourism is in constant communication with local, regional and national press, disseminating news and information, and devising promotional programs. Personnel there welcome news and information from various entities throughout the state. The photography unit supplies excellent professional photography to such publications as *West Virginia, Wild & Wonderful*, the official state tourism guide, and to many important media outlets. The Staunton to Parkersburg Turnpike Alliance should see that the Photo Division maintains current stock of properties and attractions along the route, and attractive photos of the road itself in various seasons. The service is supported through state taxes. Photos from the state tourism division may be duplicated and used at no charge.

The coordinates of marketing communications are frequency, the number of times the audience gets the message, and reach, where the message goes. The marketing director's job is to understand the dynamics of communication and devise a plan that uses a mix of all the methods mentioned above to create awareness and increase use of the Staunton to Parkersburg Turnpike Scenic Byway.

11-4) Marketing plan and budget

A plan for one year should be begun six to nine months before the year begins, and should include budgets; names of publications and dates of issues; types of message, and frequency.

In West Virginia, where tourism promotion is usually relegated to public agencies, promotion and advertising budgets are often an afterthought, and sometimes non-existent for individual properties. Owners and managers are often suspicious of advertising vehicles and schemes. The small amounts they often reserve or grudgingly pay on an ad hoc basis are not adequate to place them in competitive positions within the marketplace.

Two standard methods are used to determine a promotion and advertising budget. The task method simply tallies the cost of tasks required to attain marketing objectives. How much will advertising campaigns in the Washington Post cost? How much will production and space for an ad in the annual *West Virginia Wild & Wonderful* cost? What's the cost of current directories and research materials for competent media relations? What are the costs involved in mounting a media relations program? Neophytes may blanch at the combined cost of a year's promotion and advertising, but success in the contemporary American marketplace is determined by sophisticated marketing, which includes consistent investment in promotion.

The second budgeting method is mechanical. The total promotion budget is determined by a percentage of gross sales. Most businesses that subscribe to professional marketing methods start with a standard formula of allocating three to four percent of the total gross sales figure to promotion. Thus, if the Staunton to Parkersburg Turnpike projects gross sales at \$1,397,000, the promotion and advertising budget would come to \$55,880 (four percent of the total). Of course, gross sales on the SPT would not accrue to one agency, but would be spread throughout many businesses and services. The question of how to raise \$55,880 would pose prospects for innovative cooperation among the many businesses along the turnpike. Carefully constructed public/private partnerships are key to creating vehicles for cooperative promotion.

11-5) Internal marketing

In an enterprise that relies on inter-community cooperation such as the Staunton to Parkersburg Turnpike Scenic Byway, consistent communication among stakeholders must be institutionalized. Mechanisms that build and measure consensus are essential. Businesses, agencies that serve businesses, public interest groups, and political structures that represent various communities are among the market segments that must serve and be served.

Leadership is often a function of personal persuasiveness and commitment. To create a new tourism entity, especially one that must innovate new systems to form alliances and compete in the greater regional marketplace, will require the same kind of marketing skills required to introduce a new product into any marketplace. The product in this case is an idea. The idea must be presented concretely, with its benefits clearly stated, and its goals and objectives outlined in a simple format. The prospectus then must be “sold” to the constituents. The initial selling process is highly personalized, in the form of one-to-one meetings with business owners, community meetings, dissemination of news and information through newspapers, radio, television, letters and newsletters, and entertaining and informative programs presented in schools, clubs and organizations.

These specific activities are organized as Community Relations, and are an essential component of success for tourism growth on the SPT.

Activities of a community relations director or coordinator include

- coordinating presentation of programs to clubs and organizations,
- writing press releases and working with local media to inform, educate and celebrate aspects of community relating to the Staunton to Parkersburg Turnpike,
- coordinating regular meetings of stakeholders
- acting as liaison between the Turnpike Alliance and key agencies and institutions, from the State Division of Tourism to the various CVBs and similar agencies involved with the Byway,
- Working with the director and marketing director on integrated long range planning for the Byway.

The task of community relations coordinator can easily provide the interface between each local area and the larger Turnpike efforts. Each section should have a designated and competent community relations coordinator who makes the local contacts, builds constituency and local participation, and delivers the services which the larger Byway organization can provide.

For the most part, West Virginia is a working class state, with working class tastes and aspirations. Some aspects of its proud rural heritage can be extremely attractive and invigorating, but the potential of cultural clash exists on the threshold of tourism marketing. Tastes in food and food presentation, and ideas of what constitutes standard, substandard and luxury accommodations are two areas where cultural differences surface quickly.

While West Virginia’s national image is improving as its reputation for first-rate outdoor recreation grows, the lingering perception of the state as impoverished and culturally backward may be reinforced and intensified by the presence of dilapidated buildings along the highway, communities that appear shabby and unkempt, facilities that are substandard or lacking in professional presentation, food and products that don’t appeal to contemporary palettes, and a populace including service personnel that is unaware of its fascinating and unique history.

The cultural habits of limited expectations and aspirations coupled with limited exposure to other cultures even within the United States could pose some difficulties in planning for growth and cross-cultural communication.

Continuing education will be an important aspect of internal marketing. Workshops on quality craft production, promotion and sales, training of personnel who deal with the public about local sites and history, and introduction and cross promotion of new trends in hospitality can hasten development of a profitable, popular tourism attraction in the Scenic Byway.

On the other side, by focusing promotion towards visitors who are attracted to historical uniqueness and local culture, and by presenting the culture with respect in all of our marketing and interpretation, visitors will be appreciative of the differences they encounter and will value and return the friendliness that they find. By

paying attention to encouraging harmonious relations between tourists and local residents, tourism will be seen in a much more positive light in the communities, and will create more positive experiences for the visitors as well.

Chapter 11 – Marketing the Byway

The art and science of marketing includes product development, pricing, and promotion, all with targeted customers in mind. The stakeholders involved in the creation of the SPT Scenic Byway have the opportunity to link existing attractions and facilities, and to conceive and build whatever may be lacking to create a complex of attractions and services that as a whole or separately can attract and satisfy a broad range of consumers.

One of the goals must be not only to satisfy, but also to exceed expectations, to delight the customer. Planning for phased, controlled quality development through investment is key to achieving the goal.

The final measure of marketing effectiveness is net sales— new and repeat visitors to the scenic byway. If they come, they will spend money. The longer they stay, the more they spend. The better and more extensive the attractions, the longer they will stay. The creation of strategies that affect the number and type of visitors in the most cost-effective way is called *strategic marketing*.

The basic formula for marketing any product involves determining

- Who are the most likely customers?
- Where do you find them in the greatest numbers?
- What must the product deliver to satisfy and stimulate repeat visits, or recommendations?
- How can the seller most effectively communicate with the buyer?

The same principles apply in selling ideas, which is the task at hand for proponents of the SPT Alliance. The successful internal marketing of concepts to alliance members and the scenic byway communities can make the entire enterprise more successful for everyone in a shorter time frame.

11-1) Identifying Markets

Who—what markets—does the SPT Alliance want to cultivate? This is the time to decide whom to invite, and begin creating facilities to serve them.

Who Are These Potential Visitors, and What Do They Want?

From our evaluations of current and potential visitors as discussed in Chapter 7, we can look at information about several different types of visitors – scenic byways drivers; heritage and cultural tourists; ecotourists and outdoor recreation tourists; and regional residents and their guests.

Scenic Byways drivers

Several studies have been compiled on who drives scenic byways, why, and their spending behavior. A 1995 study of byway visitors in Iowa found most visitors were in-state retirees who spent an average of \$104 per auto per day.¹ The 1999 study of Kansas scenic byway users indicates that most of their travelers are Baby Boomers (age 45-65) and still employed, and the average size of their party was four, which spent a total of approximately \$50 per party.²

Pleasure Drivers are the broadest, most obvious market likely to be interested in the scenic byway. According to the results of the “Outdoor Recreation in America” report, pleasure drivers are above average in

¹ “A Look at Iowa Scenic Byways Program,” Davidson-Peterson Associates and David L. Dahlquist Associates for the Iowa Department of Economic Development, Division of Tourism, 1995.

² “Visitor Survey: Economic Impact of Kansas Scenic Byway Designation on the Flint Hills Scenic Byway Communities,” Kansas Scenic Byways Program, Kansas Department of Transportation, Bucher, Willis & Ratliff Corporation, May 1999.

terms of being satisfied with their family life, friends, career choices, success, health and fitness, quality of leisure activities, and life in general. They also recorded average satisfaction levels with the amount and quality of recreational activities available to them. In short, they are happy people, and tend to react to experiences positively.

Pleasure drivers are very likely to seek road experiences that will satisfy their desires for aesthetics, drama (evocation of history and nostalgia), cultural adventure, and entertainment. Once they become aware of scenic byways, they sometimes and perhaps even often choose a byway over other more direct routes.

For drivers studied in the 1999 Kansas Scenic Byway Visitor's study, respondents with less than a high school degree were far more likely to use the scenic byway merely as a means to a destination (to visit friends and family) than those respondents with high education levels. People with less education were less likely to indicate their trips were for pleasure driving and more likely to say they were there for viewing the scenery. The only difference may be semantic.

The proportion indicating they were traveling the byway to do something as a family tended to increase as the amount of education increased.³

The most popular reasons cited for using scenic byways in a Kansas study were visiting family/friends, viewing scenery, pleasure driving, and visiting historic sites. Other activities cited were shopping, taking photos, to see wildlife, viewing scenery, and visiting museums.

In the 1994 study of Iowa's four pilot byway routes, 66% of the visitors said the small towns on the route intrigued them, 59% enjoyed shopping, and 77% enjoyed the scenic views. The Iowa scenic byway drivers spent one-third of their total on shopping for gifts and crafts. About a quarter of their total expenditures went for lodging, and just slightly less (23%) was spent on meals and snacks.

Judging from information gathered in these two studies, most drivers on midwestern scenic byways were there largely for the scenery. Two thirds of them also patronized the small towns on the routes, and more than half were interested in historic attractions. The interest in family experiences increased with their level of education.

Heritage and Cultural Tourists

Cultural adventurers desire a distinctly different experience from their usual lifestyle. They will include enthusiasts and scholars focusing on specific aspects of culture and history as well as serious seekers of music, art, crafts and performing arts experiences. But they also include many more visitors who have varying degrees of interest in history and local culture, and want to experience and learn more about the area heritage as a part of their vacation experience. Both of these categories include "heritage tourists," the focus of a recent Travel Industry of America study. Data from this report indicates that heritage tourists stay longer and spend more than general tourists.

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Use commercial lodging	56% of trips	42% of trips
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³ "Visitor Survey: Economic Impact of Kansas Scenic Byway Designation," May 1999, p. 22

⁴ Coal Heritage Trail Corridor Management Plan, P.B. Booker Associates Inc., 1998, citing TIA research, p. 99

overnight in a town's own charming bed-and-breakfast inn rather than the franchise hotel near the interstate. In addition, the typical heritage tourist requires minimal infrastructure, and they are more sensitive to the need to support local heritage sites. Cultural Resource specialist Gail Dexter Lord emphasizes trends in heritage tourism such as growing influence of the internet and special events, increase in younger and more diverse cultural tourists, and growing popularity of short “get-away” trips in today’s busy modern life. She adds “opportunities must be considered in the context of expectations held by the cultural tourist; for example, a desire for -- and expectation of -- *experiences* rather than objects, *authenticity* rather than fabrication, and the desire to contribute to a *sustainable environment*.”⁵

A Lou Harris poll in the early 1990s found that “visiting cultural, historical and archeological treasures” was a significant motivation in less than a third of travelers in the 1980s, but in the 90s it had increased to over half. “To understand culture” as a travel motive increased from less than half to over 88%. This indicates a change in goals from “escapism” to “enrichment” as a primary goal for tourism.⁶

Heritage tourists are correlated with higher education levels, an older population with higher disposable income (peak of interest in the 45 to 65 age groups), and an increase in the role of women, with a stronger interest in cultural activities, in controlling income and making family travel decisions.

In attracting and planning for cultural tourists we need to consider these trends:

- Increase in short, get-away trips with people seeking multiple activities in short trips
- Addition of younger gen-x tourists who are independent, mobile, educated, and looking for authenticity and adventure.
- Concern about the environment and preservation among highly educated heritage, cultural, and ecotourists offer opportunities to promote preservation and sustainability of resources.
- Visitors seeking for meaning that can be found in authentic experiences of nature, heritage and culture, rather than a manufactured theme park.
- Yet, theme parks have created high expectations that affect what tourists look for on their travels.
- Increasing importance of the Internet in tourism planning and marketing.

Nature enthusiasts, ecotourists, and outdoor recreationists

Ecotourism is travel by environmentally minded tourists who focus on nature and conservation. Just as many heritage tourists value the local culture, ecotourists value conservation of the natural environment and sustained well being of local residents. Related groups include more traditional outdoorsmen and outdoor recreationists. These outdoor tourism groups include:

- Wilderness and primitive campers who value undisturbed nature and unique ecosystems
- Wildlife and botany hobbyists looking for birds, wildlife, interesting plants and flowers
- Traditional outdoor enthusiasts -- hunters, fishers, power boaters and water skiers.
- Hikers, mountain bikers, cross-country skiers, horseback riders who want quality trails in an undeveloped environment
- Active outdoor sports enthusiasts often in search of an adrenaline charge such as rafters, canoers, rock climbers, cavers
- High service outdoor adventurers such as skiers who like outdoor sport and recreation but demand services such as lifts, shuttles, catered meals, knowledgeable guides, and creature comforts

⁵ Keynote Presentation Wisconsin Heritage Tourism Conference Lac du Flambeau, Wisconsin September 17, 1999, <http://www.lord.ca/thepower.htm>, updated 2/02/00

⁶ Lou Harris early 1990s – from tourinfo files?

All of these groups are well represented in the Byway area, with major ski resorts in the same and adjoining counties, vast well-established hiking, hunting and fishing lands on the Monongahela National Forest as well as wilderness areas, and a number of specific adventure activities available in the area such as hiking and mountain bike trails, canoeing, rafting, rock climbing, and caving.

According to a US Travel Data Center study, 8 million American adults have taken one ecotourism trip and almost three million are likely to do so in the next three years. The amount spent by such travelers increases, according to this study, by 15% each year.⁷ In a recent study of ecotourism, Pamela Wight found that 77% of the consumers surveyed had already taken a vacation involving nature activities, and of the remaining almost all indicated an interest in such travel. Outdoor tourists were frequent travelers, with high education and income levels, but the trend was also spreading to more diverse markets. Top-ranked activities included casual walking, wildlife viewing, hiking, and water-based activities, with experienced ecotourists being more interested in specific adventure activities, and also more likely to take longer and off-season trips than novices. While many, depending on the activity, would do some camping, there was also interest in mid-range hotel/motels, and especially in more intimate, adventure-type accommodations such as cabins, inns, and bed-and-breakfasts.⁸

Volumes of information on these various travel markets are available through many sources. (See Bibliography) The Travel Industry Association of America (TIA) is an excellent place to begin research, followed by associations, specialty publications, and government bulletins such as statistical abstracts of the U.S. Census Bureau. Sources such as D.K. Shiftlett & Associates, which routinely survey the American public to determine travel behavior, provide valuable current information at premium prices. Research should be an important item in the travel marketing budget, as knowledge will be the foundation of any successful marketing program.

Local residents, their guests, and business travelers

For these groups, the Byway is primarily the means to get where they need to go, and the scenic qualities will be a byproduct perhaps less important than convenience and safety of travel. But they will still be a large potential source of visitation to sites and attractions, as an important side-benefit of the local economy. They will also be large consumers of restaurants and staple businesses that will also serve visitors. A resident who is well-informed about the local history, attractions, and services can be a significant avenue to reach visiting friends and family, and a major resource for successful and ultimately extensive word-of-mouth advertising.

Marketing to SPT Byway Visitors

Travelers on the Staunton -- Parkersburg Turnpike Scenic Byway will differ somewhat from those in other areas, but the general characteristics of visitors interested in pleasure and scenic driving, heritage and cultural experiences, ecotourism and outdoor recreation can help us understand what attracts and pleases visitors. West Virginia's fortunate central location on the populous Eastern Seaboard, and the Staunton -- Parkersburg Turnpike's proximity to major Interstate highways place the Byway in an excellent position to capture a certain segment of market share based on location alone.

Businesses oriented toward travel and tourism along the SPT Scenic Byway can expect a wide variety of visitors, ranging from people merely using the road to reach a destination, to people who have chosen the road

⁷ Cite the study here. Look in Technical Information Bulletin.

⁸ North American Ecotourists: Market Profile and Trip Characteristics by Pamela A. Wight, *Journal of Travel Research*, Spring 1996; North American Ecotourism Markets: Motivations, Preferences, and Destinations by Pamela A. Wight, *Journal of Travel Research*, Summer 1996

in quest of aesthetic pleasure, cultural, and outdoor experience. This latter group and its several subsets are the real market that will expect services and attractions, and will also yield the highest return on marketing investment.

Potential visitors will be attracted by their expectations of the Byway:

- Their expectation of a special scenic experience promised by the designation of “scenic byway” will be an important reason for choosing the route,
- They will be interested in and curious about the region’s history.
- The desirable market’s educational level, usually ranging from some college to post-graduate degrees, tends to increase their curiosity about and acceptance of cultures different from their own. In fact, one purpose of their trip is to discover “something different,” and if they return, some of the motivation will be to “get away” from their own day-to-day reality.
- Other prevalent reasons will be that the drive connects with or enhances a specific travel itinerary based on interest or location (a point of added value), or that
- It can be conveniently accessed in a short period of time, and can be enjoyed in varying periods of time, depending upon the visitors’ interests and availability.
- Factors such as age and primary energy focus are important considerations when considering markets, developing facilities, programs, and communications. Some substantial markets are
- Younger adults, often looking for active adventure activities, or
- Middle-aged adults who may tend to have more interest in cultural and heritage activities.
- Families will want kid-friendly and oriented activities, both educational and recreation. Multiple ages create many challenges and opportunities.
- “Matures,” 60 and older, who don’t travel as often but spend more money and stay longer when they do. Attention to handicapped accessibility and less-strenuous activities becomes more important.
- Well-educated and upscale travelers, both nature and heritage motivated, will expect quality, authenticity, and comfort.
- Less well-educated travelers are traditionally more attracted to traditional recreation like hunting and fishing, but are increasingly open to a broadening variety of experiences. They will want nicely developed and convenient campsites and moderately priced family-style motels.
- Visitors with family who live in the area are an important subset, because they are likely to return repeatedly.
- Group tours will often concentrate on a certain interest or demographic, and in addition have specific requirements both in marketing and attracting tours, and in meeting their needs

As we can see from the previous discussion, most of these broad markets according to activity preference need to be considered in the marketing mix. The Byway will attract:

- Vacationers, “getaway” tourists, and pleasure drivers
- Heritage and cultural tourists
- Ecotourists and outdoor recreationists
- Local residents and those with local contacts
- Motorcoach or Group Travelers

In addition, paying special attention to niche markets of specific interests can attract significant numbers of highly motivated and satisfied visitors with often considerably less marketing costs than targeting the general public. Some of the specific niche markets have already been mentioned, such as

- Civil War buffs, rail and transportation enthusiasts, and other appropriate historical specialties
- Genealogists, scholars and researchers, family reunions

- Antiques and heritage crafts shoppers
- Traditional music, dance, and folklore enthusiasts
- Motorcycle touring enthusiasts
- Mountain bikers, cavers, and other outdoor recreation specialties
- Birders, wildlife, watershed and ecosystem interests

One critical point to consider is that many visitors will come to the area for a particular primary motivation, but the satisfaction and duration of their stay can often be improved by also offering them a variety of experiences. Particularly for the pleasure drivers, for “getaway” travelers wanting to get maximum experience in minimum time, and for families and groups with a variety of interests represented, the multiple types of resources and attractions offered by the Byway will be a major bonus.

Major geographic markets

The SPT Byway is in an ideal geographic position to tap the major metropolitan areas that circle the State of West Virginia. Our relatively near location will appeal to those from nearby cities with limited vacation time to spend. Scenically, it can deliver the experience most drivers will expect. Culturally it offers a different world, typified by relative openness of the people, a spirit of neighborliness not often cultivated in city environments, and a slower pace that can be perceived either as a relief or maddening, depending on the receiver. It is a world many urban adults nostalgically associate with earlier times.

Information from the DKS&A report and statistics from the Randolph County Visitors & Convention Bureau indicate Ohio, West Virginia, Virginia, Maryland, and Pennsylvania as the top five states of origin of visitors to Pocahontas and Randolph Counties. The next five most likely were Florida, North Carolina, Michigan, New York State, and New Jersey.

Because the scenic byway is a driver’s market, it makes sense to pay particular attention to potential visitors who can easily reach it. Travelers who use Interstates 81, 79, 77, 68 and 64, include concentrated numbers of visitors from metropolitan areas such as Washington D.C./Baltimore, Norfolk/Virginia Beach, Richmond/Charlottesville/Staunton, Pittsburgh and western Pennsylvania, and Columbus/Akron/Cleveland.

11-2) Reaching the Markets

Communication is everything, and everything communicates; logos, quality of stationery, quality of brochures. The quality of thought and intent in simple news releases. The quality of photographs, their content, and the creation and maintenance of information channels.

The world as we know it is dominated by marketing, which is dominated by information. Consumers are increasingly sophisticated, and sometimes increasingly cynical. Marketers must be psychologists, entertainers, teachers and persuaders, anticipating what their targeted markets think, will think, and might think, and plan accordingly.

Successful marketers are aware of why and how decisions to buy are made. Their marketing communications plans are devised to reach decision-makers and affect their decisions. With so many possible marketing avenues and a limited budget, strategically targeted marketing is essential.

For the past 30 years, West Virginia has been roiling in change. While it continues to lose population and jobs in its traditional economic base of extractive industries, an influx of entrepreneurial energy has formed the foundation of a new tourism industry mostly comprised of small bootstrapping retail and service businesses (excepting ski resorts, which require major capital investment).

While the overwhelming majority of America's World War II generation and their children, the Baby Boomers, may have established opinions of what West Virginia is and who West Virginians are primed by images portrayed in the media, Generations X and Y are more familiar with the state in terms of what it offers in outdoor recreation. Today's marketers of West Virginia and its various regions must take care not to inadvertently infect new generations of tourists with old stereotypes. A good defense against that possibility is awareness of West Virginia's strengths and weaknesses, its opportunities and threats to realizing its potential. Excellence in design, which includes planning and execution, is central to successful marketing. It will result in the continuing re-creation of West Virginia's image, which in turn will result in more visitations.

Once a body of promotable products have been developed and/or packaged—attractions, events and merchandise—they may be launched through a program of marketing communications.

11-3) Elements of Marketing Communications

Identity Systems

- Logo
- Logo line, or tag line (slogan)
- Stationery (business cards, letter head, envelopes, labels)

Promotional Materials and Channels

Standard Collateral

- Brochures, SPT general and specific attractions
- Rack cards for broad distribution
- Maps (May be part of brochure, but useful also as a stand-alone piece)
- Professional photography stock
- Press kit folders
- Audio-Visuals such as presentations on cassette tape or CD

Mass Communications Media

- Billboards
- Highway signs
- Radio programs and commercials
- Television programs and commercials
- Newspaper articles and advertisements
- Magazine articles and advertisements
- Internet websites, advertising, networking

Networking and Alliance Building

- Membership in key organizations and associations.
- Linking and partnering with agencies and industry colleagues.
- Newsletters

Marketing Through Media Relations

The gatekeepers of public opinion—newspaper editors and staff, magazine editors and writers, and broadcasters—are deluged with information from promoters of all kinds. They are the arbiters and sometimes

the creators of public opinion. How does one place one's information before them and get noticed? Some answers:

- 1) Give them something new.
- 2) Make it timely.
- 3) Persist, but know when to stop, and how to employ subtlety.
- 4) Understand their needs and desires, and serve them.

Current marketing theory emphasizes the primary importance of media relations, or getting the word out to the community. Once product awareness is created, advertising strengthens and maintains market share.

A fun idea, an unusual twist on an old hat, or information that indicates or fits into a trend—that's what it takes to get the attention of the media. The best ideas usually come from the material at hand, but the obvious is too often ignored or unrecognized in its own community. The unique life, work and history of a region will suggest its own events, festivals, and crafts.

News releases, press kits, and carefully planned events that include guest media are the basic elements of media relations. Video news releases and other technologies can increase the reach of messages. Knowledge of local, regional and national media and their various beats contributes to success in media relations.

Advertising

Advertising in newspapers and magazines pays the media's bills. It pays for the space in which editors, art directors, staff writers, photographers and freelancers entertain and inform readers, and it pays for the infrastructure to deliver the media. Although it is not often openly "traded" for editorial coverage, it does draw attention to the advertiser not only when it comes to the targeted market, but often within the ranks of the media as well. Advertising dollars should be leveraged in tandem with a media relations program to augment marketing communications. It allows the advertiser to use the purchased space as often and in any way he chooses. Developers of advertising should understand how and when to create image, and what and how to promote to various market segments. Advertisers with small budgets can carefully allocate dollars to maximize coverage.

Television advertising can be very expensive, but careful buys that include cable can make it affordable. Professional production drives the cost of TV up, but for mass audiences such as pleasure drivers, the return on investment may be worth it. Television programs are good for creating image, and could be used to help spread the word about the Staunton to Parkersburg Turnpike, especially if highly visual material is supplied to producers.

Radio advertising can be extremely effective. Radio is an entertaining companion for many drivers, office workers, laborers, and listeners in a recreation mode. Used properly, it can create a lasting subliminal impression. Radio stations are often creative when it comes to lively and entertaining promotions. Local stations are often cooperative in promoting local activities and events, especially when combined with an advertising campaign. Very few commercial stations provide in-depth programming, but talk shows are good local vehicles for calling attention to issues and events. Underwriting programming on public radio is a very effective image-creating vehicle, targeting well-educated, discerning listeners. Audio or video interpretive programming created for use as interpretive materials for the Turnpike or individual sites can, if of high quality and broad-based appeal, also be broadcast on public radio or television programming.

Increased use of the Internet for marketing outreach is a major trend. Clever and energetic netizens can use the web to reach millions of niche enthusiasts and arrange for information to surface in hundreds of search engines. The web has proven to be one of the most effective vehicles for travel and tourism information and sales, and is admirably suited for reaching niche markets. This is particularly important for heritage tourists

because of the intersection of Internet users with the high education demographics of cultural tourists. A web-page presence is also readily developed at considerably less investment than required for many other types of media.

Clear, easy to access information is the foremost ingredient. Heritage tourism promoters need quality websites reflecting experience, authenticity, and convenience, and with clear links to state and local tourism websites.

Niche Marketing

Reaching the crucial niche markets will take imagination and attention to detail more than high cost. The many special interest groups that may revolve around attractions on the Staunton -- Parkersburg Turnpike will likely publish newsletters, hold meetings and conventions, and plan outings. Targeting the most active of these niches with written material, ads, letters, as well as with personal contacts, could result in excellent return on investment. Use of the Internet can be particularly useful here, with creative linkages to bring the SPT Byway to the attention of niche interest enthusiasts.

Networking and Alliance Building

Part of the marketing budget must be allocated toward membership in key organizations and associations, or toward sponsorship of partnering personnel to belong and attend conventions and meetings. Some of these organizations might include

- The WV Hospitality and Travel Association
- The Travel Industry Association (TIA)
- The WV Preservation Alliance
- National Scenic Byways organization

Valuable networking opportunities include the annual meetings of these organizations, where important issues and trends are discussed, professional development seminars are presented, and information is shared. Opportunities to host facets of organizations such as The Society of American Travel Writers and Outdoor Writers of America should be explored.

Opportunities to support and participate in the programs of the Pocahontas County Tourism Commission, the Randolph County Convention & Visitors Bureau, the Mid-Ohio Valley Regional Planning and Development Council, the Richie County Historical Society, the County Commission of Richie County, the Wood County Historical Society, the City of Parkersburg, the Wirt County Genealogical and Historical Society, and the Wirt County Development Authority should be enthusiastically embraced. Domestic and international writers' tours, representation at the conventions of the American Bus Association and the National Tour Bus Association are only part of what these agencies and organizations have to offer. Such partnerships are an exciting win-win both for the Tourism promotion agencies who benefit from the Byway's many coordinated attractions, and in offering the Byway opportunities for exposure in high-cost but important marketing venues such as writer's tours, trade shows, and magazine advertising.

Excellent relationships with local promoters such as convention and visitors bureaus is also of paramount importance because they are conduits of news and information about the region as well. They will provide information about the scenic byway to thousands of inquirers, from wholesalers such as receptive operators to retail consumers who respond to their advertising campaigns. Information about the byway should be included in all appropriate publications and presentations of the CVBs.

The West Virginia Division of Tourism is in constant communication with local, regional and national press, disseminating news and information, and devising promotional programs. Personnel there welcome news and information from various entities throughout the state. The photography unit supplies excellent professional photography to such publications as *West Virginia, Wild & Wonderful*, the official state tourism guide, and to many important media outlets. The Staunton to Parkersburg Turnpike Alliance should see that the Photo Division maintains current stock of properties and attractions along the route, and attractive photos of the road itself in various seasons. The service is supported through state taxes. Photos from the state tourism division may be duplicated and used at no charge.

The coordinates of marketing communications are frequency, the number of times the audience gets the message, and reach, where the message goes. The marketing director's job is to understand the dynamics of communication and devise a plan that uses a mix of all the methods mentioned above to create awareness and increase use of the Staunton to Parkersburg Turnpike Scenic Byway.

11-4) Marketing plan and budget

A plan for one year should be begun six to nine months before the year begins, and should include budgets; names of publications and dates of issues; types of message, and frequency.

In West Virginia, where tourism promotion is usually relegated to public agencies, promotion and advertising budgets are often an afterthought, and sometimes non-existent for individual properties. Owners and managers are often suspicious of advertising vehicles and schemes. The small amounts they often reserve or grudgingly pay on an ad hoc basis are not adequate to place them in competitive positions within the marketplace.

Two standard methods are used to determine a promotion and advertising budget. The task method simply tallies the cost of tasks required to attain marketing objectives. How much will advertising campaigns in the Washington Post cost? How much will production and space for an ad in the annual *West Virginia Wild & Wonderful* cost? What's the cost of current directories and research materials for competent media relations? What are the costs involved in mounting a media relations program? Neophytes may blanch at the combined cost of a year's promotion and advertising, but success in the contemporary American marketplace is determined by sophisticated marketing, which includes consistent investment in promotion.

The second budgeting method is mechanical. The total promotion budget is determined by a percentage of gross sales. Most businesses that subscribe to professional marketing methods start with a standard formula of allocating three to four percent of the total gross sales figure to promotion. Thus, if the Staunton to Parkersburg Turnpike projects gross sales at \$1,397,000, the promotion and advertising budget would come to \$55,880 (four percent of the total). Of course, gross sales on the SPT would not accrue to one agency, but would be spread throughout many businesses and services. The question of how to raise \$55,880 would pose prospects for innovative cooperation among the many businesses along the turnpike. Carefully constructed public/private partnerships are key to creating vehicles for cooperative promotion.

11-5) Internal marketing

In an enterprise that relies on inter-community cooperation such as the Staunton to Parkersburg Turnpike Scenic Byway, consistent communication among stakeholders must be institutionalized. Mechanisms that build and measure consensus are essential. Businesses, agencies that serve businesses, public interest groups, and political structures that represent various communities are among the market segments that must serve and be served.

Leadership is often a function of personal persuasiveness and commitment. To create a new tourism entity, especially one that must innovate new systems to form alliances and compete in the greater regional marketplace, will require the same kind of marketing skills required to introduce a new product into any marketplace. The product in this case is an idea. The idea must be presented concretely, with its benefits clearly stated, and its goals and objectives outlined in a simple format. The prospectus then must be “sold” to the constituents. The initial selling process is highly personalized, in the form of one-to-one meetings with business owners, community meetings, dissemination of news and information through newspapers, radio, television, letters and newsletters, and entertaining and informative programs presented in schools, clubs and organizations.

These specific activities are organized as Community Relations, and are an essential component of success for tourism growth on the SPT.

Activities of a community relations director or coordinator include

- coordinating presentation of programs to clubs and organizations,
- writing press releases and working with local media to inform, educate and celebrate aspects of community relating to the Staunton to Parkersburg Turnpike,
- coordinating regular meetings of stakeholders
- acting as liaison between the Turnpike Alliance and key agencies and institutions, from the State Division of Tourism to the various CVBs and similar agencies involved with the Byway,
- Working with the director and marketing director on integrated long range planning for the Byway.

The task of community relations coordinator can easily provide the interface between each local area and the larger Turnpike efforts. Each section should have a designated and competent community relations coordinator who makes the local contacts, builds constituency and local participation, and delivers the services which the larger Byway organization can provide.

For the most part, West Virginia is a working class state, with working class tastes and aspirations. Some aspects of its proud rural heritage can be extremely attractive and invigorating, but the potential of cultural clash exists on the threshold of tourism marketing. Tastes in food and food presentation, and ideas of what constitutes standard, substandard and luxury accommodations are two areas where cultural differences surface quickly.

While West Virginia’s national image is improving as its reputation for first-rate outdoor recreation grows, the lingering perception of the state as impoverished and culturally backward may be reinforced and intensified by the presence of dilapidated buildings along the highway, communities that appear shabby and unkempt, facilities that are substandard or lacking in professional presentation, food and products that don’t appeal to contemporary palettes, and a populace including service personnel that is unaware of its fascinating and unique history.

The cultural habits of limited expectations and aspirations coupled with limited exposure to other cultures even within the United States could pose some difficulties in planning for growth and cross-cultural communication.

Continuing education will be an important aspect of internal marketing. Workshops on quality craft production, promotion and sales, training of personnel who deal with the public about local sites and history, and introduction and cross promotion of new trends in hospitality can hasten development of a profitable, popular tourism attraction in the Scenic Byway.

On the other side, by focusing promotion towards visitors who are attracted to historical uniqueness and local culture, and by presenting the culture with respect in all of our marketing and interpretation, visitors will be appreciative of the differences they encounter and will value and return the friendliness that they find. By

paying attention to encouraging harmonious relations between tourists and local residents, tourism will be seen in a much more positive light in the communities, and will create more positive experiences for the visitors as well.

Chapter 12 Economic Impact

Overview

The Staunton-Parkersburg Scenic Byway will certainly present excellent region-wide economic development opportunities in all counties where the road passes. . Its impact will also be felt in adjoining counties, especially if regional efforts and heritage areas that include the Byway counties, take advantage of opportunities to link their attractions to it, and cross promote.

Future development and reciprocal promotion of the portion of the Turnpike that runs from Staunton, Virginia to the West Virginia border can further increase positive economic impact, as that portion taps the tremendous flow of traffic on U.S. Route 11 and Interstate 81. The many visitors who choose the State of Virginia because of its historic sites can be accessed, and offered another interesting touring option that increases their knowledge and understanding of early American history.

By extending the Byway west to its historic terminal in Parkersburg, we create an attractive connection to Ohio, one of the Potomac Highland's most lucrative existing markets. Access to the major traffic flows on I-79 at Weston, and on I-77 at Parkersburg make these trail heads a very desirable prospect.

Existing service stations, restaurants, lodging facilities, grocery stores, and retail stores—especially those carrying crafts and items with a strong regional identity, will see a definite increase in sales accompanying an increase in tourism traffic along the by-way. Demand for services not yet available in these regions could result in expansion or creation of new businesses, which also stimulates the existing economy. Businesses based entirely on tourism such as the Durbin & Greenbrier train, and those new shops and service businesses in the Town of Durbin have a major stake in the successful promotion of the SPT Byway.

Because of its close proximity to the Byway, the City of Elkins also stands to increase tourism receipts through the successful marketing of the historic route. The city's lodging facilities, antique stores and craft shops, retail businesses that offer alternative goods, and a wide variety of restaurants make it an easily accessed oasis for travelers on the byway. Also, the availability of creative resources such as the acting troupe and playwrights of Elkins' Old Brick Theater make the creation of entertainment specifically tailored to travelers interested in history a viable possibility, providing work for professional entertainers and increasing the number of attractions in the region.

The Turnpike Alliance, the not-for-profit entity that administers and promotes the Scenic Byway, will be in a leadership position in creating new models for public/private partnerships, and creating economic alliances that cross county and state lines.

Economic Benefits of Cultural Heritage Tourism

Cultural Heritage Tourism – travel to visit and appreciate local heritage -- is growing at twice the rate of regular travel. According to the Travel Industry Association, this tourist segment will continue to grow as the baby-boomers retire. Cultural Heritage Tourism is based on historic and natural places, traditions, industries, celebrations, experiences, crafts, music and art that portray the diversity and character of a community, region and/or state – the very experiences that the Staunton-Parkersburg Turnpike Byway will provide. These tourists are more likely to travel to

multiple destinations, stay in lodging facilities, eat in restaurants and shop than any other tourist segment. In short, they stay longer, and spend more than the average tourist.

The following statistics indicate the economic opportunities that “Cultural Heritage Tourism” provides West Virginia:

- 81% of all domestic travelers included a cultural activity in their leisure travel in 2002.
- Cultural heritage travelers spend an average of \$623 per U.S. trip excluding the cost of transportation versus \$457 for other U.S. travelers.
- Sixty-eight percent of the heritage group travel by car and take three or more trips per year.
- 88,000 jobs have resulted from Cultural Heritage Tourism efforts in Pennsylvania
- A Maryland study showed that every dollar for their heritage area effort generates a total of \$4.61 in annual, ongoing state and local tax revenues

“Cultural heritage travel is a large and lucrative segment of the travel industry. In 2002, 81% of U.S. adults included at least one cultural, arts, historic or heritage activity totaling 118.1 million adult travelers. Cultural heritage travelers also spend more and stay longer than other travelers, generating more economic benefit. Cultural heritage travelers spend an average of \$623 per U.S. trip excluding the cost of transportation versus \$457 for other U.S. travelers. Sixty-eight percent of the heritage group travel by car and take three or more trips per year.” (The Historic/Cultural Traveler, Travel Industry Association and Smithsonian Magazine, 2003).

Estimating Economic Impact

A 1997 study on the “Economic Impact of Historic Preservation in West Virginia,” by the Bureau of Business and Economic Research of West Virginia University found evidence of economic impact of heritage tourism in the state, but the study had difficulty determining the extent of that impact because of the lack of development of the industry and poor data collection by sites. The West Virginia Cultural Heritage Tourism program is now working on models to determine economic spending and long-term impacts of increased heritage tourism development in our state. The Staunton-Parkersburg Turnpike Byway can take advantage of that trend to help determine much more accurate figures on the impact of its efforts.

Starting with overall tourism figures for Pocahontas and Randolph Counties through 1999 and applying models from other similar Byways give results suggestive of the potential economic impact of the Staunton-Parkersburg Turnpike Byway as a heritage tourism generator. As the Byway is improved, and more data is collected over time, we can evolve a more targeted and accurate model to show the actual impacts.

The 1999 DKS&A Report estimates that visitors to the Potomac Highlands spent an average of \$67.00 per person, per day.

A California DOT study based on economic impact reports for byways in rural regions all across the United States cites \$32,500 per mile as the average annual revenue attributable to a scenic highway. Applying this model to the our approximately 160 mile Byway through eight counties, once it is signed and promoted estimates annual direct tourist revenues of \$5,200,000 per

year. If the approximate 26.3 miles of backways are calculated, that brings the figure to \$6,054,750 per year. Note that this may overestimate impact for rural sections of the Byway without tourism services, since those areas will have few locations at which visitors can spend money.

Using a heritage tourism model of per person expenditures, if strategic marketing of the Scenic Byway results in an approximate 15,000 visitors, the Scenic Byway could reasonably expect gross revenues of \$775,800 that year, resulting in the creation of about 17 jobs, and increased local spending of approximately \$1,086,120, using a multiplier of 1.40.

What Do People Really Spend in West Virginia?

Sue McGreal, founder and owner of West Virginia Receptive Services in Pocahontas County estimates that at least 120 47-passenger motorcoaches spend part of their multi-day travel itineraries in Pocahontas County. Colleen Stewart, founder and owner of West Virginia Travel Connection in Parkersburg, says motorcoach guests in West Virginia for only one day usually spend an average of \$100 to \$125 per person. If the motorcoach stays overnight, that figure jumps to at least \$300.00 per person, per day. “These figures are realistic for West Virginia, although they are low in comparison to what is spent in other states,” Stewart says. “West Virginia’s travel product is extremely inexpensive in comparison to other states.”

Developers of the scenic byway must bear in mind that while the travel product is extremely inexpensive in comparison to that of surrounding states, visitors also rate satisfaction and value in West Virginia lowest in comparison, according to the DKS&A report.

Decisions about which markets the region chooses to cultivate and how to cultivate them will determine maximum income potential. Traveler expenditure levels depend in large degree upon the quantity and quality of goods, services and attractions available to them, and price is not always the first consideration. A combination of strategic marketing and investment can lay the foundation for a competitive, profitable tourism industry along the byway.

Chapter 12 Economic Impact

Overview

The Staunton-Parkersburg Scenic Byway will certainly present excellent region-wide economic development opportunities in all counties where the road passes. Its impact will also be felt in Upshur, Barbour and Taylor Counties, especially if tourism entities in those counties take advantage of opportunities to link their attractions to it, and cross promote.

Future development and reciprocal promotion of the portion of the Turnpike that runs from Staunton, Virginia to the West Virginia border can further increase positive economic impact, as that portion taps the tremendous flow of traffic on U.S. Route 11 and Interstate 81. The many visitors who choose the State of Virginia because of its historic sites can be accessed, and offered another interesting touring option that increases their knowledge and understanding of early American history.

By extending the Byway west to its historic terminal in Parkersburg, we create an attractive connection to Ohio, one of the Potomac Highland's most lucrative existing markets. Access to the major traffic flows on I-79 at Weston, and on I-77 at Parkersburg make these trail heads a very desirable prospect.

Existing service stations, restaurants, lodging facilities, grocery stores, and retail stores—especially those carrying crafts and items with a strong regional identity, will see a definite increase in sales accompanying an increase in tourism traffic along the by-way. Demand for services not yet available in these regions could result in expansion or creation of new businesses, which also stimulates the existing economy. Businesses based entirely on tourism such as the Durbin & Greenbrier train, and those new shops and service businesses in the Town of Durbin have a major stake in the successful promotion of the SPT Byway.

Because of its close proximity to the Byway, the City of Elkins also stands to increase tourism receipts through the successful marketing of the historic route. The city's lodging facilities, antique stores and craft shops, retail businesses that offer alternative goods, and a wide variety of restaurants make it an easily accessed oasis for travelers on the byway. Also, the availability of creative resources such as the acting troupe and playwrights of Elkins' Old Brick Theater make the creation of entertainment specifically tailored to travelers interested in history a viable possibility, providing work for professional entertainers and increasing the number of attractions in the region.

The Turnpike Alliance, the not-for-profit entity that administers and promotes the Scenic Byway, will be in a leadership position in creating new models for public/private partnerships, and creating economic alliances that cross county and state lines.

Estimating Economic Impact

The methods and figures for estimating the economic impact of the Staunton-Parkersburg Turnpike Byway as a heritage tourism generator are contained in the Appendix. Some findings from this report are suggestive of the potential. As the Byway is improved, and more data is collected over time, we can evolve a more targeted and accurate model to show the actual impacts.

The DKS&A Report estimates that visitors to the Potomac Highlands spent an average of \$67.00 per person, per day.

A California DOT study based on economic impact reports for byways in rural regions all across the United States cites \$32,500 per mile as the average annual revenue attributable to a scenic highway. Applying this model to the our approximately 160 mile Byway through eight counties, once it is signed and promoted estimates annual direct tourist revenues of \$5,200,000 per year. If the approximate 26.3 miles of backways are calculated, that brings the figure to \$6,054,750 per year.

Using a heritage tourism model of per person expenditures, if strategic marketing of the Scenic Byway results in an approximate 15,000 visitors, the Scenic Byway could reasonably expect gross revenues of \$775,800 that year, resulting in the creation of about 17 jobs, and increased local spending of approximately \$1,086,120, using a multiplier of 1.40.

What Do People Really Spend, Today, in West Virginia?

Sue McGreal, founder and owner of West Virginia Receptive Services in Pocahontas County estimates that at least 120 47-passenger motorcoaches spend part of their multi-day travel itineraries in Pocahontas County. Colleen Stewart, founder and owner of West Virginia Travel Connection in Parkersburg, says motorcoach guests in West Virginia for only one day usually spend an average of \$100 to \$125 per person. If the motorcoach stays overnight, that figure jumps to at least \$300.00 per person, per day. “These figures are realistic for West Virginia, although they are low in comparison to what is spent in other states,” Stewart says. “West Virginia’s travel product is extremely inexpensive in comparison to other states.”

Developers of the scenic byway must bear in mind that while the travel product is extremely inexpensive in comparison to that of surrounding states, visitors also rate satisfaction and value in West Virginia lowest in comparison, according to the DKS&A report.

Decisions about which markets the region chooses to cultivate and how to cultivate them will determine maximum income potential. Traveler expenditure levels depend in large degree upon the quantity and quality of goods, services and attractions available to them, and price is not always the first consideration. A combination of strategic marketing and investment can lay the foundation for a competitive, profitable tourism industry along the byway.

Chapter 13 – Strategic Plan

Following are objectives and strategies linked to the SPTA goals. These will lead to specific action steps for development of the Byway. The priorities and activity under each strategy will vary depending upon the priorities and capacity of partner organizations, funding and resources available, and successful completion of successive steps. Additional actions, and even changes in objectives and strategies, will be needed over time based on progress and emerging needs of the Byway. Thus this “plan” will change and grow as the development of the Byway progresses. This is a living document, and will be reviewed and updated periodically by the SPTA Board.

At the time of this writing (December 2004) the following are the identified top priorities for the SPTA Byway organization.

- 1) Seek National Scenic Byway designation
- 2) Develop web page including both interpretive and visitor information.
- 3) Develop a whole Byway brochure.
- 4) Support partners developing Byway facilities, including interpretive, visitor information, and research facilities. Those currently in process or discussion include Beverly Heritage Center, Weston State Hospital facilities, and developing or improving research facilities in Beverly (Logan House), Buckhannon (Historical Society), and Weston (Hackers Creek Library).
- 5) Develop interpretive wayside signage for the remainder of the Byway to complete the product begun for the initial section.
- 6) Develop oral history collection and audio history product for the remainder of the Byway to complete the product begun for the initial section.

Goal I -- Identify and protect resources

Identify our intrinsic quality resources (historic, archaeological, cultural, natural, scenic, and outdoor recreation) and work to conserve, protect, and restore them.

Objective A -- Continue to identify, survey, and recognize intrinsic quality resources.

- Strategy 1) Keep updated comprehensive lists of resources in the region.
- Strategy 2) Do detailed resource surveys as appropriate.
- Strategy 3) Nominate sites to the National Register as appropriate.

Objective B -- Acquire and protect significant resources.

- Strategy 1) Encourage acquisition of significant properties by sympathetic public, non-profit, and private owners.
- Strategy 2) Encourage easements, covenants, and other protection tools for significant properties.
- Strategy 3) Use public awareness and education strategies to promote preservation.

Objective C -- Restore and rehabilitate historic properties.

- Strategy 1) Restore or rehabilitate historic properties owned by partners for use as Byway attractions and services.
- Strategy 2) Encourage private and public rehabilitation of historic buildings by supplying preservation information, support, and recognition.

Objective D -- Conserve or restore endangered or damaged natural resources or ecosystems.

- Strategy 1) Work with natural resource conservation groups to protect and restore endangered natural areas.

Goal II -- Interpret and enhance resources.

Provide interpretation and education about our intrinsic resources, and appropriately develop them for visitation in ways that value authenticity, quality, and respect for the resource and the community.

Objective A -- Implement interpretation of the Byway.

- Strategy 1) Create written materials including Byway overview brochure and driving tour identifying sites along the Byway.
- Strategy 2) Design interpretive signage.
- Strategy 3) Implement Multi Media events and products, such as web site and audio history.
- Strategy 4) Identify and implement Visitor Centers, in cooperation with partners. Beverly (Beverly Heritage Center), Weston, Parkersburg as primary locations.
- Strategy 5) Provide archives and research facilities in cooperation with partners. Beverly (Logan House), Weston (Hacker's Creek), Buckhannon, Parkersburg

Objective B -- Improve interpretation for individual sites and themes.

- Strategy 1) Work in close partnership with individual sites to enhance their interpretation and include SPTA themes. Partner sites include (but are not limited to) Camp Allegheny, Durbin, Cheat Summit Fort, Beverly, Rich Mountain, Glass Museum, Weston State Hospital, Oil and Gas Museum, and Blennerhassett Museum.
- Strategy 2) Work in close partnership with other heritage initiatives to enhance thematic interpretation including SPTA themes. Heritage theme topics include (but are not limited to) early settlement; transportation including building of Turnpike, bridges, and railroads; Civil War; slavery, the slave trade, and Underground Railroad; Appalachian culture; industrial revolution in West Virginia including railroads, lumbering, mining, and oil and gas industries; conservation including formation of National Forests and CCC; depression era and changing economies of twentieth-century.
- Strategy 3) Further interpretive signage.
- Strategy 4) Further site brochures and written materials.
- Strategy 5) Further exhibits and visitor centers interpreting sites and themes.
- Strategy 6) Further multi-media interpretation including electronic, audio, and video.
- Strategy 7) Develop capacity for in-person interpretation, including first person, reenactments, and thematic tours.

Objective C -- Develop additional sites for public access.

- Strategy 1) Work to develop access, management, and interpretation of additional significant sites. Potential sites that may be developed in the future may include Traveler's Repose / Camp Bartow, Burner house, Tygart's Valley Homesteads, Mt. Iser, Farnsworth House, Richie Mines Wildlife Management Area.
- Strategy 2) Work with private owners who may wish to develop their property for public access, including possibility of easements or management agreements.
- Strategy 3) Work with willing sellers to purchase key sites that can be developed for interpreted visitation.

Objective D -- Implement new Festivals and special events and support existing ones.

- Strategy 1) Continue and improve turnpike connection with existing periodic events.
- Strategy 2) Orchestrate series of events to draw attention to Byway.
- Strategy 3) Support existing and new events for sustained regularity as Turnpike attractions.

Objective E -- Involve schools.

- Strategy 1) Develop and implement local history school curriculums.
- Strategy 2) Encourage field trips.
- Strategy 3) Involve schools and youth groups in site improvement projects.

Objective F -- Develop more outdoor recreation.

- Strategy 1) Develop new turnpike related hiking trails.
- Strategy 2) Develop targeted brochures, such as birding, watchable wildlife, etc.
- Strategy 3) Encourage and market existing and new outfitters, guides, recreation businesses and attractions.
- Strategy 4) Encourage the development of recreational fishing for the diverse variety of species existing along the Turnpike.

Goal III -- Promote appropriate tourism.

Plan for and encourage tourists who are attracted by the resources the Byway offers to visit the Byway and our communities. Develop tourism services and businesses that will provide jobs and community economic development. Provide cooperative promotion and marketing of the Turnpike as a heritage tourism destination. Offer an authentic, quality, and positive experience for visitors and the community.

Objective A -- Develop directional and welcome signage.

- Strategy 1) Develop Byway and DOT signage
- Strategy 2) Develop supplemental signage and logo use.
- Strategy 3) Provide gateways, waysides, and sites directional signage.

Objective B -- Improve tourism services.

- Strategy 1) Encourage more variety and high quality restaurants.
- Strategy 2) Encourage more variety and high quality lodging.
- Strategy 3) Encourage more variety/quality of crafts, antiques, gift shops.
- Strategy 4) Provide traveler's facilities, such as waysides, restrooms, and parking.
- Strategy 5) Provide hospitality training.
- Strategy 6) Encourage or provide business training and support services for tourism businesses.

Objective C – Improve Marketing and promotion.

- Strategy 1) Develop and implement public relations plan.
- Strategy 2) Develop and implement marketing plan when products are in place.
- Strategy 2) Develop successive marketing plans for each year's promotion.

Goal IV-- Encourage Involvement and stewardship.

Promote constituency and grassroots involvement that will encourage pride and stewardship. Utilize collaborative partnerships to effectively work together to bring the Turnpike vision alive.

Objective A -- Develop A Management Entity.

- Strategy 1) Establish and maintain an organization.
- Strategy 2) Fund the staff and office.
- Strategy 3) Work towards sustainability.

Objective B -- Improve public awareness.

- Strategy 1) Improve press coverage
- Strategy 2) Keep our signs up and in repair.
- Strategy 3) Publicize events.

Objective C -- Build public participation.

- Strategy 1) Build membership involvement.
- Strategy 2) Publish newsletters.
- Strategy 3) Hold meetings.
- Strategy 4) Work with civic and community groups to increase visibility and foster stewardship.
- Strategy 5) Collaborate and cross-promote with other local and regional groups with compatible missions, especially on cooperative heritage tourism strategies.
- Strategy 6) Keep up personal contacts with businesses and civic groups

Corridor Management Plan

Staunton-Parkersburg Turnpike Byway

Camp Allegheny Backway

Back Mountain Backway

Cheat Mountain Backway

Rich Mountain Backway

By

Staunton – Parkersburg Turnpike Alliance

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Chapter 1 – Introduction and Vision

The Staunton-Parkersburg Turnpike is the historic highway from Virginia's upper Shenandoah Valley to the Ohio River. Begun in 1838 and completed in 1845, the road was designed by master engineer Claudius Crozet. The road was prized by both Union and Confederate armies during the Civil War as essential for the control of western Virginia, and the road was the gateway to the Shenandoah Valley, the "Breadbasket of the Confederacy".

Today, much of the route follows modern highways. Other portions are still intact back roads, offering excellent opportunities for visitors to experience the turnpike much as it was 150 years ago. The Byway and its Backways pass through Pocahontas and Randolph Counties in the high Allegheny Mountains of the central Appalachians, crossing some of the most scenic, historic, and rugged terrain in West Virginia. It then continues westward through Upshur, Lewis, Gilmer, Richie, Wirt, and Wood counties, an area of varied topography and land uses.

Starting in 1994 from a collaborative effort of groups and individuals concerned with protecting and promoting the historic sites along the Turnpike, the informal Staunton-Parkersburg Turnpike Alliance (SPTA), with assistance from many partners, has identified resources, sponsored events, and provided interpretation projects for parts of the Turnpike. The Alliance, with broad support throughout the counties, nominated the Turnpike through Pocahontas and Randolph County as a West Virginia Byway. In June, 1997, the Staunton-Parkersburg Turnpike Byway was designated along US Rt. 250 from Top of Allegheny to Beverly, as well as designation of four back road sections of the original turnpike route as Camp Allegheny Backway, Back Road Backway, Cheat Summit Backway, and Rich Mountain Backway. In June 2000, the remainder of the route in West Virginia to Parkersburg was added to the Byway designation. Mostly following the older routes before four-lane construction, the Byway loops through Elkins to follow old Rt 33, reconnects from Rich Mountain backway, then continues through Upshur and Lewis counties. Crossing into Gilmer County, the road becomes WV 47 and continues with that designation through Richie, Wirt, and Wood counties.

The SPTA and additional partners have worked as a Byway Planning Group to develop this Corridor Management Plan (CMP). This CMP offers a blueprint to protect and enhance the many historic and scenic resources along the route; to present these resources to the public for recreational, cultural and educational enrichment; and to further develop tourism businesses and infrastructure for the region's economic benefit. With properly planned development and promotion of the resources, the plan will increase low-impact heritage tourism that maintains the region's quality of life while bringing increased economic development.

The CMP recommends investigating applying for National Scenic Byway status for the Staunton-Parkersburg Turnpike. The CMP also recommends continuing work with regions in Virginia along the historic route, with goals of cooperative interpretation and promotion for the entire route.

This CMP is the result of several years' work of research, public meetings, discussions and feedback, plus the practical experience of professional consultants as well as those working with Byway sites. It consists of three parts: the narrative discussion of issues to be addressed in the development of the Byway; the practical "plan" derived from the Byway goals and leading to the concrete action steps to bring those goals to fruition; and the detailed information provided in the appendices of the Byway assets. The plan will be flexible in order to be updated periodically as

conditions and needs change. Most importantly, it is also a working document that will result in concrete action of benefit to the whole Byway region.

The CMP presents an exciting vision of the Staunton-Parkersburg Turnpike Byway as a vital dynamic contributor to community economic development and to the sustained high quality of life and respect for our resources that makes West Virginia so special.

1-1) Statement of Purpose and Vision

The Byway Nominating Group identified the Staunton-Parkersburg Turnpike Byway statement of purpose and vision:

The historic Staunton - Parkersburg Turnpike was highly significant in the settlement of western Virginia, and in the strategically important Civil War campaign that was waged for control of the pike. The purpose of the Staunton - Parkersburg Turnpike Byway is to interpret and present the story of this roadway, of the countryside through which it passed, and of the people whose lives it affected. We seek to protect and enhance the historic, archaeological, cultural, scenic, natural, and recreational qualities and resources along this byway, and to encourage low-impact heritage tourism for the area. We envision a byway encompassing a variety of experiences, from scenic mountain back roads reminiscent of the original pike to modern highways serving prosperous communities that have grown up in these beautiful surroundings. The varied resources along the route will be linked by interpretation that relates the history of the route to its modern experience.

This vision can become real in a wide variety of ways.

It can mean attractive, well-interpreted historical parks in pristine mountain settings, taking the visitor back to the experience of the Civil War soldier over a century ago;

Or meeting such a soldier (in a live interpretation), in a living history encampment, or reenacting the critical battle;

Or contemplating the graveyard where an honored forebear came to rest.

It can mean a restored historic home taken back to its appearance of 150 years ago, with educational tours and interpretation of its illustrious former owners,

Or staying in an historic home yourself in a high-quality and friendly Inn or Bed and Breakfast where perhaps travelers along the turnpike also stayed in the past.

It can be a museum full of authentic artifacts;

An interpretive center with exciting thematic displays;

A video presentation on the story of the turnpike;

Or a computer interactive program where you follow your own interests in detail.

It can be peaceful drives along gently winding roads with spectacular overlooks,

Idyllic hikes or bike rides through pristine forests,

A train ride along a historic track through the mountains,
Or in a horse-drawn coach down the actual turnpike.

Dance to the strains of a mountain fiddler,
Learn to make your own traditional basket,
Hear the stories of homestead life in years gone by.

Join in the activities of a town festival,
Shop for unique antiques and quality crafts,
Enjoy elegant dining as well as simple home-cooked fare,

And most of all, be welcomed by friendly people who want to share their unique communities.

1-2) Goals of the Byway

The Byway Planning Group has formulated four Goals for the Staunton-Parkersburg Turnpike Byway. We will use them to guide the development of the Byway as outlined in this Corridor Management Plan.

I. Identify and protect resources

Identify our intrinsic quality resources (historic, archaeological, cultural, natural, scenic, and outdoor recreational) and work to conserve, protect, and restore them.

II. Interpret and enhance resources

Provide interpretation and education about our intrinsic resources, and appropriately develop them for visitation in ways that value authenticity, quality, and respect for the resource and the community.

III. Promote appropriate tourism

Plan for and encourage tourists to visit the Byway and our communities so they will be attracted by the resources the Byway offers. Develop tourism services and businesses that will provide jobs and community economic development. Provide cooperative promotion and marketing of the Turnpike as a heritage tourism destination. Offer an authentic, quality, positive experience for visitors and the community.

IV. Involvement and stewardship.

Promote constituency and grassroots involvement that will encourage pride and stewardship. Utilize collaborative partnerships to work together effectively to bring the Turnpike vision alive.

Chapter 2 -- Description and Current Conditions

The modern US Route 250 from the Virginia / West Virginia border to Beverly generally follows the routing of the original Staunton-Parkersburg Turnpike, and is designated as the eastern section of the Byway. Because it is most accessible and visible to visitors, it demonstrates the long-term value of the original routing of the turnpike. The western section follows US 33 and WV 47 to Parkersburg.

The contemporary condition of the original turnpike route varies widely over its course. The best integrity is found on those sections that have been bypassed by modern highways yet remain in public use as secondary “county” gravel roads. All are under the jurisdiction of the West Virginia Division of Highways. The narrow gravel back road sections within Pocahontas County are from the Top of Allegheny to Bartow (Camp Allegheny Backway), a short section over Cheat Bridge (Cheat Summit Backway), and in Randolph County over Rich Mountain (part of Rich Mountain Backway). Other sections, such as Back Mountain Road west of Durbin (Back Mountain Backway), and west of Beverly to Rich Mountain and from Mabie to the Upshur County line, are blacktop but not major highways (Rich Mountain Backway). The western half has no designated Backways. In Ritchie County the original road followed the north bank of the river, but this segment has been partially abandoned and has only limited maintenance, making it nearly impassable.

Backways, especially those sections still unpaved, offer the best opportunity for interpretation of the original turnpike. These scenic, little developed roadways have excellent integrity to the early appearance of the turnpike and strong Civil War associations. They offer a unique experience for the tourist looking for something genuine and unusual.

In some places previous routings of the road can be seen either as small loops off of the modern road, or as alternative routes. Additional research will be needed to identify all of the variations of the roadway from the Turnpike era through today.

In some cases, the original route has been bypassed or abandoned altogether, most notably through Bartow and Durbin, from Cheat Summit Fort to Red Run, and the Oxbow Loop Road. Some of these sections have potential for hiking trails associated with the Byway.

2-1) Byway and Backway Descriptions

The 43-mile eastern section of the Staunton-Parkersburg Turnpike designated as a West Virginia Scenic Byway follows U. S. Route 250 from the top of Allegheny Mountain in Pocahontas County, at the West Virginia/Virginia border, to Beverly in Randolph County. The associated Backways are sections of the original turnpike route that are different from the modern Route 250.

The Route 250 roadway is a two-lane paved highway. This portion of the road is a continuation of US 250 from Staunton, Virginia, the terminus of the original road. The “Top of Allegheny” constitutes the main eastern gateway in West Virginia.

The exact beginning of the Turnpike in West Virginia is actually located about ¼ mile east of the mountain peak, where a section of the old route diverges from the modern highway and is in West Virginia on the south side of the highway. Before it merges with the Backway, this short section consists of a narrow one-lane track that may be more suitable for a foot or bike trail than vehicles. The corner where this section diverges from Rt 250 provides a potential attractive

location for a wayside or interpretive hub connecting the Virginia and West Virginia sections on the Turnpike.

Camp Allegheny Backway follows the access road from the state line at the top of Allegheny along the ridgetop south. Joining the original turnpike route in about 1/4 mile, it continues along the ridge to the Camp Allegheny site, bisecting that site, then winding down the mountain spur to Bartow. This 9-mile improved dirt roadway offers a backcountry experience reminiscent of the original turnpike, passing through remote woods and fields and with impressive scenic views of the surrounding countryside. It rejoins the Byway at Bartow, at the site of the Civil War Camp Bartow and the original turnpike inn of Traveller's Repose, now a private home.

Route 92 from the north intersects US 250 just east of Bartow and provides a trailhead and connecting route to Spruce Knob and Seneca Rocks. Route 92 turns south at Bartow towards Green Bank, and is significant as the connecting route to many of the other related attractions in Pocahontas County such as the Green Bank Observatory and Cass Scenic Railroad.

Through the communities of Bartow, Frank, and Durbin, the Byway follows the highway route. The original turnpike routing diverges from the highway in a number of places where the original grade can be seen, wandering through fields at the base of the mountain past the Burner house, along a back road and railroad grade near the tannery site in Frank, and through the streets and yards of Durbin.

Back Mountain Backway crosses the Greenbrier River at the west end of Bartow, following the paved Back Mountain Road with a switchback up the mountain. This route was the original roadway paved in the 1920s, and served as Route 250 until the modern section was built more directly up the mountain in the 1950s.

The Byway winds up the eastern slope of Cheat Mountain, then across the nearly flat plateau at the top. Much of this land is undeveloped forestland that is part of the Monongahela National Forest.

Just east of the Shaver's Fork River, the old turnpike route, designated here as Cheat Summit Backway, diverges south and crosses the river on an old iron bridge at the site of the original Cheat Bridge. It continues up the mountainside with several intersections with other back roads, until it merges with the current access road to Cheat Summit Fort that leads more directly from the highway. The Backway then continues on an improved gravel road up the hill to the Cheat Summit Fort site. The roadway ends there, but the original turnpike route, now abandoned and impassable, continues about a mile further until it rejoins the Byway at Red Run. The Cheat Summit Fort to Red Run section is a potential hiking trail.

Winding down the west face of Cheat, with some short turnout sections of the older route still occasionally visible, the Byway continues alongside Riffle Run to the Tygart Valley River.

At Huttonsville, the Byway intersects with U.S. 219, which follows the route south of the Huttonsville - Huntersville Turnpike, a historic connecting turnpike with the Staunton-Parkersburg Pike. A number of closely related Civil War sites are located south along US 219, including Camp Elkwater, the John Augustine Washington monument, Mingo Flats, and Valley Mountain.

Continuing north on what is now a combined US Route 250/219, the Byway winds up the Tygart Valley to Beverly. The modern highway closely follows the original route. This heavily traveled section contains a mix of residential, commercial, and occasional industrial development along the roadside. Between the towns are mixed woods and open agricultural landscapes, with long-range views of the surrounding mountains. There are a number of historically significant

homes along the route as it travels through the old settlements of Huttonsville and Beverly, the lumber-era boomtown of Mill Creek, and the New Deal Homestead communities of Dailey, East Dailey, and Valley Bend.

The Town of Beverly, the original county seat of Randolph County, contains the most remaining pre-Civil War buildings in one location along the Byway. Beverly is a major hub for the eastern section, with a Turnpike Visitor Interpretive Center located here.

At Beverly, the original turnpike turns west on Rich Mountain Road, which has been designated as Rich Mountain Backway. This road is blacktop through the valley, turning to improved gravel where it climbs up and over Rich Mountain, passing through the Rich Mountain Battlefield Civil War site to the community of Mabie. An alternative access to the Backway then turns north past Coalton and Norton, to US Route 33.

The designated Byway route follows the historic Beverly-Fairmont Pike route north of Beverly (now Country Club Road), until it merges back with Rt 250 south of Elkins. Soon joining US 33, the Byway follows the old US33 route through town (now in some places designated only as WV92) and rejoins the new four-lane Rt 33 west of Elkins for a few miles. The Byway designation then turns off the four-lane south and west along State Route 151 (the former Route 33) to Buckhannon. The Rich Mountain Backway route along the original turnpike joins the Byway on WV 151 near Pumkintown.

Crossing into Upshur County at Burnt Bridge, the Byway continues on the older route through downtown Buckhannon. The Byway stays on the old road that now serves as an access road for the four-lane US Rt 33 to Lorentz, near the Lewis County border. Here it merges with the four-lane to travel down Buckhannon mountain. The Byway again moves onto the older route at Horner, paralleling the four-lane, continuing until the road dead ends near I-79. Returning to US 33 the Byway continues through Weston to the Gilmer County line where it becomes WV 47. It retains this designation through Gilmer, Richie, Wirt, and Wood counties where it joins US 50 (originally the Northwestern Turnpike) in Parkersburg. Official Byway designation currently ends at this intersection, but the original S-P Turnpike continued along with the Northwestern Turnpike through downtown Parkersburg to the Ohio River.

The Corridor Boundaries of interest for the Byway extend beyond the roadway itself. Defining these boundaries in specifics is difficult however, both because of the variety of types of landscapes, and because of differing needs and benefits affecting the Corridor. The traditional definition of Corridor Boundaries is often considered to be the viewshed along the roadway -- but in the case of this Byway, the viewshed can vary from just a few feet either side of a densely wooded roadway, to many miles visible from a scenic overlook.

For the purposes of Byway regulations, signage, and controlling intrusions, the corridor is here defined as the property immediately adjacent to the Byway and Backways, and extending back as far as is obviously noticeable from a vehicle on the Byway.

For purposes of the visitor experience and of protecting, developing, and promoting the intrinsic quality resources, the corridor can be defined much more widely, encompassing the wide variety of related attractions and services that can be accessible from the Byway.

2-2) Cultural Landscapes

Cultural landscapes are the result of how natural and man-made factors influenced each other and produced the landscape we see today. Vernacular cultural landscapes are those that evolved over time through the interaction of people with their environment. There are three major types of cultural landscapes within the Byway area – the mostly wooded mountain ridges, narrow rural valleys with alternating small farms and woods, and the more densely settled broader river valleys where most of the towns and development are located. Each particular example of a cultural landscape constitutes a separate character area.

The long range of the Allegheny Mountains separates the eastern seaboard from the rest of the country. For early Virginia, the mountains also separated the mainstream settled sections of the state from the frontier. The historic landscape, shaped by the past with visible changes of more recent periods, tells the ongoing story of movement through and settlement among and beyond these mountains.

Thus the mountains are the primary determining features of this area. Long, high ridges running basically north to south define the topography of the region where the eastern section of the Byway is located. High mountain streams run between the ridges, eventually becoming major rivers.

Farther west are the hills of the Appalachian Plateau, characterized by gentle folding and moderate elevations. Rivers here have a more irregular pattern, with the tributaries subdividing like the limbs of a tree. Valleys tend to be narrower, yet the ridgetops can offer striking panoramas.

In looking at these cultural landscapes the key factor is access. The history of man's adaptation to mountains is largely a story of transportation -- the difficulties of crossing, or moving into, the mountain areas and the isolation of the settlements due to the difficulties of traversing the mountains. The Staunton - Parkersburg Turnpike can be used to tell much of the story of the region: early settlements creating the need for the road, the political and engineering difficulties in building the road, the Civil War campaign fought for control of the road, changes in economic patterns as transportation access improves, and the resource development boom coming only when more practical transportation, the railroads, finally reached into its territory.

Broad river valleys between the mountain ridges were the natural sites of early settlements. The upper Greenbrier Valley, the upper Tygarts River Valley, and to a lesser extent the Roaring Creek Valley were the predominant settlement areas along the eastern turnpike, while the Buckhannon River, Stone Coal Creek, Polk Creek, Leading Creek, Grassy Run, Hughes River, the Little Kanawha River, and the Ohio River were central to settlement in the western section. These cultural landscapes of relatively flat valley land bisected by a river, surrounded by steep wooded mountainsides, settled mostly by scattered farm families, were typical of those found throughout the highland region. The town of Beverly, as the county seat and major crossroads in the fertile Tygarts Valley, grew into a small market center. With improved transportation and the building of the turnpike, the density of farms increased, with the mountain ridge tops and high benches also being settled. But many of these valleys remained mostly farms, or had only small informal communities, through most of the 19th century.

It should be noted that there are numerous similar landscapes throughout these highlands counties that can be studied and interpreted as a part of this context of mountain settlement and adaptation. Indeed, many of the smaller valleys, with less accessible transportation, retain better early farming landscape integrity. There are also numerous late 19th century - early 20th century industrial sites that can be linked for study and interpretation. The heritage of this mountain region

can and should be interpreted and presented for residents and tourists as an integrated whole, with minimal distraction from such artificial lines as state and county boundaries. The Staunton-Parkersburg Turnpike can provide an entry and focus for much of this interpretation, but should not become a limiting factor.

2-3) Jurisdictions and regulations

The eastern section of the Staunton-Parkersburg Turnpike Byway as originally designated, as well as its four associated Backways, are all within Randolph and Pocahontas Counties of West Virginia. The roadways themselves are under the jurisdiction of and maintained by the WV Division of Highways, District 8 with offices in Elkins. The central counties Upshur, Lewis, and Gilmer are in District 7 with an office in Weston, while the western counties Ritchie, Wirt, and Wood are in District 3 with an office in Parkersburg.

The rural properties, and those within unincorporated townships, are under the jurisdiction of the corresponding county governments, under authority of the County Commissions. Although some counties have county planning commissions, none have regulatory authority, and none have implemented zoning regulations for the rural areas.

The incorporated towns along the Byway are Durbin, Beverly, Mill Creek, Huttonsville, Coalton, Buckhannon, Weston, and Parkersburg. Some of them have rudimentary zoning in place within their town limits, mostly differentiating residential from commercial areas. Authority is vested in each Town Council and Mayor.

There are five Historic Landmarks Commissions currently active with jurisdiction on part of the Byway. Pocahontas County Historic Landmarks Commission applies to the whole of Pocahontas County including those sections of the Byway. Beverly Historic Landmarks Commission works with the Beverly Historic District. Both the Buckhannon Historic Landmarks Commission, and the Weston Historic Landmarks Commission apply to their respective towns. The Gilmer County Landmarks Commission applies to the entire county, as does the Wood County Landmarks Commission. As Certified Local Governments, the Landmark Commissions can apply for certain categories of preservation and education grants, and often undertake projects of historic surveys, national register nomination, planning, education and interpretation. Such a grant, for instance, has funded interpretive signs in Beverly. None of these Commissions currently have Design Review authority, though that could be a potential avenue for protection of resources if the corresponding parent governments approved. The remainder of Randolph County could potentially be covered by a Randolph County Historic Landmarks Commission, which does exist in county law, but has not been active. Activation of this Commission, and its subsequent qualification as a CLG, could open opportunities for significant project funding in the future.

Major sections of the land along the Byway, particularly in the Allegheny and Cheat Mountain areas, are Federal property of the Monongahela National Forest. The Forest Service priorities of protection and appropriate use of natural resources and of encouraging visitor access to its resources are completely in harmony with the purposes of the Byway. The U.S.D.A. Forest Service is a major cooperative partner in the Byway coalition. Several Wildlife Management Areas of the WV Division of Natural Resources are located very near the Byway.

Chapter 3 – Intrinsic Quality Resources

The Staunton-Parkersburg Turnpike Byway was designated on the basis of all six of the intrinsic qualities recognized by the West Virginia Byway program. These intrinsic qualities – historic, archaeological, cultural, natural, scenic, and outdoor recreation – represent the resources that make the Byway special and significant. They also are the attraction – the authentic and special destinations that will make the Byway of interest to visitors. Identifying, protecting, and appropriately developing them for tourism are an essential task of the Byway. No amount of marketing or tourism services will please visitors and keep them coming back if the resources they want to see and experience are disappointing or poorly presented.

This chapter gives a general overview of the intrinsic quality resources available along the Staunton-Parkersburg Turnpike Byway and associated Backways. The first section contains a brief history of the Turnpike. The following sections summarize the intrinsic quality resources. More detailed description of the historic context is found in Appendix B, and listing of the intrinsic quality resources that have been identified to date are found in Appendix C. Further identification of these resources, especially in the areas of African American and Native American history, will be an ongoing task of the Byway organization.

3-1) Brief History of Staunton-Parkersburg Turnpike

Gaps in the high Allegheny mountain ridges provided natural passages for travelers. Prehistoric Indians living here for thousands of years found and used the best pathways, as did the game animals they hunted. Continued use created well-worn foot trails, which were then used as horse trails by the European settlers. The earliest roads and 19th century turnpikes followed these same trails.

The early settlers built their homesteads in the river valleys such as the upper Greenbrier Valley, the Tygart River Valley, the Buckhannon River valley, the Hughes River valley, the Little Kanawha River Valley, and the Ohio River valley. The town of Beverly, was established in 1790 as county seat of the new Randolph County, and was a major crossroads and market town for the eastern section. Squatters arrived in Wood County in the 1760s with permanent settlers occupying what would become Parkersburg in 1785. Traveller's Repose (later Bartow), Huttonsville, Buckhannon, and Weston, were also early communities, but many others were not established as towns until the late-19th century boom era.

The Staunton - Parkersburg Turnpike was the historic roadway built to provide transportation access across these mountains from the upper Shenandoah Valley of Virginia to the Ohio River. After decades of inaction on the part of the Virginia government in Richmond, the state finally acceded to demands from its western citizens and built this turnpike. The road was authorized in 1826, and planned and laid out by the state engineer of Virginia, Claudius Crozet. It was not built until the 1840's, with completion of the main roadway in 1845, and work on bridges continuing at least until 1848. This road, traveling over the high mountains near the birthplace of rivers, was an engineering marvel, and opened up large sections of western Virginia to settlement and commerce.

A transportation route was now available for products which previously could not be taken to market. The turnpike became an important means of entry into the Shenandoah Valley from the Ohio Valley and the resultant transport of livestock and other agricultural commodities gave rise to numerous inns and taverns along the route. Products which could not be taken to market now had a

transportation route. The most important north-south route in western Virginia, the Weston-Gauley Bridge Turnpike would make Weston an important hub and one of the reasons the Trans-Allegheny Asylum for the Insane was located in the town.

The Turnpike was one of several routes that gave rise to the expression “Sold down the River”. As slave breeding became an important industry in more eastern parts of Virginia the route was one of several used for transporting slaves to the developing Cotton South. Many African Americans can trace the forced migration of their ancestors along these routes. Resistance to slavery can also be found in the arson and suicide associated with Burnt House and with various activities of the Underground Railroad located in close proximity to the route, especially in Ritchie and Wood counties.

Controversy over the building of internal improvements in the west, including the Staunton - Parkersburg Turnpike, fueled early threats to separate western Virginia. At the beginning of the Civil War, this major roadway across the Alleghenies became of strategic importance because of the access it provided to the B&O Railroad. Thus one of the earliest campaigns of the Civil War was fought for control of this turnpike. Winning the battle of Rich Mountain gave the Federals control of the turnpike, of the Tygart Valley, and of all of the territory of western Virginia to the north and west, and brought promotion to Union General George McClellan to command the Army of the Potomac. By seizing control of the turnpike for the North, General McClellan ensured Federal control of the trans-Allegheny region and the vital Baltimore & Ohio railroad that connected Maryland with Ohio. It also allowed formation of the Reorganized Government of Virginia, thus leading to the partition of Virginia and the formation of West Virginia in 1863.

The Federals then fortified Cheat Summit, and the Confederates established fortifications at Bartow and Allegheny. There they faced each other over the turnpike through the fall and winter of 1861. General Robert E. Lee’s attempt to attack Cheat Summit Fort, and Federal attempts to attack Camp Bartow and Camp Allegheny, all failed to dislodge the enemy. But the harsh winter in the mountains achieved what armies had failed to do, and in the spring of 1862 both armies moved eastward down the pike to the battle of McDowell, and on to fight what became Stonewall Jackson’s Shenandoah Valley campaign.

Union troops had first crossed the river into western Virginia at Parkersburg in 1861. Union sentiment tended to be stronger in the western counties. In 1863 the Union established Fort Boreman at the confluence of the Little Kanawha and Ohio rivers overlooking the town of Parkersburg to maintain control of the key transportation routes at the western end of the Turnpike. This same year the state of West Virginia was established – this action was only possible because of the Federal control of the region and its transportation routes including the S-P Turnpike. The Western section of the Turnpike was one of the major objectives of the Jones-Imboden raid of 1863. This was the most significant Confederate incursion into West Virginia and resulted in substantial losses, including extreme damage to the oil fields at Burning Springs.

Following the war, control and maintenance of the road was delegated to the counties, and damage to roads and bridges was slowly repaired. Tolls continued to be collected, at least in some areas, until the 1890s. Travel, mail, and stage routes resumed, bringing business to inns new growth and the settlement of numerous towns.

In the 1890 to 1900 period, the railroads, logging, and mining interests brought prosperity, population growth and the establishment of numerous towns. Elkins replaced Beverly as the population center in the Tygart Valley and as county seat of Randolph County. Durbin, Frank,

Bartow, and Smithville were established as towns where there had previously been farming settlements.

The turnpike itself declined in importance, but issues surrounding the role of transportation into the mountains remained paramount. The “boom” period, through the 1920’s, established the oil and gas towns in the west, lumber towns in the east, as well as growth of mining activity. Communities grew, with shops, taverns, and hotels in numerous small towns, such as Durbin, Beverly, Buckhannon, and Weston. Elkins as a railroad center, and Parkersburg on the Ohio River, were key commercial and transportation hubs.

In the 1920s and 1930s, highways were paved to provide for automobiles. Modern road building straightened curves, filled lowlands, bridged streams, and cut through mountains, as in the Big Cut in Ritchie County, rather than following the contours around them. Nevertheless, the basic route in many cases remains the same. The route used for thousands of years still proves to be the most advantageous.

Twentieth-century developments such as changes in industry and commerce found their way into these counties and brought change to the historic communities. National events impacted the area such as the establishment of the Monongahela National Forest, and the New Deal homestead founded at Dailey and Valley Bend in response to the depression. More recent developments, both industrial and residential, are centered along the modern highway, which replaced the turnpike, often on the same route. In areas where the modern four-lane has taken a significantly different route (such as the western section where Rt 50 instead of 47 has been four-laned) the communities along the Byway route are largely bypassed by commercial development. For many communities isolation is a determining factor, and with the closing of many traditional industries, such as the Frank tannery in Pocahontas County, the Asphalt Mine in Ritchie County, the glass factories in Lewis County, and the oil and gas fields in Wood and Wirt counties high unemployment is a problem in remote areas.

The mountains which caused the original isolation of the area continue today to attract recreationists and those who value the area’s unique resources, coexisting with resource extraction, commerce, and the economic growth needed by the valley communities.

3-2) Overview of Resources

Historic and Archaeological

The primary historic sites on the Byway and Backways, especially those that are more established for visitation, are the Civil War sites. Rich Mountain Battlefield Civil War Site is the pivotal site of the Civil War First Campaign is recognized as nationally significant, with Cheat Summit Fort, Traveller’s Repose/Camp Bartow, Camp Allegheny, Fort Boreman Hill in Parkersburg, and the Beverly Historic District all also listed on the National Register of Historic Places with Civil War significance. The Trans-Allegheny Lunatic Asylum (aka Weston State Hospital), and Graceland & Halliehurst Mansions on the Davis & Elkins College Campus are National Historic Landmarks. The early 19th century See-Ward house in Mill Creek, the late 19th century Hutton House in Huttonsville, Ward House near Beverly, the H.G. Kump House, in Elkins are just a few of the individually listed homes along the Turnpike. Other Historic Districts include Tygart Valley Homesteads, Downtown Elkins, Downtown Weston, and Julia-Ann Square District in Parkersburg. Eligible districts include downtown Durbin for its lumbering history, the New Deal Tygart’s Valley Homesteads at Dailey and Valley Bend, Mt. Iser Civil War cemetery and

entrenchments outside of Beverly, and downtown Buckhannon. A number of other communities, homes and sites along the Byway are also of historic significance and would be valuable additions to the interpretation of the pike. A more detailed listing with information on these sites is found in Appendix C

All of the historic Civil War sites are also archaeologically significant. Archaeological surveys of varying extent have been done at Rich Mountain Battlefield, Cheat Summit Fort, and Camp Allegheny, as well as in selected areas of Beverly. Archaeological studies at Fort Boreman will be useful in establishing age, and cultural affiliation of the previous inhabitants. Work is currently underway at Fort Boreman. A section of the old turnpike near Cheat Summit has also been excavated.

Considerable private collecting has also taken place, particularly before these sites were protected, and continues at the privately owned sites. Encouraging cooperation with private collectors and collecting information on their previous findings is a valuable tactic to salvage the information from these sites. Efforts to discourage private excavation and metal detecting are vital to protect the information, which still remains. For similar reasons, the Native American sites that have been identified in the region of the turnpike have mostly not been publicly identified, in order to protect them from looting. A properly presented archaeological survey or excavation as a part of one of the historic sites could contribute both to the interpretation of the site and the education on the proper role of archaeology in learning about our past.

Cultural

Many cultural pursuits are inextricably bound with the cultural and natural history of the region. The popularity of traditional music, dance and craft programs at The Augusta Heritage Center in Elkins both help to preserve the area's rich folklife heritage, and to share that heritage with class and festival participants. An impressive variety of artists and craftsmen make their home in Elkins and the surrounding region – some focusing on traditional crafts and folkways, others using the traditions as inspiration for original work. Community square dances and cake walks are still held in some small communities, as well as regular dances in Elkins. Small town festivals such as ramp feeds, heritage days, and fireman's festivals are held in almost every small community, along with major festivals such as the Mountain State Forest Festival in Elkins, the Strawberry Festival in Buckhannon, The Central Appalachian Regional Products Festival, the Gold Dollar Days in Weston, the Stonewall Jackson Jubilee at Jackson's Mill near Weston, and the Crazy About Bluegrass Festival. Local theater is performed by some community high schools and community theater groups, and by the local colleges such as Davis and Elkins College, West Virginia Wesleyan College, or West Virginia University at Parkersburg. The Old Brick Playhouse in Elkins provides a home for contemporary community theater, including a youth program, and also mounts a touring company. Cultural opportunities are highlighted in a bi-monthly Arts Calendar, which lists events throughout a multi-county region traversed by the Turnpike.

Natural and Scenic

Natural and scenic resources are also rich along the pike. Most of the eastern section either borders the Monongahela National Forest, or runs directly through it. Wildlife habitat, wetlands, and sweeping mountain vistas can be contrasted with areas disturbed by coal mining and other extractive industries. The majesty of the region's high mountain ranges contrast with picturesque

rural farming landscapes in the valleys. The Hughes River Wildlife Management Area, Stonewall Jackson Wildlife Management Area, and the Richie Mines Wildlife Management Area provide scenic and recreational opportunities.

The Allegheny highlands are unusual as a division of watersheds. Rivers arise in the region which run four different directions: from the east side of Allegheny Mountain north into the Potomac and south into the James River watersheds, from the west side of Allegheny north into the Monongahela and south into the Kanawha watersheds. This location near the source of the rivers was considered by Claudius Crozet to be an advantage in the building of the turnpike, as the rivers could be bridged while they were still small.

Much of the mountain area crossed by the pike is in forest, including a stand of old-growth native spruce at Gaudineer Knob and Balsam Fir at Blister Run. Wildlife habitat supports a rich variety of species, including the endangered Cheat Mountain Salamander and Northern Flying Squirrel. Wetlands and trout streams, such as the upper Shavers Fork of Cheat, are rebounding habitat recovering slowly from the extremes of logging and mining in the area. These natural areas are contrasted with rural landscapes and farms in the valley areas. Overlooks from the turnpike route on the ridge tops and benches show impressive vistas of surrounding valleys and ridges.

Outdoor Recreation

The region traversed by the pike is one of the most popular destinations for outdoor recreation in the East. Mountain biking, hiking, backcountry camping, fishing for a great variety of species in both uplands and lowlands and hunting are already well-established pursuits in the region. The state-managed Wildlife Management Areas are adjacent to or near the Byway offering public hunting and fishing access. The Monongahela National Forest also allows hunting and fishing, both developed and primitive camping, and a vast network of hiking trails. A number of railtrails, such as the Allegheny Highland Trail and the North Bend Rail Trail, can be accessed near the Byway offering opportunities for hiking and biking. These trails offer outstanding opportunities for birdwatching, wildflowers, nature photography, and watchable wildlife.

Excursion train rides are available along some of the historic railroads serving the turnpike area, and can be ridden from Durbin, Cheat Bridge and Elkins, as well as the outstanding historic train at nearby Cass. An innovative outfitter offers train rides to the river to let off campers and river floaters in an area not reached by roads.

Skiing is outstanding at area resorts, and cross-country skiing is available on Turnpike area paths. Horseback riding is also available. There is great potential for additional recreation and entrepreneurial opportunities, such as small group tours, outfitting and guide services, and trail rides.

Chapter 4 – Preservation of Resources

Preservation, conservation, and protection of our intrinsic quality resources are the important first steps towards any program based on those resources. We can not enhance, develop, interpret, or bring visitors to resources that no longer exist. We can not have a resource-based tourism development if the resources have been destroyed. And the beauty, heritage, and sense of place so outstanding throughout the Byway region is largely defined by the natural and historic resources.

In some cases the building, site, or ecosystem is still in good shape either because of good care through the years, or because it has not been threatened or valued for alternative use. Often recognizing and honoring the caretakers are the best way to reinforce such conservation.

In other cases there has been damage or substantial change caused by use through the years. Then reclamation, restoration (returning to original appearance), or rehabilitation (sensitive adaptation to a new use) may be appropriate.

Preservation is not opposed to growth, and does not mean that every resource is equally valuable. Questions of priorities and cost vs. benefit analysis need to be evaluated. But stopping to think and plan first, before the damage is done or the building destroyed, gives the opportunity to make the least costly and most appropriate decisions for the community.

4-1) Preservation issues

Coordination with Traditional Development

The region's contemporary logging, wood products, gas and quarrying industries are evident along the highway. They are manifestations of the continuum of American industrialization, coexisting and entwined with older forms of community life and work. For the same reason that the river valleys of this region were the prime locations of early settlement, today they are still the prime locations for development.

One of the themes of the Byway would be change, evident in the development of various industries through time. One important subtext would be preservation, conservation, and appropriate management of natural resources, including how existing industries maintain the resources for sustainable growth. By addressing resource issues in the Byway themes and interpretation, we can include the ongoing industrial development and change over time and tie the modern industries in with the whole Byway story. Interpretation of lumbering and milling then and now, for instance, could also include themes of responsible woodlot management and counteract negative stereotypes about timbering. This would provide significant public relations benefits to the business, and business interests may sponsor such interpretation.

Impact of industrial development to the viewshed is inevitable, but when possible should be mitigated. We can not expect the Tygart Valley, for example, to remain a pristine bucolic landscape, for it provides the opportunity for the growth and economic life of the county. Sometimes this involves trade-offs. The large Bruce Hardwoods factory, for instance, which located south of Beverly a few years ago, is a major contributor to economic prosperity. It also is a visual intrusion, changing the landscape of what was once a wide-sweeping valley view overlooked by a lone settlement cabin.

In many cases, sensitive attention to the variety of practical, environmental, and aesthetic factors can make a potential eyesore into a good neighbor. Good planning in the siting of industrial and commercial development can make infrastructure and access more efficient and provide better service for the business, while at the same time allowing for minimizing the negative impact for the surrounding community. Attention to landscaping, site location, and natural screening for a factory can make a major difference between a sensitive addition to the cultural landscape or a major unsightly intrusion. Improvements in traffic flow, services, and appearance resulting from such attention to planning will improve the working conditions for their employees, while also improving the business's image in the community.

Existing wood products, industrial, and commercial businesses can provide services to the Scenic Byway in the support of sites, interpretation, and marketing, cooperation with clean-up and visual screening efforts, and respect for the highway's historic ambiance. They would gain benefits in increased market for their goods, increased good will with the local and traveling public resulting from the Byway interpretation, and improved quality of life for their employees and customers.

Development of more and better job opportunities in the area is vitally important, and the heritage tourism jobs, which will result if we are successful in preserving the Byway resources, are only one part of the larger picture. Encouraging business and traditional economic development, and maintaining the resources that contribute to quality of life and attract tourists, are both important for the community. While balancing both of these concerns sometimes takes compromise, they do not need to be essentially contradictory. Emphasizing benefits and educating business leaders about the variety of options and voluntary cooperative ways they can help the community is much more productive than taking a confrontational or regulatory approach to development. In seeking to also preserve the special qualities of the area's landscape and heritage, and to retain the quality of life that is so valuable for residents and which brings visitors, it is to everyone's benefit to exercise planning and forethought in development choices.

Building support for preservation

Several techniques can help to minimize and balance the sometimes contradictory needs of population and commercial/industrial growth with preservation and enhancement of heritage and natural resources.

We are faced with an unusual challenge in West Virginia because of the long experience of relative poverty and high unemployment, combined with a local ethic of extreme self-sufficiency and hostility to government intervention. As a result, many of the traditional planning tools and strategies commonly used elsewhere such as countywide zoning are not available and are widely feared. Protection strategies available in neighboring Virginia, for instance, such as agricultural and forest districts, are not supported in West Virginia statute. Overlay districts are supported in law, but are unfamiliar and unlikely at this time to be supported either in public opinion or by local governments. Even many voluntary strategies such as protective covenants or easements are unfamiliar and faced with suspicion and hostility. Thus much of the challenge of instituting improved planning for development is one of education as to the real benefits rather than unrealistic fears of such planning, and of building partnerships, communication, and trust between those parties who may have differing emphasis but who all have the best interests of the community at heart.

Educating the public and the community about the values of its historic and cultural resources can show how those resources contribute to the economic growth of the community, as well as fostering pride in our heritage, special places, quality of life, and cohesiveness of the community. By emphasizing education and partnerships, rather than confrontation or regulations, historic preservation and conservation of our other intrinsic resources can be a force for bringing people together in our communities to find solutions that are best for the whole community.

4-2) Preservation tools and strategies

Preservation planning provides the foresight and context to evaluate, prioritize, and concentrate efforts to preserve the most important resources while balancing other concerns. Involving all partners, stakeholders, and the public in a planning process helps not only to evolve a better plan, but also to build support for carrying it out. In addition to broad based plans like this one, towns, counties, and agencies such as the Forest Service exercise planning which can be used for preservation.

Each site or collection of resources also needs preservation planning, with attention to ownership, management, restoration or rehabilitation, protection from likely threats, and minimizing impact or degradation from increased visitation.

Providing information, technical assistance, access to proper supplies, and workers trained in preservation skills and approaches can be of immeasurable help to property owners and communities. Historic Landmark Commissions established by towns or counties to recognize and encourage historic preservation within their jurisdiction can often help provide such information. Landmark Commissions which have been approved as Certified Local Governments are also eligible for survey and planning grants which can be used for resource surveys, National Register nominations, preservation planning, and education and interpretation.

Purchase of significant property is the most secure first step in preservation. Such purchase may be by a governmental organization dedicated to appropriate preservation and use of the property, by a non-profit organization formed for or sympathetic to such use or by a private business or individual committed to preservation goals. Purchase can also be combined with a preservation covenant or easement on the deed to ensure long-term continuation of the intended preservation should the ownership later pass to a different owner.

Some of the tools useful in specific instances include:

- A preservation easement is a permanent conveyance with the deed to an appropriate holding organization of specified preservation promises for a building or site, most usually affecting the facade of a building. It should have enforcement provisions, and can have tax advantages.
- A covenant is a less formal promise in a deed to preserve a property.
- A land trust is an organization that can buy, sell, or hold property or easements for conservation purposes.
- A partnership or management agreement can establish or share management responsibility for a site without affecting permanent ownership.
- National Register designation offers recognition of historically significant properties or districts. It does not in itself offer any protection status, though it does make properties eligible for

some grants and tax credits. Federal agencies must consider properties eligible for the National Register, whether or not they have been previously designated, in any project involving federal funding or licensing.

- Preservation grants are occasionally available, particularly for buildings needing weatherproofing improvements to save the building.
- Preservation tax-credits on federal and state income tax are available for approved rehabilitation to commercial property, and state credits are also now available for residential improvements.
- Design review is sometimes established by a municipality to enforce specific standards determined by the community. Voluntary guidelines may suggest best practice ways to preserve and maintain the historical appearance of the community, but compliance is voluntary instead of regulated.

4-3) Stakeholder education, involvement, stewardship

Community involvement can help promote preservation awareness through such strategies as:

- Demonstrate benefits of resource preservation to local quality of life as well as resulting heritage tourism.
- Demonstrate sympathetic awareness and concern that tourism be properly planned for and not negatively impact local communities.
- Educate local residents as well as visitors as to the significance of their resources and heritage, and the value to them of recognizing and preserving such resources. This is important in the schools as well as for adults.
- Involve people in fun activities that showcase the special qualities of their communities and resources. Festivals and events bring awareness and public relations benefits far beyond their specific activities.
- Keep information flowing about not only the significance of the resources, but the activities along the Byway, and the benefits resulting from those activities. A newsletter from the Byway organization will be a valuable tool.
- Show and encourage ways that local residents and visitors can help in preservation and enhancement efforts. Involve people on a personal level, through school projects, civic groups etc.
- Encourage local and individual buy-in and stewardship – that residents feel these are their resources, sites, and buildings, and care enough to value them and take care of them. Membership in the Byway organization is one avenue for this.
- Support clean-up efforts and public awareness of keeping homes, residences, and businesses attractive and well cared for, particularly along the Byway viewshed.
- Educate adults and schoolchildren on the damage caused by littering and vandalism, and encourage participation in pickup, cleanup, and monitoring activities. Personal responsibility and peer pressure in favor of caretaking will be the best long-term solutions to vandalism damage.

4-4) Roadway improvements, upgrades, new construction possibilities

Improvement of roadways can be a volatile issue particularly when new four-lane construction is being considered. The SPT Byway partners have been careful not to let controversy over such issues derail the Byway effort. It is important that the Byway, and all roadways, be safe and appropriate for the traffic they carry. Tourists as well as local residents need to travel the roads safely and efficiently. But new construction also needs to be balanced against the damage to the existing communities, and to the resources, which they can cause.

For the Byway traveler, the winding two-lane roads that have evolved from the original Turnpike route are a part of the experience. Good shoulders, guardrails, signage, and passing lanes where appropriate help to bring the road up to modern standards of safety and convenience. A review of the accidents summary provided by the West Virginia Division of Highways Traffic Engineering Division, indicates that most accidents were caused by driver error rather than road conditions. Most accidents involved a single passenger vehicle on dry, straight, and level pavement. Weekends and summers were safer than other times. A summary of safety records along the Byway is included in Appendix A – Route and Roadways.

Certain improvements are encouraged where needed, and particularly where construction is needed such as replacing bridges or widening roadways, it is important that the historical resources be identified and protected. Byway resource surveys and local experts can be available to assist in DOT environmental surveys. Damage to historic resources should be avoided if possible, and mitigated, perhaps with additional interpretation, where that is appropriate. It is highly desirable that the Byway organization be considered and involved in this process.

Another factor is the increase in commercial traffic. On those areas of the Byway where a modern four-lane has replaced the Byway route, this is not much of an issue. But in areas where the Byway remains the primary roadway, especially in the Tygart Valley, through towns, and where the Byway is routed on the four-lane, this can cause a conflict with Byway users. Byway motorists who may wish to drive more slowly to enjoy the experience, bicyclists, and pedestrians all need to be accommodated in the Byway planning. The Byway organization would like to work actively with DOH to evaluate and suggest where roadway upgrades may be needed and to ensure that all users are considered, and to help develop improvement plans that do not have negative impacts on the intrinsic qualities.

In cases where the traffic exceeds the limits of the road, there are three basic choices, which all have costs as well as benefits. Upgrading the existing road is sometimes appropriate and adequate, but often causes disruption to communities and resources immediately adjoining it. Building a new and often four-lane road in a new location has substantial environmental impact even when it avoids the historic resources, and pulls traffic away from existing communities. Maintaining the Byway on the old route for local traffic and visitors interested in stopping can help keep business in local communities while moving high-speed through traffic to the new road and away from historic districts and residential areas. The third alternative, of no change, causes less current disruption but fails to address crowding and traffic issues.

The SPTA and this plan do not recommend any of these options on a wholesale basis. We believe each particular situation, and each part of the roadway, needs to be carefully examined for the issues, alternatives, costs, and benefits involved in each choice. In this way the best possible decision can be made for the future of the Byway, convenience and experience of visitors, and most of all for the overall benefit to the local communities.

Chapter 5 -- Development of Resource Destinations

Importance of destination and attractions

Protecting intrinsic resources from damage or intrusions is the first step, but the Byway is looking at much more than that. We want to appropriately enhance, develop and manage those resources for enjoyment, education, and visitation both by tourists and local residents.

Encouraging tourism can be a major economic benefit to the communities, creating jobs and economic impact for the region, as discussed in Chapter 11. In order to attract tourists, and to keep them coming back, we need to provide a “destination” -- a thing, or group of things, that tourists are willing to travel some distance to see or experience. We are not trying to offer a single major attraction – an amusement-park approach – on the Byway. Instead, we are focusing on authentic experiences that relate to the real past and present of the region. And we are looking to the variety and combinations of resources, each interesting on its own, which combine to make a total experience that visitors will consider to be a worthwhile “destination”.

Tourists have certain expectations of sites they want to see, and they need to have enough information to attract their interest, tell them what they want to know, offer them an experience, and make them want to know and experience more. Authenticity of resources, well-planned interpretation, interesting interactive experiences, quality services, and a feeling of welcome and hospitality can all combine to offer a tourism experience that will please visitors and create a quality reputation.

In addition to the economic benefit the tourism related dollars generate, the local community also benefits directly by the preservation, development of access and services, and interpretation created by the Byway. Every site developed with the tourist in mind is also available for a Sunday afternoon family visit, a school field trip, or other enjoyment of the local residents. The protected resources become more valuable for their historic and natural significance, help build awareness of local heritage, pride in the community, and thus enhance the region’s unique environment and quality of life for all local citizens to enjoy.

5-1) Management of resources and sites

Management of intrinsic quality resources can involve preservation strategies for properties including care to prevent damage caused by visitation; protection, rehabilitation, and restoration efforts for buildings or resources (both addressed in Chapter 4); development of interpretation (addressed in Chapter 6); and development of tourism access and services such as trails, parking, tours (further addressed in Chapter 7). Both the Byway as a whole concept, and the individual sites and resources, need to be developed and managed for visitors. This chapter includes a summary of some of the types of development needed and where such measures would be appropriate.

Major historic sites and districts

There are a number of major historic sites within the Byway corridor, many of them Civil War sites and historic districts which have been developed, or which have potential to be developed, as a distinct stop for the visitor. The interpreted sites such as Rich Mountain Battlefield, Cheat Summit Fort, and Camp Allegheny, and potential sites such as Camp Bartow, Mt. Iser, and Fort

Boreman all have similar development needs. Sympathetic ownership of the site is the first need, either as a protected publicly-owned (government or non-profit) site to be developed for visitors, or with a private owner who is sympathetic to and willing to cooperate in such development. Basic needs then are directional signage to find the site, adequate and convenient parking that does not negatively impact the site, and interpretation – usually trails, interpretive signs, and brochures. Provision for trash, rest rooms, water, and recreational facilities such as hiking trails and picnic areas are also sometimes desirable. Further development can include more personal interpretation such as guided tours, on-site interpreters or living history, and special events such as reenactments.

Community historic districts are the other major type of site, where a combination of resources and services can be combined to offer more to the visitor in a practical way. Durbin, Beverly, and Weston are well on the way for such development and are considered hub communities to develop Byway services. Beverly is the pivotal location to provide a major hub for the Byway, both because of the significance and quality of its existing resources, and due to its gateway location on the Byway and near to existing tourism services in Elkins. Other potential gateway locations are Buckhannon, Weston and Parkersburg. Durbin is another logical hub because of the concentration of trailheads and tourism entrepreneurship there. Bartow, Huttonsville, Mill Creek, Dailey/Valley Bend, Troy, Cox's Mill, and Smithville also have significant potential for additional development of community sites. In addition to the signage, parking, and interpretation which are basics of any site, such community-based sites may also offer visitor or information centers, a wider variety of attractions such as museums, historic buildings, historic transportation attractions, research, recreational and cultural activities; as well as restaurants, shopping, lodging and other services. Development of facilities for groups, activities, and cultural events can serve tourists as well as community groups, and enhanced dining and commercial opportunities will please local residents as well as visitors. The uniquely significant 1808 Courthouse in Beverly in combination with its associated historic buildings, is being developed as the Beverly Heritage Center interpretive attraction for the Byway, providing an outstanding opportunity to preserve and restore vital historic buildings, and use them for the benefit of the Byway and its visitors. Weston State Hospital offers tremendous opportunities for adaptive reuse that can contribute to understanding of historic stories, as well as attraction to the modern Byway. Graceland Mansion on Davis & Elkins College campus in Elkins, is a National Historic Landmark that has been restored as an inn and restaurant.

Historic buildings & minor sites

A number of other historic resources contribute to the Byway experience but are not likely by themselves to have enough significance, and/or property-owner interest, to be worth developing as a separate stop with tours, visitor access, or major interpretation. Identification and interpretation in brochures, or with wayside signage, can enable the visitor to understand the importance of the building or site, and to view it from the road, but not to intrude on the privacy of the owner. These include:

Minor camp or skirmish sites such as Cheat Pass Camp and Roaring Creek Flats, and locations of early settlement sites.

Historic homes or buildings – Many buildings have specific local or regional significance such as the See/Ward house, the Phares cabin, the WPA built stone building of the Department of Highways Garage west of Buckhannon, the Weston Colored School, and the Farnsworth House in Gilmer County. Others contribute to the Byway history as examples of a class, such as company housing, or a typical farm house. In some cases, such as the Hutton House or Cardinal Inn, they are

open to visitors as a business. In most cases they are in private use and it is not necessary that they be opened to visitors to the Byway, but their story can still be included. Owners of these properties should be included in the planning, education, and preservation activities of the Byway, and may choose if they wish to open their homes for special events that feature historic home tours.

Archaeological sites – in some cases the already identified historic sites are also archaeological sites. Interpretation of the archaeological resources, as well as signage and enforcement of no collecting laws, can help to protect the sites and educate about the significance of the resource at the same time. In the case of sites such as Native American sites and some minor skirmish sites that have not been publicly identified or located, such sites should remain unmarked as a protection against looting. The significance and story represented by these sites can be included in general interpretation such as brochures or exhibits at Byway Visitor Centers without disclosing the exact locations.

Natural resources

The Byway area is rich in natural resources, many of them already developed and managed by the Monongahela National Forest or West Virginia Division of Natural Resources. Corporations who own large tracts of timberland will often allow public access as well. Forests, open savannas and meadows, wetlands, rivers, caves, and rock formations are all found through the National Forest and adjoining properties. In the Tygart Valley and further west property is more in private ownership, with greater residential density and more farmland. It is important to encourage access to the natural resource areas that can be made available here, such as Valley wetlands near Huttonsville, and the mountain woodlands on Rich Mountain.

Some natural resources are not available for visitors either because they are too fragile, or are on private property with restricted access. In some cases other similar resources are available elsewhere, or the sites and their significance can be interpreted with exhibits and pictures at a Byway Visitor Center. In a few instances, it may be appropriate to allow limited access with careful conservation interpretation, perhaps only for approved tour groups.

Partnerships with natural conservation-minded organizations such as watershed associations and trails groups can expand the opportunities for appropriate development and presentation of unique natural resources and ecosystems.

Scenic views

The Byway offers opportunity for some spectacular scenic views of the countryside. When going from east to west the Turnpike traveler goes from the rugged highlands of the Allegheny Front at over 4,000 feet to the undulating hills of the Ohio River Valley. To be most effective and safe, these need to be developed and maintained to provide for sufficient clearing to see the distant view, as well as a safe place to pull off of the roadway for viewing.

One location already being developed by the Monongahela National Forest is at the eastern peak of Cheat Mountain at the Pocahontas/Randolph County line. Specific clearing, grading for pulloff and trail, and plans for signage have been initiated.

Another spectacular viewshed is available along Camp Allegheny Backway where intermittent cleared fields on both sides of the road provide pristine long views. Due to the slow pace and lack

of traffic on the back road, pulloffs are not as essential, although some attention to appropriate grading to allow a vehicle to get out of the main roadway would be appropriate. Landowners can be encouraged to keep these lands in pasture to allow for continuation of this scenic viewshed.

A potential view that could be developed would be along the western peak of Cheat Mountain overlooking the Tygart Valley. At a couple of locations where the old turnpike roadbed provides a natural pulloff location, the woods blocking the view are privately owned, and would involve obtaining landowner cooperation in clearing a viewshed. Another possibility might be a short side-road off of the Byway at the top, where the woods would be in Forest Service jurisdiction and thus easier to obtain cooperation in clearing and maintaining a viewshed.

The Turnpike also descends Buckhannon Mountain, a major escarpment with a spectacular view on the old roadway that is now a part of the freeway system. There is a former scenic overlook on SR 47 on Bean Ridge in Ritchie County. In the 1960s postcards of this view were popular. Trees along the road now obstruct the view. Perhaps this view could be opened again.

Another scenic view project is at the top of Rich Mountain just north of the Rich Mountain Battlefield proper. Clearing and developing of a scenic overlook on this knoll has been identified as a part of the RMB trails development project. Other scenic view locations along the Byway or Backways could be developed when appropriate cooperation from property owners can be obtained.

5-2) Development of resource-based experiences

Special events

Special events offer the opportunity to highlight a community, site, or theme in a much more intensive way. They attract tourists to the event, but also raise public awareness, bring media attention, and involve local residents in the activities. Town festivals, reenactments, fairs, and other promotional events are prime ways to increase interest and awareness. They also provide the concentration of numbers of visitors to make more elaborate efforts effective.

A number of such events are traditional along the Byway corridor such as Durbin Days, the Buckhannon Strawberry Festival, the Elkins Forest Festival, and the Beverly Fireman's Festival. Civil War reenactments held at the sites have been developed in recent years. The Battle of Rich Mountain is now successfully established on a biannual schedule, and smaller reenactments and living histories have been held at Cheat Summit Fort and Camp Bartow. Hybrid events at Beverly Heritage Day, and Gold Dollar Days in Weston combine living history, historic home tours, and heritage emphasis activities in a community setting.

Coordinating and supporting these events as Byway activities is an important component of resource development.

Cultural activities

The Byway region is rich in traditional Appalachian culture, both as handed down to local residents from their families, and as revived and nurtured by folklorists such as with the Augusta Heritage Center based in Elkins. Events such as the Stonewall Jackson Jubilee at Jackson's Mill a few miles from Weston, and the West Virginia Folk Festival at nearby Glenville, bring traditional culture to a vast audience. Old-time music, traditional community dances, heritage crafts, regional

antiques, farming and woods skills and folkways, and storytelling are all abundant cultural resources that can enrich the Byway experience. It is important that such culture, and those residents who choose to share it with visitors, are respected, and their privacy not compromised.

Collecting and documenting the stories of the Byway is an urgent and ongoing priority to preserve older residents' memories. The Byway audio history project is collecting oral histories about the Byway, its communities and its themes and culture, and hopefully can be continued and expanded. These unique stories provide the material for a unique audio interpretive presentation telling the Turnpike story for visitors and the communities. The oral histories themselves will also be archived for research and future projects.

Community centers, co-op galleries, and interpretive centers all can provide opportunities to offer experiences representative of the local culture, as well as local businesses such as craft and antique stores. These can include products for sale or display such as crafts, antiques, artwork, photographs, and recordings or videotapes of music or stories. They can also be experiences such as participating in a community square dance; eating at a community dinner; hearing a musical concert or front porch session; seeing a play or living history impression; taking a specialty tour of a traditional homestead, a mushroom or edible plant walk, or an isolated historic site; joining a class in learning a traditional craft or art.

In addition, there are also opportunities for contemporary artists who derive their inspiration from the heritage and natural resources. Painters and other fine artists, craftspeople, musicians, and theater can all enrich the Byway experience.

Providing venues to present the cultural resources --whether they be crafts or artwork or music or dance for the visitor to view or participate in -- is a significant need for the Byway. A Byway Visitor Center such as is proposed in Beverly can offer a space appropriate for cultural activities, as well as a venue for presentation of crafts and other products of the culture, and can provide a significant and exciting addition to the Byway experience, without imposing on the privacy of the local residents.

Recreational activities

Many outdoor recreation activities are already available along the Byway, especially those that are based on individual initiative to explore the natural environment. Hiking trails, rivers for fishing, woods for exploring, hunting, or primitive camping are all available, particularly on the Monongahela National Forest lands and the Wildlife Management Areas. Further development of hiking & biking trails, trails as community linkages and in conjunction with the historic sites, and along the non-National Forest portions of the Byway are needed.

The excursion trains now offered in the Durbin area and from Elkins are an exciting example of a recreational attraction that can be developed as an integral part of the Byway experience. Additional attractions that are based on the resources and themes offer future tourism-business opportunities.

Support for and development of outfitter and recreational services will be helpful. Additional attractively developed camp sites and motor home services; boating, canoeing, and fishing services; bike and cross-country ski rentals; horseback riding; and specialty tours are all examples of recreational business opportunities along the Byway.

New interactive opportunities.

Beyond the planned site development already described, a variety of possible new interactive programs for visitors can offer exciting and innovative experiences. Some of these can be initially developed in conjunction with special events, or offered by reservation, then expanded to a more full-time offering as visitation numbers increase to support them. Some of these ideas include:

Specialized tours will be important, either of single sites or thematic groups of sites. These can be on-site tours of specific sites, complete tours of multiple sites including transportation, or step-on guides for bus tours or planned groups. Tour guide training can be offered with special emphasis on including human-interest stories and first person interpretation. Such training can be made available to teachers and volunteers as well as entrepreneurs, and will help to assure quality presentation. Some isolated sites that are not appropriate or accessible for self-guided visitors can be made available in specialty tours. Wildlife, botany, and other natural themes could also be featured in tours as well as with specialty brochures.

Expanded alternative transportation opportunities, appropriate to the turnpike era, are possible. Horseback trail rides, wagon, or stagecoach rides would all offer opportunities for recreation and historic interaction in the same activity. A prime opportunity for such rides would be along Camp Allegheny Backway between Camp Allegheny and Camp Bartow. Antique car rides would be another possibility, perhaps at a different location. These would help to complete the transportation story already available with road travel, excursion trains, and hiking and biking trails.

First person interpreters and living history are always popular with visitors and make a site come alive. Encouraging existing tour guides and visitor information providers to offer a first person impression enlivens the contact. Providing living history events and reenactments by volunteers can be a big draw, though volunteers are generally available only for special events. Paid interpreters at selected sites can be a goal to work towards as visitation increases.

Chapter 6 -- Interpretation

The Staunton - Parkersburg Turnpike was critically important in the settlement and development of sections of Western Virginia, and was strategically significant in the early years of the Civil War. In interpreting the Pike, the two primary themes are the building and usage of the Turnpike, and the Civil War campaign fought to control it. Secondary themes to complete the context include prehistory and early settlement of the area, including the increasing need for improved transportation; the coming of the railroads and extractive industries that changed the transportation and development patterns; and the change brought by the twentieth century and increased reliance on automobiles. Interweaving of these themes with the geographical locations that are related to each provides an interpretation challenge, but offers the opportunity of telling a complex and richly interesting story.

We are fortunate in interpretation of the turnpike and its Civil War sites that many of the most important sites along the turnpike already have some interpretation. This will allow visitation of the turnpike to begin immediately. Interpretation plans at these sites call for continued improvements over time, and all future interpretation needs to include the Turnpike context.

6-1) Visitors

Three basic groups of visitors need to be planned for in interpretation.

One group will be those with an existing interest in, and usually some background knowledge of, the Civil War, the turnpike, and/or other heritage sites. This will include Civil War buffs, followers of the area Civil War auto tours, some tour bus groups, and descendants of participants in the battles. Others will be attracted by the transportation and settlement history of the turnpike, or may be interested in Appalachian culture. These visitors will be interested in, and expect, a fairly detailed interpretation of the events and participants.

The second visitor group will be local and area residents, including school groups and civic groups. They will want to know why the road is important to their locality. They should come to feel some “ownership” of the pike and its assets, and hopefully will return for repeat visits.

The third group will be casual visitors who are driving the Byway, or who are looking for “something else” to do while in the area. They will want briefer interpretations that will catch their attention and explain the basics without losing them in too much detail. They will also be attracted by scenic vistas, nature, and a variety of other types of experiences.

6-2) Interpretive Themes

Primary themes

The overall theme of transportation as told in the story of the building and usage of the Turnpike is applicable along the route. Even the sites not actually on the pike will either be on a feeder pike, or will have related stories such as the difficulty of transportation without a turnpike. The Civil War campaigns were fought to control the transportation routes, and later railroad and automobile road developments are also transportation stories. This is the one thread that can be used to tie together the widely varied stories and sites throughout the corridor.

The political struggle to build this turnpike was a part of a significant sectional antagonism in Virginia politics. The battle between development of the canals and transportation routes favored by the moneyed eastern interests, versus the need for trans-Allegheny routes to serve the western settlers, was critical in the long-running dissension between the two regions, and was a significant factor in the separation of West Virginia. First proposed in 1823, the Staunton-Parkersburg Turnpike was not financed and built until the 1840s. The engineering difficulties of building the road over the high mountains were considerable, and the technological story of the pike is also significant to the interpretive story. The stories of a number of individuals should not be left out, including state engineer Col. Claudius Crozet, Napoleon's chief of engineers, bridgebuilder Lemuel Chenoweth, and a number of local personages who we can identify as serving as surveyors, contractors, or toll-keepers along the pike.

Travel on the turnpike offers the opportunity to interpret fascinating human-interest stories. Visitors enjoy hearing about stagecoaches and inns, tollgates and fees, and famous personages, such as Stonewall Jackson, who traveled frequently on the turnpike and spent his formative years at his uncle's farm and mill near the Turnpike. Contrasting the realities of early travel on this pike with familiar modern modes of transportation helps to bring the whole story alive for modern visitors.

The second main theme, and perhaps the most compelling, is the 1861 Civil War First Campaign. The main strategic goal of this campaign was to control the Staunton-Parkersburg Turnpike and its related routes that led into northwestern Virginia and provided access to the vital B&O Railroad. The Federal control of northwestern Virginia that was established in this campaign made possible the formation of the state of West Virginia. In addition, General McClellan's victory in this campaign led directly to his promotion to command the Army of the Potomac. These factors give national significance to this campaign, thus making the sites much more important than the size of the action would indicate. The Civil War sites are also the most visible, best protected, and best interpreted for visitors of the turnpike sites. Other Civil War stories include the Jones-Imboden Raid, much of which occurred along the western sections of the Turnpike, which was the most significant Confederate incursion into the Trans-Allegheny west.

Secondary themes

The prehistory of the area is underrepresented in sites, yet is quite important. Much myth exists about where and when Indians lived in the mountains, and some mention of the archaeological evidence in the interpretive materials will help to bring light on this issue. There is a mound site near the Pike at Elkwater, plus the stories of an Indian village at Mingo Flats. Selected prehistoric camps or quarry sites could be made public and interpreted in the future if security concerns could be met. Most exciting is the recent excavation of a prehistoric village at Mouth of Seneca. The Monongahela National Forest Visitor Center at this site will have extensive interpretation about this prehistory. Although some distance from the route, Seneca is an important gateway for tourists coming into the area. These stories are an important counterpoint to the much more common mention of Indians only as attackers of the early settlers.

Early settlement is represented by a number of monuments and markers of early settler fort sites, and of Indian massacres of settlers. The only actual buildings remaining are a few early log structures that have usually been heavily altered. One of the earliest remaining log buildings, the Jacob Stalnaker cabin, has been moved to Beverly and is being restored to its circa 1800 appearance. The growth of population in the Greenbrier Valley, the Tygart Valley, and the Ohio Valley contributed to the need for the turnpike through this area. Traveller's Repose, although in a

different building, was a post office from 1813, and a number of buildings remaining in Beverly and in other towns along the road date from this era.

The coming of the railroads and extractive industries in the 1890 to 1910 period brought a boom to the area that shaped the cultural landscape we know today. There is great potential in the development of sites to showcase this period and the railroad, mining, and lumbering history. An excursion railroad departing from the original Durbin depot offers a great opportunity for interpretation of the railroad history, in addition to the more elaborate operation at the nearby Cass Scenic Railroad. Interpretation opportunities also exist at the remaining train depot in Elkins. Lumber mill towns like Mill Creek offer potential for presenting the past and future of this important industry. The Frank tannery, recently closed, was the shaping force behind that small town, and leaves a vacuum in its wake. Towns that grew and prospered as a result of the oil and gas boom suffered the same fate. The glass industry, especially in Weston and Parkersburg played a major role in the industrial development of West Virginia. Emphasis on lumbering and forest themes is particularly important in carrying the story into the present day, as wood products remain the primary industry of the region. All of this interpretation will tie in with the Appalachian Forest Heritage Area regional initiative, and the Turnpike can be a major interpretive avenue for these Forest Heritage themes.

One particular twentieth century site must be included for interpretation. This is the Tygart Valley Homesteads, a New Deal homestead community in the Dailey - Valley Bend area. The integrity of these communities is high, with many of the homes retaining much of their original appearance and landscaping, a relative minimum of non-contributing infill, and a number of homestead buildings, including the craft and community buildings, the school, and the lumber mill, still in use.

The changes in routing with the coming of paved roads can be interpreted as changes in the technologies of roadbuilding. Changes and similarities in vernacular architecture through the years can also be seen along the Pike. Automobiles have brought economic changes due to the opportunity to commute much farther to jobs, with the increased traffic and development along some sections of the pike route. Interpretation of growth and development can help the visitor differentiate between the historic landscape, and the modern manifestations of change.

Natural and cultural themes

In addition to the historical and archaeological themes detailed above, the turnpike corridor also offers interpretive opportunities for other intrinsic qualities.

A great wealth of Appalachian culture is represented in communities along the pike, including crafts, music, dance, story telling, and rural life. The Augusta Heritage Center in Elkins works to document the culture and folk life of the region, in addition to offering classes in many of the traditional arts. A number of organizations encourage specific crafts many of which are available to tourists at gift shops. Dances and live music are sometimes available in the communities, especially in conjunction with special events and town festivals. Appalachian Culture will be a primary theme accompanying the Turnpike Interpretation in the Beverly Heritage Center now under development.

Access to and interpretation of the natural and scenic resources provides a prime opportunity along the turnpike. Interpretation can encourage interest in the plant and animal species, encourage hiking and other recreational use of the forest, and include conservation messages. There are

abundant outdoor recreation opportunities, including hiking and biking trails, fishing and canoeing, cross-country skiing, camping, and hunting.

6-3) Interpretation challenges

Due to the unpredictability of visitors and the distances between sites, full-time on-site interpreters are often not practical at the more remote sites. On-site interpretation initially, therefore, will be self-guided and independent of direct personal contact. This situation may change with further development, and increased visitation to the Byway. Tours by reservation, for groups, and for events may be practical, as well as living history interpreters for special events or occasions. Whenever possible, whether full-time or for special events, in-person interpretation is more exciting for most visitors. Visitor centers that serve multiple functions will provide more opportunity for direct contact.

While the turnpike offers a great wealth of interpretation opportunities, this very richness can become an obstacle. This brings an inherent clash between serving the “buffs” that want a great deal of information, and the “casual” visitor who is overwhelmed and discouraged by too much detail. The variety of resources is so wide that visitors could be easily confused, and the important messages lost in the mass of information. It is essential that interpretation keep its primary goal of exciting and challenging the visitor to think, and to want to learn more. Within this charge, the interpretive materials will have the twin challenge of highlighting and concentrating on the most important themes, while at the same time offering a variety of information and opportunities to meet the needs of different visitors. Offering several different targeted brochures will be one way to do this, as well as staying consciously aware of the need to keep the themes and goals of each interpretive piece clear.

6-4) Interpretive Strategies and Products

Written materials

An inexpensive promotional brochure or rack card about the Turnpike, the Byway, and the Alliance should be widely distributed to raise interest. It will make clear where to get further information.

A comprehensive brochure with interpretation on the themes and sites will be the primary information source for most visitors. A single multi-page brochure with map and site instructions is the likely format. Due to the length of the turnpike and variety of resources, care will be taken in selecting and presenting information to reflect the richness and variety of turnpike resources, while also providing sufficient information about sites available for visitation to guide visitors on their travels.

Site brochures or walking tour brochures will be useful supplements needed for major sites, districts, and specific sections of the Turnpike. The already completed interpretive booklet is an example of a special purpose piece, giving considerable thematic historical interpretation that will be invaluable for the serious visitor about the Pocahontas and Randolph County section of the Pike. Specifically targeted thematic brochures can be developed to also serve other natural history and other interests in the western half of the Byway.

More extensive booklets and books will also be desirable to be available for purchase at gift shops, to provide more information for those who want to learn more as a result of their visit. They will also offer a quality purchase to take home from the visit.

Signage interpretation

Gateway waysides at selected locations will offer an attractive introduction to the Byway, and provide tourists with information and interpretive context.

Interpretative waysides at various locations along the pike will give a briefer picture of contributing sites to the turnpike, and explain their context and significance. Natural sites can be included here as well as historical ones. A series of wayside interpretive signs along the initial sections of the Byway has been funded in the Scenic Byways grants, and are currently being developed. They will be coordinated with Civil War Trail interpretive signs focusing on the First Campaign. Funding for continuation of these signs along the rest of the Byway is being sought.

Interpretive signage at major sites will be developed in individual site interpretive plans, and should be coordinated with other Byway signs.

Exhibits and Visitors Centers

Visitors centers will be developed at key sites along the pike, each most likely sponsored and run by different agencies. Each center will make available all brochures and materials. Some such as the Beverly Heritage Center will be specifically Turnpike Interpretive Centers, offering interpretive exhibits, context interpretation for the pike, with different center perhaps specializing on a different theme related to the pike. In other cases, county-run Tourism Information Centers will provide tourism information about the Byway along with their other info.

Museums and historic buildings with displays and exhibits of specific themes will be major attractions that also contribute to the Turnpike story.

Libraries and archives of local and thematic materials will provide a major attraction for genealogists and serious enthusiasts. Collected oral history and videotaped materials can be archived as well as manuscripts, original source materials, books of local interest, and photocopies of materials out-of-print or not easily available elsewhere.

Multi-media interpretation

A promotional slide show about the turnpike history and resources has already been developed, and used extensively in early promotion, education, and interpretive programs for the Turnpike.

A web page for the Byway has been initiated by volunteers, and even in its primitive form has been well received. A full-service web page with both overview and in-depth interpretation is being developed funded by a Byway grant. The flexibility offered by this medium allows for serving a wide variety of interests and niche audiences, as well as giving opportunities for presenting stories not suitable for in-person site visitation. While the primary purpose of a web page is interpretive, it can also serve other functions. The most obvious is promotion and visitation information, with links to existing county tourism sites. The web page can also be useful for internal communications, providing up-to-date information for Byway organization members, stakeholders, and visibility for local residents.

Audiotapes derived from oral history interviews offer an exciting alternative overall interpretation of the Pike, while also preserving and making available the oral history stories. The audio series is available as audiotapes or CDs, as well as for radio programs. They also offer a non-visual interpretive option for visually or reading impaired visitors. Additional oral history

interviews are needed from the western sections of the turnpike, which offer an opportunity for future expansion of the series.

Developing of video interpretation programs will be an important future objective, useful for broadcast and promotion, for educational and school use, and in visitor centers.

In-person interpretation

Each staffed visitor center will offer crucial opportunities for personal contact and answering questions.

By reservation or special occasion tours can be developed to offer more opportunities for in-person interpretation. Visitors Centers with appropriate facilities to gather and provide services for larger groups of people at one time will be necessary to serve tour groups.

Special events, cultural activities, festivals, reenactments, and living history will be encouraged and coordinated with the turnpike themes to provide more opportunities for in-person interpretation, visitor participation, and to encourage increased visitation and awareness of the Byway.

Regularly scheduled tours, site interpreters, and/or living history interpreters for several of the major sites are a longer-term objective for Byway interpretation.

Chapter 7 -- The Visitors' Experience

7-1) Tourism in West Virginia

West Virginia's tourism industry has experienced quantum growth since the late 1960s, when whitewater rafting began drawing attention, guests, and investment into the state. The development of the interstate highway system and upgrading of transportation infrastructure (such as the building of the New River Gorge Bridge), also begun at that time, provided an integral component for further expansion of the industry.

Creative entrepreneurial thinkers conceived snow skiing in West Virginia's mountains, the rehabilitation of properties into small inns and restaurants, a contemporary craft industry, recognition of the state's claim to America's Best Whitewater, and recognition of our terrain as the basis of a world-class outdoor recreation industry, including mountain, rail trail and road biking, rock climbing, backpacking and hiking.

Tourism development in West Virginia has featured a valiant combination of bootstrapping entrepreneurship, unflappable determination, creative adaptation, and resourceful promotion of existing facilities. Lacking capital for development, some tourism businesses have assessed what they had to sell, and promoted it regardless of whether it was "ready for prime time." This strategy can be effective in startup phases, but to mount a tourism industry that competes in the greater American marketplace, providing viable careers and broadscale economic development, it is necessary to determine what markets a region wishes to cultivate and create the infrastructure to serve them. This requires tourism industry education and substantial capital investment.

In the midst of excitement about West Virginia's notable achievements, it is sobering but necessary to do a "reality check," to gauge how the state is perceived as a tourism destination in relationship to other states in its geographic region, and to another state that is similar in geography and demographics.

National research on travelers' behavior and opinions conducted by D. K. Shiflett & Associates (DKS&A) of Falls Church, VA in 1998¹ indicates that in comparison to travelers to Pennsylvania, Ohio, North Carolina, Virginia, Maryland and Arkansas (West Virginia's competitive set), travelers to West Virginia were the least satisfied with their experience. The DKS&A report, drawn from responses to 45,000 monthly mailings to carefully selected test market groups of representative socio-economic strata, yields data pertaining to market assessment, visitor profiles, visitor satisfaction and value ratings. The report states that in 1998, 49% were highly satisfied with their stay, and 46% believed that the destination offered high value for money spent.

In comparison, the DKS&A report states that overall, approximately 58% of the nation's travelers were highly satisfied with their experience and approximately 52% felt they received high value for their money. Of all the states in the competitive set, North Carolina received the most favorable rating for satisfaction and value. Arkansas and Pennsylvania received relatively high value rates, while Maryland received the second highest satisfaction ratings.

How should West Virginia's travel industry interpret these statistics? The research indicates that West Virginia's core base of overnight leisure travelers come to visit friends and family. Tom Dewhurst of DKS&A says that people who travel to visit friends and relatives tend to give lower

¹ "West Virginia: 1998 DKS&A Domestic Travel Report," prepared for West Virginia Tourism, D. K. Shiflett & Associates, Ltd, Aug. 1999

satisfaction ratings. They are not as likely to spend money on top quality lodging and restaurants, and because the numbers are spread across the entire state of West Virginia including those areas that are not developed for tourism, the averages tend to be lowered.

The “drivers” of satisfaction and value include such items as lodging experience (quality and price of room), restaurant experience (quality of food and service and price), quality of signage, availability of information, general friendliness and helpfulness of people, price of gasoline, price and quality of attractions, convenience of design, and convenience of banking facilities and other services.

“West Virginia still has some perception problems in the nation at large,” Dewhurst says, an opinion echoed by Colleen Stewart of The West Virginia Connection, a receptive operating company located in Parkersburg. Both Dewhurst and Stewart agree that once visitors are introduced to regions of West Virginia that are more highly developed for tourism, the perception of satisfaction and value increases markedly.

The development of tourism infrastructure along the Staunton to Parkersburg Turnpike Byway presents an excellent opportunity for carefully planned development that will meet the needs of well-considered markets. New public/private models for investment, development, marketing and promotion can be developed here that could be beneficial for the State of West Virginia, the region and the nation.

7-2) Users of the Byway

Current and potential users of the Staunton-Parkersburg Turnpike Byway are examined in more detail in Chapter 10 Marketing. The range of types of visitors to be expected include

Heritage and cultural tourists such as:

- Civil War history “buffs” and scholars
- others interested in specific historical topics, such as early American history, early settlement interests, lumbering/coal and industrial development, railroad and other historic transportation enthusiasts
- those interested in history in general, preservation, or local history of the area
- individuals and groups interested in rural mountain folkways, arts, cultural, or entertainment experience,
- Individuals and families interested in genealogical research, or specific research or study about area history or themes

Outdoor enthusiasts and ecotourists, especially those drawn by the Monongahela National Forest, including

- hikers, mountain bikers, backpackers, cross-country skiers
- climbers, cavers, whitewater enthusiasts, and other active outdoors activities
- wildlife watchers, birders, interests in wild plants or interesting ecosystems
- tent campers and motor home campers, family campers
- hunters and fishers

- skiers and other vacationers on their way to Snowshoe Mountain Resort or the Canaan Valley ski resorts,

Travelers or drivers touring the roadways:

- driving or motorcycle touring enthusiasts interested in the scenic and travel experience
- “getaway” travelers looking for a variety of new experiences
- travelers whose first concern is business.
- family and friends of current residents in the region,
- Local and nearby residents who travel and enjoy the roadway frequently

When the byway is designated, signed and promoted, businesses and organizations can expect to see an increase in

- day tourists driving from within 50 to 100 miles of any point along the by-way corridor
- multi-day vacationers who are combining interests in history, outdoor recreation and scenic touring,
- special interest tourists who are interested in specific attractions offered or promoted on the Byway, both heritage and outdoor attractions
- group tours of sightseers for such annual events as fall foliage, and specific events, such as heritage festivals and town celebrations, and general touring
- special interest group tours, including students.

What Do Visitors Expect?

When they have been invited through such marketing strategies as media relations, advertising, promotional packages and cooperative cross promotion, brochures and Internet, guests will expect hosts who welcome them, and meet their needs and expectations created by the marketing strategies. They will expect facilities on par with their standard of living and with other promoted tourism facilities they have experienced in the United States. Although much of West Virginia’s appeal is based on its quaint, old-fashioned ambiance, the quality of services and materials such as bedding, linens, furnishings, and style of presentation must be at least comparable or superior to the norms in other tourism regions if the industry hopes to increase its satisfaction and value ratings.

Getaway Travelers

“Getaway” travelers are often singles or couples with a wide age range. They can be enticed to visit the region via the scenic byway in search of rest and relaxation, a change of pace and scenery, and a refreshing glimpse of another lifestyle or culture. They may be outdoor recreationists or cultural tourists. Often they are interested in a variety of experiences and will be responsive to different types of unique authentic experiences, interesting interpretation, and quality services. If they are responding to articles they have read, broadcast media they have seen or heard, or advertisements in various media, they will have higher expectations that must be met in order to capture repeat business and build the region’s reputation as a good travel value. Customers for a new, relatively unfamiliar destination earned through publicity and promotion will expect professional service in hotels and restaurants, well-planned tourism facilities, and conveniences. The potential for cultivating this market depends on how much capital and creative energy is

invested in developing facilities that appeal to this market, and the level of consistent, professional promotion that sells that development.

Families

To satisfy the needs of families, hands-on activities and action-oriented facilities are recommended. Child-friendly accommodations and restaurants are a must to cultivate return visitors. Entertainment activities for children are important, both in addition to and as a part of age-appropriate educational interpretation. Play stations for children that incorporate opportunities for learning about culture and history should be developed along with adult information. Perhaps specialists in family tourism such as Dorothy Jordon of Travel with Your Children, Inc. should be consulted regarding development plans along the route. Opportunities for children to safely leave vehicles to visit observation areas should be a part of the development plan, and perhaps a story line involving children could be incorporated in the interpretive materials that connect sites and time periods. Families will also often include individuals with a variety of interests, so cross-interest opportunities are important.

Group Tours

Group Tourism simply refers to activities involving travel for groups of people. A group may number as few as six, may fill a standard motorcoach of 47 passengers, or come in multiples of hundreds and even thousands. Many tourism properties and attractions base their entire businesses on capturing the lucrative group tour market. A subset is meetings and conventions, which demand many of the same facilities, amenities and attractions as leisure tourism even though their primary reason for visiting a destination may be for business reasons.

Not all group tourism is on such a large scale, and often it is targeted to specific interests that the Byway can attract. Family reunions, war and historic event reenactors, motorcycle touring enthusiasts, college outdoor clubs, enthusiasts of all descriptions who may subscribe to special interest journals, belong to clubs and organizations, or attend events especially designed with their interests in mind—these groups constitute a huge market served by magazines, motorcoach (bus touring) companies, museums, and many kinds of retailers and wholesalers.

Who is in the Group Tour Business?

- Festival and event planners should consider themselves in the group tour business.
- Attractions whose success depends on volume, such as tourist trains, retail shops, restaurants and hotels.
- Developers and marketers of hotel properties should plan new facilities and improvements to existing facilities to at least accommodate group tours, and perhaps to cultivate motorcoach tour business.

The motorcoach industry prefers (and sometimes demands) enclosed, interior hallway access to rooms (rather than room doors directly to the outside), ADA-compliant facilities, elevators for properties where guestrooms are not all on ground level, and usually at least a three-diamond AAA rating, which indicates a degree of sophistication in furnishings and decor, bath amenities, and above-average comforts in addition to standard cleanliness and functionality.

Motorcoach guests prefer dining in main dining rooms, not in inferior, windowless banquet rooms apart from other guests, as if they were second-class customers.

Comfort facilities should offer multiples of at least three toilets each for men and women, making rest stops hassle- and complaint-free, increasing the satisfaction of motorcoach travelers, thus making a route or destination viable for the group travel industry.

Hofer Tours, Inc. of Plainfield, Illinois, an upscale motorcoach touring company that offers historic Virginia itineraries, says to capture the business of one of its standard 47-passenger motorcoaches, a hotel or motel should have at least 50 rooms, and be within range of a choice of restaurants with seating capacity of at least 100. This indicates to the motorcoach company that the property has the staff to comfortably serve motorcoach patrons while continuing to serve its other retail clientele. Smaller properties can cope with the impact of 47 to 50 visitors arriving at once if they can comfortably break the group into smaller parties, which can be rotated to different stations.

The National Tour Association, an organization of motorcoach companies and tourism industry marketers, teaches motorcoach hosts to implement the “Red Carpet Approach,” which entails actually rolling out a red carpet for arriving guests, and a check list of services and tips that ensure the group’s needs and desires are met or exceeded. Exceeding expectations is the way to build business in this highly competitive marketplace of mid-Atlantic region tourism.

Although many who are only superficially familiar with the group tour industry associate it with busloads of little blue-haired ladies, Sue McGreal and Colleen Stewart, two West Virginia tourism business people who act as receptive operators, planning itineraries and making arrangements within the state for motorcoach companies, say there is growth in demand for smaller “executive” bus tours accommodating up to 24 passengers, and that the growing “boomer” market is interested in itineraries that include time for soft adventure activities in addition to road touring. They will “linger longer,” spending more money in the region if it provides easy access, activities, and comfort.

“The baby boomers want a variety of activities,” McGreal says. “They are action oriented. Snowshoe Mountain Resort has developed such activities as paintball, and action facilities such as a climbing wall, BMX track, skate park, activity center, nature study, and crafts component. The resort is trying to hit every angle it can.” The new, younger motorcoach group tourists are looking for schedules that allow them at least a half-day to pursue their own interests.

Both McGreal and Stewart have also observed growing interest in group tours that focus on a region’s history, folkways, customs, architecture, and lifestyles—in short, heritage tourism. Both providing services such as step-on guides for tours coming in, and organizing and running Byway-specific theme-based tour operations offer opportunities for entrepreneurship along the Byway.

Special Interest Groups

Civil War enthusiasts, colonial and Early American history enthusiasts, rail buffs, amateur genealogists, antique collectors, covered bridge enthusiasts, cavers, ecologists, walkers, runners, birders, seniors, singles, single parents, educational organizations—groups can be sorted into literally hundreds of categories according to their interests, and there is probably at least one organization, journal, Internet site, and touring company that caters to them. In West Virginia, groups of secondary school students studying West Virginia history, and college students studying tourism make up a segment of the specialty group tourism industry worth cultivating.

To build and serve these markets, the tourism organization must know the special interest group’s needs and preferences, provide easy access, specific information and interpretation, and whatever special facilities, equipment or services may be required for access, comfort and

convenience. Smart marketers will anticipate specialty groups' needs and desires, helping them find ways to derive the most and best experience during their stay.

Encouraging, preparing for, and “niche marketing” to promote to those special interest groups who will find what they are interested in along the Byway is an excellent way to increase both numbers of visitors and visitor satisfaction at the same time. By appealing to those tourists who are looking for the authentic experience that the Byway offers we will bring tourists who appreciate and are interested in the unique qualities they will find here.

7-3) Visitor Services along the Byway

This section offers a brief summary of types of visitor services available along the Byway, as well as a discussion of some improvements and additional facilities that would be desirable.

Bartow

Bartow has one older-style mid-level motel, as well as another motel a few miles south on route 93. One family dining restaurant (at the motel) and a grill in Bartow. Rest rooms for customers at restaurants. Brochures and information about attractions at the Greenbrier Ranger Station – brochures available 24 hours, information and ADA rest rooms available during business hours. Some gas stations, convenience store, no supermarket.

Durbin

Many of the town's buildings date to the early 20th century, providing the opportunity for a tourism hub for the Turnpike and Forest Heritage attractions. Some buildings are being refurbished and preserved for use in connection with the Durbin & Greenbrier Railroad, a scenic excursion train enterprise that is injecting the area with a renewed sense of purpose and optimism. Durbin Outfitters is working with the train and trails to develop tourism opportunities. Grill and gift shops in town. Gas stations, liquor store, and convenience stores. Cheat Mountain Club high-end lodge is several miles out of town.

Huttonsville

Two historic Bed & Breakfasts, and a guest home rental, leather goods gift shop near Correctional Center, gas station.

Mill Creek

This community is a lively center of local activity. If you go to the Mini Mart restaurant or the Pizza & Sub Shoppe, you get a clear picture of who the locals are and their preferences. One motel, mostly local shopping including grocery store. There's no pretense or self-consciousness. Businesses here serve the local community and its tastes. A couple of craft stores could be developed to serve the tourism market more.

Dailey – Valley Bend

The Rich Mountain Inn restaurant is newly opened in an historic Tygart Valley Homestead building. Serves standard country fare for breakfast, lunch and dinner, geared to local tastes. Has potential to serve the tourist market if developed. Gas station and convenience store, a few local businesses.

Beverly

The 1790 Town of Beverly is the primary hub of the eastern section of the Staunton - Parkersburg Turnpike Byway, and the community that has invested the most effort so far in interpreting the Turnpike and providing Byway information. Its buildings, museums, and collection of historic attractions make it a focal point for visitors. It is easily accessible from Elkins, and is at the trailhead of the Rich Mountain Backway that leads to the Rich Mountain Battlefield. The part of the village that can be seen from the road has quaint aesthetic appeal. It is the natural interpretive center for the Scenic Byway.

Beverly currently has no lodging, but is only six miles from Elkins, which has numerous motels. Beverly has two local diner restaurants, a grocery store, convenience stores and gas stations. Several new businesses have opened in recent years located in historic buildings, with a focus on tourism markets featuring antiques, crafts, gifts, and specialty items. With public awareness of the Byway and promotion of Historic Beverly, an awareness of the growing tourism business is bringing interest in new entrepreneurial opportunities in Beverly.

The Rich Mountain Battlefield Visitor Center, in the historic McClellan's Headquarters building in Beverly, is currently serving as the Byway Visitor Center. Because it also contains offices for RMBF and other organizations, it is staffed year-round and available for Visitor information. It also has an extensive new exhibit on WV Civil War history and the First Campaign, including specifically interpretation related to the Turnpike. Space is limited here though, and the facility can not comfortably serve more than a dozen people at a time. The building is handicapped accessible, but the two small restrooms are not.

Beverly is developing a multi-function Beverly Heritage Center to serve as a Byway Visitor Center, offering interpretation, tourist and group tour meeting space, and accessible public restrooms. This combined use facility in historic buildings in the Beverly Historic District will combine preservation, interpretation, and provision for visitor needs. Interpretation here will focus on turnpike construction and commerce, especially as related to Historic Beverly and the mountain section of the Turnpike, in coordination with the more Civil War specific interpretation, as well as a Appalachian Community Culture exhibit fitting the community into the larger regional context. The Randolph County Courthouse, the Beverly Bank building, the Hill store building, all currently owned by Historic Beverly Preservation, as well as the Bushrod Crawford building owned by RMBF, are being rehabilitated together for this center. The combined facility will provide visitor information, services such as accessible restrooms, and related sales opportunities, in addition to the interpretive offerings.

Historic Beverly is also working together to develop a coordinated Heritage Tourism plan, including preservation, organization, museums and interpretation, and developing sustainable heritage tourism business. The Staunton-Parkersburg Turnpike Byway can be a key partner in this development, with the Byway Visitor Center as a primary interpretive and visitor service component.

Elkins

Elkins is not actually on the S-P Turnpike route, but rather on the historic Beverly-Fairmont feeder turnpike. The extension of the S-P Turnpike Byway designation west is routed through Elkins due to the routing of modern roads. Located 6 miles north of Beverly, it is the largest town in the middle of the Byway with currently developed tourism and commercial infrastructure, and has a full-time tourist information center. With a population of approximately 7,500 residents, the

town is the home of a small, private liberal arts college, and has been cited as one of the best 100 small arts towns in the United States. It boasts a variety of restaurants, an excellent health foods store, antique and high quality craft shops, and 14 lodging establishments from traditional homegrown and budget chain motels, to quality bed & breakfast inns, to Graceland, the refurbished lavish mansion of industrialist Henry Gassaway Davis, which is an inn and conference center. Elkins will be the most accessible and satisfactory lodging location for most visitors to the eastern half of the Byway, and stands to benefit considerably from Byway development.

Buckhannon

Many travelers' services are available, including an historic hotel, motels, bed and breakfasts, restaurants, and gas stations. There are many churches, a hospital, and banks. As the County Seat for Upshur County, Buckhannon has a Court House, sheriffs, and lawyers. The West Virginia Wildlife Center is 12 miles south of Buckhannon on Route 20. The Upshur County Historical Society has a small museum and research facility.

Weston

Near Weston is Interstate 79 where there are motels and restaurants. In town are three antique stores, a visitor center in the former Weston Colored School, and five restaurants. With its proximity to I 79 and its location near the center of the Turnpike, Weston may serve as a convenient stopping point for through travelers along the route, as well as a gateway for those going east or west. A short distance north of Weston is Jackson's Mill 4-H Center, which was Jackson's boyhood home. A few miles south is the Stonewall Jackson Lake and State Park Resort. The Weston State Hospital, an outstanding National Historic Landmark site, is currently undeveloped, but with tremendous potential for tourism impact when successfully restored for adaptive reuse.

Between Weston and Parkersburg

Small towns, scenic vistas, and rural landscapes are found along this rural section of the Byway – a truly rural backroads experience. There are a few gas stations and convenience stores, but little in the way of visitor amenities. There are recreation opportunities in Ritchie and Wirt counties – hunting and fishing, and further on in Wirt and Wood counties- fishing and boating along the Hughes and Little Kanawha rivers.

Parkersburg

In Parkersburg are many fine restaurants, delis, bakeries, pizza shops, and fast food restaurants. For lodging the Blennerhassett hotel is an upscale historic hotel in the downtown area. There are several chain hotels and motels, as well as Bed & Breakfasts. Other services include banking, gas stations, museums, theaters, entertainment, and recreational facilities. The historic Blennerhassett Island State Park is accessible by boat from downtown. An associated Blennerhassett Museum, and the Oil and Gas Museum are both located downtown. The Trans Allegheny Used Book Store is a unique shopping experience in an outstanding historic building, formerly the Carnegie Library. With its many attractions and location at the western terminus of the Turnpike, Parkersburg is a natural for a gateway and visitor center for the interpretation of the Turnpike and the history of transportation.

7-4) Development of the visitor destination

Improvements and services that could enhance the Visitor's Experience

Information and image

Byway identification signage, directional signage, and brochures with directional information help the visitor understand where he or she is, where they are going, and available services such as parking. In person contact at Visitor Centers help visitors feel welcome and answer their questions.

Interpretation in the form of signage, brochures, exhibits, visitor centers, audio, video, and in-person interpretation all highlight the significance of sites and stories along the route.

Increasing visibility of and information emphasis on the Staunton - Parkersburg Turnpike Byway can be the unifying element under which various aspects of recreation and touring are organized.

An attractive, interesting, and easily navigated web site is increasingly important in attracting visitors and serving them during their visit. The web site serves image, information, and interpretive functions.

Attractions services

Develop periodic hub communities with a concentration of attractions and services in one locality. Durbin, Beverly and Elkins are the logical hubs on the eastern Byway, and Buckhannon, Weston, and Parkersburg in the west.

Further develop attractions and coordinate hours open to customers along the Byway and in the hub communities.

Package attractions and offer tours that help visitors easily find and experience what interests them.

Business and entrepreneurial development

Create opportunities for development and marketing of a variety of quality heritage art and craft items attractive to guests. Tie in development and presentation of cultural resources of the Byway with providing sales opportunities of benefit both to the local producers and to the traveling public looking for uniquely appropriate shopping opportunities. Training seminars in creation, production and marketing could help educate potential crafters regarding market potential. Development of a handicraft gallery possibly organized as a producer co-operative, can present heritage crafts as a cultural resource in a venue that can sustain operations and create income opportunities.

Encourage development of new lodging and dining establishments, and encourage existing establishments to be more aware of advantages of offering quality and variety for the tourist market.

Build a coordinated program to promote Byway businesses. Such a program could combine business membership in the Byway organization, quality control review and approval to use the Byway logo on business signage and literature, technical assistance for improving the business offered as a service by the Byway organization, suggestions for signage design that would coordinate with the Byway image, and promotion in Byway brochures and services advertising.

Tourism facilities and services

Increase visitor conveniences such as more public and handicapped accessible restroom space. This is important in the hub communities, along the Byway, and at the more isolated sites.

Create facilities and services for motorcoach groups including “red carpet treatment” for stops in Durbin, Beverly, Buckhannon, Weston, and Parkersburg. Develop facilities for larger groups, meetings, and events to hold activities.

Address the high traffic problem on U.S. 250/219 through Beverly that makes it difficult and potentially unsafe for pedestrians to cross the road in town. Ensure safe road crossings on U.S. 250 in Durbin as well, and other locations where pedestrians will be present.

Develop off-road parking and comfort stations for recreational vehicles at approximate 35-mile intervals along the byway. These could be in the vicinity of Bartow or Durbin, Beverly, and Mabie or Norton, in the east, and Buckhannon, Weston, Troy, Smithville, and Parkersburg in the west.

Packaging of Attractions

Attractions can be packaged together in promotion, tours, and shared ticket packages based on three different ideas. All can be appropriate for use on the Byway.

Packaging of similar cultural attractions together helps to create the scale of attraction to draw visitors interested in that theme. It will appeal to and help serve the tourist who is highly motivated in that interest. For instance, interpreting and promoting the Civil War sites together improves the experience and the story context by presenting a whole campaign instead of just one site, and it offers a combined attraction that will draw Civil War tourists from some distance away to see, where an isolated site might not.

Another approach is to package different types of cultural attractions together, such as a tour that visits both heritage sites and natural sites. This appeals to those with incidental interests in any one type of attraction, such as many getaway travelers and families. By offering and encouraging a variety of experiences, we can give a boost of interest by introducing visitors to the new and unexpected.

The third type of package combines cultural attractions with non-cultural products or services – for instance lodging, restaurant, shopping coupons combined with the attraction visit. Many businesses can participate in this approach to both attract customers and help offer them improved satisfaction with their visit. Promotions or tours by modern industries could be packaged along with related-theme heritage tours. Special events offer another excellent opportunity for attractions and services combined and promoted together.

Tours of various types offer an excellent way to package attractions and serve visitors. Self-guided tour brochures can be based on themes, activities, or logical driving routes of varying length. Guided tours either by a tour guide or costumed interpreter can be offered at individual sites or for a more extended tour, either regularly scheduled or by appointment. Specialty tours to experience unique activities or out-of-the-way places can be an unusual but exciting opportunity for entrepreneurs or outfitters. And many bus tour companies will want availability of local step-on guides to present the local resources to their group.

Development of planned tour itineraries; brochures, trained quality tour guides, and tour opportunities are all recommended projects for the Byway.

Attractions based on heritage themes and resources

In order to attract and please tourists, the first requirement is that they find attractions that they want to see and experience. Demand will ultimately drive future development of facilities and attractions along the scenic byway, but anticipation of needs of the most desirable markets can hasten and increase that demand while ensuring greater visitor satisfaction and a truly viable tourism industry.

The Staunton-Parkersburg Turnpike Alliance could use the excellent American Frontier Culture Museum in Staunton, Virginia as a model and fountainhead of themes that could be further explored and developed. The road reaches across America's first frontier to the historic town of Parkersburg, just across the Ohio River from what was once the Northwest Territory. The road is a natural unifying connection between time periods and developments that dramatically tell the story of American exploration, political struggle, ingenuity, and industrialization.

Staunton's American Frontier Culture Museum was conceived as part of the American bicentennial celebration by an international group interested in demonstrating the several strands of history woven into the fabric of American settlement. Buildings from actual family farms in regions of Germany, Northern Ireland, and England that contributed heavily to American settlement have been transported to the museum, existing a short walk from an 1853 Shenandoah Valley farmstead. The museum, located just off Interstate 81, is open every day of the year except Christmas and New Year's, serving approximately 80,000 tourists each year. Interpreters at each of the farms actually take care of the animals, do farm chores, and engage in continuing research about lifestyles in the regions, and local immigration to America.

Living history demonstrations similar to those at the Frontier Museum, either as special events or as full-time attractions where feasible, make an exciting and popular way of presenting historic sites and cultural folkways to the public. Stops along the Scenic Byway can be developed to each tell its story in exciting ways. Union and Confederate soldiers could maintain encampments. Native American villages and campsites can be interpreted, as well as early settlement forts and cabins. An early farmstead could be interpreted with original buildings, such as those dating back to 1806 that still stand on the property of the Cardinal Inn. The town of Beverly can offer walking tours, historic home tours, museums, shops, and activities focused on a mid-19th century market town; while Durbin can offer buildings, attractions, and shops illustrating an early-20th century lumbering town. Smithville, Mill Creek and Frank can also be interpreted as examples of different early 20th century industrial complexes. The Tygart Valley Homesteads offer a well-preserved example of a 1930s New Deal community. The interconnecting stories of the families who settled the region and created its history are great material for entertaining displays and updated forms of historic drama (as employed at the Frontier Museum) that emphasize authenticity while also offering entertainment.

Transportation between sites or at specific stops could include a variety of vehicles and modes of travel such as stagecoach or wagon travel with stops at genuine stagecoach taverns and hostleries; or rides along the turnpike in an antique car; scenic railroads that take visitors into the wilds of Pocahontas and Randolph Counties providing glimpses into old cultures and ancient wilderness landscapes; hiking and biking between sites and along backroads and previously abandoned sections of the turnpike, as well as on cross-country mountain trails and rail-trails.

With creative development and interpretation, while retaining an emphasis on authenticity and maintaining the original fabric of the communities, the entire Scenic Byway could become an exciting and unique interactive museum of time periods.

Development of these themes and materials could provide entrepreneurial opportunities and employment for people in the creative arts, crafts, administration, marketing, and support services. Both developing and operating the sites and attractions, and the businesses that serve the visitors, offer economic community development opportunities for the Byway communities.

Communities along the byway would be encouraged to view their communities, architecture and culture through the prism of visitors to whom it is interesting and unique. One possibility for a unified approach would be through a single not-for-profit corporation that provides development capital, administrative and marketing support services. A single cooperative entity could provide the critical mass necessary to make a substantial economic impact, and provide not only for the development of first-rate visitor services but for an employment structure that could support insurance and benefits for full-time workers, an interesting array of part-time jobs, valuable experiences for people entering the job market, and internship opportunities in marketing and management for students pursuing careers in professional hospitality, tourism, and related fields such as historic preservation.

With cooperative planning, focusing on authenticity, and appealing to visitors who prize this cultural experience, increased tourism can be encouraged which will bring economic benefits and jobs to the community, while avoiding and minimizing the negative aspects tourism development that over-commercialization and lack of respect for the local culture have produced in some areas. The broadening of perspectives is one of the benefits of cultural tourism. By resurrecting or preserving historic elements important to the foundation of various communities along the Byway and using them as the motifs for design of future facilities and attractions, their protection and conservation could enhance both the visitor's experience and the quality of life for the contemporary communities.

Snapshots of a Potential Future: A Vision of The SPT Byway in 2015

The entire Byway has been designated and promoted nationally as the Staunton-Parkersburg Turnpike National Scenic Byway. Visitors can buy one ticket to all or sets of attractions along the Byway at terminals such as Staunton and Monterrey, Virginia; Bartow, Durbin, Beverly, Elkins, Buckhannon, Weston, and Parkersburg.

A coordinating private non-profit corporation administers employee benefits and programs for some attractions, and marketing, planning, development and fundraising for the Byway as a whole. Uniform days and hours of operation are established and maintained for SPT sites along the byway and backways. This STP Alliance plans and promotes year round activities along the Byway, cooperatively staffing museums and sites critical to the interpretation of the route.

A wide variety of touring and attraction options are available, designed to accommodate tourists' budgets ranging from modest to lavish. From backpackers to luxury inns, each visitor can find the unique mix of experiences that suit his interests.

Drivers can explore the Byway at their own rate, stop at the scenic overlooks and interpretive waysides, and listen to exciting audio tapes interpreting the life along the Byway as they drive. For those that prefer a guided tour experience, dynamic trained tour guides offer small or large group tours along the Byway and for specific sites.

With transportation history as a major theme, tourists are offered a variety of transportation options to experience. They can book various kinds of passage on sections of the Turnpike, depending upon the desired length of their excursion and their budget. First class would be a plush 'cadillac' stagecoach drawn by four to six horses. Other classes could involve buckboards or

wagons typical of the mid 19th century. Excursion trains probe into the wooded wilderness, or take visitors on a day trip from Elkins to Beverly & Dailey. Antique automobile rides also explore selected backways. Bicycle touring companies lead multi-day tours along safe bike paths developed near the byway and its backways. Horseback riders, mountain bikers, and hikers can all be found along sections of the byway and backroads. Natural and outdoor recreation opportunities are available through the Monongahela National Forest, as well as at a variety of other sites along the Byway.

Tourists can stop for a meal or overnight lodging at such authentic stagecoach taverns as Traveler's Repose at Bartow, the Coach House at Staunton-Gate near Weston, and a variety of other rehabilitated historic properties.

Excellent arts and crafts are available in shops all along the byway, with emphasis on period crafts appropriate to each community. One might be a major craft community at Dailey, formerly Eleanor Roosevelt's planned Tygart Valley Homestead community. Finely crafted furniture made of local hardwoods, pottery, leather items, and other quality items are available here or by order. A craft school also operates here, teaching quality craft production techniques. The Homestead is interpreted with an exhibit center and driving tours. Waitresses in the restaurants are dressed in 1930s attire. A restaurant and evening entertainment area features menus and music reminiscent of this period.

At Beverly, the Beverly Heritage Center is a Byway Visitor Center interpreting the Civil War history of the Turnpike as well as Appalachian Community Culture. A variety of historic buildings are open as craft and antique shops, museums, or for activities. Many venues offer interpretation and sales opportunities together, such as the Lemuel Chenoweth House and Antiques featuring the famous local bridgebuilder. Historic buildings feature working craftspeople, who both demonstrate and sell their wares. The Logan house research library also interprets Turnpike construction and surveying. The historic 1808 Courthouse interprets early Beverly history, and the David Goff house the Beverly Union Hospital. Rehabilitated meeting space in town can be used to accommodate special events, meetings and small conventions, family reunions, along with theatrical events, traditional music and dancing. A historic Inn and theme restaurants serve visitors in traditional style. Public comfort facilities are available here as well as central offices for the Staunton -- Parkersburg Turnpike Alliance.

Confederate soldiers at Camp Allegheny or Camp Garnett, Union soldiers at Fort Boreman, Cheat Summit or Rich Mountain will share their camp experience with the visitors, and show them a first-hand tour of the site. Battles and larger-scale reenactments are held as special events on a regular basis.

The impressive Weston State Hospital is rehabilitated as a multi-use site providing extensive economic development opportunities, plus museums including transportation, Civil War, and social service and mental health themes.

The authentic backroads experience on the drive between Weston and Parkersburg features interpreted stops sharing tales of settlement and commerce, underground railroad, Civil War conflict and industrial development. Rural farms line the roadside, while accessible woodlands offer recreational access. Restaurants, shops, and Bed & Breakfasts have developed in some of the rural Byway communities, providing jobs and opportunities for local residents. Communities all along the Byway reap the economic benefits of a well-marketed tourism industry.

Chapter 8 Signage

Good signage strategically placed is essential to a pleasant and safe visitor's experience as well as integral to effective marketing. Signs are badges of identity that convey several kinds of information at a glance. The gilded and carved wooden signs familiar to travelers in New England are meant to convey "expensive good taste." Some other Scenic Byways, such as the Historic Columbia River Highway and Cascade Lakes Scenic Byway in Oregon, offer outstanding examples of context-sensitive design, gateways, and signage. By studying such examples similar ideas and principles can be adapted or incorporated in development of the Staunton – Parkersburg Turnpike Byway.

Billboards along a highway intend to serve demand for travelers' immediate gratification; but billboard overload cheapens and obscures the landscape. New billboards are not allowed along designated sections of Scenic Byways.

The objective for Byway signage is to provide clear information that the traveler needs and wants in a way that is attractive and contributes to the Byway experience, rather than detracting from it.

The West Virginia Byways program and West Virginia Department of Transportation provide specific Byways signage along designated Byways and Backways. In addition, certain types of directional and informational signs can be available. All signage erected along the public roadways of the Byway must meet Department of Transportation regulations.

Turnpike "gateways" at each major trailhead or Byway entrance will be identified by Byway signage. These gateways will enhance public identification of the Byway and provide information about the Byway opportunities. In addition, signage along the Byway will provide reinforcement to visitors that they are still on the Byway, and give them all the information they need to find and enjoy the Turnpike attractions, interpretation, and services.

A comprehensive signage plan will be developed in cooperation with the WV Department of Transportation and Byway program to address these needs. Existing DOT regulations provide for specific Byway and site identification signage. Cooperation with those SPTA partners familiar with local attractions, needs, and traffic patterns is essential in determining the best placement for designated signage. In developing the specifics we need careful planning to provide visitors with optimal information, stay compliant with existing regulations, and also keep signage minimally intrusive along the Byway.

Although the highway signage uses only the DOT approved logo, a unified logo and look specific to the Staunton-Parkersburg Turnpike is highly desirable for all other purposes. Ideally this motif will be coordinated along the entire Byway, including the Virginia sections. The symbols or icons should be easily recognizable, and used consistently on brochures, printed materials including advertising, and other types of public communication. The logo that has been developed based on a wagon wheel has already achieved some visibility. Continuing to use this logo, or a close variation on it, may be best.

Road signs should reassure travelers that they are on the correct route, announce locations of specific sites in plenty of time for travelers to make decisions, and also facilitate identification and use of interpretive waysides, located in properly designed roadside pull-offs. The state Scenic Byway signs will provide recognition and way finding along the route. Existing program

identification signs for historic sites and visitor services will be used to help visitors find the attractions they are looking for. This SPT logo should be used on brochures, interpretive signs, and on-premises signage for participating Byway businesses and attractions. Using the logo consistently and as frequently as possible will help to provide strong viewer identification.

Signage Planning

Careful, thorough integration of regulatory, interpretive, warning and directional signs should move visitors along the scenic byway and its backroads in a safe and efficient manner. Development of a detailed signage plan specifying exactly what signs are advisable in each location is an urgent priority recommendation. The West Virginia Division of Highways (WVDOH) Guidelines will be used in developing the plan. These Guidelines are those provided by the WVDOH, and are enumerated as follows:

WVDOH Guidelines

- When the Heritage Trail is routed over a state maintained highway, the Division of Highways (DOH) will furnish and install signs along the Heritage Trail to guide unfamiliar motorists who are following the Heritage Trail.
- The signing to be installed by the DOH will typically consist of a 24" by 24" Byway or Backway Symbol and an appropriate 21" by 15" arrow on the approach of an important intersecting road to the byway or at locations where the byway turns at an intersection. In addition, a Byway or Backway Symbol without an arrow will be installed just past the intersection where a byway turns and also at 3 to 5 mile intervals along the Byway or Backway.
- The standard West Virginia Byway or Backway Symbol sign shall be used for all signing. No logos unique to a specific Byway or Backway shall be installed on DOH rights of way. The name of the Heritage Trail can be displayed within the body of the sign.
- Signing to interpretive facilities shall consist of a 24" by 24" Byway Symbol, a 24" by 18" plaque with the name of the facility, and a 15" by 21" arrow. No separate logos will be installed.
- We will not use signs for historic districts, nor mileage signs, or visitor center signs. We will not sign facilities that are closed to the public, nor places without a safe pull off area for at least two cars. We will not sign loops or spurs off the byway. Signing will not be installed on approaches to the byway from minor county routes.
- On approaches to the byway on major roads such as Interstate 79 "Left 500 Feet" or "Right 500 Feet" plaques should be placed under the Byway Symbol sign.
- We will develop a map to be provided to motorists who intend to follow the byway. The map should be keyed using a numbering system to relate to sites in the field.
- Signs will be used to direct motorists to the historical district information center and not simply to the historic district.
- Up to date Kiosks will be provided to get the attention of motorists.
- Within a designated historic district, numbered sites will correspond to a walking tour brochure that may be obtained at a kiosk, or a visitor center that is open during regular operating hours.
- No signs will be placed on a state right of way without specific written permission by the DOH.

- Museums that have been approved as meeting the listed guidelines may be signed.
- A portion of the Byway corresponds with Appalachian Corridor H. No historic markers will be placed along this portion.
- Historic markers may be placed with the consent of the Department of Culture and History in areas sufficient to accommodate at least two vehicles, and behind a guardrail, or absent a guardrail, at least 12 feet from the edge of the pavement.

Gateway Signage -- Attractive and informative gateways will provide a strong welcome, a visual identity for the Byway, and information for visitors.

The gateway at the Virginia / West Virginia state line at the top of Allegheny Mountain has a rudimentary pull off at the Backway intersection, with a plethora of single signs stuck haphazardly on both sides of the highway. Signage at this location badly needs to be coordinated to introduce visitors to the Byway and to West Virginia. The concept of an attractive and developed gateway wayside, including multiple signage and visitor information, is strongly advised regardless of the particular site and design that are chosen

Another initial gateway is at Beverly. As a major attraction as well as gateway to the Byway and Rich Mountain Backway, a staffed interpretive and welcome center is particularly appropriate in addition to gateway signage. The other major gateways are at Weston and Parkersburg. Use of similar design elements at various gateway locations, would provide common identity as well as information.

Interpretive Signage -- The Division of Culture & History's historic markers are readily recognized by state residents and in many cases have been in place long enough to be historically significant themselves. New historic markers can also be arranged if supported by a local sponsor and may be an appropriate interpretation tool in some locations. They have two major drawbacks. One is the limitation of type and amount of information they can contain – the length is limited and they can not accommodate graphics, use of headlines, or other visual means to enhance the text message. The other difficulty is that usually these signs are placed along roadsides with no provision for warning travelers of the sign ahead, and no wayside or pull-off for the traveler to stop and read the sign. Since the messages are too long and the text too small to read from the road, this means many of these signs are essentially useless and unread at best, and can be actively dangerous to drivers attempting to stop in unsafe locations or trying to read them while driving.

This CMP strongly recommends that interpretive signage along the Byway be located at safe waysides or pull-offs along the Byway. They can either be located on adjoining property, or on highway right-of-way with an extended shoulder, as seems advisable in each location. If possible, each wayside should have advance signage with the SPT logo, ¼ mile in advance, warning motorists of a wayside ahead. At the wayside, if there are existing or planned historic markers they can be placed where they can be safely read from the wayside. Most of the new interpretive signage for the Byway should be low-profile fiberglass-embedded or equivalent interpretive signs that support graphics and visually exciting interpretive messages. The design will be coordinated whenever possible with interpretive signs at the individual sites. Each wayside will focus on one theme or subtheme of the Byway. In some cases they can be combined with historic sites, walking trails, picnic facilities, or scenic overlooks as appropriate.

Advertising signage – It is essential both for the visitors and for businesses that advertising signage be clear to convey business services and information. Yet it is important to the Byway that such signage be attractive and not detract from the Byway experience. The Scenic Byway program prohibits future billboards as off-premise signage, and permits for new billboards will not be issued. According to the sign control regulations as enforced by Division of Highways, on-premises signage of one sign no larger than 150 sq. ft is allowed up to 500 feet before a business in each direction, and in addition signage is allowed within fifty feet of the business.

These permitted signs should be quite sufficient to advertise the location and promotion of Byway businesses. They will be even more efficient if combined with a coordinated program to promote Byway businesses, including suggestions for signage design that would coordinate with the Byway image, use of Byway logo, and promotion in Byway brochures and services advertising.

One difficulty with the existing regulations is there is no provision for providing signage along the Byway for businesses that contribute to Byway services but are located a short distance off of the roadway – thus not qualifying as on-premises signage. Signs for such businesses of appropriate size and design seem to be a different situation than large billboards advertising unrelated commercial activity. Yet they are treated the same in DOT regulations.

An exception to the sign control regulations is called the “segmented out rule” which allows the byways program to agree to exempt specific segments of the Byway that are largely commercial and industrial and which do not contribute to the intrinsic qualities. These sections can be established on a case by case basis when signage requests are filed. The Byway organization, with assistance from a designated review authority in each county that includes local representatives of the Byway organization, will be responsible for reviewing such requests. This review may approve segmentation if the requested sign is in an area with existing intrusions or commercial/industrial activity, and may deny the request if it would impact the intrinsic qualities of the Byway.

The maps in Appendix C indicate those areas of the Byway that are currently in commercial or industrial use. Segmentation upon request will be approved for commercial and industrial areas. Segmentation will not be approved for areas with identified historic and natural/recreation sites that retain their significance and integrity. Those areas on the maps indicated as forest, agricultural or residential are considered to contribute to the scenic intrinsic qualities of the Byway, and are assumed in most cases to be inappropriate for outdoor advertising. However, the Byway will review and consider segmentation requests in these areas, and may possibly allow segmentation if the area in question has little integrity, pre-existing intrusions, or the requested sign is considered to not intrude on the Byway intrinsic quality at that location.

The maps and intrinsic quality inventory lists may be reviewed and updated on a periodic basis, and modified based on new information or changes in sites, conditions and land use patterns. The Staunton-Parkersburg Turnpike Byway will seek to enforce the outdoor advertising regulations on the Byway in a way that protects the intrinsic qualities and maximizes the Byway experiences, but at the same time balance that with the need to provide information for travelers and support appropriate business development along the Byway.

Chapter 9 -- Administration and Management

9-1) Stakeholders and public participation

Initially, the Staunton-Parkersburg Turnpike Alliance (SPTA) was a collaboration of interested partners representing a variety of organizations, agencies, and individuals in Randolph and Pocahontas Counties, with discussion and participation from Highland County, Virginia. Each of these areas independently became interested in developing and connecting its historic sites, and the collaboration worked well to coordinate those efforts. Early support from the American Battlefield Protection Program of the National Park Service, the Beirne Carter Foundation, the Claude Worthington Benedum Foundation, and the U.S.D.A. Forest Service helped fund initial projects.

In preparing the Byway nomination, additional outreach was made to local and county governments, civic groups, and other stakeholders. To raise grassroots awareness and support, the SPTA held several public meetings at various locations along the Turnpike to make direct contacts with groups who had not previously been involved.

In the development of this CMP, two types of public meetings were held. A number of focus groups met on a regular basis to discuss resources and issues and make recommendations for the CMP. The active focus groups were: cultural (dealing with historic, cultural, and archaeological resources); natural (dealing with natural, scenic, and outdoor recreation resources); government and roadway (dealing with governmental jurisdictions, planning, and highway issues); and tourism (dealing with tourism and marketing). Participants for these groups were drawn from volunteers and representatives of other groups in the region with expertise in those issues, with particular effort made to involve more partners than had been active in the original SPTA. These focus groups identified existing resources, discussed goals, objectives, and strategies, and made recommendations for Byway development within the area of their focus. In addition, a Byway Steering Committee made up of representatives from each focus group helped to bring the information together. The four goals identified in this plan were synthesized by this Steering Committee from the work of the different focus groups.

Public meetings were held in four locations along the initial Byway – Durbin, Huttonsville, Beverly, and Coalton. Each of the goals was presented and comments collected from the participants about each area. Questions about the Byway and future plans were answered as well.

In expanding the CMP to serve the middle and western sections of the Byway, additional public meetings were held in Elkins, Parkersburg, Buckhannon, and Smithville. Discussions there included the Byway program and its effects, including the outdoor advertising impacts; SPTA goals and objectives, and discussions of intrinsic qualities and community needs in each locality.

Participation was particularly good from the citizens of the smaller communities, but we found weak spots in participation in some areas, particularly from some of the town governments. Future outreach efforts will want to concentrate on making personal contact with key groups and leaders, and making sure that Byway information is more widely disseminated. With the increased visibility as the Byway is developed, this task will become easier.

9-2) Management Structure and Functions

The SPT Byway needs a management structure that will serve to coordinate and follow-through with the activities outlined in this plan. Such a structure should be strong and dynamic to

provide leadership and manifest the Byway vision, while also providing the services and coordination needed. This organization should supplement and work with existing agencies and organizations without unnecessary duplication of administrative resources.

Formalizing the Organization

One option was to continue the operation of an informal collaborative organization made up of partners contributing to the Byway. The original Staunton-Parkersburg Turnpike Alliance served well to bring partners together, build enthusiasm, and serve as the nominating organization for the Byway. With the assistance of various partner organizations as fiscal agents, the informal SPTA managed several projects, including events, interpretive materials, and the first draft of this CMP. As a long-term management agency, however, the informal organization had several weaknesses. One is the dependence on flow-through organizations to receive money, when each organization has its own original priorities and constituency to consider. There is difficulty in follow-through, which becomes more critical with multiple projects underway. Another drawback is a weakness in public perception and visibility. And, inevitably, to undertake development of the scope identified in this plan, there will be a need for professional staff. Volunteers and contributions of staff time from partner organizations are always welcome and will continue to be desirable and necessary, but can not be relied on alone to maintain the continuity and level of effort needed for this project.

A formal non-profit corporation has now been established, which has benefits in being eligible to receive many more types of grants (including DOT Scenic Byways grants), in being able to receive tax-deductible contributions, and in having a formal accountable structure that is visible to its constituency. An independent organization, with its own bank account and staff, will be able to work more effectively across geographic lines and interest groups, will be more visible and more accountable, and potentially, much more effective.

The Alliance membership will include the contributing organizations, agencies, and jurisdictions that can be identified and who express interest in participating, as well as individual residents, landowners, business operators, users, and other stakeholders along the Byway. The membership group will function largely to gain input from the members as to the needs and desires of the stakeholders, success or problems of implementing the CMP, and to disseminate information on efforts and progress along the Byway. Full membership meetings once or twice a year can offer programs and reports on Byway efforts, and regular mailings or newsletters can keep members informed and in touch with activities. All participants in CMP projects will be included in this group.

This group is best structured on a membership basis so that members feel ownership in the organization. A nominal individual membership fee is recommended to encourage participation, with a somewhat higher business/organization rate. Donations at higher levels can be encouraged, as well as sponsorships or higher rates for promotion or other benefits. The basic membership fee should be adequate to cover administration of the member database and newsletters, while the donations and sponsorships can over time help to defray some of the organization's costs.

Partner organizations will be members, but will in addition have a special role as active participants in some segment of the Byway. In most cases they will have specific interests in a site, type of resource, or business activity that is a subset of the Byway activities. By furthering their own interests and projects, sharing information about their efforts and coordinating with other Byway plans, and by cooperating and contributing directly to the Byway coordination and promotion efforts, they will be furthering their own goals as well as working together towards the Byway goals.

Overseeing the actual development of the Byway will be the responsibility of the Board of Directors. The membership on the Management Board should be representative of the variety of partners and the geographic extent of the Byway, but should also be composed of representatives who are willing to make the commitment to attend meetings and participate in the activities of the Byway. The primary staff people should be active participants with the Board of Directors.

A key to the success of a single organization for the entire Byway will be the operation of regional groups. Whether organized by county, or by a group of counties in proximity, these regional groups will provide the on-the-ground work and partnerships it will take to make this project work, and to build and keep local support. Representatives from the regional groups can then be sent to the Board of Directors to help coordinate efforts along the whole Byway.

The staff needed for the organization will include:

- An Executive Director to oversee management and resource development activities

- Office support staff

- A marketing director with tourism promotion and development skills

- Community relations coordinator(s) -- either one person who travels, or separate coordinators in each region

Some of these roles may be initially combined with others, or may be part-time positions depending on the funding available and the pace of progress on the projects, but the work outlined in this plan could easily support several full-time professional positions. Initially, such support will need to come from grant sources, and request for such funding is included in the CMP recommendations. This is a major benefit to seeking National Scenic Byway designation, since only National Byways are eligible for grant funding for staff. Ultimately, once the services and businesses have been developed and tourism revenue from the Byway is significant and has been demonstrated, then business and local governmental support for professional and staff services can be sought. Until such time as staff can be funded, consultants working on specific grant projects, staff of partner organizations, and volunteers will provide the team to begin implementing the Byway plan.

Partnerships

The participating groups that have so far shown the most willingness and organizational capability to actively contribute to the development of the Byway have been Monongahela National Forest, Pocahontas County Tourism Commission, Pocahontas County Communications Cooperative, Rich Mountain Battlefield Foundation, Historic Beverly Preservation, Randolph County Historical Society, Hackers Creek Pioneer Descendents, Upshur County Historical Society, Weston Historic Landmarks Commission, Gilmer County Historic Landmarks Commission, Mid-Ohio Valley Regional Council, Wood County Historical and Preservation Society, and Wood County Scenic Byways Coalition. A number of other partners have also contributed, but either have fewer resources available to offer, have focused on a specific project, or have enough higher priorities that their participation in this project to date has been limited. The Monongahela National Forest spans two counties, and they also manage many of the intrinsic resources in the eastern section of the Byway.

Increasing the degree of participation of key county agencies such as Convention & Visitors Bureaus, County Development Authorities, and County Commissions, as well as closer

cooperation with Chambers of Commerce and various tourism development efforts will greatly strengthen the Alliance.

Much of the initial focus of the SPTA was on the historic resources, but for the Byway it is important to include the natural, scenic, and outdoor recreation opportunities as well. Involvement of outdoor interest groups such as the Highland Trails Foundation and the Nature Conservancy can provide new opportunities and outlooks.

Continued strong participation and action by the partnership organizations will be essential for the success of the Byway. Partners will remain responsible for their specific projects, and for providing continued resources and participation. In addition, by keeping the partners actively involved, individual buy-in and sense of ownership is increased, which helps maintain participation, cooperation, and stewardship.

In all counties, building more grassroots awareness and support is essential, including contacts, involvement, and activities with existing community organizations including civic groups, schools, and churches, involvement with and support from local governments, and encouraging involvement in Byway projects and activities. This participation is not only important from an administrative viewpoint, but also in support of the stewardship goals. By developing broad-based grassroots community involvement, the Byway can increase its available resources and manpower, build citizen support, and contribute to community development, local pride, and enhanced quality of life. It is essential that the Byway serve the local citizens as well as the tourists, and developing broad-based participation and stewardship is the most important avenue toward this goal.

Assignment of responsibilities

The Board of Directors will be responsible for setting policy, fundraising, and overseeing practical administration. The Board will work with and direct the staff in coordination and development of projects and ongoing management of the Byway.

The Board and Staff, working with the partners, will develop an annual workplan, and will review and report on project progress and workplan accomplishments annually.

The staff will coordinate meetings and communications, carry out those projects directly attributable to the Byway organization, and coordinate the various other projects being undertaken by different partners under this plan. The administrative functions that will be necessary will include:

- Coordination and sharing information such as scheduling and coordination of meetings; communications between partners and projects; dissemination of minutes, reports, and newsletters; carrying out and keeping track of progress of development projects; gathering input from and communicating progress to members and stakeholders; public relations, press contacts, and outreach to the public; answering inquiries from the public and potential tourists;

- Financial and project accountability including coordination with DOT and other state agencies; grant administration and financial accounting for organization funds; coordinating information on financial activities of Byway partners;

- Long-range marketing including development and implementation of an extensive professional marketing plan for promotion and marketing both in-state and out of state; tracking visitation, economic impact, evaluations, and results; and assisting the Board in

seeking out funding sources for development and sustained operations of the entire Byway effort.

If funding for staff is inadequate for these tasks, then substantially more participation in administrative functions will be needed from the Board and from partner organizations to ensure that needed tasks can be completed.

Partner organizations will take responsibility for developing and carrying out specific projects listed in the action plan, with support and coordination between projects from the Byway organization. It will not be the responsibility of the SPTA Board or staff to carry out individual projects, except those that are separately and individually assigned there. Partners will also be essential in providing financial and manpower support and matching funds to make the Byway organization possible.

In order for this partnership approach to function, it is essential that a number of partners be willing to make substantial contributions, and to continue to do so over time. The Byway organization is composed primarily of its partners, and the work will need to be shared by all.

The SPTA membership will provide the grassroots support for the Byway projects; information flow to the management about needs, problems, and successes; and a pool of potential donors, volunteers, and stewards of the Byway resources. All members will be encouraged to think of the Byway as their resource, and to participate in the projects in a variety of ways. The benefits of the Byway will accrue to all the members and the entire community, and their participation will bring the Byway vision to life.

Financial Administration

The SPTA Byway staff and board will coordinate all financial administration for the Byway in a professional and accountable manner. Those grants, memberships, donations, and revenues that come directly to the Byway will be held and administered by the Byway organization. The individual partner responsible for each project funded through or by partner organizations will administer the grants for their own specific projects. All cooperating partners who are working on projects will send an annual (or more often) accounting of their income, expenses, progress, visitation tracking and evaluation for their Byway projects to the Byway organization, so that a combined accounting of Byway activity can be compiled and made available to the Byway partners.

9-3) Funding Sources

Initial start-up funding may be available from grants, but for long-term sustainability the SPTA as the Byway coordinating organization will need dependable on-going sources of support. An inherent difficulty in the partnership approach is that to the extent that businesses and attractions are operated by partners rather than the Byway organization, those partners will be the ones receiving the revenues, even though those revenues are increased and in part derived because of the coordinating and marketing work of the Byway. This is compounded by many of the attractions being free to visitors, although they still are costly to maintain. Thus it will be necessary either to find ways to derive direct revenue from the Byway and its attractions to maintain the Byway services; or have the commitment from the revenue-generating partners that they are willing to support the Byway efforts that they are benefiting from.

Some of the types of potential funding are discussed here. Some are applicable for operations of the Byway organization, others for partners pursuing specific projects. Most are appropriate or targeted for only specific types of activities.

Federal or State Government grants

Scenic Byway grants are Federal transportation funds administered through the West Virginia Department of Transportation. They can offer significant targeted start-up funding for Byway CMP and implementation. The grants associated with the Staunton-Parkersburg Turnpike Byway to date are:

Corridor Management Plan and Implementation (Randolph County Development Authority fiscal agent). \$60,000 total project has funded CMP development and product for initial Byway section, public outreach and planning associated with the CMP, interpretation development for audio history project, and interpretive signs along Byway in Pocahontas and Randolph Counties.

Interpretive Materials Grant (Rich Mountain Battlefield Foundation fiscal agent) \$30,000 total project. Funded oral history collection, audio history development and artwork, improvements and accessibility to Visitor Center in Beverly. (complete)

Corridor Management Plan Extension (Rich Mountain Battlefield Foundation fiscal agent) \$24,000 total project. Complete CMP for whole Byway including western section, maps and marketing plan.

Beverly Bank and Courthouse Visitor Center (Historic Beverly Preservation) Purchase and rehabilitation of Beverly Bank and Randolph County Courthouse for use as Byway Visitor Center

Brochure and Web Page (Staunton-Parkersburg Turnpike Alliance) \$40,000 Development of high-quality brochure for the Byway, and a web page, including maps for use in these materials.

Projects associated with a Scenic Byway may also be eligible for some other types of transportation funding.

State grants are available for specific types of projects, such as building preservation from the WV Historic Preservation Office; arts and performance grants from the Arts and Humanities Division; and advertising grants from Department of Tourism. Direct state appropriations or Fairs and Festivals funding can also be possibilities.

Many federal programs or grants can be applicable to different projects and some have already been used on the Turnpike, such as American Battlefield Protection Program – National Park Service funding for Civil War battlefields and USDA Forest Service cooperative projects. Further research on applicable grants for different types of projects is needed both on a state and federal level.

Non-profit and foundation grants

Foundations supportive of Civil War and historic preservation; tourism development; community economic development; and those who have specific interests in West Virginia are prime candidates for grant requests. Use of foundation grants to match other funding or encourage challenge donations can often be helpful.

Local government sources

Local revenues are often limited or already allocated to current organizations. Working along with established agencies and through existing channels is the best way to get the Byway locally involved and supported.

Corporate contributions and sponsorships

Support from businesses who benefit, directly or indirectly, from the Byway offers a good opportunity for long-term funding support. The obvious methods such as using co-operative advertising, and memberships, donations and sponsorships from Byway businesses will help provide some operating funds. Seeking out creative opportunities such as development of franchises, finding new capital investment, and other types of corporate involvement can assist the Byway in becoming self-sustaining for the long term.

Private donations

Member donations and local organization support will be essential both as revenue and in maintaining member involvement. Careful fostering of large donors deserves attention, as well as well-planned fundraising activities. Care will need to be taken that the Byway organization not become a competitor to existing partner organizations who also look to local sources for fundraising. Cooperation, not competition, will be key.

Revenue sources

Developing of earned income from Byway revenues will be a significant component in long-term sustainability. This can include sales of gift and interpretive items, admissions fees, events, and business receipts. Coordination with partner organizations to ensure that an appropriate share of Byway revenues goes toward Byway operations will be important.

Chapter 10 -- Expanding the Byway

The historic Staunton-Parkersburg Turnpike connected the upper Shenandoah Valley of Virginia at Staunton with the Ohio River at Parkersburg. While the initial nomination of the SPT Byway was specific to the sections of the Turnpike in Pocahontas and Randolph Counties of West Virginia the vision has always included working towards a much more comprehensive treatment of the Turnpike and the region it served. By furthering outreach both across the geographic areas traversed by the turnpike, and linking with other area attractions that share common themes, a much more extensive, and exciting, tourism experience can be created.

10-1) Extending along the Turnpike

Extending the Byway west to Parkersburg was nominated by the SPTA and by local leaders in the western counties. Two separate nominations – one for Randolph County beyond Beverly, Upshur, Lewis, and Gilmer Counties; and one for Ritchie, Wirt, and Wood Counties -- were approved by the West Virginia Byways program in summer of 2000. This corridor management plan draft includes the resources and input by stakeholders of Byway all across West Virginia.

The entire Byway will be operated as one entity, with local contacts and partnership groups in each county or region. With approval from the state Byway coordinator, the original CMP for the initial Byway section has been adapted here to include the local resources and issues from all areas of the Byway, and thus avoiding the duplication of multiple CMPs. Only one formal organization will be needed, with appropriate representation from each area, and the expertise, resources, and marketing efforts will be available to all. Continued strong encouragement of local partnerships, grassroots activities, and regional groups working on development in their locales would remain essential, with community coordinators for each region assuring communication and providing assistance.

10-2) Creating partnership with Virginia section of the Turnpike

The Staunton - Parkersburg Turnpike continues from the current end of the Byway at the West Virginia/Virginia state line, east along the Turnpike route through Monterey, Virginia, including the Civil War site at McDowell, and into Staunton. The Museum for American Frontier Culture in Staunton, a well-developed living history site that interprets early frontier culture up until the time of the building of the turnpike, can provide a key entry point for the tour. Beginning the Turnpike trail at its source in Staunton, and moving westward with the Pike into West Virginia, will not only add to the context of the Pike story, but will encourage movement of tourists along the route.

There are numerous other related historic sites in Staunton and along the turnpike. Additionally, the Civil War site at McDowell gives thematic continuity with the West Virginia Civil War sites, and both historically and geographically is the pivotal connection between the 1861 Mountain Campaign sites and the 1862 Shenandoah Valley Campaign site.

Much work has already been done concerning the Turnpike in Virginia, including an impressive study of preservation strategies by the Valley Conservation Council, and a major project of trails and interpretation in McDowell County. In addition, McDowell battlefield is included in the Shenandoah Valley Civil War Heritage Area. McDowell is also included on the Virginia Civil War Trail, as is a sign interpreting Camp Allegheny in West Virginia. The original Turnpike passes through George Washington National Forest and some sites are being preserves and signed by the U. S. Forest Service which is a major potential partner in Virginia.

The opportunities for working in conjunction with these efforts are tremendous. By drawing upon the larger population and travel numbers in Virginia, travelers along I 81 at Staunton, and those already attracted to the Civil War sites in Virginia, we can encourage many of those visitors to continue further into West Virginia and offer them a unique experience.

Virginia and West Virginia promoters of the Turnpike can work together in dissemination of information, brochures, maps, and promotional materials; continuity in directions and interpretation; develop common logos and identity; and cooperative marketing. Designation of the Virginia sections of the Turnpike as Scenic Byway would greatly enhance this cooperation and benefit both states.

Nomination of the Staunton-Parkersburg Turnpike as a National Scenic Byway is highly recommended. The historic qualities of this route had national significance in the settlement of the region; and major sections of the route retain exceptional integrity of their intrinsic quality resources. This designation would greatly strengthen the promotional appeal and the funding opportunities for the Byway. The future potential of extending the National Scenic Byway the entire length of the historic roadway through both states would be clear.

10-3) Expanding thematically

The Civil War theme of this initial section of the Byway is a logical extension both thematically and for tourism interest. The Civil War First Campaign is nationally significant: Gen. George McClellan gained fame here and was promoted to lead the Federal Army of the Potomac, Gen. Robert S. Garnett was the first general killed in the war, and control of western Virginia led to formation of a new state. A number of Civil War sites related to this campaign are located north of the Turnpike in Belington (Laurel Hill) and Philippi (Battle of Philippi and Covered Bridge) along the historic Beverly–Fairmont Turnpike and at Parsons (Corrick’s Ford). Additionally there are sites related to the Cheat Summit portion of the campaign along the historic Huttonsville-Huntersville Turnpike just south of the SPT, including Elkwater, Mingo Flats, and Valley Mountain.

Both Laurel Hill and Philippi have strong preservation and development efforts underway, and including coordination of interpretation and marketing with these sites is crucial. Supporting further preservation, development, and interpretation that includes the other sites would also contribute to the Byway story. Active participation in the development of the First Campaign Civil War Trail, and other projects of the statewide Civil War Task Forces, will enable the Turnpike Civil War resources to be coordinated with other efforts to develop this important theme.

Railroad and lumbering history offers another theme that connects the Byway with other area sites. The Appalachian Forest Heritage Area is coordinating forest heritage themed tourism throughout the highlands region of West Virginia and western Maryland. Cass Railroad State Park in Pocahontas County, towns such as Durbin and Mill Creek, and the Railyard development in Elkins are all representative of the lumbering and railroad era. Early settlement history is also rich along the western sections of the Turnpike, and a unique interpretive opportunity for Native American history is available at Seneca Rocks.

Whenever possible, packaging of heritage resources should be coordinated across geographic and thematic lines, including cross-promotion, and making information on one project accessible to those involved with another. Many heritage tourists will be interested in more than one period of history or type of site, and most from out of town will have no concern with where one county meets another. A coordinated package that could promote the region for heritage tourists would be

most desirable, and a heritage corridor, related to but not limited to the turnpikes, may some day provide a framework for that presentation. Such a concept can also be expanded to link up with other initiatives, such as cultural heritage events and festivals, and linkage of lumbering history with forest recreation. By presenting multi-county regions, visitors to one area would be made aware of areas of interest around them, thus offering a more varied experience and encouraging longer stays. Then the tourist, once "hooked," could focus on more detailed information on the sites and activities which appeal to them most.

The concepts and partnerships that are being developed in the Byway project can serve as a basis for cooperation across agencies and geographic lines. By actively participating in the Appalachian Forest Heritage Area, in the highlands region; Frontiers to Mountaineers in the central region; and other heritage area projects that are appropriate for Byway resources, we can offer richer interpretation and context, while expanding the reach of our promotion. The principles of partnerships, coordinated planning and promotion, and use of heritage resources as a springboard for appropriate development for the region can provide exciting benefits and progress for our communities.

In developing the Byway, we can view our efforts as more than merely the promotion of a specific roadway. Instead we look at the themes and stories that the roadway illustrates, and how it helps to tell the unique stories of our region, and to make all of those exciting stories come alive for our citizens and our visitors.

10-4) Networking Statewide

Civil War Discovery Trail and West Virginia Civil War Task Force. A statewide Civil War Task Force is active under the leadership of the state Division of Tourism, to coordinate and market Civil War sites throughout the state. The initial job of the Task Force was to identify sites and initiate the state program for the national Civil War Discovery Trail of the Civil War Trust (now Civil War Preservation Trust). Fifteen West Virginia sites were initially identified and named to this Trail, including the First Campaign sites of Philippi, Rich Mountain, Cheat Summit, and Camp Allegheny. Beverly and Camp Bartow have since been added to this trail. The Tourism office, in cooperation with the Task Force, has developed a statewide Civil War brochure that identifies these, as well as some additional, sites. With additional grant funding, the CW Task Force is working on Civil War Trail signage for the First Campaign, including many of the SPT Civil War sites. These interpretive signs are being coordinated with the Byway interpretive signs.

Cultural Heritage Tourism Program. Preservation Alliance of West Virginia, in partnership with Main Street West Virginia, is currently operating an initiative, funded in part by the Benedum Foundation with matching state funds, to develop a statewide West Virginia Cultural Heritage Tourism program. The project provides technical assistance, partnerships on a variety of joint projects, and work toward developing a long term Cultural Heritage Tourism Program. SPTA has been involved in these efforts throughout their development.

These statewide efforts provide excellent opportunities to reinforce and extend the efforts of the SPTA. They also provide frameworks for our stated goal of extending our networking efforts beyond the immediate region of the initial Alliance efforts. The Alliance should take every opportunity to work with and encourage such networking and joint marketing efforts, not only for Civil War sites, but also for other heritage sites and heritage and cultural tourism opportunities as well.

Chapter 11 – Marketing the Byway

The art and science of marketing includes product development, pricing, and promotion, all with targeted customers in mind. The stakeholders involved in the creation of the SPT Scenic Byway have the opportunity to link existing attractions and facilities, and to conceive and build whatever may be lacking to create a complex of attractions and services that as a whole or separately can attract and satisfy a broad range of consumers.

One of the goals must be not only to satisfy, but also to exceed expectations, to delight the customer. Planning for phased, controlled quality development through investment is key to achieving the goal.

The final measure of marketing effectiveness is net sales— new and repeat visitors to the scenic byway. If they come, they will spend money. The longer they stay, the more they spend. The better and more extensive the attractions, the longer they will stay. The creation of strategies that affect the number and type of visitors in the most cost-effective way is called *strategic marketing*.

The basic formula for marketing any product involves determining

- Who are the most likely customers?
- Where do you find them in the greatest numbers?
- What must the product deliver to satisfy and stimulate repeat visits, or recommendations?
- How can the seller most effectively communicate with the buyer?

The same principles apply in selling ideas, which is the task at hand for proponents of the SPT Alliance. The successful internal marketing of concepts to alliance members and the scenic byway communities can make the entire enterprise more successful for everyone in a shorter time frame.

11-1) Identifying Markets

Who—what markets—does the SPT Alliance want to cultivate? This is the time to decide whom to invite, and begin creating facilities to serve them.

Who Are These Potential Visitors, and What Do They Want?

From our evaluations of current and potential visitors as discussed in Chapter 7, we can look at information about several different types of visitors – scenic byways drivers; heritage and cultural tourists; ecotourists and outdoor recreation tourists; and regional residents and their guests.

Scenic Byways drivers

Several studies have been compiled on who drives scenic byways, why, and their spending behavior. A 1995 study of byway visitors in Iowa found most visitors were in-state retirees who spent an average of \$104 per auto per day.² The 1999 study of Kansas scenic byway users

² “A Look at Iowa Scenic Byways Program,” Davidson-Peterson Associates and David L. Dahlquist Associates for the Iowa Department of Economic Development, Division of Tourism, 1995.

indicates that most of their travelers are Baby Boomers (age 45-65) and still employed, and the average size of their party was four, which spent a total of approximately \$50 per party.³

Pleasure Drivers are the broadest, most obvious market likely to be interested in the scenic byway. According to the results of the “Outdoor Recreation in America” report, pleasure drivers are above average in terms of being satisfied with their family life, friends, career choices, success, health and fitness, quality of leisure activities, and life in general. They also recorded average satisfaction levels with the amount and quality of recreational activities available to them. In short, they are happy people, and tend to react to experiences positively.

Pleasure drivers are very likely to seek road experiences that will satisfy their desires for aesthetics, drama (evocation of history and nostalgia), cultural adventure, and entertainment. Once they become aware of scenic byways, they sometimes and perhaps even often choose a byway over other more direct routes.

For drivers studied in the 1999 Kansas Scenic Byway Visitor’s study, respondents with less than a high school degree were far more likely to use the scenic byway merely as a means to a destination (to visit friends and family) than those respondents with high education levels. People with less education were less likely to indicate their trips were for pleasure driving and more likely to say they were there for viewing the scenery. The only difference may be semantic.

The proportion indicating they were traveling the byway to do something as a family tended to increase as the amount of education increased.⁴

The most popular reasons cited for using scenic byways in a Kansas study were visiting family/friends, viewing scenery, pleasure driving, and visiting historic sites. Other activities cited were shopping, taking photos, to see wildlife, viewing scenery, and visiting museums.

In the 1994 study of Iowa’s four pilot byway routes, 66% of the visitors said the small towns on the route intrigued them, 59% enjoyed shopping, and 77% enjoyed the scenic views. The Iowa scenic byway drivers spent one-third of their total on shopping for gifts and crafts. About a quarter of their total expenditures went for lodging, and just slightly less (23%) was spent on meals and snacks.

Judging from information gathered in these two studies, most drivers on midwestern scenic byways were there largely for the scenery. Two thirds of them also patronized the small towns on the routes, and more than half were interested in historic attractions. The interest in family experiences increased with their level of education.

Heritage and Cultural Tourists

Cultural adventurers desire a distinctly different experience from their usual lifestyle. They will include enthusiasts and scholars focusing on specific aspects of culture and history as well as serious seekers of music, art, crafts and performing arts experiences. But they also include many more visitors who have varying degrees of interest in history and local culture, and want to experience and learn more about the area heritage as a part of their vacation experience. Both of these categories include “heritage tourists,” the focus of a recent Travel Industry of America study.

³ “Visitor Survey: Economic Impact of Kansas Scenic Byway Designation on the Flint Hills Scenic Byway Communities,” Kansas Scenic Byways Program, Kansas Department of Transportation, Bucher, Willis & Ratliff Corporation, May 1999.

⁴ “Visitor Survey: Economic Impact of Kansas Scenic Byway Designation,” May 1999, p. 22

Data from this report indicates that heritage tourists stay longer and spend more than general tourists.

	Heritage Tourist	General Tourist
Use commercial lodging	56% of trips	42% of trips
Go shopping on trips	45%	33%
Average spending per trip	\$615	\$425 all US travelers

Heritage tourists represent an upscale market of consumers. The kinds of amenities they desire are often what keeps tourism dollars in the local economy. For instance, the heritage tourist is more likely to stay overnight in a town's own charming bed-and-breakfast inn rather than the franchise hotel near the interstate. In addition, the typical heritage tourist requires minimal infrastructure, and they are more sensitive to the need to support local heritage sites. Cultural Resource specialist Gail Dexter Lord emphasizes trends in heritage tourism such as growing influence of the internet and special events, increase in younger and more diverse cultural tourists, and growing popularity of short "get-away" trips in today's busy modern life. She adds "opportunities must be considered in the context of expectations held by the cultural tourist; for example, a desire for -- and expectation of -- *experiences* rather than objects, *authenticity* rather than fabrication, and the desire to contribute to a *sustainable environment*." ⁵

A Lou Harris poll in the early 1990s found that "visiting cultural, historical and archeological treasures" was a significant motivation in less than a third of travelers in the 1980s, but in the 90s it had increased to over half. "To understand culture" as a travel motive increased from less than half to over 88%. This indicates a change in goals from "escapism" to "enrichment" as a primary goal for tourism. ⁶

Heritage tourists are correlated with higher education levels, an older population with higher disposable income (peak of interest in the 45 to 65 age groups), and an increase in the role of women, with a stronger interest in cultural activities, in controlling income and making family travel decisions.

In attracting and planning for cultural tourists we need to consider these trends:

- Increase in short, get-away trips with people seeking multiple activities in short trips
- Addition of younger gen-x tourists who are independent, mobile, educated, and looking for authenticity and adventure.
- Concern about the environment and preservation among highly educated heritage, cultural, and ecotourists offer opportunities to promote preservation and sustainability of resources.
- Visitors seeking for meaning that can be found in authentic experiences of nature, heritage and culture, rather than a manufactured theme park.
- Yet, theme parks have created high expectations that affect what tourists look for on their travels.
- Increasing importance of the Internet in tourism planning and marketing.

⁵ Keynote Presentation Wisconsin Heritage Tourism Conference Lac du Flambeau, Wisconsin September 17, 1999, <http://www.lord.ca/thepower.htm>, updated 2/02/00

⁶ Lou Harris, 1994

Nature enthusiasts, ecotourists, and outdoor recreationists

Ecotourism is travel by environmentally minded tourists who focus on nature and conservation. Just as many heritage tourists value the local culture, ecotourists value conservation of the natural environment and sustained well being of local residents. Related groups include more traditional outdoorsmen and outdoor recreationists. These outdoor tourism groups include:

- Wilderness and primitive campers who value undisturbed nature and unique ecosystems
- Wildlife and botany hobbyists looking for birds, wildlife, interesting plants and flowers
- Traditional outdoor enthusiasts -- hunters, fishers, power boaters and water skiers.
- Hikers, mountain bikers, cross-country skiers, horseback riders who want quality trails in an undeveloped environment
- Active outdoor sports enthusiasts often in search of an adrenaline charge such as rafters, canoers, rock climbers, cavers
- High service outdoor adventurers such as skiers who like outdoor sport and recreation but demand services such as lifts, shuttles, catered meals, knowledgeable guides, and creature comforts

All of these groups are well represented in the Byway area, with major ski resorts in the same and adjoining counties, vast well-established hiking, hunting and fishing lands on the Monongahela National Forest as well as wilderness areas, and a number of specific adventure activities available in the area such as hiking and mountain bike trails, canoeing, rafting, rock climbing, and caving.

According to a US Travel Data Center study, 8 million American adults have taken one ecotourism trip and almost three million are likely to do so in the next three years. The amount spent by such travelers increases, according to this study, by 15% each year. In a recent study of ecotourism, Pamela Wight found that 77% of the consumers surveyed had already taken a vacation involving nature activities, and of the remaining almost all indicated an interest in such travel. Outdoor tourists were frequent travelers, with high education and income levels, but the trend was also spreading to more diverse markets. Top-ranked activities included casual walking, wildlife viewing, hiking, and water-based activities, with experienced ecotourists being more interested in specific adventure activities, and also more likely to take longer and off-season trips than novices. While many, depending on the activity, would do some camping, there was also interest in mid-range hotel/motels, and especially in more intimate, adventure-type accommodations such as cabins, inns, and bed-and-breakfasts.⁷

Volumes of information on these various travel markets are available through many sources. (See Bibliography) The Travel Industry Association of America (TIA) is an excellent place to begin research, followed by associations, specialty publications, and government bulletins such as statistical abstracts of the U.S. Census Bureau. Sources such as D.K. Shiftlett & Associates, which routinely survey the American public to determine travel behavior, provide valuable current information at premium prices. Research should be an important item in the travel marketing budget, as knowledge will be the foundation of any successful marketing program.

Local residents, their guests, and business travelers

⁷ North American Ecotourists: Market Profile and Trip Characteristics by Pamela A. Wight, *Journal of Travel Research*, Spring 1996; North American Ecotourism Markets: Motivations, Preferences, and Destinations by Pamela A. Wight, *Journal of Travel Research*, Summer 1996

For these groups, the Byway is primarily the means to get where they need to go, and the scenic qualities will be a byproduct perhaps less important than convenience and safety of travel. But they will still be a large potential source of visitation to sites and attractions, as an important side-benefit of the local economy. They will also be large consumers of restaurants and staple businesses that will also serve visitors. A resident who is well-informed about the local history, attractions, and services can be a significant avenue to reach visiting friends and family, and a major resource for successful and ultimately extensive word-of-mouth advertising.

Marketing to SPT Byway Visitors

Travelers on the Staunton -- Parkersburg Turnpike Scenic Byway will differ somewhat from those in other areas, but the general characteristics of visitors interested in pleasure and scenic driving, heritage and cultural experiences, ecotourism and outdoor recreation can help us understand what attracts and pleases visitors. West Virginia's fortunate central location on the populous Eastern Seaboard, and the Staunton -- Parkersburg Turnpike's proximity to major Interstate highways place the Byway in an excellent position to capture a certain segment of market share based on location alone.

Businesses oriented toward travel and tourism along the SPT Scenic Byway can expect a wide variety of visitors, ranging from people merely using the road to reach a destination, to people who have chosen the road in quest of aesthetic pleasure, cultural, and outdoor experience. This latter group and its several subsets are the real market that will expect services and attractions, and will also yield the highest return on marketing investment.

Potential visitors will be attracted by their expectations of the Byway:

- Their expectation of a special scenic experience promised by the designation of "scenic byway" will be an important reason for choosing the route,
- They will be interested in and curious about the region's history.
- The desirable market's educational level, usually ranging from some college to post-graduate degrees, tends to increase their curiosity about and acceptance of cultures different from their own. In fact, one purpose of their trip is to discover "something different," and if they return, some of the motivation will be to "get away" from their own day-to-day reality.
- Other prevalent reasons will be that the drive connects with or enhances a specific travel itinerary based on interest or location (a point of added value), or that
- It can be conveniently accessed in a short period of time, and can be enjoyed in varying periods of time, depending upon the visitors' interests and availability.
- Factors such as age and primary energy focus are important considerations when considering markets, developing facilities, programs, and communications. Some substantial markets are
- Younger adults, often looking for active adventure activities, or
- Middle-aged adults who may tend to have more interest in cultural and heritage activities.
- Families will want kid-friendly and oriented activities, both educational and recreation. Multiple ages create many challenges and opportunities.
- "Matures," 60 and older, who don't travel as often but spend more money and stay longer when they do. Attention to handicapped accessibility and less-strenuous activities becomes more important.

- Well-educated and upscale travelers, both nature and heritage motivated, will expect quality, authenticity, and comfort.
- Less well-educated travelers are traditionally more attracted to traditional recreation like hunting and fishing, but are increasingly open to a broadening variety of experiences. They will want nicely developed and convenient campsites and moderately priced family-style motels.
- Visitors with family who live in the area are an important subset, because they are likely to return repeatedly.
- Group tours will often concentrate on a certain interest or demographic, and in addition have specific requirements both in marketing and attracting tours, and in meeting their needs

As we can see from the previous discussion, most of these broad markets according to activity preference need to be considered in the marketing mix. The Byway will attract:

- Vacationers, “getaway” tourists, and pleasure drivers
- Heritage and cultural tourists
- Ecotourists and outdoor recreationists
- Local residents and those with local contacts
- Motorcoach or Group Travelers

In addition, paying special attention to niche markets of specific interests can attract significant numbers of highly motivated and satisfied visitors with often considerably less marketing costs than targeting the general public. Some of the specific niche markets have already been mentioned, such as

- Civil War buffs, rail and transportation enthusiasts, and other appropriate historical specialties
- Genealogists, scholars and researchers, family reunions
- Antiques and heritage crafts shoppers
- Traditional music, dance, and folklore enthusiasts
- Motorcycle touring enthusiasts
- Mountain bikers, cavers, and other outdoor recreation specialties
- Birders, wildlife, watershed and ecosystem interests

One critical point to consider is that many visitors will come to the area for a particular primary motivation, but the satisfaction and duration of their stay can often be improved by also offering them a variety of experiences. Particularly for the pleasure drivers, for “getaway” travelers wanting to get maximum experience in minimum time, and for families and groups with a variety of interests represented, the multiple types of resources and attractions offered by the Byway will be a major bonus.

Major geographic markets

The SPT Byway is in an ideal geographic position to tap the major metropolitan areas that circle the State of West Virginia. Our relatively near location will appeal to those from nearby cities with limited vacation time to spend. Scenically, it can deliver the experience most drivers

will expect. Culturally it offers a different world, typified by relative openness of the people, a spirit of neighborliness not often cultivated in city environments, and a slower pace that can be perceived either as a relief or maddening, depending on the receiver. It is a world many urban adults nostalgically associate with earlier times.

Information from the DKS&A report and statistics from the Randolph County Visitors & Convention Bureau indicate Ohio, West Virginia, Virginia, Maryland, and Pennsylvania as the top five states of origin of visitors to Pocahontas and Randolph Counties. The next five most likely were Florida, North Carolina, Michigan, New York State, and New Jersey.

Because the scenic byway is a driver's market, it makes sense to pay particular attention to potential visitors who can easily reach it. Travelers who use Interstates 81, 79, 77, 68 and 64, include concentrated numbers of visitors from metropolitan areas such as Washington D.C./Baltimore, Norfolk/Virginia Beach, Richmond/Charlottesville/Staunton, Pittsburgh and western Pennsylvania, and Columbus/Akron/Cleveland.

11-2) Reaching the Markets

Communication is everything, and everything communicates; logos, quality of stationery, quality of brochures. The quality of thought and intent in simple news releases. The quality of photographs, their content, and the creation and maintenance of information channels.

The world as we know it is dominated by marketing, which is dominated by information. Consumers are increasingly sophisticated, and sometimes increasingly cynical. Marketers must be psychologists, entertainers, teachers and persuaders, anticipating what their targeted markets think, will think, and might think, and plan accordingly.

Successful marketers are aware of why and how decisions to buy are made. Their marketing communications plans are devised to reach decision-makers and affect their decisions. With so many possible marketing avenues and a limited budget, strategically targeted marketing is essential.

For the past 30 years, West Virginia has been roiling in change. While it continues to lose population and jobs in its traditional economic base of extractive industries, an influx of entrepreneurial energy has formed the foundation of a new tourism industry mostly comprised of small bootstrapping retail and service businesses (excepting ski resorts, which require major capital investment).

While the overwhelming majority of America's World War II generation and their children, the Baby Boomers, may have established opinions of what West Virginia is and who West Virginians are primed by images portrayed in the media, Generations X and Y are more familiar with the state in terms of what it offers in outdoor recreation. Today's marketers of West Virginia and its various regions must take care not to inadvertently infect new generations of tourists with old stereotypes. A good defense against that possibility is awareness of West Virginia's strengths and weaknesses, its opportunities and threats to realizing its potential. Excellence in design, which includes planning and execution, is central to successful marketing. It will result in the continuing re-creation of West Virginia's image, which in turn will result in more visitations.

Once a body of promotable products have been developed and/or packaged—attractions, events and merchandise—they may be launched through a program of marketing communications.

11-3) Elements of Marketing Communications

Identity Systems

- Logo
- Logo line, or tag line (slogan)
- Stationery (business cards, letter head, envelopes, labels)

Promotional Materials and Channels

Standard Collateral

- Brochures, SPT general and specific attractions
- Rack cards for broad distribution
- Maps (May be part of brochure, but useful also as a stand-alone piece)
- Professional photography stock
- Press kit folders
- Audio-Visuals such as presentations on cassette tape or CD

Mass Communications Media

- Billboards
- Highway signs
- Radio programs and commercials
- Television programs and commercials
- Newspaper articles and advertisements
- Magazine articles and advertisements
- Internet websites, advertising, networking

Networking and Alliance Building

- Membership in key organizations and associations.
- Linking and partnering with agencies and industry colleagues.
- Newsletters

Marketing Through Media Relations

The gatekeepers of public opinion—newspaper editors and staff, magazine editors and writers, and broadcasters—are deluged with information from promoters of all kinds. They are the arbiters and sometimes the creators of public opinion. How does one place one's information before them and get noticed? Some answers:

1. Give them something new.
2. Make it timely.
3. Persist, but know when to stop, and how to employ subtlety.
4. Understand their needs and desires, and serve them.

Current marketing theory emphasizes the primary importance of media relations, or getting the word out to the community. Once product awareness is created, advertising strengthens and maintains market share.

A fun idea, an unusual twist on an old hat, or information that indicates or fits into a trend—that's what it takes to get the attention of the media. The best ideas usually come from the material at hand, but the obvious is too often ignored or unrecognized in its own community. The unique life, work and history of a region will suggest its own events, festivals, and crafts.

News releases, press kits, and carefully planned events that include guest media are the basic elements of media relations. Video news releases and other technologies can increase the reach of messages. Knowledge of local, regional and national media and their various beats contributes to success in media relations.

Advertising

Advertising in newspapers and magazines pays the media's bills. It pays for the space in which editors, art directors, staff writers, photographers and freelancers entertain and inform readers, and it pays for the infrastructure to deliver the media. Although it is not often openly "traded" for editorial coverage, it does draw attention to the advertiser not only when it comes to the targeted market, but often within the ranks of the media as well. Advertising dollars should be leveraged in tandem with a media relations program to augment marketing communications. It allows the advertiser to use the purchased space as often and in any way he chooses. Developers of advertising should understand how and when to create image, and what and how to promote to various market segments. Advertisers with small budgets can carefully allocate dollars to maximize coverage.

Television advertising can be very expensive, but careful buys that include cable can make it affordable. Professional production drives the cost of TV up, but for mass audiences such as pleasure drivers, the return on investment may be worth it. Television programs are good for creating image, and could be used to help spread the word about the Staunton to Parkersburg Turnpike, especially if highly visual material is supplied to producers.

Radio advertising can be extremely effective. Radio is an entertaining companion for many drivers, office workers, laborers, and listeners in a recreation mode. Used properly, it can create a lasting subliminal impression. Radio stations are often creative when it comes to lively and entertaining promotions. Local stations are often cooperative in promoting local activities and events, especially when combined with an advertising campaign. Very few commercial stations provide in-depth programming, but talk shows are good local vehicles for calling attention to issues and events. Underwriting programming on public radio is a very effective image-creating vehicle, targeting well-educated, discerning listeners. Audio or video interpretive programming created for use as interpretive materials for the Turnpike or individual sites can, if of high quality and broad-based appeal, also be broadcast on public radio or television programming.

Increased use of the Internet for marketing outreach is a major trend. Clever and energetic netizens can use the web to reach millions of niche enthusiasts and arrange for information to surface in hundreds of search engines. The web has proven to be one of the most effective vehicles for travel and tourism information and sales, and is admirably suited for reaching niche markets. This is particularly important for heritage tourists because of the intersection of Internet users with the high education demographics of cultural tourists. A web-page presence is also readily developed at considerably less investment than required for many other types of media.

Clear, easy to access information is the foremost ingredient. Heritage tourism promoters need quality websites reflecting experience, authenticity, and convenience, and with clear links to state and local tourism websites.

Niche Marketing

Reaching the crucial niche markets will take imagination and attention to detail more than high cost. The many special interest groups that may revolve around attractions on the Staunton -- Parkersburg Turnpike will likely publish newsletters, hold meetings and conventions, and plan outings. Targeting the most active of these niches with written material, ads, letters, as well as with personal contacts, could result in excellent return on investment. Use of the Internet can be particularly useful here, with creative linkages to bring the SPT Byway to the attention of niche interest enthusiasts.

Networking and Alliance Building

Part of the marketing budget must be allocated toward membership in key organizations and associations, or toward sponsorship of partnering personnel to belong and attend conventions and meetings. Some of these organizations might include

- The WV Hospitality and Travel Association
- The Travel Industry Association (TIA)
- The WV Preservation Alliance
- National Scenic Byways organization

Valuable networking opportunities include the annual meetings of these organizations, where important issues and trends are discussed, professional development seminars are presented, and information is shared. Opportunities to host facets of organizations such as The Society of American Travel Writers and Outdoor Writers of America should be explored.

Opportunities to support and participate in the programs of the Pocahontas County Tourism Commission, the Randolph County Convention & Visitors Bureau, the Mid-Ohio Valley Regional Planning and Development Council, the Richie County Historical Society, the County Commission of Richie County, the Wood County Historical Society, the City of Parkersburg, the Wirt County Genealogical and Historical Society, and the Wirt County Development Authority should be enthusiastically embraced. Domestic and international writers' tours, representation at the conventions of the American Bus Association and the National Tour Bus Association are only part of what these agencies and organizations have to offer. Such partnerships are an exciting win-win both for the Tourism promotion agencies who benefit from the Byway's many coordinated attractions, and in offering the Byway opportunities for exposure in high-cost but important marketing venues such as writer's tours, trade shows, and magazine advertising.

Excellent relationships with local promoters such as convention and visitors bureaus is also of paramount importance because they are conduits of news and information about the region as well. They will provide information about the scenic byway to thousands of inquirers, from wholesalers such as receptive operators to retail consumers who respond to their advertising campaigns. Information about the byway should be included in all appropriate publications and presentations of the CVBs.

The West Virginia Division of Tourism is in constant communication with local, regional and national press, disseminating news and information, and devising promotional programs. Personnel there welcome news and information from various entities throughout the state. The photography unit supplies excellent professional photography to such publications as West Virginia, Wild & Wonderful, the official state tourism guide, and to many important media outlets. The Staunton to Parkersburg Turnpike Alliance should see that the Photo Division maintains current stock of properties and attractions along the route, and attractive photos of the road itself in

various seasons. The service is supported through state taxes. Photos from the state tourism division may be duplicated and used at no charge.

The coordinates of marketing communications are frequency, the number of times the audience gets the message, and reach, where the message goes. The marketing director's job is to understand the dynamics of communication and devise a plan that uses a mix of all the methods mentioned above to create awareness and increase use of the Staunton to Parkersburg Turnpike Scenic Byway.

11-4) Marketing plan and budget

A plan for one year should be begun six to nine months before the year begins, and should include budgets; names of publications and dates of issues; types of message, and frequency.

In West Virginia, where tourism promotion is usually relegated to public agencies, promotion and advertising budgets are often an afterthought, and sometimes non-existent for individual properties. Owners and managers are often suspicious of advertising vehicles and schemes. The small amounts they often reserve or grudgingly pay on an ad hoc basis are not adequate to place them in competitive positions within the marketplace.

Two standard methods are used to determine a promotion and advertising budget. The task method simply tallies the cost of tasks required to attain marketing objectives. How much will advertising campaigns in the Washington Post cost? How much will production and space for an ad in the annual West Virginia Wild & Wonderful cost? What's the cost of current directories and research materials for competent media relations? What are the costs involved in mounting a media relations program? Neophytes may blanch at the combined cost of a year's promotion and advertising, but success in the contemporary American marketplace is determined by sophisticated marketing, which includes consistent investment in promotion.

The second budgeting method is mechanical. The total promotion budget is determined by a percentage of gross sales. Most businesses that subscribe to professional marketing methods start with a standard formula of allocating three to four percent of the total gross sales figure to promotion. Thus, if the Staunton to Parkersburg Turnpike projects gross sales at \$1,397,000, the promotion and advertising budget would come to \$55,880 (four percent of the total). Of course, gross sales on the SPT would not accrue to one agency, but would be spread throughout many businesses and services. The question of how to raise \$55,880 would pose prospects for innovative cooperation among the many businesses along the turnpike. Carefully constructed public/private partnerships are key to creating vehicles for cooperative promotion.

11-5) Internal marketing

In an enterprise that relies on inter-community cooperation such as the Staunton to Parkersburg Turnpike Scenic Byway, consistent communication among stakeholders must be institutionalized. Mechanisms that build and measure consensus are essential. Businesses, agencies that serve businesses, public interest groups, and political structures that represent various communities are among the market segments that must serve and be served.

Leadership is often a function of personal persuasiveness and commitment. To create a new tourism entity, especially one that must innovate new systems to form alliances and compete in the

greater regional marketplace, will require the same kind of marketing skills required to introduce a new product into any marketplace. The product in this case is an idea. The idea must be presented concretely, with its benefits clearly stated, and its goals and objectives outlined in a simple format. The prospectus then must be “sold” to the constituents. The initial selling process is highly personalized, in the form of one-to-one meetings with business owners, community meetings, dissemination of news and information through newspapers, radio, television, letters and newsletters, and entertaining and informative programs presented in schools, clubs and organizations.

These specific activities are organized as Community Relations, and are an essential component of success for tourism growth on the SPT.

Activities of a community relations director or coordinator include

- coordinating presentation of programs to clubs and organizations,
- writing press releases and working with local media to inform, educate and celebrate aspects of community relating to the Staunton to Parkersburg Turnpike,
- coordinating regular meetings of stakeholders
- acting as liaison between the Turnpike Alliance and key agencies and institutions, from the State Division of Tourism to the various CVBs and similar agencies involved with the Byway,
- Working with the director and marketing director on integrated long range planning for the Byway.

The task of community relations coordinator can easily provide the interface between each local area and the larger Turnpike efforts. Each section should have a designated and competent community relations coordinator who makes the local contacts, builds constituency and local participation, and delivers the services which the larger Byway organization can provide.

While West Virginia’s national image is improving as its reputation for first-rate outdoor recreation grows, the lingering perception of the state as impoverished and culturally backward may be reinforced and intensified by the presence of dilapidated buildings along the highway, communities that appear shabby and unkempt, facilities that are substandard or lacking in professional presentation, food and products that don’t appeal to contemporary palettes, and a populace including service personnel that is unaware of its fascinating and unique history.

The cultural habits of limited expectations and aspirations coupled with limited exposure to other cultures even within the United States could pose some difficulties in planning for growth and cross-cultural communication.

Continuing education will be an important aspect of internal marketing. Workshops on quality craft production, promotion and sales, training of personnel who deal with the public about local sites and history, and introduction and cross promotion of new trends in hospitality can hasten development of a profitable, popular tourism attraction in the Scenic Byway.

On the other side, by focusing promotion towards visitors who are attracted to historical uniqueness and local culture, and by presenting the culture with respect in all of our marketing and interpretation, visitors will be appreciative of the differences they encounter and will value and return the friendliness that they find. By paying attention to encouraging harmonious relations between tourists and local residents, tourism will be seen in a much more positive light in the communities, and will create more positive experiences for the visitors as well.

Chapter 12 Economic Impact

Overview

The Staunton-Parkersburg Scenic Byway will certainly present excellent region-wide economic development opportunities in all counties where the road passes. . Its impact will also be felt in adjoining counties, especially if regional efforts and heritage areas that include the Byway counties, take advantage of opportunities to link their attractions to it, and cross promote.

Future development and reciprocal promotion of the portion of the Turnpike that runs from Staunton, Virginia to the West Virginia border can further increase positive economic impact, as that portion taps the tremendous flow of traffic on U.S. Route 11 and Interstate 81. The many visitors who choose the State of Virginia because of its historic sites can be accessed, and offered another interesting touring option that increases their knowledge and understanding of early American history.

By extending the Byway west to its historic terminal in Parkersburg, we create an attractive connection to Ohio, one of the Potomac Highland's most lucrative existing markets. Access to the major traffic flows on I-79 at Weston, and on I-77 at Parkersburg make these trail heads a very desirable prospect.

Existing service stations, restaurants, lodging facilities, grocery stores, and retail stores—especially those carrying crafts and items with a strong regional identity, will see a definite increase in sales accompanying an increase in tourism traffic along the by-way. Demand for services not yet available in these regions could result in expansion or creation of new businesses, which also stimulates the existing economy. Businesses based entirely on tourism such as the Durbin & Greenbrier train, and those new shops and service businesses in the Town of Durbin have a major stake in the successful promotion of the SPT Byway.

Because of its close proximity to the Byway, the City of Elkins also stands to increase tourism receipts through the successful marketing of the historic route. The city's lodging facilities, antique stores and craft shops, retail businesses that offer alternative goods, and a wide variety of restaurants make it an easily accessed oasis for travelers on the byway. Also, the availability of creative resources such as the acting troupe and playwrights of Elkins' Old Brick Theater make the creation of entertainment specifically tailored to travelers interested in history a viable possibility, providing work for professional entertainers and increasing the number of attractions in the region.

The Turnpike Alliance, the not-for-profit entity that administers and promotes the Scenic Byway, will be in a leadership position in creating new models for public/private partnerships, and creating economic alliances that cross county and state lines.

Economic Benefits of Cultural Heritage Tourism

Cultural Heritage Tourism – travel to visit and appreciate local heritage -- is growing at twice the rate of regular travel. According to the Travel Industry Association, this tourist segment will continue to grow as the baby-boomers retire. Cultural Heritage Tourism is based on historic and natural places, traditions, industries, celebrations, experiences, crafts, music and art that portray the diversity and character of a community, region and/or state – the very experiences that the Staunton-Parkersburg Turnpike Byway will provide. These tourists are more likely to travel to multiple destinations, stay in lodging facilities, eat in restaurants and shop than any other tourist segment. In short, they stay longer, and spend more than the average tourist.

The following statistics indicate the economic opportunities that “Cultural Heritage Tourism” provides West Virginia:

- 81% of all domestic travelers included a cultural activity in their leisure travel in 2002.
- Cultural heritage travelers spend an average of \$623 per U.S. trip excluding the cost of transportation versus \$457 for other U.S. travelers.
- Sixty-eight percent of the heritage group travel by car and take three or more trips per year.
- 88,000 jobs have resulted from Cultural Heritage Tourism efforts in Pennsylvania
- A Maryland study showed that every dollar for their heritage area effort generates a total of \$4.61 in annual, ongoing state and local tax revenues

“Cultural heritage travel is a large and lucrative segment of the travel industry. In 2002, 81% of U.S. adults included at least one cultural, arts, historic or heritage activity totaling 118.1 million adult travelers. Cultural heritage travelers also spend more and stay longer than other travelers, generating more economic benefit. Cultural heritage travelers spend an average of \$623 per U.S. trip excluding the cost of transportation versus \$457 for other U.S. travelers. Sixty-eight percent of the heritage group travel by car and take three or more trips per year.” (The Historic/Cultural Traveler, Travel Industry Association and Smithsonian Magazine, 2003).⁸

Estimating Economic Impact

A 1997 study on the “Economic Impact of Historic Preservation in West Virginia,” by the Bureau of Business and Economic Research of West Virginia University found evidence of economic impact of heritage tourism in the state, but the study had difficulty determining the extent of that impact because of the lack of development of the industry and poor data collection by sites. The West Virginia Cultural Heritage Tourism program is now working on models to determine economic spending and long-term impacts of increased heritage tourism development in our state. The Staunton-Parkersburg Turnpike Byway can take advantage of that trend to help determine much more accurate figures on the impact of its efforts.

Starting with overall tourism figures for Pocahontas and Randolph Counties through 1999 and applying models from other similar Byways give results suggestive of the potential economic impact of the Staunton-Parkersburg Turnpike Byway as a heritage tourism generator. As the Byway is improved, and more data is collected over time, we can evolve a more targeted and accurate model to show the actual impacts.

The 1999 DKS&A Report estimates that visitors to the Potomac Highlands spent an average of \$67.00 per person, per day.

A California DOT study based on economic impact reports for byways in rural regions all across the United States cites \$32,500 per mile as the average annual revenue attributable to a scenic highway. Applying this model to the our approximately 160 mile Byway through eight counties, once it is signed and promoted estimates annual direct tourist revenues of \$5,200,000 per year. If the approximate 26.3 miles of backways are calculated, that brings the figure to \$6,054,750 per year. Note that this may overestimate impact for rural sections of the Byway

⁸ The Historic/Cultural Traveler, Travel Industry Association and Smithsonian Magazine, 2003.

without tourism services, since those areas will have few locations at which visitors can spend money.

Using a heritage tourism model of per person expenditures, if strategic marketing of the Scenic Byway results in an approximate 15,000 visitors, the Scenic Byway could reasonably expect gross revenues of \$775,800 that year, resulting in the creation of about 17 jobs, and increased local spending of approximately \$1,086,120, using a multiplier of 1.40.

What Do People Really Spend in West Virginia?

Sue McGreal, founder and owner of West Virginia Receptive Services in Pocahontas County estimates that at least 120 47-passenger motorcoaches spend part of their multi-day travel itineraries in Pocahontas County. Colleen Stewart, founder and owner of West Virginia Travel Connection in Parkersburg, says motorcoach guests in West Virginia for only one day usually spend an average of \$100 to \$125 per person. If the motorcoach stays overnight, that figure jumps to at least \$300.00 per person, per day. “These figures are realistic for West Virginia, although they are low in comparison to what is spent in other states,” Stewart says. “West Virginia’s travel product is extremely inexpensive in comparison to other states.”

Developers of the scenic byway must bear in mind that while the travel product is extremely inexpensive in comparison to that of surrounding states, visitors also rate satisfaction and value in West Virginia lowest in comparison, according to the DKS&A report.

Decisions about which markets the region chooses to cultivate and how to cultivate them will determine maximum income potential. Traveler expenditure levels depend in large degree upon the quantity and quality of goods, services and attractions available to them, and price is not always the first consideration. A combination of strategic marketing and investment can lay the foundation for a competitive, profitable tourism industry along the Byway.

Chapter 13 – Strategic Plan

Following are objectives and strategies linked to the SPTA goals. These will lead to specific action steps for development of the Byway. The priorities and activity under each strategy will vary depending upon the priorities and capacity of partner organizations, funding and resources available, and successful completion of successive steps. Additional actions, and even changes in objectives and strategies, will be needed over time based on progress and emerging needs of the Byway. Thus this “plan” will change and grow as the development of the Byway progresses. This is a living document, and will be reviewed and updated periodically by the SPTA Board.

At the time of this writing (December 2004) the following are the identified top priorities for the SPTA Byway organization.

- 1) Seek National Scenic Byway designation
- 2) Develop web page including both interpretive and visitor information.
- 3) Develop a whole Byway brochure.
- 4) Support partners developing Byway facilities, including interpretive, visitor information, and research facilities. Those currently in process or discussion include Beverly Heritage Center, Weston State Hospital, and developing or improving research facilities in Beverly (Logan House), Buckhannon (Historical Society), and Weston (Hackers Creek Library).
- 5) Develop interpretive wayside signage for the remainder of the Byway to complete the product begun for the initial section.
- 6) Develop oral history collection and audio history product for the remainder of the Byway to complete the product begun for the initial section.

Goal I -- Identify and protect resources

Identify our intrinsic quality resources (historic, archaeological, cultural, natural, scenic, and outdoor recreation) and work to conserve, protect, and restore them.

Objective A -- Continue to identify, survey, and recognize intrinsic quality resources.

Strategy 1) Keep updated comprehensive lists of resources in the region.

Strategy 2) Do detailed resource surveys as appropriate.

Strategy 3) Nominate sites to the National Register as appropriate.

Objective B -- Acquire and protect significant resources.

Strategy 1) Encourage acquisition of significant properties by sympathetic public, non-profit, and private owners.

Strategy 2) Encourage easements, covenants, and other protection tools for significant properties.

Strategy 3) Use public awareness and education strategies to promote preservation.

Objective C -- Restore and rehabilitate historic properties.

Strategy 1) Restore or rehabilitate historic properties owned by partners for use as Byway attractions and services.

Strategy 2) Encourage private and public rehabilitation of historic buildings by supplying preservation information, support, and recognition.

Objective D -- Conserve or restore endangered or damaged natural resources or ecosystems.

Strategy 1) Work with natural resource conservation groups to protect and restore endangered natural areas.

Goal II -- Interpret and enhance resources.

Provide interpretation and education about our intrinsic resources, and appropriately develop them for visitation in ways that value authenticity, quality, and respect for the resource and the community.

Objective A -- Implement interpretation of the Byway.

Strategy 1) Create written materials including Byway overview brochure and driving tour identifying sites along the Byway.

Strategy 2) Design interpretive signage.

Strategy 3) Implement Multi Media events and products, such as web site and audio history.

Strategy 4) Identify and implement Visitor Centers, in cooperation with partners. Beverly (Beverly Heritage Center), Weston, Parkersburg as primary locations.

Strategy 5) Provide archives and research facilities in cooperation with partners. Beverly (Logan House), Weston (Hacker's Creek), Buckhannon, Parkersburg

Objective B -- Improve interpretation for individual sites and themes.

Strategy 1) Work in close partnership with individual sites to enhance their interpretation and include SPTA themes. Partner sites include (but are not limited to) Camp Allegheny, Durbin, Cheat Summit Fort, Beverly, Rich Mountain, Glass Museum, Weston State Hospital, Oil and Gas Museum, and Blennerhassett Museum.

Strategy 2) Work in close partnership with other heritage initiatives to enhance thematic interpretation including SPTA themes. Heritage theme topics include (but are not limited to) early settlement; transportation including building of Turnpike, bridges, and railroads; Civil War; slavery, the slave trade, and Underground Railroad; Appalachian culture; industrial revolution in West Virginia including railroads, lumbering, mining, and oil and gas industries; conservation including formation of National Forests and CCC; depression era and changing economies of twentieth-century.

Strategy 3) Further interpretive signage.

Strategy 4) Further site brochures and written materials.

Strategy 5) Further exhibits and visitor centers interpreting sites and themes.

Strategy 6) Further multi-media interpretation including electronic, audio, and video.

Strategy 7) Develop capacity for in-person interpretation, including first person, reenactments, and thematic tours.

Objective C -- Develop additional sites for public access.

Strategy 1) Work to develop access, management, and interpretation of additional significant sites. Potential sites that may be developed in the future may include

Traveler's Repose / Camp Bartow, Burner house, Tygart's Valley Homesteads, Mt. Iser, Farnsworth House, Richie Mines Wildlife Management Area.

Strategy 2) Work with private owners who may wish to develop their property for public access, including possibility of easements or management agreements.

Strategy 3) Work with willing sellers to purchase key sites that can be developed for interpreted visitation.

Objective D – Implement new Festivals and special events and support existing ones.

Strategy 1) Continue and improve turnpike connection with existing periodic events.

Strategy 2) Orchestrate series of events to draw attention to Byway.

Strategy 3) Support existing and new events for sustained regularity as Turnpike attractions.

Objective E -- Involve schools.

Strategy 1) Develop and implement local history school curriculums.

Strategy 2) Encourage field trips.

Strategy 3) Involve schools and youth groups in site improvement projects.

Objective F -- Develop more outdoor recreation.

Strategy 1) Develop new turnpike related hiking trails.

Strategy 2) Develop targeted brochures, such as birding, watchable wildlife, etc.

Strategy 3) Encourage and market existing and new outfitters, guides, recreation businesses and attractions.

Strategy 4) Encourage the development of recreational fishing for the diverse variety of species existing along the Turnpike.

V. Goal III -- Promote appropriate tourism.

Plan for and encourage tourists who are attracted by the resources the Byway offers to visit the Byway and our communities. Develop tourism services and businesses that will provide jobs and community economic development. Provide cooperative promotion and marketing of the Turnpike as a heritage tourism destination. Offer an authentic, quality, and positive experience for visitors and the community.

Objective A -- Develop directional and welcome signage.

Strategy 1) Develop Byway and DOT signage

Strategy 2) Develop supplemental signage and logo use.

Strategy 3) Provide gateways, waysides, and sites directional signage.

Objective B -- Improve tourism services.

Strategy 1) Encourage more variety and high quality restaurants.

Strategy 2) Encourage more variety and high quality lodging.

Strategy 3) Encourage more variety/quality of crafts, antiques, gift shops.

Strategy 4) Provide traveler's facilities, such as waysides, restrooms, and parking.

Strategy 5) Provide hospitality training.

Strategy 6) Encourage or provide business training and support services for tourism businesses.

Objective C – Improve Marketing and promotion.

Strategy 1) Develop and implement public relations plan.

Strategy 2) Develop and implement marketing plan when products are in place.

Strategy 2) Develop successive marketing plans for each year's promotion.

Goal IV-- Encourage Involvement and stewardship.

Promote constituency and grassroots involvement that will encourage pride and stewardship. Utilize collaborative partnerships to effectively work together to bring the Turnpike vision alive.

Objective A -- Develop A Management Entity.

Strategy 1) Establish and maintain an organization.

Strategy 2) Fund the staff and office.

Strategy 3) Work towards sustainability.

Objective B -- Improve public awareness.

Strategy 1) Improve press coverage

Strategy 2) Keep our signs up and in repair.

Strategy 3) Publicize events.

Objective C -- Build public participation.

Strategy 1) Build membership involvement.

Strategy 2) Publish newsletters.

Strategy 3) Hold meetings.

Strategy 4) Work with civic and community groups to increase visibility and foster stewardship.

Strategy 5) Collaborate and cross-promote with other local and regional groups with compatible missions, especially on cooperative heritage tourism strategies.

Strategy 6) Keep up personal contacts with businesses and civic groups

Appendixes

Corridor Management Plan

Staunton-Parkersburg Turnpike Byway

Camp Allegheny Backway

Back Mountain Backway

Cheat Mountain Backway

Rich Mountain Backway

Appendix A –Roadway

A-1) Narrative Route Description

Allegheny Mountain Backway. At an altitude of 4,400 feet, the high ridge of Allegheny Mountain separates watersheds, and at this location now defines the state line between Virginia and West Virginia. Starting at modern US 250 and a short distance east of the state line, a narrow, one-lane tract leads in a westerly direction to the mountain crest. This part of the original turnpike is not passable by motorized vehicle. It could be developed as a foot trail.

A gravel back road turns off of 250 at the crest of the mountain at the state line, where there is an historical marker for Camp Allegheny. This short road connects the present US 250 to the original alignment. Continuing on the turnpike Backway, the road goes through Camp Allegheny, then on down the mountain to Traveller's Repose.

Byway Alignment. From Highway 250 near the state line and the turn off to Camp Allegheny the modern road descends into the valley where it intersects with WV 28. A short drive south on this highway brings one to the place where the Backway rejoins US 250.

Upper Greenbrier Valley. The turnpike ran mostly along the northern edge of the valley, at the base of the mountain. The modern road in many places runs lower down, more through the commercial districts of Bartow, Frank, and Durbin.

Turnpike Alignment – From Traveller's Repose, the pike crossed the river a slight distance west of the current bridge. There was a covered bridge here, but it was destroyed in the Civil War, and was not replaced for many years after. The pike forded the river near the bridge alignment, and there was a log footbridge. The pike then angled just behind what is now the Hermitage Motel, briefly joined the modern road, then diverged again at the curve. It angled across the field to the base of Burner Mountain on the north edge of the valley, traveled along the bench at the base of the mountain, and returned to the modern route at what is now the west edge of Bartow. Parts of the pike are still in use as local access roads, other sections can only be seen as grades in the field. From there the modern road has straightened some sections, and short looping cutoffs of the pike can be seen. At Frank the pike crossed down into the valley, along where the tannery was built. For a short distance it coincided with the railroad grade. The pike was rebuilt higher up when the railroad went in. At Durbin, the pike crossed back above the modern road, following an alley behind the commercial buildings, then passing through alleys and a couple of yards until it emerges on a street at the west end of Durbin. Some sections follow existing streets or alleys, but a few places are totally abandoned and now run through yards.

Cheat Mountain After the road reaches the first peak, at the county line between Pocahontas and Randolph Counties, the terrain is rough. Paralleling the road, Shavers Fork River runs along the top of the plateau, and the historic Cheat Bridge over Shavers Fork was located a short distance south of the modern highway bridge. On the west side is another peak, then a steep decline into the Tygarts Valley.

Backway alignment – The original alignment crossed the modern highway and the bridge at the west end of Durbin. The road does a switchback up the mountain, then continues on the far side of the ridge away from the modern highway. This road is blacktop and is known as Back Mountain Road. There are still small settlements along the turnpike route, which was not bypassed until the 1950s. It joins with the highway and continues on up the mountain on the same alignment as the highway. Just before Shavers Fork, the turnpike diverged south from the modern route, crossed at Cheat Bridge, then climbed the knob to the site of Cheat Summit Fort, built on both sides of the pike. It then continued west across the plateau, coming out to the modern route at Red Run. Today the section of the pike west of Cheat Summit is in the worst condition of any section, as strip mining in the vicinity has changed the natural drainage and much of the route is too marshy even for foot travel.

Byway Alignment - The modern highway then follows the basic route of the old turnpike down the steep western slope of Cheat Mountain, to the head of Riffle Run. Remnants of the earlier 1826 road on a different alignment can still be found in the woods. Much of the turnpike has been converted directly into the paved highway used today. The Byway then continues up the Tygart Valley, through Huttonsville, Mill Creek, Valley Bend, Dailey, and Beverly.

Backway alignment – At Beverly the turnpike proceeds left across the river then follows the route that is now Rich Mountain road, across the valley and up the ridges of Rich Mountain. It crosses the mountain at a low-gap pass, then continues down the west side. It goes through what is now Mabie, then turns left, and follows the Coalton-Pumpkintown road to old route 33 (now 151). It follows the approximate route of the old highway, crossing the Middle Fork River into Upshur County. The road then passes through several small towns, Burnt Bridge, Ellamore, Excelsior, Overhill, Daysville, Heavener Grove, Reger, then Buckhannon the County Seat. The road turns at the hospital and proceeds through an underpass of US 33. It then becomes CR 12 and continues on that road to Lorentz where it returns to US 33 at the Lorentz Historic Marker. At Horner turn right, then left to be on CR 33-3 which is the old Turnpike, and proceed to McGuire Park then return to US 33.

Byway Alignment – Rather than turning at Beverly the road continues on to Elkins staying on US 33 through town. Two choices are available after leaving Elkins on US 33. Turn left at the short road to Norton to get onto 151, then continue to Pumpkintown and rejoin the backway, or continue on US 33 west of Elkins proceeding to near Lorentz where the Backway joins the Byway, and on to an underpass of I 79. Weston, the County Seat of Lewis County is just beyond. Passing through Weston, our road US 33 is joined by US 119. The road passes through several small towns, Sunset Acres, Pricetown, Camden, Alum Bridge, and (my favorite) Pickle Street. Just after passing the Lewis County line, in the town of Linn, the old Turnpike has a new name, SR 47. The road then passes through the small towns of Troy, Coss Mills, and Newberne. Shortly the road and the county line between Gilmer and Ritchie counties coincide. At Racket the two diverge, with the road again passing through more small towns: Burnt House, Thursday, Smithville, Beatrice, Macfarlan, and Cisco. The Turnpike's passage through Wirt County is short – less than 10 miles, and passes only one small town – Freeport. After entering Wood County, the road goes through the towns of Kanawha, Cedar Grove, and Stewart before ending at an intersection in Parkersburg where it joins US 50.

Appendix A-2 – Technical Route Description

MILEAGE ON THE ROUTE

Staunton-Parkersburg Turnpike Byway and Associated Backways

Rt.	County	Beg mi	End mi	Seg mi	Remarks
US 250	Poca	0.00	9.2	9.2	from Virginia State Line to WV 28
US 250	Poca	9.2	13.2	4.0	from WV 28 to CR 250/11
US 250	Poca	13.2	14.5	1.3	CR 250/11 to CR 1
US 250	Poca	14.5	16.9	2.4	CR 1 to Randolph County Line
TOTAL Pocahontas County Byway				16.9	

Camp Allegheny Backway

CR 3	Poca	2.9	13.4	10.6	from Virginia State Line to WV 28
WV 28	Poca	30.5	30.6	0.1	from CR 3 to US 250
Backway TOTAL				10.6	

Back Mountain Backway

CR 1	Poca	34.0	35.4	1.4	from US 250 north of Durbin to CR 250/1
CR 250/11	Poca	0.0	0.7	0.7	from Cr 1 to Cr 250/13
CR 250/11	Poca	0.7	1.0	0.3	from Cr 250/13 to US 250
CR 250/13	Poca	0.0	0.3	0.3	from CR 250/11 to dead end
Backway TOTAL				2.7	

US 250	Rand	0.0	1.4	1.4	from Pocahontas County Line to CR 250/4
US 250	Rand	1.4	4.0	2.6	from CR 250/4 to CR 250/4
US 250	Rand	4.0	14.4	10.4	from CR 250/4 to US 219 at Huttonsville
US 219	Rand	14.4	26.0	11.6	from US 250 at Huttonsville to CR 37/8 at Beverly
US 219	Rand	26.0	27.6	1.6	from 37/8 at Beverly to CR 219/11 at Hazelwood
CR 219/11	Rand	27.6	29.7	2.1	from CR 219/11 to US 219 at Midland
US 219	Rand	29.7	31.7	2.0	from CR 219/11 to US 33 at Elkins
US 33	Rand	31.7	39.2	7.5	from US 33 at CR 151
CR 151	Rand	39.2	44.7	5.5	from US 33 to CR 3 at Pumpkintown
CR 151	Rand	44.7	54.2	9.8	from CR 53 at Pumpkintown to Upshur County Line
TOTAL Randolph County Byway				54.2	

Cheat Mountain Backway

CR 250/4	Rand	0.0	3.3	3.3	US 250 to US 250
Backway TOTAL				3.3	

Rich Mountain Backway

CR 37-8	Rand	7.0	7.8	0.8	from US 219 at Beverly to CR 21
CR 21	Rand	6.1	6.7	0.5	from 37-8 to Cr 37-8
CR 37-8	Rand	8.3	15.0	6.6	from CR 21 to CR 35
CR 53	Rand	15.0	17.1	2.1	from CR 35 to CR 53
CR 53	Rand	0.0	2.4	2.4	From CR 37-8 to CR 151 at Pumpkintown
Backway TOTAL				12.6	

CR 151	Upshur	17.5	11.2	6.3	from Rand Co Line to CR 3 at Daysville
CR 151	Upshur	11.2	5.4	5.8	from CR 5/17 at Daysville to WV 20 at Buckhannon
CR 12	Upshur	5.4	4.8	0.6	from WV 20 at Buckhannon to US 33
CR 12	Upshur	4.8	0.9	3.9	from US 33 to US 33 at Lorentz
US 33	Upshur	0.9	0	0.9	from US 33 at Lorentz to Lewis Co. Line
TOTAL Upshur County Byway				17.5	

US 33	Lewis	28.8	24.1	4.7	from Upshur Co. Line to CR 33-3
CR 33-3	Lewis	24.1	21.0	3.1	from US 33 to dead end near I 79
CR 33-3	Lewis	21.0	20.5	0.5	from dead end near I 79 to CR 13
CR 13	Lewis	20.5	20.3	0.2	from CR 33-3 to US 33
US 33	Lewis	20.3	20	0.3	from CR13 to I 79
US 33	Lewis	20	19.9	0.1	from I 79 to I 79 SB entrance ramp
US 33	Lewis	19.9	11.1	8.8	from I 79 SB Entrance ramp to CR 9
US 33	Lewis	11.1	4.3	6.8	from CR 9 to CR 10
US 33	Lewis	4.3	0.0	4.3	from CR 10 to Gilmer Co. Line
TOTAL Lewis County Byway				28.8	
US 33	Gilmer	27.0	26.9	0.1	from Lewis Co. Line to WV 47 at Linn
WV 47	Gilmer	13.0	9.4	3.6	from US 33 at Linn to WV 18
WV 47	Gilmer	9.4	5.0	4.4	from WV 18 to WV 74
WV 47	Gilmer	5.0	0.0	5.0	from WV 74 to Ritchie Co. Line
TOTAL Gilmer County Byway				13.1	
WV 47	Ritchie	28.6	23.4	5.2	from Gilmer Co. Line to CR 47/16
WV 47	Ritchie	23.4	15.9	7.5	from CR 47/16 to WV 16 at Smithville
WV 47	Ritchie	15.9	8.2	7.7	from WV 16 @ Smithville to CR 30
WV 47	Ritchie	8.2	0.0	8.2	from CR 30 to Wirt Co. Line
TOTAL Ritchie County Byway				28.6	
WV 47	Wirt	6.2	3.9	2.5	from Ritchie Co. Line to CR 2
WV 47	Wirt	3.7	0.0	3.7	from CR 2 to Wood Co. Line
TOTAL Wirt County Byway				6.2	
WV 47	Wood	14.9	9.9	5.0	from Wood Co Line to CR 7
WV 47	Wood	9.9	6.3	3.6	from CR 7 to CR 47/24
WV 47	Wood	6.3	2.8	3.6	from CR 47/24 to I 77
WV 47	Wood	2.8	0.0	2.8	from I 77 to US 50
TOTAL Wood County Byway				15.0	

Total Mileage Byway 180.1

Appendix B Historic Context of the Turnpike

Before the Turnpike

Mountain Transportation

The long range of the Allegheny Mountains is an effective barrier between the rich rolling farm lands and large cities of the eastern seaboard, and the sparsely settled highlands to the west. This was especially true for early Virginia. The ways that people adapted to the mountains are largely a story of transportation and the difficulties of moving into or passing through the area.

The Staunton-Parkersburg Turnpike is a key to this transportation story. Native Americans showed the way with their trails. Early settlers created the need for the road. Political and engineering difficulties had to be overcome. During the Civil War both sides fought for control of the road. The economic boom in coal and timber came as a result of the railroads penetrating the territory in the late 1800s.

The Earliest People

For at least 12,000 years, Indians lived in these mountains and valleys, leaving evidence of their presence in stone tools, pottery sherds, earthen mounds, and trails. Creative and opportunistic, they forged paths that followed land contours along streams and ridges, crossing them at natural fords and mountain passes.

In addition to campsites along the trails, they built permanent villages at trail intersections and along rivers where fertile land produced corn, beans and squash. Two such villages, 600 to 900 years old, have been excavated at the base of Seneca Rocks on the upper Potomac River. The villages contained 15 to 20 large (20 x 40 feet) houses arranged in a circle, with an open central plaza and fences all around.

By the time European settlers first ventured into this area, all of the permanent Indian villages were gone, but the “old fields” and established trails remained.

The Enduring Path

The well worn Indian footpaths were used as horse trails by European settlers seeking access to the interior. The earliest roads and 19th century turnpikes followed these same trails. Modern road builders made changes by straightening curves, filling wet areas, and cutting through mountains rather than following the contours of the trails. Many of our historic and modern roads, including the Staunton-Parkersburg Turnpike, closely follow the old Indian paths. The Basic route used for thousands of years still proves to be the best.

Early Settlers

Broad river valleys between the mountain ridges, such as the Tygart Valley, upper Greenbrier Valley, the Little Kanawha River valley, and the mighty Ohio River valley were sites of early settlements.

Following the Indian trails, two families settled in the Tygart Valley in 1753, founding one of the earliest settlements on the headwaters of the Monongahela River. Robert Files (or Foyles) built a cabin near the site of Beverly where Files Creek joins the river. David Tygart (or Taggart) and his family settled nearby in the valley and along the river that bears his name, the Tygart Valley River.

While their first encounters with natives were friendly, Indians raided in the fall of 1754, killing the Files family and burning their home. Warned by Files' son, the Tygarts fled east over Cheat Mountain. Near the top they looked back and saw smoke rising from their burning cabin.

No whites settled in the area during the French and Indian wars, until Captain Benjamin Wilson led a number of permanent settlers into the Tygart Valley in 1772. The early roads, including the Riffle Road into the Greenbrier Valley and over Cheat Mountain, provided access into this remote region. Transportation was unreliable, and the settlers had to be self-sufficient.

Jacob Westfall's Fort, the first of a series of forts in the Tygart Valley was built in 1772 near the Files cabin site. Other forts included Roney's and Friend's on Leading Creek, Currence's on Mill Creek, and Haddan's near Elkwater. These stout log homes generally featured inside chimneys and holes between the logs for firing rifles. Rarely assaulting such forts directly, the Indians preferred to attack parties of settlers caught away from shelter. Hostilities continued through the Revolutionary War years, with 1777 becoming known as the "bloody year of the tree sevens." The last Indian raids in the area were in 1795.

Settlements Grow

Randolph County was formed from Harrison County in 1787. At the first court session, held in Colonel Benjamin Wilson's house on Chenoweth Creek, a town and courthouse were planned on James Westfall's land. Beverly was established there in 1790 as the county seat, and became the trading center of this rich farming valley.

Huttonsville and Traveller's Repose were mostly collections of farming families. In the 1780s the earliest settlers to the upper Greenbrier Valley included John Yeager. Adam Argogast, and Abraham Burner. All Revolutionary War veterans of German descent, they married the daughters of Captain Peter Hull of Bath County.

A fourth settler, Scots-Irish John Slaven, settled at the Durbin end of the valley near "the Narrows". For his Revolutionary War Service he received a land grant that was known as the Slaven Plantation. The descendents of these settlers established farms through the valley and along the ridges. The Yeager homestead became the post office of Traveller's Repose in 1813. As settlement increased, the need grew for improved roads to reach markets and communities across the mountains.

Building the Turnpike

Need for Transportation Routes

The Staunton-Parkersburg Turnpike story is framed by a national movement for internal improvements spurred by westward expansion. Before 1800, a lack of reliable roads confined

most settlement to coastal areas or along navigable rivers east of the mountains. Once settlers crossed the mountains, they quickly populated the Ohio Valley and spread through the young nation's interior. Each state strove to gain advantage by building Transportation systems that reached the "western waters" flowing into the Gulf of Mexico.

Virginia got involved in 1816 when the General Assembly created a Fund for Internal Improvement and established America's first State Board of Public Works. In 1817 Virginia passed a General Turnpike Law outlining a plan for a statewide network of roads. Controversies over the relative merits of roads or canals, the latter favored by many eastern landowners, slowed development of the western turnpikes. Many western residents felt that Richmond had neglected internal improvements in their area, and that the turnpikes were too little and too late. Debate over western improvements was ongoing in Virginia for several decades, provoking lingering resentment in the western counties.

Planning the Pike

In 1822 Claudius Crozet became principal engineer for the Board of Public Works. The General Assembly passed an act "to survey and mark a road by the nearest and best route from Staunton to the mouth of the Little Kanawha River," which joined the Ohio River at Parkersburg. Crozet made a preliminary survey of a route which measured 156 miles if laid out in a straight line. Of course, no road could be built straight in the Western Virginia wilderness, described as a "sea of mountains and valleys with little level land" and rivers "flowing in every direction of the compass." Using a surveyor's theodolite, chain, and compass, Crozet assembled a team to survey "from mountain to mountain" in search of the best route to the Ohio.

The Virginia General Assembly first appropriated money for the Staunton-Parkersburg Turnpike in 1824. In some cases, counties along the right-of-way raised a portion of the funding themselves. Construction was not begun until 1838 and continued until 1845, when contractors completed the road between Beverly and Weston. Some bridges were not finished until 1848.

Turnpike Construction

The turnpike followed standard construction technology of its time adapted for the mountains. The road was to 15 to 20 feet wide: enough room for two wagons to pass, but not as wide as the 24 foot roads common in eastern Virginia. It was built on a regional variation of the popular macadam plan, a paving system named after Scottish highway engineer John L. MacAdam. His specifications were revolutionary because they called for an elevated road surface consisting of several layers of small stones not more than 7 inches in diameter on the bottom layer and 3 inches on the top layer. This combination of small stones and elevated roadbed made for a watertight surface. Under heavy traffic, a macadamized road required only light maintenance to replace dislodged stones and to keep the roadbed clear of obstructions. A properly maintained macadam road might have a 5 year life cycle before a new layer of surface stone was required, a marked improvement over other systems.

The road's layout was a marvel. It followed the natural contours of the landscape with a minimum of grades, just as the Indian trails had. Credit for selecting the route goes largely to Claudius Crozet, a talented engineer and dedicated public servant. The road was primarily built under contracts given to prominent citizens to build sections of the road. Many of the workers were Irish immigrants, some of whom settled along the Turnpike giving rise to communities such as Kingville and Alum Bridge. Overseers earned \$31 a month and wagoners \$15 per month, followed by blasters, blacksmiths, and wall builders at \$12 - \$13 per month. Laborers made up the majority of the workforce, earning between \$7.50 and \$10 per month. The lowest paid workers were cart drivers at \$8 and cooks at \$6 per month.

Turnpike Bridges

The turnpike used many outstanding covered bridges. Major bridge construction was contracted separately from the road building, and often lagged years behind. Many rivers were crossed by fords until the bridges were built. An example of this can be seen at Bartow, where old bridge abutments and a rock bottom ford can be seen just west of the modern bridge.

Lemuel Chenoweth of Beverly was one of the outstanding bridge builders. Chenoweth built a number of the turnpike bridges including those at Beverly, Middle Fork, and at Dailey. With a reputation for quality, he was chosen to rebuild an unsatisfactory bridge at Buckhannon originally built by a different contractor. His large double-barrel covered bridge at Philippe on the connecting Beverly-Fairmont turnpike is still in use today.

Maintaining the Turnpike

Completion of the Staunton-Parkersburg Turnpike stimulated the construction of feeder pikes. The Beverly-Fairmont pike reached Grafton in 1853, the same year as the Baltimore and Ohio Railroad. The Huttonsville-Huntersville pike into Pocahontas County was completed in 1856.

The quality of workmanship on the Staunton-Parkersburg Turnpike varied by location and contractor. Not all parts of the road were macadamized, depending on the natural surface and the amount of traffic. Where gravel was applied, its quality was uneven. Poor maintenance and heavy rains led to deterioration of the road surface.

No reliable system of maintenance was developed until 1847, and tolls were not sufficient to pay for upkeep. Additional money was provided to construct bridges and pave portions of the route until 1852, when a flood left the road in disrepair. No further appropriations came until 1860, when \$12,000 proved too meager to overcome nearly a decade of neglect. Any thoughts of additional repairs by Virginia ended when the Civil War erupted along the turnpike in the spring of 1861.

Civil War on the Turnpike

Struggle for Western Virginia

The Staunton-Parkersburg Turnpike was a vital link between the heart of Virginia and its western counties upon the outbreak of Civil War in 1861. As a gateway to the B&O Railroad,

forces both North and South coveted the turnpike and its connecting routes. Virginia authorities sought to keep all of the state under Confederate control while many western Virginians, long disaffected with the Richmond government, saw the opportunity to form a new independent government. They were encouraged by Federal authorities anxious to retain the strategic railroad. Early action for control of the Turnpike launched the war's first inland campaign. Northwestern Virginia was secured for the Union and General George McClellan emerged as the "Young Napoleon," soon to command all Federal armies.

Philippi

Confederate Colonel George Porterfield established headquarters near Grafton in May 1861. He hoped to secure Virginia's northwestern counties for the south and recruit additional troops. Porterfield found little support in the area. Removing his collection of raw volunteers to the more sympathetic town of Philippe, he ordered the destruction of railroad bridges to delay any Federal advance.

Major General George B. McClellan, commanding the Federal department of the Ohio, was charged with protecting the pro-Union citizens of northwestern Virginia and the B&O Railroad. Responding to the burned bridges, he sent troops across the Ohio River at Wheeling and Parkersburg to seize Grafton. On June 3, Union troops from Ohio and western Virginia surprised Porterfield's Confederates at Philippi. Surprised and outnumbered, Porterfield's Confederates fled down the turnpike to Huttonsville. The Federals took the town, but they failed to capture the Confederate troops. This almost bloodless clash, known as the "Philippi Races," has been called the first land battle of the Civil War.

Rich Mountain

General Robert Garnett now arrived to command Confederate forces in the area. He hastily fortified two key mountain passes: Laurel Hill, just east of Belington on the Beverly-Fairmont Pike, and at the western base of Rich Mountain overlooking the Staunton-Parkersburg Pike. Garnett himself commanded the bulk of his army at Laurel Hill. The Rich Mountain position, named Camp Garnett, consisted of 1,300 men and four cannons commanded by Col. John Pegram.

General McClellan consolidated his hold over the area. Marching along the Staunton-Parkersburg Pike, he personally led a force of over 5,000 men to Roaring Creek Flats, just two miles west of Camp Garnett. Fearing the strength of the Confederate position and overestimating the number of enemy troops, McClellan felt it would be disastrous to attack Camp Garnett head-on. Instead, he sent General William Rosecrans and a brigade 1,917 men on a march to the south, hoping to strike the turnpike in the Confederate rear, on the summit of Rich Mountain. Guided by David Hart, the young son of a family who lived at the pass, they struggled through a pathless forest, hindered by thick undergrowth, steep hillsides, darkness, and rain. Finally arriving on the ridge top south of the turnpike. Rosecrans' Federals moved north until they overlooked the turnpike pass at Joseph Hart's farm.

Around 2:30 on the afternoon of July 11, Rosecrans struck a Confederate outpost at the pass, comprised of 310 Confederates with one cannon. They took cover behind hastily

constructed log field works, rocks, trees and farm buildings. Firing the cannon at a feverish pace, they held the Federals at bay for more than two hours. After numerous thrusts at the Confederates, the Federals finally captured the gun and forced the outnumbered rebels to flee.

In camp Garnett, Colonel Pegram tried to rally reinforcements, but it was too late. With the enemy now poised at his rear, Pegram withdrew his remaining forces during the night. The next morning, the victorious troops marched down the turnpike into the nearly abandoned Camp Garnett and Rosecrans sent word to McClellan that the enemy was beaten. Part of the retreating Confederate column. Led by map maker Jed Hotchkiss, successfully escaped down the turnpike. Pegram's main force cut off and without supplies, surrendered to McClellan in Beverly two days later.

Meanwhile, McClellan had sent General Morris to engage General Garnett's Confederates at Laurel Hill, east of Belington. On July 7, Morris' Federals moved south from Philippi, and engaged the rebels in a series of skirmishes on the hills around Belington. This led Garnett to believe the main assault would be against his lines. On the afternoon of July 11, however, he heard the sounds of the battle at Rich Mountain 23 miles away. Learning of Pegram's defeat and Union control of the Pike, Garnett realized that his Laurel Hill position was also cut off. His troops departed at dusk, leaving their tents up and fires burning to deceive the enemy. Upon reaching the turnpike crossroads at Leadsville, Garnett was mistakenly told that Beverly was already in Federal hands. His only hope for escape was to turn north and east on primitive roads.

Corricks Ford

On the morning of the 12th, discovering that Garnett was gone, Morris quickly set off in pursuit. Poor roads and incessant rain slowed travel, but a quagmire of mud and discarded equipment along the way marked the path of Garnett's retreat. The route to Shavers Fork was barely passable, with steep slopes and dense woods on either side. The Southerners felled trees across the road to delay pursuit, but the Union advance caught up to the Confederate wagon train by noon on the 13th. At Kalars Ford of Shavers Fork, a running skirmish began as the two-mile-long Confederate column moved down the river valley, followed by the pursuing Federals. Held up by stalled wagons at Corricks Ford, rebel defenders on a high bluff fought a spirited engagement along the riverbank. General Garnett was shot and killed while directing skirmishers, the first General to die in the Civil War. The tired Union column stopped here, having captured most of the Confederate baggage train. Remnants of Garnett's army fled east through the wilderness, eventually straggling into Monterey, Virginia.

McClellan's Victory

From Beverly, General McClellan sent telegrams to Washington proclaiming dramatic victory. Little more than one week later, Federal forces met a disastrous defeat at Manassas. President Lincoln, needing a winning general, called McClellan to Washington to command the Army of the Potomac. Within four months he commanded all Federal armies. The characteristic traits which later marked McClellan's command, a talented military organizer, hesitant to engage in battle while wildly over estimating enemy numbers, were all first apparent at Rich Mountain.

Fortifying the Turnpike

Before departing for Washington, General McClellan left orders to fortify crucial turnpike passes in the upper Tygart Valley. Entrenchments at Elkwater blocked the Huttonsville-Huntersville Turnpike, while Cheat Summit Fort or Camp Milroy commanded the Staunton-Parkersburg Turnpike almost 4,000 feet above sea level. Nearly 14 feet high, the works here were believed to be impregnable. Federals established a supply base called Cheat Pass Camp on the Turnpike near Huttonsville at the base of Cheat Mountain.

Confederate forces were also digging in on the Staunton-Parkersburg Pike. Fortifications were built at Camp Bartow, overlooking Traveller's Repose, and at Camp Allegheny on the top of Allegheny Mountain. They also had a supply base at Huntersville, and an advance camp below Elkwater near the summit of Valley Mountain.

Lee's Cheat Mountain Campaign

Confederate General Robert E. Lee now entered the area. Lee's mission was to oversee a counterattack by General William Loring to regain lost ground on the strategic roads. From his camp on Valley Mountain, Lee personally scouted the area, identifying mountain paths that could be used to flank the Federals. An intricate Confederate attack was launched on September 12. Colonel Albert Rust with a brigade of 1,500 men was to assault Cheat Summit Fort in the first of five separate coordinated attacks against the Federal positions at the Cheat and Elkwater. Rust blundered into Federal wagons less than ½ mile from the fort and engaged 200 skirmishers in dense woods. Surprised by what they saw as an overwhelming force, the Confederates retreated, littering the woods with abandoned equipment. Without Rust's signal, a disjointed Confederate attack on Camp Elkwater was easily repulsed, and the remainder of the plan failed to materialize. General Lee had lost his first battle. Defeated by rough terrain, rainy weather and inexperienced subordinates, his reputation was severely damaged and the southern papers derided him as "Granny Lee", a name that would not last.

Camp Bartow and the Battle of Greenbrier River

Federal forces now seized the initiative. An army of 5,000 men, under General Joseph Reynolds, attacked Confederate Camp Bartow on October 3, 1861. Clustered on a series of hills overlooking the Staunton-Parkersburg Pike, Camp Bartow was held by General Henry Jackson with a force of 1,800 men.

Federal artillery duelled for four hours with Confederate cannons dug in on the hillsides in the Battle of Greenbrier River. After two failed flank attacks. Reynolds broke off the engagement and returned to Cheat Summit Fort. The victorious Confederates now questioned whether Camp Bartow would be safe from renewed attack, and in November they abandoned this position.

Camp Allegheny

A force of 1,200 southerners under Colonel Edward Johnson now held Camp Allegheny, a strongly fortified position on the heights of Allegheny Mountain, on both sides of the Turnpike. General Robert Milroy and 1,900 Federal troops attacked Camp Allegheny on December 13,

1861. Hoping to strike both flanks of the camp at once. Milroy divided his force. Leaving the turnpike, he climbed the mountain and attacked the confederate right at dawn. Milroy was driven from the field just before the other Federal column reached the Confederate left flank. Confederate Colonel Johnson skillfully shuttled troops across the battlefield to meet these uncoordinated assaults. The Confederate victory assured they still held a position on the turnpike.

Winter Camps

The Federals at Cheat Summit Fort and Confederates at Camp Allegheny suffered terribly in their windswept positions. Measles, pneumonia and other illnesses took a higher toll than the battles. Troops could barely be supplied on the frozen or muddy turnpike. By April 1862, both armies moved toward the Shenandoah Valley, leaving behind the cold, desolate wilderness of their first year at war.

McDowell

The Confederates joined General Thomas “Stonewall” Jackson’s army near Staunton. General Milroy soon followed them down the pike. On May 8, Milroy’s Ohio and western Virginia troops attacked Jackson on a hill overlooking McDowell. Although they inflicted heavy casualties, the Federal attack failed, and they retreated north. “Stonewall” Jackson’s famous Shenandoah Valley Campaign had begun.

Beverly Occupied

Federal troops continued to occupy Beverly, as well as much of the turnpike. Many of the troops camped in town and dug trenches on the hills of Mt. Iser above the town, later used as the Confederate cemetery.

Many residents who were Southern sympathizers fled the town. Residents who stayed were expected to supply food, shelter and labor to support the soldiers. Many houses were used as hospitals for the troops, most notable the Logan and Goff houses. Union officers boarded in a number of homes, like that of “Stonewall” Jackson’s sister, Laura Jackson Arnold. The Bushrod Crawford store was used as a Federal headquarters and telegraph office.

Confederate Raids

Confederate raids challenged Federal control during the war. The most extensive was the Jones-Imboden raid. On April 24, 1863 General John Imboden with 3,365 men advanced through central West Virginia, and took Beverly after a day of fighting. General Imboden and General Jones swept through the state capturing supplies and destroying bridges. After they left, Federal forces returned to Beverly.

Guerrilla partisans, or bushwackers, caused much damage and suffering in the area during the war. Homes and bridges were burned, including the inn at Traveller’s Repose, but western Virginia remained under Federal control.

Statehood

Once the Federals had military control of northwestern Virginia – initially ensured by the Battle of Rich Mountain – dissenting citizens formed the “reorganized government of Virginia” which remained loyal to the Union. In 1863, two years later, with the western counties firmly in Union hands, the state of West Virginia was formed.

Travel on the Pike

Maintaining the Pike

When the fighting ended in 1865, the newly created State of West Virginia owned the majority of the Staunton-Parkersburg Turnpike. Responsibility for the turnpike in the new state fell to the counties. County court records name individuals responsible for sections of roads, with men being “called out” to work so much each year.

Tolls continued to be collected by the counties, in some cases until the 1890s. Locations of the toll gates included Traveller’s Repose, the Jacob Arbogast house in Durbin, south of Huttonsville, at Beverly, at stream crossings, such as the Toll House in Ritchie County, and at major intersections, such as the intersection of SR 47 and US 50 near Parkersburg. The toll rates collected at each gate varied throughout the years – wagon, team, and driver 25 to 55 cents; four-wheeled riding carriage, 20 to 45 cents; cart or two-wheeled carriage 12 ½ to 20 cents; man and horse 6 ¼ cents; cattle per head, ¼ cent; sheep or hogs, 3 to 5 cents per score. The tolls were usually insufficient to pay for maintenance of the road, and in addition were often evaded by extra roads or “shunpikes” built bypassing the gates.

Many bridges had been burned or destroyed during the war and rebuilding was slow. In 1873, Lemuel Chenoweth rebuilt his bridge at Beverly, just below where his house stood, and was commissioned to repair a number of other bridges as well. Rebuilding of some bridges lagged behind, such as at Bartow, where a footbridge and ford served the turnpike for several decades.

Travel by Stagecoach

The turnpike brought visitors and regular stagecoach routes. Traveller’s Repose was the first stage stop west of Allegheny. The original inn on the site was burned by Bushwackers during the war. Peter Dilly Yeager rebuilt the inn beginning in 1866. It has 22 rooms and space for 28 horses in the barn and was operated under different names, including the Yeager Hotel and Greenbrier Hotel. It was a two story L-shaped house constructed of wide native pine boards, with double sandstone fireplaces, three stairways and a wood shingle roof. Outside was a picket fence and board walks, with a mounting block and hitching post for the horses. Thomas Jackson’s nephew Thomas Arnold, who grew up in ante-bellum Beverly, described the arrival of the stage in that town.

Tri-weekly stage coaches – drawn by four horses, from Staunton, from Weston, and Fairmont; making good time, horses being changed every 10 or 12 miles, going night and day; their approach to the town, being heralded by the blowing of a trumpet, carried by the driver. Such notice enabling the citizens to gather at the hotels to see the arrival of guests, and get the latest news; and to have the hostler out with fresh horses, and the postmaster to have his mail bags ready. These coaches could carry nine

passengers inside and could take two on the top seat with the driver- a big leather covered boot at the back to hold baggage. Aside from the stage coaches, persons frequently traveled in private conveyances – there being much intercourse with Richmond and other sections of Eastern Virginia. Also much travel in season, to the many mineral springs in Greenbrier, Bath and Rockbridge counties.

A short distance west of present day Buckhannon at the Blair house, tired stage horses could be exchanged for fresh ones. Another stage stop was at McGuire Park just east of Weston. Again the hotel here accommodated guests overnight and served food.

Mail Delivery

In June 1847, the Board of Public Works had entered into a contract with P.A. Heiskell & Co. granting franchises for two-horse mail coaches three times a week thus providing fast and regular mail service.

In northern Pocahontas County, the post office at Traveller's Repose served the farming community that had grown up from the families of the earliest settlers. It was continuously in the Yeager home from 1813, except for the war years when the Burner house served as the post office after the original Traveller's Repose Inn was burned. In 1905, Traveller's Repose post office, which by then also served as the telephone switchboard was closed, and the Bartow post office in the new town across the river was opened.

During the winter of 1855, when the mail between Staunton and Huttonsville was contracted to the Trotter Brothers, a severe snow storm hindered mail deliveries. Asked by postal authorities about the delay, the Trotters replied:

If you knock the gable end out of Hell and back it up against Cheat Mountain and rain fire and brimstone on it for forty days and forty nights it won't melt the snow enough to your d--- mail through on time.

The Turnpike Brings Growth

The turnpike stimulated immigration and prosperity in many of the areas it served and was a factor in the forming of several new counties, including Gilmer and Upshur. Beverly developed as the county seat of Randolph County and the commercial center of the rich Tygart Valley, boasting several hotels which served the needs of travelers, and various craftsmen, including tanneries, saddle makers, blacksmith and carpenters, hat makers, and a toy factory. Buckhannon, Weston, and Smithville became market towns along the way, and at the terminus of the Turnpike was Parkersburg, a transportation hub for both land and water commerce.

There were a number of smaller communities that grew up on or near the pike, including Leadsville, Roaring Creek, Mill Creek, and Huttonsville in Randolph County, the community at Traveler's Repose in Pocahontas County, Ellamore and Lorentz in Upshur County, Horner, Camden, and Alum Bridge in Lewis County, Linn, Troy and Coks Mill in Gilmer County, Macfarlan in Ritchie County, and Kanwha and Cedar Grove in Wood County. Most of these remained small farming communities until the lumber boom around the turn of the century.

Railroads for Resources

Railroads Bring new Development

Rapid industrialization in the late 19th Century had a tremendous impact on remote and rural sections of West Virginia. Soldiers and businessmen who served in western Virginia during the Civil War were impressed by the vast expanses of virgin spruce, pine, and hardwood forests. The area had huge coal reserves and mines, such as the one on the Hart farm on Rich Mountain which had served local use before the Civil War. In 1876, investors sent a huge chunk of coal from Roaring Creek by wagon to Webster, then by rail to the Centennial Exposition in Philadelphia, where it attracted the attention of industrialist Henry Gassaway Davis.

In 1888, Henry G. Davis and his son-in-law Stephen Benton Elkins came to Randolph County to select a site for the terminus of their railroad, the West Virginia Central & Pittsburgh Railway. Founded in 1881, the line ran from the Baltimore & Ohio Railroad at Piedmont, West Virginia into the Allegheny Mountains to provide access to the region's rich coal and timber resources.

Initially, Davis and Elkins wanted to build the terminus in Beverly, which was already well established as the county seat. Unable to come to terms with the area landowners, the industrialists instead looked to nearby Leadsville, then just a collection of farms and a blacksmith's shop. The West Virginia Central and Pittsburgh Railway reached Leadsville in August 1889, and brought with it a development boom. Elkins, the town that grew out of the establishment of the railroad terminal, was incorporated in February 1890, with a population of 349. In 1900, the county seat was moved there from Beverly and in 1902 there were over 6,500 people living in the city limits. Almost overnight, Elkins came to dominate the economic and political life of Randolph County.

In the Western counties, the railroad was not a boon to development on the Turnpike. The B & O Railroad ran close to the northern road, and pulled industry and economic assets to that area

Oil and Gas

The oil and gas industries in West Virginia started with the discovery of oil by George Lemon while drilling for salt near Fling Run. This well was near the Turnpike in Wirt County adjacent to the county line with Ritchie County. Ritchie County became known for its oil and gas fields. Numerous communities turned into little "boomtowns" due to the proliferation of oil and gas discoveries in the late 1800s through the 1920s. This natural resource led to the growth of most of the Ritchie County communities along the Turnpike and elsewhere, such as the town of Petroleum. Today there is an Oil and Gas Museum in Parkersburg commemorating this era.

Coal Mining

The communities of Coalton, Mabie, and Harding grew as the Roaring Creek coal fields were mined. Named for O. C. Womelsdorf, who developed the Roaring Creek coal fields, the town of Womelsdorf is more commonly known as Coalton. The railroad was completed from

Elkins to Womelsdorf in 1893-94. The town at one time had two hotels, an opera house, one boarding house and three saloons. In 1910, during its heyday, the community had a population of 650. Many of the miners who worked there for the West Virginia Coal and Coke Company were immigrants from Italy.

By the 1950s, the number of deep mines declined, as more coal was strip mined, a method of surface mining, which used more equipment and fewer workers, and also more visibly damaged the countryside. In recent years, strip mines are legally required to do reclamation work – the regrading and seeding of the land to prevent erosion. Both reclaimed and older unreclaimed strip mines remain on Rich Mountain.

Asphalt Mining

Near the Turnpike north of Macfarlan in Ritchie County is the Ritchie Mines Wildlife Management Area. This reclaimed area is today a preserve and hunting area open to the public. In its heyday, it was the largest asphalt mine in the country.

Lumbering

Lumbering also was extensive in those years prompted by small spur railways reaching into the hills. Along the upper Greenbrier, even before the railroad's arrival, lumbering had begun in the rich spruce forests of the upper elevations and pine plantations along the river. Hardwoods were extensive in the hills west of the mountains, and these forests were also logged, starting near the waterways. Wood was a valued commodity in the late 19th century. The country was in the midst of the Industrial Revolution, and the economy needed charcoal to run the furnaces, wood to build factories and commercial buildings, and the houses for the workers in a growing population.

Early water-driven up-and-down mills which cut limber for local needs were superseded by more efficient steam-driven circular saw mills, then later by band mills. Many logs were moved to mills by river, as huge log drives were made during high water each spring. Especially during the decade of the 1890s, log drives were made each spring from the Durbin area down the river to mills at Ronceverte. Log drives were also common on the Shavers Fork, the Tygart Valley River, the Buckhannon River, and Little Kanawha River and its tributaries. Running north or west these drives eventually delivered logs or lumber to the B & O Railroad.

In the south and east much of the forest still remained untouched, and the Greenbrier Railway Company was founded in 1897 to extend the Chesapeake & Ohio Railroad north from Ronceverte into Pocahontas County. The route along the river was approved in April 1899, and the railroad spur completed to Cass by December 1900. In 1902 it reached Durbin, and made its way to the new mill at Winterburn by 1905. Meanwhile, Davis and Elkins were expanding their railway lines, and when a subsidiary of their company completed rail lines to Durbin in August 1903, the much-needed connection between the B&O and the C&O were forged.

Many communities grew up and boomed around the sawmills and railroad depots serving the lumbering industry as both local residents and new immigrants found work. On the upper Greenbrier, Winterburn, and Dunleavy (near modern Thornwood east of Bartow) grew up as the

new mill towns. Bartow was laid out as a mill town, but for many years its primary industry was livestock shipping. In addition to area farms, livestock was driven down the turnpike from Highland County Virginia, which did not have a railroad. Durbin was the booming new railroad center, and the nearby community of Frank was founded around the tannery, which utilized the abundant hemlock bark in its processing. In the Tygart Valley, one of the oldest communities, Mill Creek, boomed and thrived with the coming of the Wilson Lumber company in 1911. Using hand tools to cut the timber and horses and oxen to skid it out to the rails, virtually the entire countryside was clear-cut over the next few decades.

The National Forest

Fires and floods devastated the country as a result of the forest's wholesale destruction. The devastating Pittsburgh flood of 1907 focused national attention to the problems. In 1911, Congress passed the Weeks Law for the protection of watersheds. This allowed land to be purchased for the formation of eastern National Forests.

The purchase area for the Monongahela National Forest was authorized in 1915. The first purchase of 7,200 acres in Tucker County was sold by Thomas J. Arnold. The Forest grew as more lands were acquired and reforestation was begun in the cut over lands. Legislation in 1924 broadened the purposes of the Forest to include timber production. The area was enlarged to include the Seneca Rocks area, and the boundary was extended again in 1933. Much of the denuded mountain land was reforested in the protected areas, either by planting or through natural regrowth.

Change and Growth

Automobiles and Paved Roads

The dominant mode of transportation changed yet again with the popularity of automobiles. In the 1920s many of the major roads, including the Staunton-Parkersburg Pike, were paved. Much of the original turnpike route was used virtually intact by the new roads, though in some cases curves were straightened, leaving small sections of the old pike curving out along the modern road. These can still be seen, for instance on sections of Cheat Mountain. Parts of the old route were bypassed by a new routing. This occurred on the west side of Allegheny, where the new route travels through wet bottom land that could now be crossed thanks to modern road building techniques. This leaves the Camp Allegheny Backway as a 9 mile section of old turnpike now maintained as a gravel road – and virtually unchanged from its original route. From Beverly, the paved highway continues north to Elkins, paralleling the route of the Beverly-Fairmont Pike, and the old Staunton-Parkersburg route over Rich Mountain, now the Rich Mountain Backway, remains a back road on the original roadbed. In Ritchie County a short distance west of Macfarlan is an area known as Oxbow. Here the old road followed the north side of Laurel Run on a circuitous route. This avoided the need for bridges. Today the road crosses Laurel Run at two places, and the old roadbed is not easily passable with an auto.

Routing through the towns of Bartow and Durbin was altered to accommodate development changes, and in many places the original route is obscure. The section that is now the Back Mountain road Backway was paved as highway in the 1920s, but was augmented by an

improved highway down the east face of Cheat Mountain in the 1960s. At Buckhannon in Upshur County the old road still passes through the center of town, while the new US 33 bypasses the town to the north. A similar thing happened at Smithville in Ritchie County the old road used to be the Main Street, and the newer road now bypasses the town.

Early Tourists

By the 1920s many Americans used their new automobiles to visit other parts of the country. Auto tent camps were common and service stations began to dot the countryside.

In August of 1918, a group of prominent Americans escaped the cities for an auto camping tour of the Appalachians. Included in the party were automobile builder Henry Ford, tire manufacturer Harvey Firestone, inventor Thomas Edison, and naturalist John Burroughs. They visited Elkins, Tygart Valley, and Cheat Mountain, spending the night at the Cheat Mountain Club Lodge near Cheat Bridge.

In a newspaper article in the March 26, 1939 issue of the Parkersburg News, reporter Evangeline wrote:

“ . . . our route lay over the new Staunton pike, and we were delighted to see the promise that this new highway and thoroughfare gives to the country at large. Those of us who just hear about it have little realization of what it’s going to mean to Parkersburg, and the entire region from here to the Atlantic coast. It is not only going to be beautiful from a scenic point of view, and it is bound to bring many tourists this way, when its history becomes better known. It’s the history of the country when properly played up that makes for tourists, and we are in favor of having correct markers placed along this highway, so that he ‘who runs may read’ the significance of these interesting points.”

We know the Turnpike was not new in 1939, but perhaps it was newly paved. Many roads were named for their destinations, so people in Parkersburg would likely call it the Staunton Pike, while people in Staunton would call it the Parkersburg Pike. In the middle, we call it by both names or simple the Turnpike or Pike.

Tygart Valley Homesteads

The Tygart Valley Homesteads were developed as a New Deal project that relocated out-of-work families and enabled them to become self-sufficient. Based on the first such community at Arthurdale, WV, over 100 communities were developed across the country. The Tygart Valley Homesteads at Valley Bend and Dailey were built in 1934-35 for workers laid off from local mining and lumbering jobs.

In Dailey there are several New Deal-era structures, including craft buildings and the stone trade center building, which was the community center for the Homestead’s 160 or so homes. The lumber mill was constructed by the government and operated by the Kenoweth Corporation, to provide jobs for those living in the homestead dwellings.

The Homestead School built for the project is still in service as the elementary school for the area between Beverly and Mill Creek. Some of the homes can be seen on the west side of the road across from the community buildings. The largest concentration is at Valley Bend, on

the east side of the Pike. The homes were built to three basic patterns and each one had its own land for gardens, with outbuildings and a root cellar.

Civilian Conservation Corps

The CCC was vibrantly active with 21 camps in the Monongahela National Forest area. Jobless young men were put to work on forestry, fire-fighting, roads and trails, and building projects. Many of the structures and facilities in the National Forest and State Park sites date from this era, including Kumbrabow State Forest and Stuart Recreation Area, as well as picnic areas like Old House Run on route 250, now part of the Turnpike Byway. The CCC camp at East Dailey known as Camp Tygart helped with drainage, road work, and excavation for the Tygart Valley Homesteads.

Change in Industries and Transportation

Coal production has declined due to the reduction in the use of coal for energy, the oil has played out. Lumbering and the gas industry remain strong however, as dominant industries in the region. Sustainable logging practices, local lumber mills, and increasingly, wood products manufacturers, are helping to keep jobs along the old turnpike route.

The railroad's influence on the region continued through to the early 1980s, although passenger service came to a close in 1958. The final blow to the Elkins railroad industry came in 1981 when the roundhouse burned, ending the railroad's reign. Many railroad tracks have been removed, and in some cases converted to hiking/biking trails, such as the Greenbrier River and West fork trails, and the North Bend Trail from Parkersburg to Clarksburg. Some tracks remain and are used for industrial hauling, a business that is now dominated by trucks. By expanding access and promoting the development of resources, the railroad's impact forever transformed the character and culture of West Virginia.

While some traditional work like farming and lumbering continue, modern technology also affects the area. While the Frank tannery is now closed, the National Radio Astronomy Observatory at Green Bank is a vital employer for the upper Greenbrier Valley. Although the oil wells and asphalt mines have now stopped functioning, employment in the larger towns and cities draw commuter workers. Service and tourism jobs are also starting to flourish. The convenience of automobiles and modern highways allow many people to enjoy living in rural locations while working in the nearby towns.

Tourism is an increasing factor in the local economy. The designation of the Staunton-Parkersburg Turnpike Byway, as well as development of the heritage and natural tourism sites along the Byway and throughout the region, help local residents value and share with visitors the rich cultural heritage which makes their homeland so special.

All along these roads, you can see homes and farms, Civil War sites and historic communities that tell the stories of settlement and growth. As you drive the Byway and Backways today, you are following in the footsteps of generations of travelers on the Staunton-Parkersburg Turnpike.

APPENDIX C – Intrinsic Quality Assets and Maps

Section C-1

Land Use Maps with Sites

Primary Historic Sites and Assets – pictures and descriptions

Section C-2

Descriptions of Intrinsic Qualities

Appendix C -- Intrinsic Qualities

Allegheny Mountain. At an altitude of 4,400 feet, the high ridge of Allegheny Mountain separates watersheds, and at this location now defines the state line between Virginia and West Virginia. Nevertheless, trade and travel remained closely tied between the mountain regions of Highland County, Virginia and upper Pocahontas County, West Virginia, as the turnpike provided contact between the remote valleys. For example, oral tradition tells of Pocahontas County men taking their skins and other trade goods to Monterey, and of later farmers from Highland County driving their livestock to the railhead at Bartow.

The heights and benches of Allegheny Mountain were settled soon after the valley farms. The Yeagers, family descendents of the original settler John Yeager, owned much of the top of Allegheny. Despite the harsh conditions at the high altitude, families continued to live along the turnpike route across the mountain into the early twentieth century. Following the building of the paved highway along a different route, many of the families moved out. Today, only the lower couple of miles of the old turnpike route near Bartow has year-round inhabitants. The upper reaches of the mountain are mostly National Forest or privately owned grazing or timberlands, with a few scattered seasonal dwellings.

The Max Rothkugel Tree Plantation near Thornwood is the first tree plantation (1907) in West Virginia and is within the Monongahela National Forest. Norway spruce and larch seeds were brought from Austria. There is a small pull off and a 14 mile loop trail through the plantation. It is located near the northeast corner of the intersection of State Roads 28 and 54.

Turnpike Alignment. The Allegheny Backway. From Highway 250 near the top of Allegheny Mountain in Virginia, a narrow, one-lane tract leads to the mountain crest, where it joins the current Backway in a T intersection. This back road turns off of 250 at the crest of the mountain, at the state line, where there is an historical marker for Camp Allegheny. Continuing on the turnpike, the road goes through Camp Allegheny, then on down the mountain to Traveller's Repose.

Camp Allegheny is a Civil War camp and battle site. This National Register listed site is in part public (Monongahela National Forest) and part private ownership. The major Civil War encampment was on the farm of John Yeager, Jr. Building of the camp began in the fall of 1861 when the Confederate forces who had previously been encamped at Camp Bartow, 9 miles down the turnpike at Traveller's Repose, left that position for the more defensible site on the Top of Allegheny.

On December 13, 1861, Federal forces under Gen. Milroy attacked down the hillside on the north side of the camp. Fighting raged in the cabin area occupied by the 31st Virginia (the area now owned by the Monongahela Forest). The second wing of the Federal attack was on the main fortification up a steep slope from the southwest, on Mr. Riley's property. Both attacks were repulsed, and the Confederates held the site. They remained in the camp throughout the bitter winter of 1861, and pulled out in April of 1862. At 4,400 feet elevation, it was the highest fortification in the eastern theater of the war.

The historic features of Camp Allegheny are dramatically well preserved, and the remoteness and integrity of the site are truly impressive. The Monongahela National Forest has put up interpretive signs, and they have brochures available. The private portion of the site has no interpretation or protective measures.

Camp Bartow

This Civil War encampment and battle site, listed on the National Register, is mostly in private ownership. It covers over 200 acres on several hills on both sides of the turnpike with extensive earthworks and cannon emplacements. Well-preserved earthworks are visible on the hill between the modern road and the turnpike, the hill to the southwest of the turnpike, and extending back from these some distance. There is a family graveyard on one hill, and a Civil War soldiers graveyard on another hill. There were also earthworks overlooking the river farther west, and some trenches still remain flanking the old Green Bank road to the west of State Road 28. Much of the camp land is open pasture, with some brush and copses of trees.

Wildlife in the Monongahela National Forest includes 51 species of mammals such as deer, bear, wildcat, red and gray squirrel, raccoon, beaver, muskrat and chipmunk. There are 31 species of amphibians and 21 species of reptiles. Among the reptiles are the copperhead and the timber rattler. Two endangered mammals, the Indiana bat and the Virginia big-eared bat, are protected in the Shavers Lick area. More than 130 species of nesting birds may be found in the district. Flora is widely varied, with a remarkable 1,100 species, because of the deep shady valleys, bogs, open fields, and high mountains with their northern evergreens and hardwoods (Alan DeHart, *Hiking the Mountain State*).

Upper Tract of Pocahontas County – Allegheny to Cheat Mountain.

In the upper Greenbrier Valley, settlers moved in during the 1880's. They followed a road known as the Riffle Road, which led over Allegheny Mountain, through the Greenbrier valley and over Cheat Mountain to the head of Riffle Run in the Tygarts Valley. Four families established farms in the rich Greenbrier valley. The Arbogasts, Yeagers and Burners near what is now Bartow, were of German descent. The Slavens on the lower eastern slopes of Cheat Mountain were Scotch-Irish. The post office of Traveller's Repose was established in 1814, but the area remained a collection of farming homesteads.

Middle Mountain Area

Tall black cherry, red and sugar maples, yellow birch, green ash, beech and other hardwoods tower over open gentle understories in the Middle Mountain area. Deer, grouse, and wild turkey are often seen in this region. Southern access is from Thornwood, on WV 28 and US 250.

Upper Greenbrier Valley

The river bisects a typical long, mostly flat valley. Steep slopes rise on either side, partially covered in second and third growth hardwoods. Settlement in the valley remained scattered farms through most of the nineteenth century. The turnpike ran along the northern edge of the valley, at the base of the mountain. The modern road in many places runs lower down through the commercial districts of the later towns. Some logging began in the 19th century with logs being floated down the river in yearly log drives. With the coming of the railroad to Durbin in 1903, logging became profitable, with the major sawmill located at Dunleavy, now Thornwood, and a short distance east of Bartow. All of the woodlands in the area were cut, and the logs shipped out by rail. Bartow developed as the stockyard for rail shipment, and a tannery was established at Frank. As these various industries declined through the later 20th century, the remoteness of the area reasserted itself. Some logging still takes place, with a sawmill in Bartow, but all shipping is now by truck. The railroad is inactive, and the last rails are threatened with abandonment. The Frank tannery is now closed, and unemployment in the valley is high.

Island Campground is northeast of Thornwood on State Road 28. It is an excellent base for hiking the East Fork Trail and other nearby trails. East Fork Trail runs 7.9 miles and is a luxuriant luminous pathway, a paradise for wildflower enthusiasts. From the ragwort and violets of springtime to the wreath goldenrod in the fall, there is color, elegance, and beauty. At the south trailhead in Island Campground, enter a hemlock grove that parallels the east fork of the Greenbrier River. The stream has both native and hatchery trout. Yellow Birch, beech, hemlock, ironwood, maple, alder, and red spruce are along the trail. Fields of St. John's wort, asters, elderberry and golden Alexanders, Serviceberry, wildflowers and ferns are prominent. Red spruce borders the trail, and wildflowers and mosses are prolific.

Buffalo Fork Lake Trail can also be accessed from Island Campground. Facilities include a quiet lake, picnic areas, vault toilets and drinking water. Vegetation includes hemlock, beech, birch, trillium, club mosses, Columbine, and waterleaf.

Turnpike Alignment – From Traveller's Repose, the pike crossed the river a slight distance west of the current bridge. There was a covered bridge here, but it was destroyed in the Civil War, and was not replaced for many years after. The pike forded the river near the bridge alignment, and there was a log footbridge. The pike then angled just behind what is now the Hermitage Motel, briefly joined the modern road, then diverged again at the curve. It angled across the field to the base of Burner Mountain on the north edge of the valley, traveled along the bench at the base of the mountain, and returned to the modern route at what is now the west edge of Bartow. From there the modern road has straightened some sections, and brief cutouts of the pike can be seen. At Frank the pike crossed down into the valley, near where the tannery was built. For a short distance it coincided with the railroad grade (the pike was rebuilt higher up when the railroad went in.) At Durbin, the pike crossed back above the modern road, following an alley behind the commercial buildings, then passing through alleys and a couple of yards until it emerges on a street at the west end of Durbin.

Yeager cabin site

The original log home site of John Yeager an early settler to Greenbrier Valley ca. 1782. The first Post Office of Traveller's Repose would have been founded in this house in 1814. His family used the house until Traveller's Repose was built along the turnpike route, when both family and Post Office moved to that location. A locally made marker identifies the site.

Several historic springs are along the turnpike to provide water to people and horses that passed. One is on Allegheny Mountain on Forest Service property across the turnpike from the site of the original Yeager cabin. Others are on private property.

The Greenbank High School planted a pine tree plantation along the turnpike near the Yeager homesite.

Traveller's Repose

This Turnpike building is listed on the National Register. The original building was built soon after the turnpike was built, by Andrew Yeager. Traveller's Repose served as an inn and stage stop, and was the first stop west of the Alleghenies. The original building was in the field of fire during the Battle of Greenbrier River, and was supposed to have been hit by 26 cannon balls. It was used as headquarters by troops stationed at Camp Bartow. Camp Bartow was built on this property on the hills above the house, and across the turnpike. Bushwhackers burned the house sometime later during the war. The existing house was built beginning in 1866.

Andrew's son, Peter Dilly Yeager, ran the inn and stage stop, as well as a toll station for the turnpike.

The inn as built after the war was a two-story I house with a large extension in the rear. In the early 20th century, the back extension of the house was replaced with a smaller two-story ell with a kitchen and dining room. A porch on the west side has been enclosed as a sun porch, and a sleeping porch extends out over the center of the front porch.

Town of Bartow -- About 1900 Ed Arbogast and other speculators purchased land in and around Bartow expecting a boom to come with the railroad and associated industry. They laid out lots and built houses, a store, and a hotel. The houses were narrow two-story row houses. The store was run by Dyer Gum who later built the brick store building along the highway. The railroad did arrive bringing two passenger trains a day as well as livestock shipping. There were rows of cattle pens, as the yard served not only local farmers but livestock driven up the turnpike from Highland County, which had no railroad of its own. Unfortunately, growth of the town was limited, as was the tannery built in Frank, and the limber mill in Dunleavy. The original turnpike ran along the base of Burner Mountain on the north side of the town of Bartow. Parts of the pike are still in use as local access roads, other sections can only be seen as grades in the field. Historic structures in Bartow include: **Dyer Gum House, Wick House,** and the **Dyer Gum Store and Hotel.**

Burner House -- This is the site of the log cabin home of George Burner, son of the original settler Abraham Burner. This house and the log barn that stood near it were in the middle of the Union lines during the Battle of Greenbrier River, and it was the only house in the area to survive the depredations of the war. After the war, the current frame house was built across the turnpike from where the log house stood.

Burner Mountain Trail, a posted, seeded road is unmarked and unblazed through a forest of red pine, hawthorn, cherry and maple. It passes through a wildlife food belt on the ridge top to join the blue-blazed Burner Mountain Trail, from the junction of WV 28 and Forest Road 14 at the National Youth Science Camp near Thornwood. Treadway is on a wide woods road. The forest features maples, ash, oak, cherry, birch, spruce, ferns, and wildflowers. Wildlife includes deer, turkey, red squirrel, owls, and songbirds.

Lee Burner / Goodsell house This house on the south side of the road between Bartow and Frank was built by Jacob Lee Burner a son of George Burner, soon after the Civil War. John W. Goodsell, superintendent and builder of the tannery bought it in the 1920s and lived here when he retired, he built the barn behind it.

Town of Frank

In 1902, a group of Wheeling investors joined with Howes Brothers Company of Boston, Massachusetts, to incorporate and build the Pocahontas Tanning Company in Durbin. Mr. John W. Goodsell of Olean, New York designed, constructed, and managed the tannery. Housing was built for the workers, and the new community was named Frank after the first names of two of the incorporators. The location was chosen to utilize the abundance of hemlock bark made available by the lumbering in the area. The tannery remained in business for many years, through changes in the needs of the tanning business and several changes of management. A separate post office for Frank was established in 1926. The tannery finally went out of business and closed its doors in 1993. Many of the houses in Frank were company houses built to house tannery workers.

Widney Park is a Frank community park on part of the old tannery ground. It has a pavilion with tables, softball, basketball, playground, and tennis courts.

Town of Durbin

The small farming community that would become Durbin had in 1898 a general store, a post office, and two houses. Some logging was being done, and logs were floated down the river to market. The railroad arrived in 1903, and the town boomed. John T. McGraw bought the town site and named it Durbin after a friend. It was incorporated in 1906. The town prospered from the logging industry with a boomtown atmosphere, boasting saloons, a hotel, and a bank. The town's commercial area extends along the north side of the highway, with the railroad station and tracks on the south side. The old turnpike route went along the hill above the highway, which is now the residential section of town. Some sections follow existing streets or alleys, but a few places are totally abandoned and now run through yards. One old house faces the old pike, now in its back yard.

Durbin's buildings have not been surveyed in detail, but seem highly likely to have significance and integrity to be eligible as a National Register Historic District. They include the Durbin Train Depot, a row of commercial buildings facing the highway, many from the town boom days, and the residential section behind and uphill from the commercial area with many houses remaining from town boom days.

Cheat Mountain

A high broad ridge with two summits and a high plateau in between. The lower slopes on the east side had some settlements, including the historic Slaven plantation mentioned in some Civil War accounts, but no buildings remain from that period. After the road reaches the first peak, at the county line between Pocahontas and Randolph Counties, the terrain is still rough, but less steep. Here to the north is an excellent vista of mountains and valleys. Some remains of first growth spruce forest remain, in the Gaudineer Knob area of the Monongahela Forest, just north of the turnpike on a well marked road. Shavers Fork River runs along the top of the plateau, and the historic Cheat Bridge over Shavers Fork was located a short distance south of the modern highway bridge. On the west side is another peak, then a steep decline into the Tygarts Valley.

Gaudineer Knob Scenic Area has a scenic overlook, virgin forest, picnic area, ADA restrooms, access to the Allegheny Trail and excellent bird watching. It is located 2 miles north of the turnpike on a well marked road between Durbin and Cheat Bridge.

The **Shavers Mountain** area features a long, high, narrow ridge that is remote and scenic. Wildlife, particularly bear and deer, is abundant in a forest of mixed hardwoods, spruce, hemlock and pines.

The **West Fork Trail** crosses the turnpike at Durbin. It lies mainly within the Monongahela National Forest as a rail/trail for biking, hiking, horseback riding, and cross-country skiing. From Durbin it runs for 22 miles north to Glady.

The **Allegheny Trail** follows the ridge of Shavers Mountain on Forest Service property. Proceeding north from the turnpike north of Durbin it has two shelters, one vehicle access point, and three foot trail access points.

Asa Gray, botanist is remembered with an historical marker near Cheat Bridge. Here the ecosystems of northern and southern plant species meet, and we find unique statistics about weather and rivers relating to the eastern continental divide.

Turnpike alignment, Cheat Mountain Backway – The original alignment crossed the modern highway and the bridge at the west end of Durbin. The road does a switchback up the mountain, then continues on the far side of the ridge away from the modern highway. This road is blacktop and is known as Back Mountain Road. There are still small settlements along the turnpike route, which was not bypassed until the 1950s. It rejoins with the highway and continues on up the mountain on the same alignment. Just before Shavers Fork, the turnpike again diverged south from the modern route, crossed the Shavers Fork at Cheat Bridge, then climbed the knob to the site of Cheat Summit Fort, built on both sides of the pike. It then continued west across the plateau, coming out to the modern route at Red Run. This section of the pike west of Cheat Summit is in the worst condition today of any section, as strip mining in the vicinity has changed the water runoff, and much of the route is too marshy even for foot travel. The modern highway then follows the basic route of the turnpike down the steep western slope of Cheat Mountain, to the head of Riffle Run. Remnants of the earlier 1826 road on a different alignment can still be found in the woods.

The altitude of **Cheat Mountain** ranges from 3,700 to 4,200 feet on its long ridge line. On the west, waters drain to the Tygart River and on the east to the trout-filled Shavers Fork. The mountain range is rich in timber, minerals, vascular plants and wildlife, particularly bear, deer and turkey. There is a 5.5 mile Fish for Fun section on Shavers Fork, from Whitmeadow Run downstream to McGee Run, which is stocked twice annually. Four trails have their western termini on the Cheat Mountain Road that is the main artery running along the ridgeline. There are no designated campgrounds or picnic areas, but here are excellent campsites on the trails and the back country roads.

Cheat Mountain Club

Located .8 mile above Cheat Bridge (off of Cheat Mountain Backway) on Shavers Fork. As early as 1887 the Cheat Mountain Sportsmen Association had organized and built a clubhouse here. The current lodge was completed in 1912. In 1915 two clubs merged to become the Allegheny Sportsman's Club leasing over 50,000 acres for conservation and hunting. The large 3-story log lodge is now owned by a group of investors, and is run as an inn.

Cheat Summit Fort

This Civil War National Register site is located on both sides of the Cheat Mountain Backway south of U.S. Route 250, just west of Shavers Fork river on the top of Cheat Mountain and is a part of the Monongahela National Forest. The fort at about 4,000 feet elevation was also known as Camp Milroy or White Top. It was built in the late summer and fall of 1861, and was occupied periodically from July 1861 through April 1862 by from several hundred to several thousand Federal troops. Gen. McClellan ordered its construction before he left for Washington, and six companies of the 14th Indiana Infantry started construction on July 16, 1861. The spruce forest for some distance around the fort was cleared, and the large timbers used to construct abatis, buildings, and walls for the fort. The encampment originally consisted of a large earth and log fortification and a blockhouse on a hillside northeast of the pass where the turnpike crossed "White Top." A second, smaller enclosure was located just across the turnpike to the southwest. A covered, or semi-subterranean, passage connected the two.

Southwest of the turnpike, cabins were erected along the hillside and a burial ground established nearby.

The completed fortress was believed to be impregnable to both artillery and frontal assault, but it was never directly attacked. The fort was under the command of Colonel Nathan Kimball, and on September 12 when Col. Rust's attack failed to materialize, the occupants included troops of the 24th and 25th Ohio in addition to the Indiana regiment. On October 2, General Joseph J Reynolds led about 5,000 troops from Cheat Summit on their "reconnaissance in force" of Camp Bartow. General Robert H. Milroy had just taken over command when he led about 1,800 troops against Camp Allegheny on December 13. Most of these troops then spent the remainder of that harsh winter on the exposed mountain top at Cheat Summit.

The area surrounding the fort has been heavily impacted by strip mining activities, and no features remain on the south side of the turnpike. The soldiers buried in the cemetery there have long since been removed to the Grafton National Cemetery. High-voltage electric lines impact the parking area along the old turnpike route. The main fortification on the north side was skirted by the strip mining, is well preserved, and retains excellent integrity. The roughly circular walls of the parapet are mostly intact, and today consist of a rock and earth embankment with a deep ditch on the outer perimeter. Remains of at least 20 winter huts are marked by chimney falls and outlines of cabins inside the fort. The Forest Service has constructed walking trails, cleared brush and sight lines, repaired damage from roads through the fort, and installed interpretive signs, a small viewing platform in the center of the fort, and an overlook on the top of the facing hill.

Tygarts Valley -- Riffle Run to Beverly

The Tygarts Valley is fairly wide, flat to rolling, with much good farm land. The upper area around Huttonsville is underlain with gravel and drains well. The flatter sections farther north towards Beverly tend to be wet, and have to be artificially drained. There are rolling foothills on both sides of the valley that are suitable for hill homesteads, before the land rises steeply to the long ridges of Cheat Mountain on the east and Rich Mountain on the west.

In 1772, Captain Benjamin Wilson led a number of permanent settlers into the valley. Six forts were built - usually stout log homes that could be easily defended from Indian attacks where families could gather when threatened. Jacob Westfall's Fort was built in 1772 near what would become the Files home site. Other forts in the Valley included Roney's on Leading Creek, Friend's on the north side of what is now Elkins, Wilson's near the mouth of Chenoweth Creek, Currence's on Mill Creek, and Haddan's near Elkwater. These reinforced log homes generally featured inside chimneys, and holes between the logs to use for firing muskets. The Indians rarely attacked such forts directly, but sometimes attacked parties of settlers caught away from shelter. Indian attacks continued through the Revolutionary War years, with 1777 becoming known as the "bloody year of the three sevens." The last Indian attacks in the area date from about 1795.

In May of 1787 the county of Randolph was formed from Harrison County. At the first court session, held in Colonel Benjamin Wilson's house on Chenoweth Creek, a town and courthouse were planned on the site of James Westfall's land. The town of Beverly was established there in 1790 as the county seat. It quickly grew as the commercial center of the rich farming valley.

Turnpike alignment – Much of the turnpike has been converted directly into the paved highway used today. Visible cut-outs or alternative routes are rarely visible.

Cheat Mountain Pass Camp

This Civil War camp site is located on the south side of the turnpike in the valley west of Cheat Mountain. It is privately owned and not marked.

This camp was a very large encampment, extensively used in the period from about July 1861 up until late fall of 1861. It served as a base camp and supply depot for the fortified camps at Cheat Summit (White Top) and Elkwater. The Federal troops in building such camps often used materials scavenged from buildings in the vicinity. Here they reused materials from the Huttonsville Academy, the old brick church, and a number of houses. Some of the bricks were used to build fireplaces.

Old Brick Church Site – Here an historic marker refers to the original Presbyterian Church in this area built in the 1840's that served this end of the county until being dismantled by the Federals to reuse the bricks.

Hutton / Hagler house / Huttonsville Correctional Center

North of the access road in front of Huttonsville Correctional Center is this late nineteenth or early twentieth century house of the Hutton – Hagler family whose farmland was among the best in the valley. It was purchased for the Correctional Center about 1936, with the prison being built in 1938. There is an HCC craft shop in the building alongside.

Town of Huttonsville Huttonsville was an early cross-roads community with a tavern from an early date, and at times a toll-gate for the turnpike. It was settled and named for Jonathan Hutton, whose original log house was near the site of the later home now known as The Hutton House Bed & Breakfast. He was the first postmaster in 1831. The Huttonsville Academy operated from 1854 to 1861 and the headmaster became a Confederate army captain. It was one of the structures destroyed by the Federal forces that burned much of Huttonsville. Many of the houses in the area rebuilt after the war were built by Capt. Hutton's descendants and family members. In the late nineteenth century as the railroad was extended Huttonsville was for some time the terminus or southernmost point of the West Virginia Central, later Western Maryland Railroad. The railroad station sat to the east of the present business section of Huttonsville. The town was incorporated in 1890.

The Hutton House

This house is on the site of a 2-story log house of original settler Jonathan Hutton that was burned by Union troops. The current 3-story Queen Anne style house was started in 1899 and completed in 1900 by Eugene Hutton, Jr., now a Bed & Breakfast.

Huttonsville Presbyterian Church

The Presbyterian Church in Huttonsville replaced the previously destroyed old brick church, but it was not built until sometime in the 1870s. It was built by one of the Chenoweth family, perhaps with some help from Lemuel Chenoweth. It is a rectangular gothic revival church with a square turret topped by a conical steeple on the front corner. There are Gothic arched windows in the facade.

Town of Mill Creek

This is the original site of one of the frontier forts, most commonly called Currence's Fort, although it may have been built by one of the Westfalls. The surrounding community remained small, and was known by several different names, including Crickard and Dogtown. It was incorporated with the name of Mill Creek in 1903. The growth of the community came with

the sawmills in the early 20th century. The Wilson family bought the largest mill in 1910. This mill sat in the bottom on the east side of town, but is long gone. The store building where the IGA is today was a part of the Wilson company store complex, and many of the houses, which remain, were built as company housing during the mill's operation.

See / Ward house

This early 19th century brick home is located on a small rise to the east of US Rt. 219/150 just south of Tygarts Valley High School in Mill Creek. Built by Thomas Bradley for Michael See, Jr., originally of Moorefield, Hardy County. The bricks were hand-fired at the site, and the home was not completed until about 1813. In 1828, a nephew purchased the house, Charles Cameron See, who was a contractor involved with the building of the turnpike through the valley. One of the Sees, Adam See or one of his sons, was killed nearby by being struck by a bolt of lightning while making hay. The house and farm were purchased in November 1859 by George Ward who enlisted in the Confederate army in 1863. While Mr. Ward was away, the Union army at times camped at the farm and used the house for a hospital. During this time the roof was burned. The house has remained for years in Ward family ownership, and is on the National Register. Originally a two-story 3 bay brick I house with a gable roof. The house may have originally faced toward the east, toward an earlier road that ran below the shelf on the east side of the house. The current front facade, on the west facing the modern road, has a full front porch. The home has had a major new addition added onto the east side of the building. The addition is obviously modern, sympathetic to the historic structure with no attempt to imitate it, but it is rather overwhelming in its size in relation to the original house.

Ward house

Large 3-story late-19th century yellow brick with wrap-around porch located on the west side of the turnpike across from Tygarts Valley High School in Mill Creek. It was the later home of the Ward family.

Tygarts Valley Homesteads

This 1930s settlement (National Register eligible) is in the Dailey and Valley Bend communities. In 1934-35 this New Deal government project developed communities by constructing homes and support structures for people who needed to be relocated from various depressed mining and timbering communities. On the east side of the turnpike in Dailey are several community structures, including a long wooden building that was a craft building, and a larger stone craft building. The main trade center, now the Country Roads Restaurant building, was the community center for the 160 or so homes in the community. The nearby lumber mill was constructed by the government and operated by the Kenoweth Corporation, to provide employment for the people living in the homestead houses. The Homestead School constructed for the project is still in service as the elementary school for the area between Beverly and Mill Creek. The service station was also a part of the homestead project, and the church dates from the same time. Some of the homes can be seen on the west side of the road across from the community buildings, but the largest concentration are on the east side of the road, and further down the road at Valley Bend. The homes were built to three basic patterns, and each one had its own land for gardens, with outbuildings and a root cellar.

Phillips house

A mid nineteenth century house is on the east side of the turnpike just north of Dailey. It is a classic 5-bay I house with L said to have been built by Lemuel Chenoweth.

Phares log house

On the east side of the turnpike between Dailey and Valley Bend is an early 19th-century two-story log house with a modern log addition on back. It was the home of Jesse Phares who was the Civil War-time sheriff of Randolph County. He was a northern sympathizer and was appointed by northern authorities as sheriff, and not elected. Most Randolph residents did not like him because of his sympathies for the north, and tradition says he was sometimes very ruthless in serving as sheriff, enforcing laws, and collecting taxes.

Pingley House

This simple 1 ½ story frame house stands east of turnpike just north of the Homestead School. The Nelson Pingley family built this house in the late 1800's, moving there from Becky's Creek. Bob Pingley who was later assistant superintendent of schools was raised here. They sold the property to the government for the Homestead School. This house is associated with the Tygart's Valley Homesteads, and Eleanor Roosevelt visited there.

Taggart monument

This stone monument with a simple inscription on the plaque stands on the east side of Rt. 250 across from the Daniels house. It marks the home site of original 1753 settler David Taggart who fled with his family when Indians attacked the Foyles cabin. The Tygarts Valley was named for him.

Jacob Daniels house

This house was built circa 1828, about the same time as the Bosworth Store property. It is a twin of the See house at Huttonsville, said to be built by the same man in the same years. It is a two story 3-bay brick house with two outside end chimneys and a small front porch. It stands behind a later white frame house, across from Taggart monument.

Burnt Bridge

This early turnpike, Civil War site is located south of Beverly where the pike crosses the Tygart Valley River. One of the early turnpike bridges, built by Chenoweth, was among the bridges burned during the Civil War. It is now a modern highway concrete bridge. The hill above the bridge was the location of a Federal picket outpost for Federal forces stationed in Beverly. Entrenchments are still visible in the yard of the house and running around the hill.

Jacob Stalnaker House

This early settlement building, originally located on the east side of the road south of Beverly, has been moved to Beverly and is being restored for use as an early settlement museum. It is a two-story log building with timber-frame extension. Built by Jacob Stalnaker, Jr., one of the early settlers south of Beverly, in the late 1700s.

Foyles Cabin, Westfall's Fort

This early settlement site has a marker, near the mouth of Files Creek. The marker is now on the grounds of the Beverly Mobile Home Court in front of the second trailer back of the main entrance, behind the mail boxes. The Robert Foyles (Files) family was one of the first two families to settle in the valley in 1753. Indians burned their cabin near the mouth of Files Creek in the fall of 1753. All were killed except one boy who was away from home. He ran to warn the Taggart family and escaped with them. When settlers returned to the valley, Jacob Westfall, Sr. built his first home/blockhouse on approximately the same site in 1774. Jacob served as the first sheriff of Randolph County in 1787 and as County Clerk in 1793.

Westfall's Fort was a compact, tall rectangular building of hewn logs with an inside chimney and few window or door openings. It was dismantled and rebuilt on the Baker farm on the bluff on the other side of the road, and stood there until at least 1898. The monument is a small brass marker on a low stone in a flower bed with a flag pole at the corner of the trailer lot. Marker reads "Cabin Robert Foyles 1753, Westfall's Fort 1774."

Beverly

When Randolph County was established in 1787, plans were made for a county seat on the lands of James Westfall. The town was at first known as Edmundton, in honor of the governor of Virginia, Edmund Jennings Randolph, and plans were ordered for building a jail and a courthouse. The log home of James Westfall, which stood on Jacob Street (now Main Street) next to where the Blackman Store was later built, was used as the early county court house. In 1790, the twenty-acre plot owned by James Westfall was laid out in one-half acre lots. It included the just completed jail, the log courthouse still under construction, and a log school-house already in use in 1787. The newly chartered town was renamed Beverly, in honor of the new governor, Beverley Randolph.

Beverly developed as the county seat and the commercial center of the rich farming valley. The community boasted a wide range of products and services. There were a number of stores, such as the Blackman store and Crawford's. Several hotels, including Peter Buckey's and the Valley House served the needs of travelers. The town had blacksmith shops, a toy factory, gunsmith shops, tailors, boot makers, a hat maker, carpenters and cabinet makers, wagon makers, saddlery shops, and a tannery. For most of this period Dr. Squire Bosworth was the community's doctor, and lawyers such as David Goff were prominent in county and state affairs. Beverly resident Lemuel Chenoweth built many of the covered bridges on the turnpikes, including the one crossing the river at Beverly. Widely known and respected as a bridge builder he built his own home overlooking his bridge.

Beverly was occupied by troops throughout the Civil War, serving as a supply and staging area for Confederate troops before Rich Mountain, and occupied by Federal troops afterwards. The Federal troops camped mostly in the fields near the Beverly cemetery on either side of the road. They dug about two and one-half miles of trenches on the three hills overlooking Beverly and used this ground as defensive positions, as well as occasionally for a camp grounds especially for cavalry. Troops and officers were also boarded in many Beverly homes, and a number of buildings with Civil War associations are described in the Beverly section of this report. Union occupied Beverly was raided four times by Confederate forces, twice successfully. The Rosser raid in the winter of 1865 especially included direct attacks on the Mt. Iser fortifications.

Noted historic structures in Beverly include: the **Bank**, the **Buckey House Inn**, the **Bushrod Crawford House** now the Byway & Rich Mountain Battlefield Foundation's Visitor Center, the **Collett House**, the **1808 Court House**, the **Goff House**, the **Hill Building**, the **IOOF Building**, the **1813 Jail**, the **1841 Jail**, the **Lemuel Chenoweth House**, the **Logan House**, the **Public Square**, the **Stalnaker Cabin**, and the **Bosworth Store** that is the Randolph County Museum.

Elkins became the County Seat in 1901-2 after (as some say) politics and economics influenced it away from Beverly. Elkins remains a small sized city, but it has the amenities to make it a central place for a several county area. It has a fine Court House, a Federal Building, the Supervisor's Office for the Monongahela National Forest, Davis and Elkins College, Davis Memorial Hospital, an old depot – now a Visitor Center, many churches, motels, and many

fine shops, restaurants, and essential services. There is a downtown Historic District, a neighborhood Historic District, and another neighborhood in the process of being nominated. The Graceland Mansion, now the Graceland Inn and Conference Center, and Hallihurst are on the National Register of Historic Places, and both are on the campus of Davis and Elkins College. Also on the Register is the Kump House home to a former WV Governor. A statue of former US Senator Henry Gassaway Davis on horseback is an Elkins landmark at the corner of Sycamore Street and US 33.

Rich Mountain Backway -- Beverly to Middle Fork Bridge

Rich Mountain is a large, long ridge extending north-south on the west side of the Tygart's Valley. It is the westernmost of the sharply defined north/south ridges, with the land forms farther west gradually changing to a more broken, plateau type of land-form. West of Rich Mountain is rolling farmland drained by the upper reaches of Roaring Creek. Extensive coal beds underlie this area.

The area was sparsely settled when the turnpike was built, with various farmsteads scattered along the pike. In the 1890's, development of the coal fields brought a boom to the area, with the major settlement a little to the north at Womelsdorf (Coalton). Logging was also extensive, with logging railroads reaching through the area.

Coal was mined on Rich Mountain itself, as early as before the Civil War for household coal. Both deep mining and later strip mining continued through the 1960s, with extensive strip mining taking place at different times right around the battlefield. There is also a large, unreclaimed, limestone quarry on the east face of the mountain.

Turnpike alignment – The turnpike follows the route that is now Rich Mountain road, across the valley and up the ridges of Rich Mountain. It crosses the mountain at a low-gap pass, then continues down the west side. It goes through what is now Mabie, then turns left, and follows the end of Coalton-Pumpkintown road to old route 33. It follows the approximate route of the old highway, crossing the Middle Fork River into Upshur County.

The Backway continues into Upshur County crossing the Middle Fork River at Burnt Bridge. There are several small towns and communities on the way to Buckhannon, County Seat of Upshur County.

Rich Mountain Battlefield and Camp Garnett

Rich Mountain Battlefield Civil War Site

Civil War encampment and battlefield, National Register Historic District, located 5 to 6.5 miles west of Beverly, Randolph County on Rich Mountain Road, extends from the pass over Rich Mountain, on either side of the road down to and including Camp Garnett at the base of the mountain.

The site is composed of over 400 acres in two ownerships, all under management of Rich Mountain Battlefield Foundation.

Camp Garnett was the site of an 1861 fortification built under Gen. Garnett to in an attempt to hold the Staunton - Parkersburg Turnpike. A Federal flank attack around Camp Garnett led by General Rosecrans resulted in a battle at the pass at the top of the mountain. The Union victory here caused abandonment of Camp Garnett and Laurel Hill. Gen. McClellan claimed credit for driving Confederates from the region, leading to his appointment as the commander of the Army of the Potomac.

At the time of the battle Rich Mountain Battlefield was mostly wooded with clearings cut out for a subsistence homesteads. The Joseph Hart homestead at the battle site on the crest

of the mountain consisted of a log house, small log stable, corn crib, spring house and garden. The Camp Garnett fortifications were located on both sides of the road at the western base of the mountain. The fortifications were generally earthen parapets with ditches in front of them, buttressed by piled brush.

Mabie. Three families settled here in 1786, when the area was reached only by a trail across Rich Mountain to the Wilson Fort. The settlement was known as Roaring Creek, after the creek that ran through it. By the time more settlers came ten years later, the state road had extended over the mountain, and Ben Kittle operated the “Old Stage Stand.” When the Staunton - Parkersburg Pike was constructed through the community, Mr. Kittle moved to the pike and continued to operate the stage coach. His place later belonged to Mr. Hillary, the largest landholder in the community. Mr. Kittle opened the first coal mine, and Joseph Hart also had a mine on Rich Mountain. Coal from these mines was hauled by wagon to Beverly.

Following the Civil War, the community was known for a time as Fisher, after one of the residents. In the 1890’s, the Roaring Creek coal fields were opened up, with production centering on the nearby town of Womelsdorf (Coalton), and contributing to the rise of the new railroad town of Elkins. In 1897, W. H. Mabie built a band mill in Fisher, and the community was renamed after him. Extensive logging also boomed in the area, and the population increased. By the 1930’s, Mabie boasted eighty families and six stores.

Field of Fire

As part of the development of the Camp Garnett Civil War site, the Rich Mountain Battlefield Foundation now owns this park. It is used for reenactments, other events, and is also available for rental with a picnic shelter, flush toilets, and a kitchen.

Roaring Creek Flats – Gen. George McClellan brought his army of more than 5,000 troops to camp at Roaring Creek Flats, in the middle of the community of Roaring Creek, on July 9, 1861. It was from here that the federal assault on Rich Mountain was launched, and the army moved on to Beverly on July 12 following Rosecrans’ victory at the pass. Gen. McClellan made his headquarters in the Hillary house.

Middle Fork Bridge – On the day before McClellan’s advance to Roaring Creek, a small party of Union soldiers skirmished with Confederate pickets at the covered Turnpike bridge over the Middle Fork. The Turnpike bridge is believed to have been a short distance south of the modern highway bridge, but little sign of it remains.

Buckhannon is the County Seat of Upshur County. It has a Federal style Court House on the Main Street which is also the Turnpike. The city is a center of lumber milling and wood products. The Buckhannon River flows north through town then on a circuitous route to the Tygarts Valley River.

The Pringle Tree is located a short distance north of Buckhannon off Route 20 on Pringle Tree Road. Two Pringle brothers came into the area after deserting the British Army at Fort Pitt. They worked for a short time, then followed the Tygart River until they reached the Buckhannon River. Following the River they established a home in a large hollow Sycamore tree from 1764 to 1767. The current Sycamore tree is a third generation of the original. It is surrounded by a small park with recreational facilities.

Legend says that the town got its name from an American Indian called Buck Hannon who was left behind when others fled from the new settlers. He stayed and was something of a character remembered by many.

The West Virginia Wildlife Center is 12 miles south of the city on Route 20. Here a 1.25 mile loop trail leads visitors to view buffalo, mountain lion, fox, and black bear in a natural setting.

Upshur County Historical Society Center – Located at 89 W. Main Street in Buckhannon. It was formerly the Methodist Episcopal South Church. The Federal government used the church during the Civil War as a food storage facility. During the Confederate Jenkins Raid on the night of August 30, 1862, Union prisoners were taken, guns were dumped down the Court House well, and food was thrown in the street and set fire. This was followed by a long night of looting and pillaging all up and down Main Street, which is also the Turnpike.

Dr. J. R. Blair House – Located on the west side of Buckhannon, on a hill on the south side of the Turnpike. Here tired horses hauling stages on the Turnpike were brought in to rest and were replaced by fresh ones. In this context a “stage” is a portion of the distance, a leg of a trip, or the distance between stops. A stage coach is a coach that carries passengers on the stages of a trip. Trips on the Turnpike had many stages, and many stops; stops to feed and water horses and passengers, stops for the night, stops to drop off and take on passengers, mail stops, and stops to exchange tired horses. Most stage stops were at regular and preplanned intervals. A businessman who owned a stage stop had a steady source of income.

The West Virginia Department of Highways Building – about ½ mile west of Buckhannon on the old Turnpike. Built between 1941 and 1945, prison work gangs from the Brushy Fork Road were used in the construction of this handsome hand cut stone structure. The building is second in size to the Weston State Hospital also known as the Trans-Allegheny Asylum for the Insane. The Highways building is still used as a training facility for the West Virginia Department of Transportation.

Lewis County has excellent recreational facilities. A short distance south of the Turnpike, and east of Weston, Stone Coal Creek was dammed to create Stone Coal Lake, a good fishing and camping place. To the west of this small lake is the much larger Stonewall Jackson Lake. In addition to fishing, and boating, there is a State Park and Resort complex, a National camping area, and a Wildlife Management Area. North of Weston is the Stonewall Jackson State Park and Historic Area. Here the young Jackson spent his youth with an uncle, who owned a mill, now called Jackson’s Mill. A festival and historic reenactment is held each year on Labor Day weekend.

Central West Virginia Genealogy and History Library – located in Horner in a former school house. This is an excellent place to research your ancestry. The library has books, microfiche/microfilm, and over 150,000 names in its files.

The Coach House at Staunton Gate – at McGuire Park a short distance before the old Turnpike dead ends at Interstate 79. This fine house was a stage stop that fed and housed passengers on the Turnpike.

Weston – The County Seat of Lewis County provides an interesting Historic District with an interesting history. Its bank was raided and robbed during the Civil War. There have been three Court Houses. The first was built in 1821. When the town grew, a newer Court House replaced the first one in 1857, but this one burned, and was replaced in 1887.

The Weston Colored School – on Center Ave. a short distance north of US 33. At a time when most schools were one room log or wood frame buildings, and Colored schools were often in homes or make-shift buildings, this is a gem among one room schools. The school was built in 1881 of locally made red bricks, 22 by 28 feet, with 18 inch thick walls, a slate roof, a coal stove, and gas lights. In 1928 electricity, and addition, and a Mission Style façade were added. Eight grades were taught to children from six to sixteen. The building is now owned by the Lewis County Convention and Visitors Bureau, and serves as a Visitor Center.

West Virginia Museum of American Glass – at the corner of Main Avenue and US 33. West Virginia has long been known for its serviceable and decorative glass. This museum features glass from all over the world emphasizing West Virginia glass. Its displays tell the history of glass making and its importance.

Weston State Hospital, formerly the **Trans-Allegheny Asylum for the Insane** – US 33 on the west side of town, just across the West Fork River. Construction on this huge building started in 1858 was interrupted by the Civil War, then completed in 1880. It continued to serve as an asylum well into the 20th century. It is reported to have 9 acres under roof. This is the largest hand hewn stone structure in the United States, perhaps the world. It currently has a gift shop and museum. The community is searching for an alternate use.

Old Train Station – Many people traveled by train throughout the 19th and well into the 20th century. Passenger trains were met by families, or conveyed to local hotels. It was always a big event when soldiers were going off to war or coming back. This old station is now being used as offices.

Gilmer County – The part of Gilmer County traversed by the Turnpike is essentially rural. The road goes through three small towns; Linn, Troy, and Cocks Mill. Between are rolling hills covered with woods or farm land. Along the way are small farms, with many historic farms, outbuildings, and landscaping.

Farnsworth House and Farm – on the south side of the road, between Linn and Troy. This farm was formerly the home of James Farnsworth, father to our second Governor. The Turnpike brought prosperity to the family when they built a tavern on the opposite side of the road to serve passengers traveling the Turnpike, and a cattle weighing station for drovers moving animals for sale in Weston. The farm contains 300 acres, and fields are scattered among small woods on the nearby hills.

Ritchie County – The Ritchie County part of the Turnpike is also quite rural with farms and small towns like Racket, Burnt House, Thursday, Smithville, Beatrice, Macfarlan, and Cisco along the way. For recreation, hunting is good at the Ritchie Mines Wildlife Management Area just north of Macfarlan. The route is mostly rolling hills with no large streams, but numerous small ones. Very little coal is found in the county. However, numerous small scale personal use mines have been reported. Ritchie and surrounding counties are known for their oil and gas fields. Many communities turned into boomtowns due to the proliferation of oil and gas discovered in the late 1800s through the 1920s. This natural resource led to the growth of most of the communities along the Turnpike. The big asphalt mine was an economic benefit for a time.

Racket – The Turnpike is on the County Line as it enters Ritchie County and coincides with it for at least a mile. Racket sits on the County Line about ½ mile along. On the south side of the road is an abandoned wooden frame building that was the Racket store and post office established in 1904. One tradition is that Racket got its name from the noise of the crowds who came to watch boxing matches, while another relates that the name came from a noisy altercation between two citizens. Nearby is the grave of a Scotsman killed while building the Turnpike. On the north side of the road is the Sang Town Road that follows the Seng Run. It may be that this is a shortening of the word ginseng, an important plant gathered by many rural people to make extra money. Between Racket and Burnt House is an abandoned gas compressor station once owned by Carbon Carbide.

The Big Cut – After climbing out of a gap the road goes through a ridge at a place locally known as The Big Cut completed in the 1930s. The original road bed lies down slope on the north side of this road. It goes around the ridge instead of through it. This is a good example to compare the old and new. The old followed contours of the land, while the newer cut through ridges and filled valleys. The old avoided bridges when possible, while the new did not hesitate to bridge if this made the road straighter or safer. These changes can be credited to technology, and the new heavy equipment rather than horses and human muscle.

Burnt House – This is a small town on the Turnpike. There are several traditions regarding the origin of its name. One says this community was named for a hotel that was destroyed by a fire set by a spurned lover or slave girl. The owner had decided to move away but did not take his mistress or slave girl with him. In a fit of anger, she set fire to the building and lost her life in the fire. A second story says that the owner of a house on this site gave lodging to a travelling peddler. The peddler was then reported missing and his remains were found in a nearby hollow forever since known as “Dead Man’s Hollow”. Shortly thereafter, the owner set fire to his house and fled the country. The truth could be a combination of these stories. Dead Man’s Hollow is just beyond the Turnpike intersection with Tanner Road, on the north side of the Turnpike.

A Post Office named Burnt House was established here in 1875. A store building and mill followed in 1882. In Lowther’s 1911 “History of Ritchie County” she reported, “the village now has two hotels, two general stores, a mill, blacksmith and wagon shop, saddle and harness shop, post office, a lodge hall where three lodges meet and one physician.” Today, the town has several houses, two abandoned store buildings, and the Harmony I.O.O.F. lodge building. Burnt House could become a ghost town someday.

The Fling Hotel – on the south side of the road in Burnt House. This large two story house built in 1880 sits on the site of the original Burnt house. It was originally the Fling Hotel, and is now a private residence.

Toll Gate and House – on the south side of the road and on the east side of Thursday. Tradition holds that the log house was a toll house with a toll gate for the Turnpike. The gate keeper lived in the toll house and collected tolls from people and animals using the road. The gate was a pike or long pole on a pivot that blocked the road until a toll was paid, then the keeper would turn it allowing passage. This is the origin of the word Turnpike.

Thursday – On the south side of the highway in a sharp curve is an old store building that was originally the Thursday store and post office. W. H. Mossor opened the store in 1920 and the post office was established here in 1921. According to Mr. Mossor, the post office department

sent him a form with instructions to submit ten names for the post office and they would select one. One night, when a crowd had gathered, he told them he wanted them to help him pick a name. They filled in all the lines but one and Lawrence Frederick said, “put Thursday there because today is Thursday.” That’s how it happened.

Smithville – located along the South Fork of the Hughes River at the junction of State routes 47 and 16. The county’s second post office was established here in 1827, originally named Lowman, and was given the name of Smithville in 1843, named for Barnes Smith.

This was one of the boomtowns following the development of the oil and gas industry. Lowther’s 1911 “History of Ritchie County” reported that the town included “two hotels, two churches, one parsonage, a two roomed school, two general stores, a hardware and undertaking establishment, post office, a telephone exchange, a barber, two blacksmith shops, a milliner and dress maker shop, two physicians, two lodges and a new pump station.” Later businesses included a bank, restaurants, gas stations, a car dealership, oil and gas companies, rubber crafters, and a manufacturer of aluminum truck bodies. As with many boomtowns, Smithville has declined from its former size.

In the 1960s Route 47 was relocated around the south side of the town to completely bypass it. Places of interest on Main Street (Crozet Street in honor of the engineer who originally surveyed the Turnpike) are:

The Smithville Grade School built in 1913 with a newer addition in 1963.

Ayers Hotel across from the school, built in the 1890s operated as a hotel until 1920.

Smithville Baptist Church built in 1871,

Smithville Bank originally a one story bank, it was purchased in 1915 and used as a post office, then a private residence with a second story added.

At the end of the street is where the highway originally crossed the River. Here was an original covered bridge that was destroyed in an 1852 flood.

Macfarlan – another small town along the Turnpike. A short distance past Macfarlan is a turnoff to the right. This is the Oxbow Road, and the original Turnpike route. The old road went around the loops and meanders of the River rather than bridging it in several places. Today the modern road 47 bridges the River twice, and is straighter. About a mile past the second bridge the road coincides with the County Line for a little over a mile, passing through Cisco before entering Wirt County.

Wirt County

The Staunton Parkersburg Turnpike passed through a small corner of Wirt County, for a distance of less than 10 miles. At the junction of the Turnpike and 47/1 is the location of the former California House. It was built in the same year that gold was discovered in California, hence the name. Friends had asked Mr. Creel to go along to the Golden State, but he refused, saying he would make his fortune on the Hughes River. His fortunes came by way of bubbling crude oil that was found on his property.

Along the way the Turnpike passes through only one small town, Freeport. However, there are recreational opportunities here with a public boat launching facility into the South Fork of the Hughes River at the County line with Ritchie County, and the Hughes River Wildlife Management Area encompassing many square miles is both north and south of the Turnpike. There is another public boat launching facility into the Little Kanawha River at its confluence with the Hughes River near the County line with Wood County.

Wood County

When the Turnpike was first authorized, the division of Wood County had not yet occurred, thus the eastern line of the county extended beyond Harrisville. In that Parkersburg and the good farmlands to the north and east were already being served by the Northwestern Turnpike, the proposal to build and fund another turnpike to Parkersburg was not well received by the residents of Wood County. The taxpayers of western Virginia complained that the proposed turnpike would pass through some of the most remote and sparsely populated regions in the state and it was not needed. However, when completed, the new turnpike clearly established Parkersburg as a major center of transportation, being served by the Ohio River and two major turnpikes. This would later prove to be a significant factor in the Baltimore and Ohio Railroad deciding to extend a line to Parkersburg and the Ohio River, further solidifying Parkersburg as a transportation center.

There are many historic places in Wood County, few small towns, and one dominant city at the terminus of the Turnpike and the Ohio River. Because two Turnpikes ended here, the mighty B & O Railroad passed through, and two major rivers meet, the Little Kanawha and the Ohio River, this was the best way west for settlers, and still is a major way to transport resources and manufactured goods. A trailhead for the North Bend Rail Trail begins here, and crosses the Turnpike south of Kanawha. In addition, the Turnpike follows the Little Kanawha River, and there are opportunities to boat and fish in several places.

Lock #2 – The Little Kanawha River was used to transport timber and oil from the rich resources upstream. To facilitate this transport, locks were built. By turning south onto 47-12, the Leachtown Road, and going to its end, one arrives at the remains of Lock #2.

The Kanawha Baptist Church – Also on road 47-12 is this 1868-1870 church and cemetery.

Vaught Chapel and Cemetery – Near the intersection of road 47 and 47-12, on the north side of the Turnpike is the Vaught Chapel and Cemetery.

Original Turnpike – About 1/8 mile north of the intersection of 47 and 7, a right turn onto 47-17 brings one onto the old Turnpike route. Here the road closely follows the River, and provides some scenic views of the valley.

Bacon Hall – On 47-3 south of the Turnpike about ¼ mile is the **Creel Cemetery**, and about ¼ mile further is Bacon Hall, one of the oldest homes in Wood County, reputed to have been built by the Creel family in the late 1790s.

West Virginia University Parkersburg – The campus is on the south side of the road, and is also the site of the Kitcheloe Cemetery, and the Poor Farm and cemetery. The Kitcheloes settled the area in 1798. The Poor Farm for Wood County was established here in 1877.

The end of the road, or is it? – Soon after entering Parkersburg, State Route 47 ends at US 50. However, an historic marker here states, “. . . both roads were completed to the Ohio River by 1850.” This implies that both roads ran together to the River as one.

Oakland (James Stephenson House) – This early mansion at the intersection of the two Turnpikes (Northwest and Staunton Parkersburg) had a toll house and toll gate in its front yard. Stephenson was a prominent lawyer and businessman who contributed greatly to the

completion of the western portions of both turnpikes. His plantation once covered 1,000 acres of excellent bottom land. The house is still occupied by Stephenson descendants.

Parkersburg – Parkersburg is the largest city on the Turnpike, and is its terminus here at the Ohio River. The two rivers caused the city to suffer huge losses from frequent flooding; thus in 1950 a major floodwall project was completed that protects the city from the rivers.

Blennerhassett Island Historical State Park – Contains the reconstructed Blennerhassett Mansion open to tours, with carriage rides, and a stern wheeler to carry visitors to and from the Island.

The Civil War in Parkersburg – While no major battles took place here, the war had an impact on the city as a crossroads; the Northwest and Staunton Parkersburg Turnpikes intersected here, the B & O railroad passed through, and the Ohio River was a main transportation route for soldiers and supplies. In 1863, the Union decided to build Fort Boreman, as a means of protecting the railroad and river facilities. The fort, which sits high atop a hill overlooking Parkersburg, was named for Arthur I. Boreman, a resident of the town. An historic park being developed at the fort site is scheduled to be open in the summer of 2005.

Historic Districts in Parkersburg

Blennerhassett Island National Register listed in 1972 with habitations dating back 11,000 years.

Julia-Ann Square – National Register listed in 1977 with Second Empire, nineteenth Century eclectic, and Queen Anne styles dating 1850 to 1910.

Avery Street – National Register listed in 1986 with Colonial Revival and Queen Anne styles dating 1850 to 1925.

Washington Avenue/Parkersburg High School – National Register listed 1994 with Colonial Revival and Georgian Revival styles dating from 1903 to 1940.

Historic Sites

Blennerhassett Hotel – 4th and Market Streets – This Richardsonian Romanesque structure was erected in 1889 as a bank, later a hotel that was enlarged and renovated.

Ohio River Railroad Bridge – This outstanding bridge was erected in 1869. Prior to this, rail cars were transported across the river by barge arriving at rails on the other side. When opened it was the longest railroad bridge in the world with a total length of 7,140 feet.

Smoot Theater – The 1926 Vaudeville house was saved from demolition by concerned citizens. Today, the Smoot Theater presides as the grand lady of downtown Parkersburg, offering something for everyone, from Broadway, to ballet, to big bands and bluegrass.

Trans-Allegheny Books – This building constructed in 1905 was the Carnegie Library. The façade is Neo-Classical with Roman Doric columns. A distinctive interior includes a three

story iron spiral staircase, and glass floors. In 1985 the building was opened as the state's largest book store.

Museums in Parkersburg

The **Blennerhassett Museum** is in town at the corner of 2nd and Juliana streets. A video tells the story of Harman and Margaret Blennerhassett. A visit here provides a prelude to the Blennerhassett Island State Park.

The Oil and Gas Museum – This museum at 119 3rd Street tells the intriguing story of the origin and incredible development of the Nation's oil and gas industry in West Virginia. In 1860 the world's largest oil fields were north and east of Parkersburg. Barrels were floated down streams to Parkersburg, and then on the Ohio River boats to various locations. Later a pipeline was used to get the oil to Parkersburg. By 1900 oil production lessened, while gas production was on the increase. From 1906 –1917 West Virginia was the leading producer of gas in the U.S. The museum also included displays of most industries that were/are common to the area, a Civil War room, and other historic collections including a library.

Fenton Art Glass Museum – This museum is in Williamstown, north of Parkersburg.

Sumnerite African-American History Museum – In 1862 the African American community established a public school here. In 1866 the state took responsibility of the school creating the first public school for blacks in West Virginia, and the first south of the Mason-Dixon Line. This museum is in the gymnasium of the original school which is no longer extant.

At the Parkersburg/Wood County Convention and Visitors Bureau at 350 7th Street there are brochures for most of these attractions and many more, as well as a Visitors Guide, walking and driving tours.

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Hart house

Home of the Calvin Hart Family, once used as Hazelwood Hotel. It is a two story frame I house now not in use with a mobile home in the front yard.



Adam Stalnaker monument

Adam was scalped and killed by Indians, 1780



Wilson's Fort

Built in 1774 by Col. Benjamin Wilson who led the group of settlement families into the Tygarts Valley. The fort was never attacked directly by Indians, but served to shelter nearby settlers and as an important militia post during the 1770's and 1780's. When Randolph County was formed, it was the meeting place of the first Randolph County court on May 28, 1787.



Kump House

Elkins home of H. G. Kump, Governor of West Virginia 1932 –36.



Graceland Mansion

This magnificent home of Henry Gassaway Davis, and the adjacent Halliehurst, home of Stephen B. Elkins, form the core of the Davis & Elkins College National Historic Landmark District. Davis and Elkins brought railroads into the area and founded the town of Elkins, sparking the industrial boom era of the 1890s.



Elkins Railroad Depot

Anchor of the Downtown Elkins Historic District, the Depot now serves as the county Visitor Center.



Moved Linn P.O.

Original post office located in Gilmer County near present Summerville store.



Troy Elementary School

This fine cut stone building was formerly the High School.



Farnsworth House

Formerly the home of James Farnsworth, father to our second Governor of the State. The turnpike brought prosperity to the family when they built a tavern on the opposite side of the road where stage coaches often stopped, and a cattle weighing station for drovers moving animals for sale in Weston or Parkersburg.



Farm Fields

Farm fields totaling 300 acres along the route near the Farnsworth House. This is a common view while traveling the Turnpike.



Slate Roofed One Room School

Near Farnsworth House. No longer in use.



Working Farm

A working farm with house, outbuildings, and fields. A number of such farms can be found along the Turnpike.



Stonecoal Church



SP Looking West



Horner School

This former school building is now Central WV Genealogy and History Library, research library of Hacker's Creek Pioneer Descendents.



SP Looking East

Near Horner the Byway follows the older road, now an access road for the fourlane.



Coach house at Staunton Gate

Once a stagecoach stop, it was a restaurant in recent years, but is now vacant.



Old Pike near Circle Heights

Outskirts of Weston



Jacob Jackson Home

Near Coach house



Masonic Cemetery

Across the Turnpike from Coach house.



Colored School

The Weston Colored School was last used as an African-American educational facility in the 1950s. Unlike many other one-room schoolhouses in the area it was constructed of red bricks, not logs. The original structure was 22 feet wide and 28 feet long; the walls were a solid 18 inches thick. Eight grades were taught for students from ages 6 to 16. Today the building is the Lewis County Visitor Center.



United Bank of Weston

Victorian style on corner of Water and Main Street.



WV Museum of American Glass

The Museum is located on the corner where the Turnpike turns onto West Second Street. It is of French design with a Mansard roof.



Old Train Station

This is now the Weston Municipal Building.



Weston State Hospital

Formerly the Trans-Allegheny Asylum for the Insane. It is located just across the West Fork River from downtown Weston on US 33. Construction started in 1858, was interrupted by the Civil War, then completed in 1880. This National Historic Landmark is the largest hand hewn stone structure in the United States, perhaps the world.



Weston State Hospital



Waldeck Methodist Church



Waldeck Cemetery



Pricetown Methodist Church
Established in the 19th century.



Former Camden School
Now a private home. Built in the early 1900s.



Martin Mertz Store
Located on Mertz straight.



Gissy House

Located near Alum Bridge and built in the late 19th century.



Christopher Yoke Home



Alum Bridge School

Built about 1910 and still in use.



Pickle Street Sign



Dr. Rohr House

Medical equipment from this structure is now in the Smithsonian.



Stockert House

Built between 1850 and 1860 by Julius Stockert.



Byway Start

The Byway begins on US Rt 250 at the VA / WV state line at the top of Allegheny Mountain. Camp Allegheny Backway begins at this intersection.



Camp Allegheny

Confederate fortifications spanned the Turnpike to maintain control of this important road that was one of the few that could accommodate supply wagons and gun carriages. Union forces from Cheat Summit Fort attacked in December 1861, but were driven back. The site is listed on the National Register of Historic Places, and has interpretive signs.



Camp Allegheny

One of several interpretive signs installed by the USDA Forest Service who owns part of the site.



Camp Allegheny Backway

This view with remains of an old homestead is looking north from Camp Allegheny Backway. The Backway follows the original turnpike alignment. The surface is improved dirt, and during winter and spring may be impassable due to snow or mud.



Camp Allegheny Backway

This fall view is looking west from the Backway.



Traveller's Repose

The house was an Inn and livery for travelers on the Turnpike. It also served as an early post office for the valley. During the war, the house was burned, but was rebuilt on the original foundation in 1869. Listed on the National Register of Historic Places.



Camp Bartow

Confederate Camp Bartow consisted of trenches and artillery earthworks built on both sides of the Turnpike, and behind the house and barns of Travellers Repose. The Battle of Greenbrier River was fought here against Union forces from Cheat Summit Fort. It was primarily an artillery battle, and was considered a stand off. Following this battle, Confederates relocated to Camp Allegheny.



Burner House

The original house on this site was in the midst of the Union lines during the Battle of Greenbrier River.



Frank

These company houses were built for workers at the Frank tannery, which was located in the valley behind the town. The tannery is now closed, but some buildings remain.



Durbin Train Station

Durbin was a lumber boom town, especially after the railroad came in. This station was rehabilitated, and is now used as the station for the Durbin and Greenbrier Railroad Excursion trains.



Railroad Stop

Small station for the Salamander excursion train.



Cheat Bridge

This bridge replaced the original wooden bridge that was burned during the Civil War.



Cheat Mountain Club

By 1887 the Cheat Mountain Sportsmen Association built a club house here. The current lodge was completed in 1912. In 1915 the club became the Allegheny Sportsman's Club leasing over 50,000 acres for conservation and hunting. Now owned by a group of investors, it is run as an inn. The lodge is a large 3-story log building, with large gathering room, dining and kitchen downstairs, bedrooms and dormitories upstairs.



Cheat Summit Fort

Union General George McClellan ordered the construction of this fortification after his victory at Rich Mountain. The defensive works span the old Turnpike, with the fort on one side and cabin platforms and a deserted cemetery on the other side. A battle occurred here between Union forces and Confederates under General Robert E. Lee. The Confederates lost, and General Lee was sent home. The site is listed on the National Register of Historic Places.



Red Run Road

On the right is the original Turnpike as it bridged the stream and ascended the mountain. This road is no longer passable, and the bridge is gone, however there is a pleasant pull off and parking area.



Old road side park - Huttonsville

Formerly a roadside rest area with a good view of the valley and the river, this pulloff is located just south of Tygart Valley River bridge.



Huttonsville Presbyterian Church

This church was built in the 1870s, by the Chenoweth family, likely with help from Lemuel Chenoweth. It is a rectangular gothic revival church with gothic arched windows, and square turret topped by conical steeple on front corner.



The Hutton House

This house is on the site of a 2-story log house of original settler Jonathan Hutton that was burned by Union troops. The current house was started in 1899 and completed in 1900 by Eugene Hutton, Jr. It is a 3-story Queen Anne style frame house with turret and wrap around porch, and has been a Bed and Breakfast.



See / Ward house

Built in 1813 for Michael See, Jr of bricks hand-fired at the site. In 1828, the house was purchased by a nephew, Charles Cameron See, who was a contractor working on the building of the turnpike through the valley. George Ward purchased the property in November 1859; he enlisted in the Confederate army in 1863. While Mr. Ward was away, the Union army camped here and used the house for a hospital. Still in the Ward family, the house is listed on the National Register of Historic Places.

Originally a two-story 3-bay brick I house that faced east toward an earlier road that ran on the east side of the house. The current facade, on the west facing the turnpike, has a full front porch. A major modern addition has been added onto the east side.



Ward house

This late 19th-century home of the Ward family is a large 3-story yellow brick with wrap-around porch.



Old Bank of Mill Creek building



Tygart Valley Homesteads

In the 1930s a government project constructed a community for people who needed to be relocated from various mining and timbering communities. On the east side of the road in Dailey are several community structures, a long wooden building that was a craft building, and a larger stone craft building. This main trade center, now the Rich Mountain Inn Restaurant and Post Office was the community center for the 160 or so homes in the community. The service station was also a part of the homestead project, and the church dates from the same time. Some of the homes can be seen on the west side of the road across from the community buildings.



Homestead house

The homes were built to three basic patterns, and each one had its own land for gardens, with outbuildings and a root cellar. The largest concentration of them can be seen at Valley Bend, on the east side of the road.



Homestead outbuildings



Lumber Mill at Dailey

The lumber mill was constructed by the government and operated by the Kenoweth Corporation, to provide employment for the people living in the homestead houses.



Pingley/Donor House

Nelson Pingley family built this house in the late 1800's, moving there from Becky's Creek. Bob Pingley who was later assistant superintendent of schools was raised here. They sold the property to the government for the Homestead School. Eleanor Roosevelt stayed here when she visited Homestead. It was later a home of the superintendent of schools named Donor. It is a simple 1 ½ story frame house



Homestead School

The Homestead School constructed for the project is still in service as the elementary school for the area between Beverly and Mill Creek.



Scenic view to east

This view is from the turnpike between Mill Creek and Valley Bend



Phares house

This early nineteenth century house was the home of Jesse Phares who was the war-time sheriff of Randolph County. He favored the North and was appointed not elected to that position by northern authorities. Most Randolph residents did not like him because of his sympathies for the North, and tradition says he was sometimes very ruthless in serving as sheriff, enforcing laws, and collecting taxes. This is a two-story log house with a modern log addition on the back.



Phillips house

This mid-nineteenth century house, a classic 5 bay I house with an L, is said to have been built by Lemuel Chenoweth.



Jacob Daniels house

This early settlement house was built circa 1828. It is twin of the See/Ward house at Huttonsville, said to have been built by the same man in the same year. It is a two story, 3-bay, brick house with two outside end chimneys and small front porch. It stands behind a later white frame house.



Swecker House

The 1891 house sits high on a hill overlooking the "Burnt Bridge", and is said to have been built by one of the Chenoweths. Civil War trenches surrounded the hill before the house was built. This was a strategic location to control the Turnpike as it crossed the Tygart Valley River.

Beverly Historic District



David Goff House

Col. Goff was an officer in the Virginia militia who fled with his family when Union troops took Beverly. His home was used throughout the war as the Beverly Union Hospital, and soldiers' graffiti has been preserved on the walls.



1808 Courthouse, Beverly Bank, Hill, Crawford

The original Courthouse for Randolph County was used as a store after the county seat was moved to Elkins in 1900. The Bank was added on about the same time, and the Hill store on the other side soon after. The 1854 Bushrod Crawford house was used as McClellan's headquarters and is the current Visitor Center. This picture is prior to restoration – when complete, these buildings will become the Beverly Heritage Center and Byway Visitor Center.



Randolph County Museum

Behind the Randolph Co. Historical Society museum are the rescued Subscription School and Stalnaker Cabin. The Stalnaker Cabin original site was a few miles south on the Turnpike.



Beverly Town Square

The town square with its monument and wrought Iron fence, and the 1813 jail. The square was set aside for public use when the jail was built.



The Buckey House & Enterprise Building

The Buckey house, a ca 1790 two-pen log cabin with extensive additions, was the Pence Hotel through the early 20th century. Beyond it is the home of the county's first newspaper, the *Randolph Enterprise*.



Lemuel Chenoweth House

Chenoweth was a skilled carpenter who built many bridges on the Turnpike, including the one just past his house in Beverly. Now a house museum and antiques shop.



Faraway Hills

This attractive house was a restaurant, but is now a private residence.



Rich Mountain Battle Site Entry Sign

The Rich Mountain Battle Site is at the crest of Rich Mountain where the Turnpike crosses. Here, on July 11, 1861, almost 2,000 Union troops under General George B. McClellan attacked an outpost of about 300 Confederate soldiers with one cannon. The ridge is very narrow here and few troops could be brought into the fight at one time. The Union prevailed, capturing this pass and the Confederate Camp Garnett that controlled the Turnpike at the western base of the mountain. Following the collapse of Confederate forces, General McClellan moved his troops into Beverly and reported his victory by telegraph to Washington, D.C. The reputation as a winning general that McClellan gained here led directly to his appointment to command the Army of the Potomac. Federal control of the Turnpike, and of northwestern Virginia, contributed to formation of the State of West Virginia in 1863.



Rich Mountain Battlefield

South side of road looking west. Hart House and Union position.



Rich Mountain Battlefield

South side of road looking east. Hart House and Union position.



Rich Mountain Battlefield

North side of road with interpretive sign.. Confederate position at stable yard



Rich Mountain Backway
Road looking west.



Camp Garnett Earthworks

The Confederates fortified this strategic position controlling the Turnpike following the battle of Philippi in June 1861. It was named for Confederate General Robert S. Garnett, who was in overall command at a sister fortification at Laurel Hill, outside Belington, controlling the Beverly to Fairmont Turnpike. Union Gen. McClellan hesitated to attack this strong position head-on; instead he sent a flank attack around and up the mountain to take the Rich Mountain pass behind this fortification. Col. John Pegram, who was in command here, then abandoned the Camp. Gen. Garnett was killed at Corrick's Ford as his army retreated from Laurel Hill, becoming the first general killed in the Civil War. Here is a view of the earthworks and interpretive sign from an accessible viewing platform.



Camp Garnett, Ancient Oak



Field of Fire

This small park with pavilion is now a part of the Rich Mountain Battlefield Civil War Site. Restrooms are available here when the park is open.



Racket Store

This abandoned wooden frame building was the store and post office known as Racket. The Post Office was established in 1904. One tradition says Racket got its name from the noise of crowds of people who came to watch boxing matches. Another claims the name came from an altercation between two men in the community. The grave of a Scotsman killed while building the Turnpike is said to be nearby.



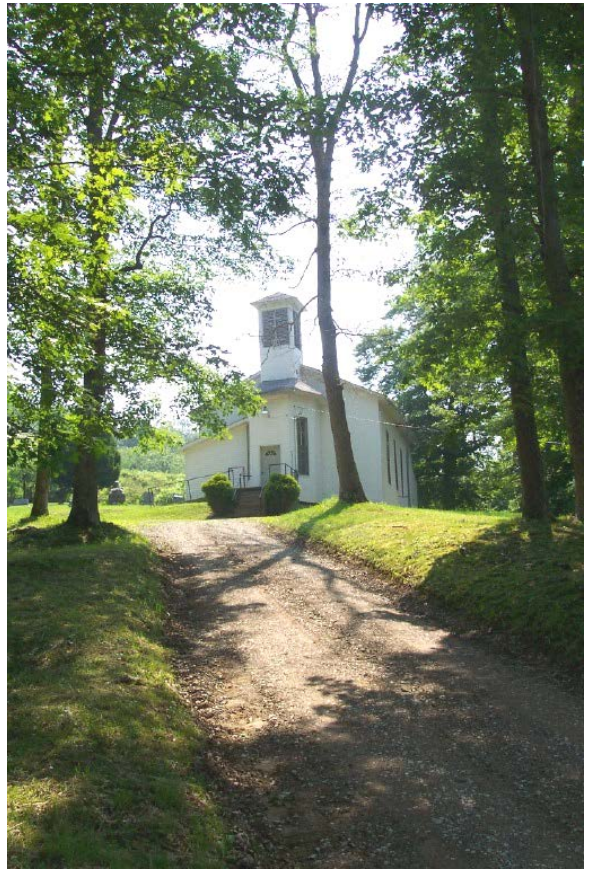
Bonnett House

This large two story house with a turret is unique in this area. The house was built ca 1900 with Grant Bonnett as the first owner.



Burnt House Hotel

This large two story house sits on the site of the original "burnt house". It was traditionally considered to be a stop on the Underground Railroad. The existing house, built in 1880 was originally a hotel, known as the Fling Hotel, and later owned by the Ferrell and the Reynolds families. It is now a private residence.



Burnt House Church

The church was built in 1889 by a Presbyterian congregation, but membership declined until 1917 when it was rededicated as the United Methodist Church. Across Coon Run Road from the church is where the Burnt House one room school once stood.



Dr. Hartman House

This large two story house was built by Dr. J. F. Hartman in 1893. In more recent times, the Baileys have lived here since the 1950s. A history of the property is included in Minnie Kendall Lowther's "Ritchie County in History and Romance."



Toll House

Tradition holds that this log cabin was once the Toll House for this part of the Turnpike. Toll Houses had Toll Gates which consisted of a long pole or pike placed on a pivot which blocked the road until a toll was paid. Then the Gate Keeper who lived in the Toll House would turn the pike so the vehicle could pass.



Ayers House

The Ayers Hotel is a two story house built in the 1890s. It was owned and operated by M.A. and Mollie Ayers as a hotel until the 1920s.



Smithville School

Smithville Grade School - The white frame section was built around 1913 and the newer section in 1963. It is across Main Street from the Ayers Hotel.



Hardman's Chapel Birdhouse

Bird house on the cemetery fence post looks a lot like the Chapel.



Hardman's Chapel View



Hardman's Chapel Restrooms

Interesting facilities at the Hardman's Chapel.



Captain Deem's House



Jackson Farm

This abandoned farm house is representative of the many farms that have disappeared in this area.



Old road

Here can be seen the old road bed going away from the modern road for a short distance. Small adjustments to the Turnpike location occurred all along the way to improve driving conditions and safety.



Midway School – Fire Department



Doyel Chapel Church

Classic example of a one room country church (built 1893)



Tollgate Site

Location of a tollgate on the Staunton-Parkersburg Turnpike with a hotel adjacent.



Hamilton Bush House

Hotel on the Staunton-Parkersburg Turnpike built prior to the Civil War and owned by a cousin of Stonewall Jackson.



Hinzman Home



Peterson Cemetery

Originally the Jackson Cemetery and was associated with Stonecoal Church.



St. Boniface Cemetery



St. Boniface Church

Founded to serve Irish workers on the Turnpike who settled in the area.



St. Boniface Sign



Nay Chapel

Good example of a small country church often seen in rural West Virginia.



Buckhannon Riverside Bed and Breakfast

This is an attractive Victorian style house with a second floor enclosed porch addition.



Post Mansion Inn

A cut stone, three story house with porches, and a fan window on the third floor.



Dr. J.R. Blair house

Stagecoaches running on the Turnpike exchanged horses here.



Upshur County Court House

Federal style, on the Turnpike and Main Street in Buckhannon.



Upshur Co. Historic Society Museum

Located at 89 W. Main Street in Buckhannon, it was formerly the Methodist Episcopal South Church. The church was used by the Federal government during the Civil War as a food storage facility. During the Confederate Jenkins Raid on the night of August 30, 1862, Union prisoners were taken, guns were dumped down the Court House well, and food was thrown in the street and set fire. This was followed by a long night of looting and pillaging all up and down Main Street, which is the Staunton-Parkersburg Turnpike.



The confluence of the Little Kanawha River and the Hughes River at the County Line, South side.



Lock Number 2

The remains of lock number 2 on the Little Kanawha River, south of the Turnpike at the end of the Leachtown Road.



Lowe's Family Campground,
South side of the turnpike on the banks of the Little Kanawha River.



The Vaught Chapel & Cemetery,
North of the turnpike.



The Kanawha Baptist Church
1/4 mile off the Turnpike on the Leachtown Road.



Original Road Bed

The original road bed for the Turnpike departs from the current WV47 about 1/8 mile past its intersection with road 7, by turning right onto Rt. 47/17. This road follows the river closely, and reenters the current highway at Kanawha Station.



The Kanawha United Methodist Church and Cemetery, East side the turnpike.



Bacon Hall

Built in the late 1890's by the Creel family. It is one of the earliest homes in Wood County. ¼ mile South of the turnpike.



The Creel Cemetery

1/4 mile south of the Turnpike, near Bacon Hall.



The Kincheloe Cemetery and the Poor Farm Cemetery

Located on the grounds of WVUP, the Kincheloe family settled here in 1798, and the County Poor Farm was established in 1877.

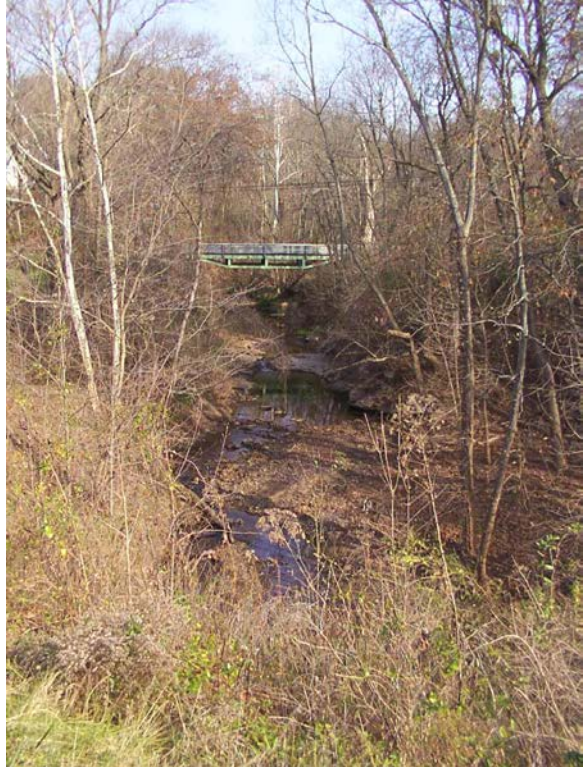


West Virginia University at Parkersburg



The intersection of the Staunton Parkersburg Turnpike and the Northwestern Turnpike

Now road 47 and US 50. This is the current terminus of 47, but old records indicate the two ran together to the Ohio River.

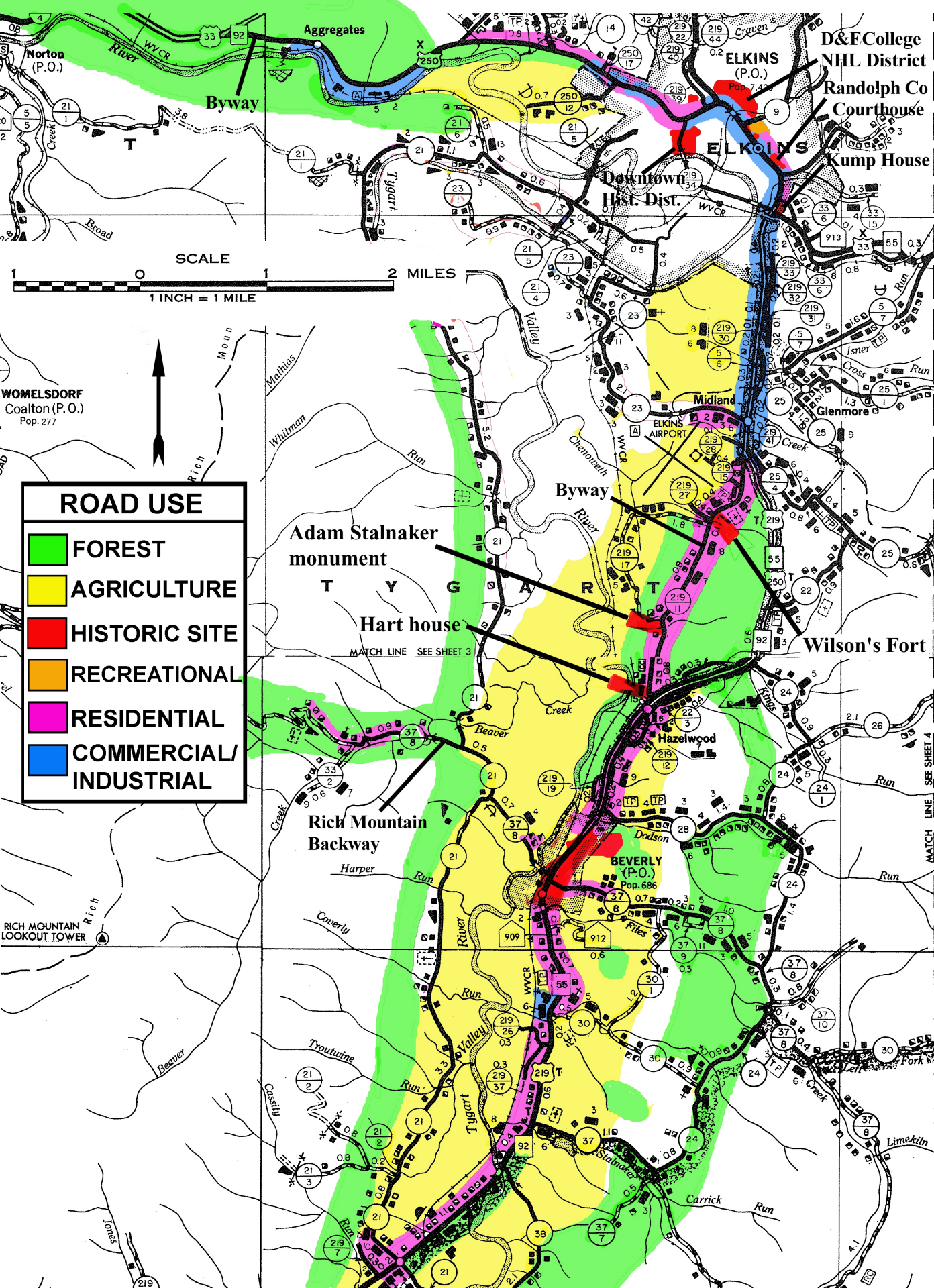


Mill Run

This bridge is on the old road bed as it crosses Mill Run, North side of the turnpike, 2 ½ miles East of Parkersburg.

Oakland Mansion

Located at the intersection of 47 and US 50 on the north side of the road. The original toll house was in the front yard of this house. The builder, James McNeil Stephenson, was instrumental in seeing the completion of the Staunton-Parkersburg and the Northwestern Turnpike.



ROAD USE

- FOREST
- AGRICULTURE
- HISTORIC SITE
- RECREATIONAL
- RESIDENTIAL
- COMMERCIAL/INDUSTRIAL

SCALE

1 INCH = 1 MILE



Adam Stalnaker monument

Hart house

MATCH LINE SEE SHEET 3

Rich Mountain Backway

BEVERLY (P.O.)

Midland

ELKINS AIRPORT

ELKINS

D&F College
NHL District
Randolph Co Courthouse
Kump House

Wilson's Fort

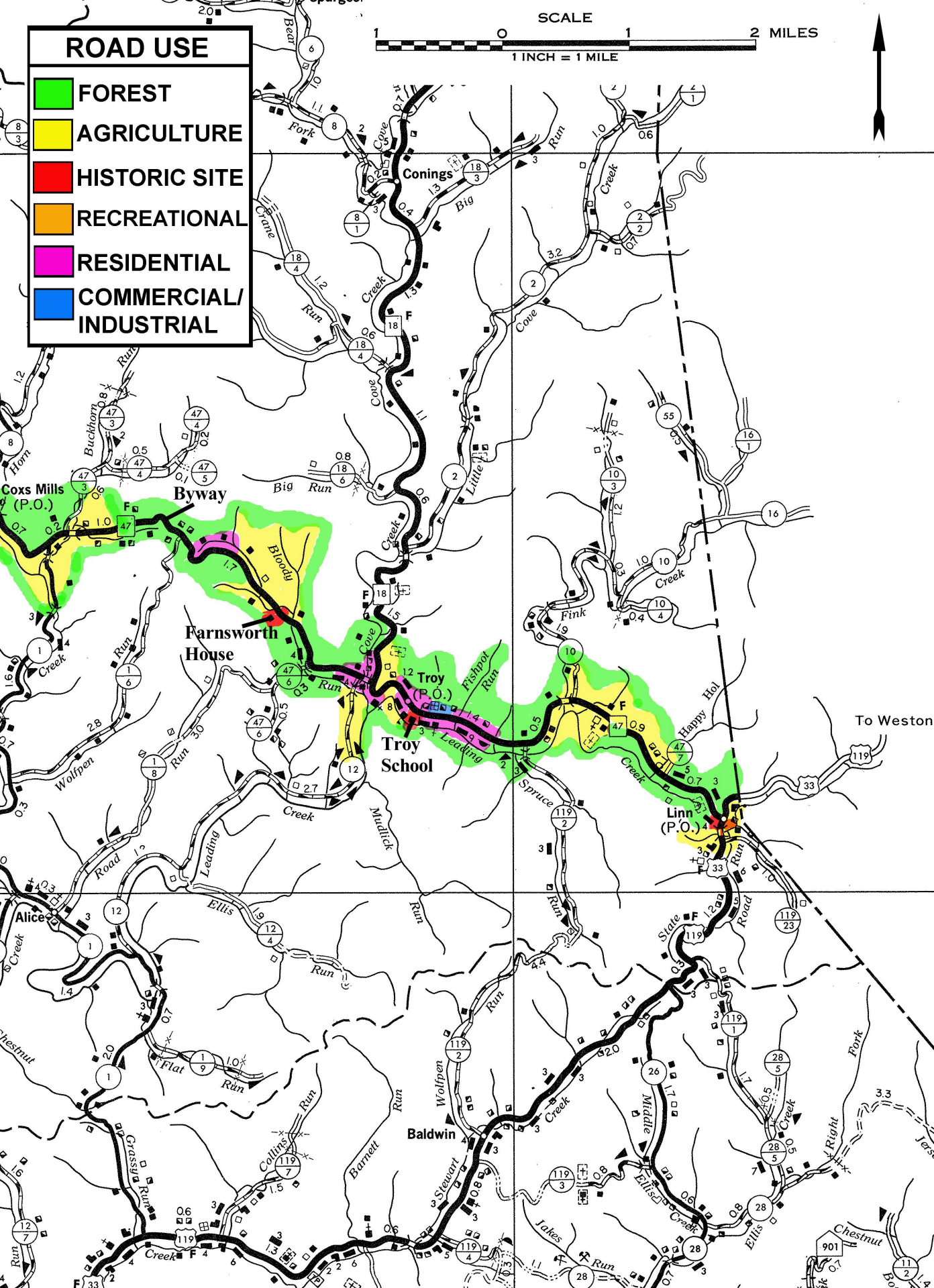
WOMELSDORF
Coalton (P.O.)
Pop. 277

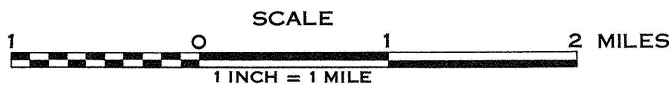
RICH MOUNTAIN
LOOKOUT TOWER

ROAD USE

- FOREST
- AGRICULTURE
- HISTORIC SITE
- RECREATIONAL
- RESIDENTIAL
- COMMERCIAL/
INDUSTRIAL

SCALE
1 INCH = 1 MILE
0 1 2 MILES



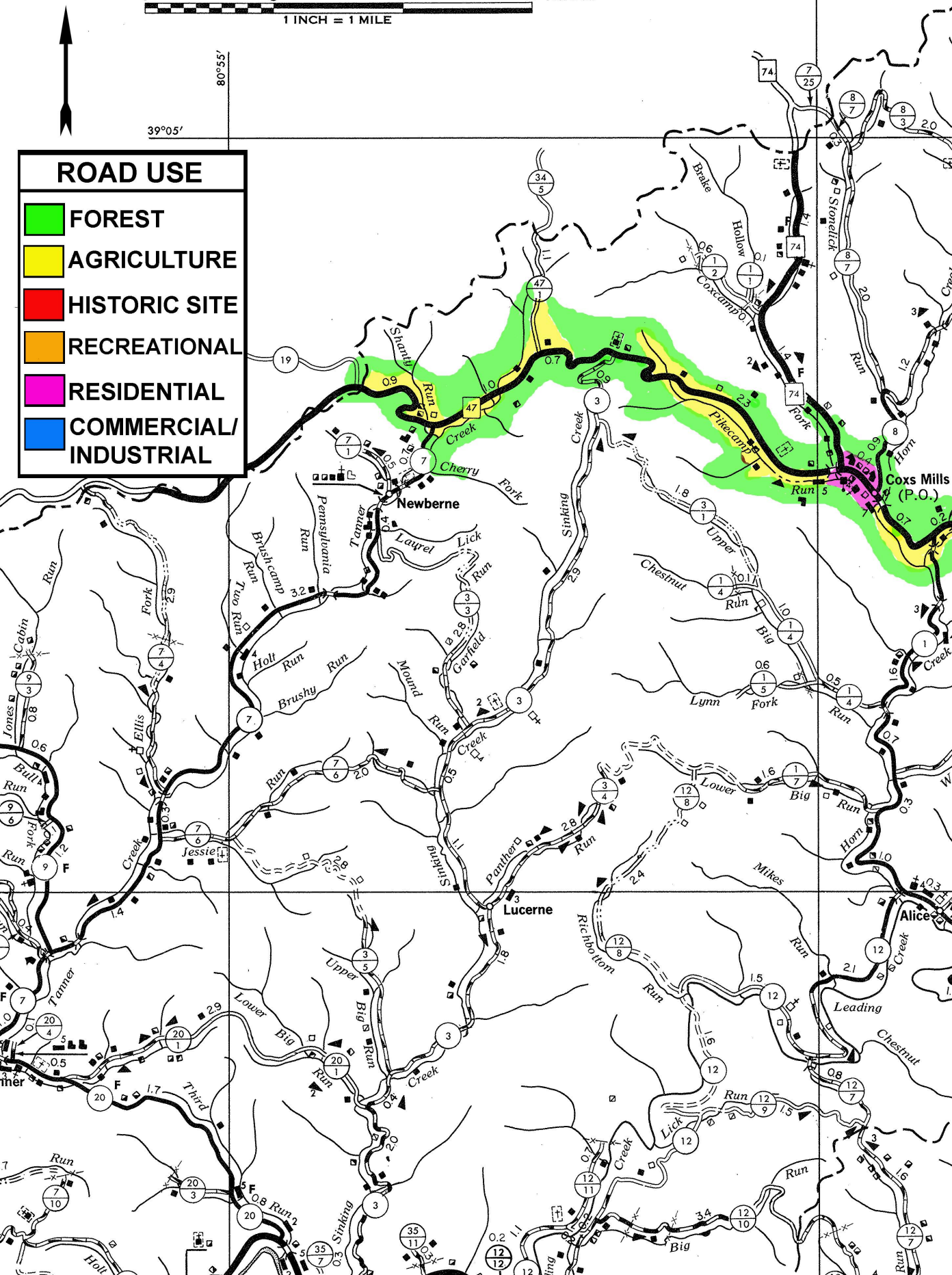


39°05'

80°55'

ROAD USE

- FOREST
- AGRICULTURE
- HISTORIC SITE
- RECREATIONAL
- RESIDENTIAL
- COMMERCIAL/INDUSTRIAL





ROAD USE

- FOREST
- AGRICULTURE
- HISTORIC SITE
- RECREATIONAL
- RESIDENTIAL
- COMMERCIAL/INDUSTRIAL

39°05'



UPSHUR

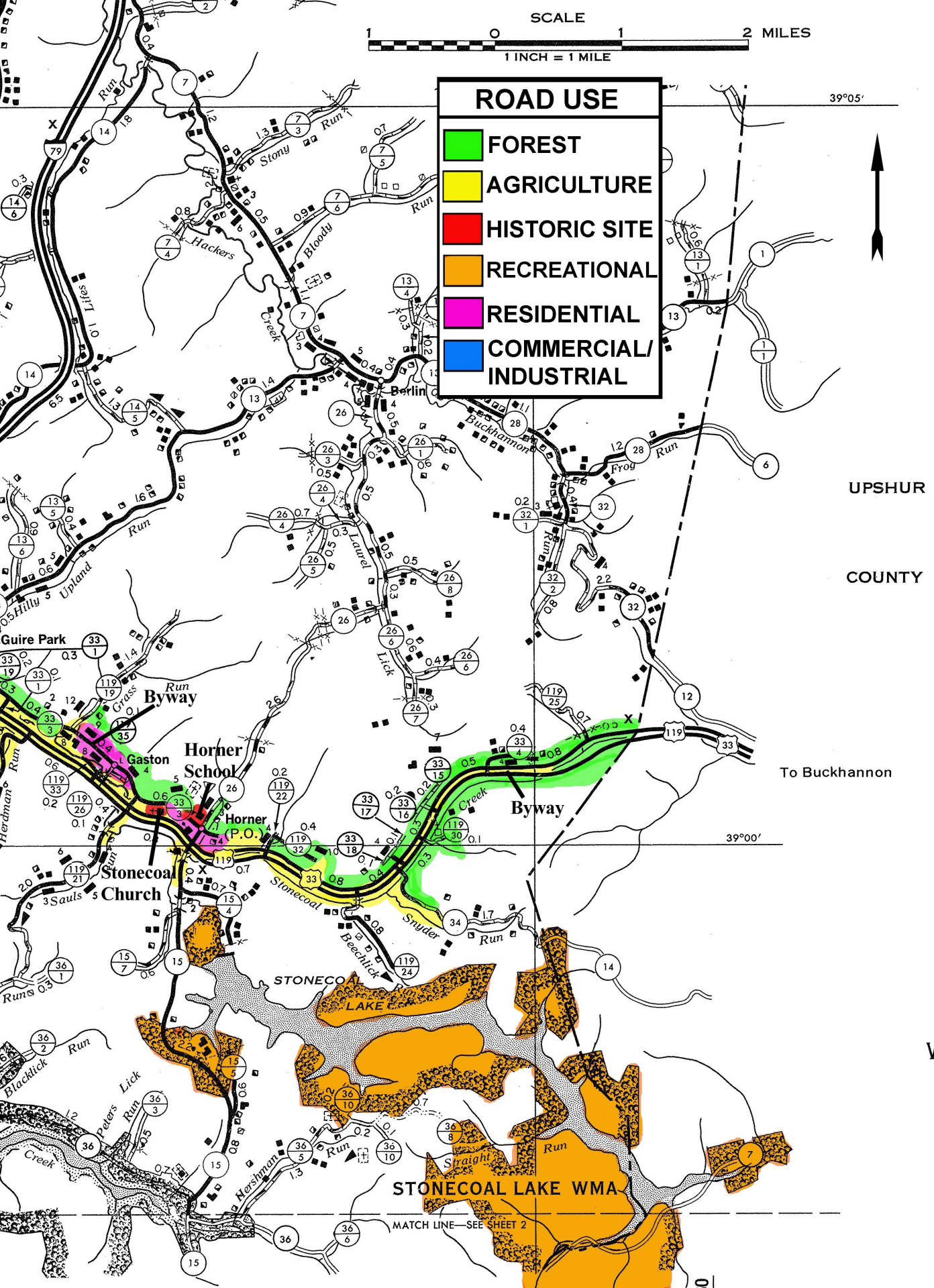
COUNTY

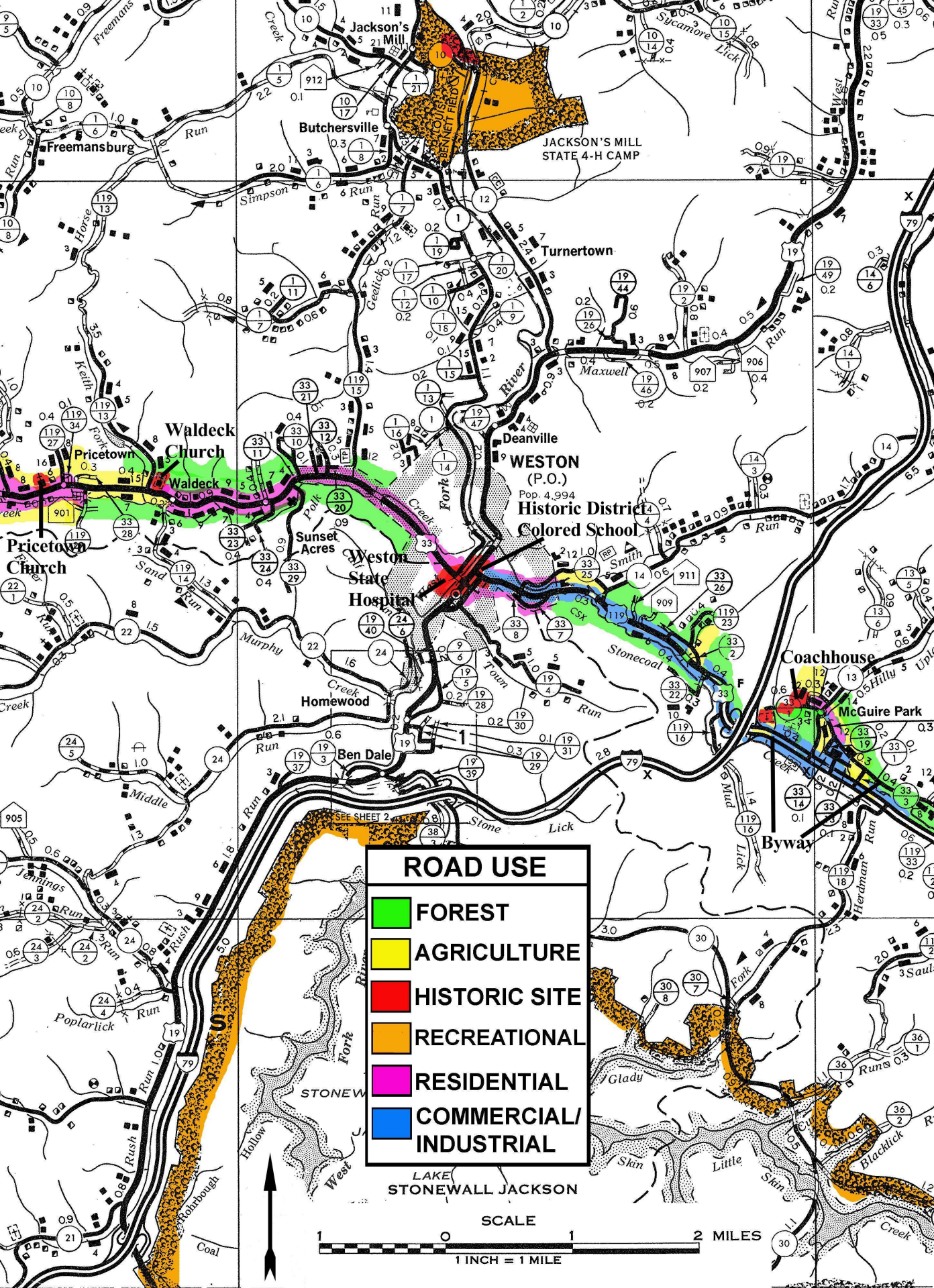
To Buckhannon

39°00'

STONECOAL LAKE WMA

MATCH LINE—SEE SHEET 2





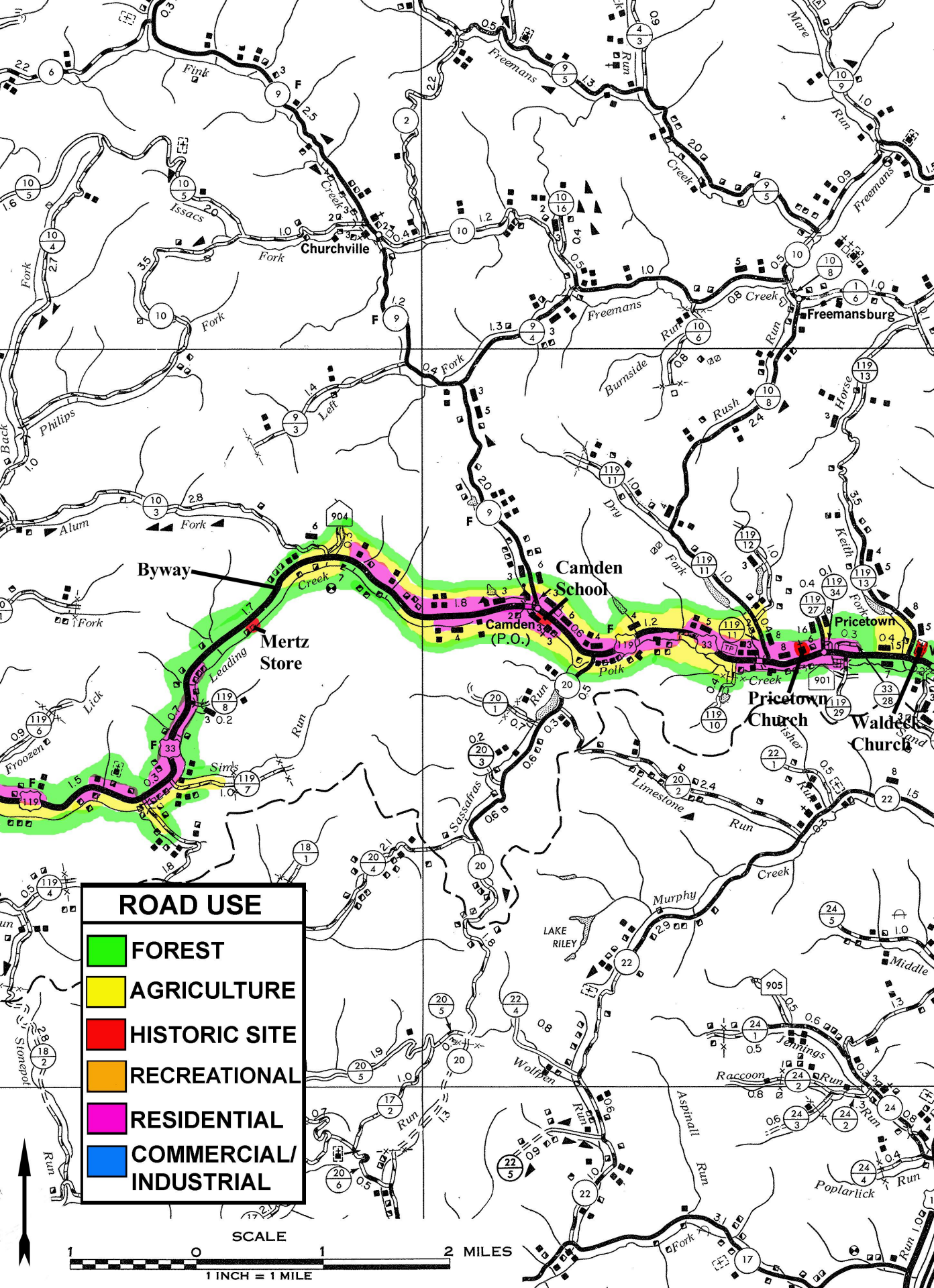
ROAD USE

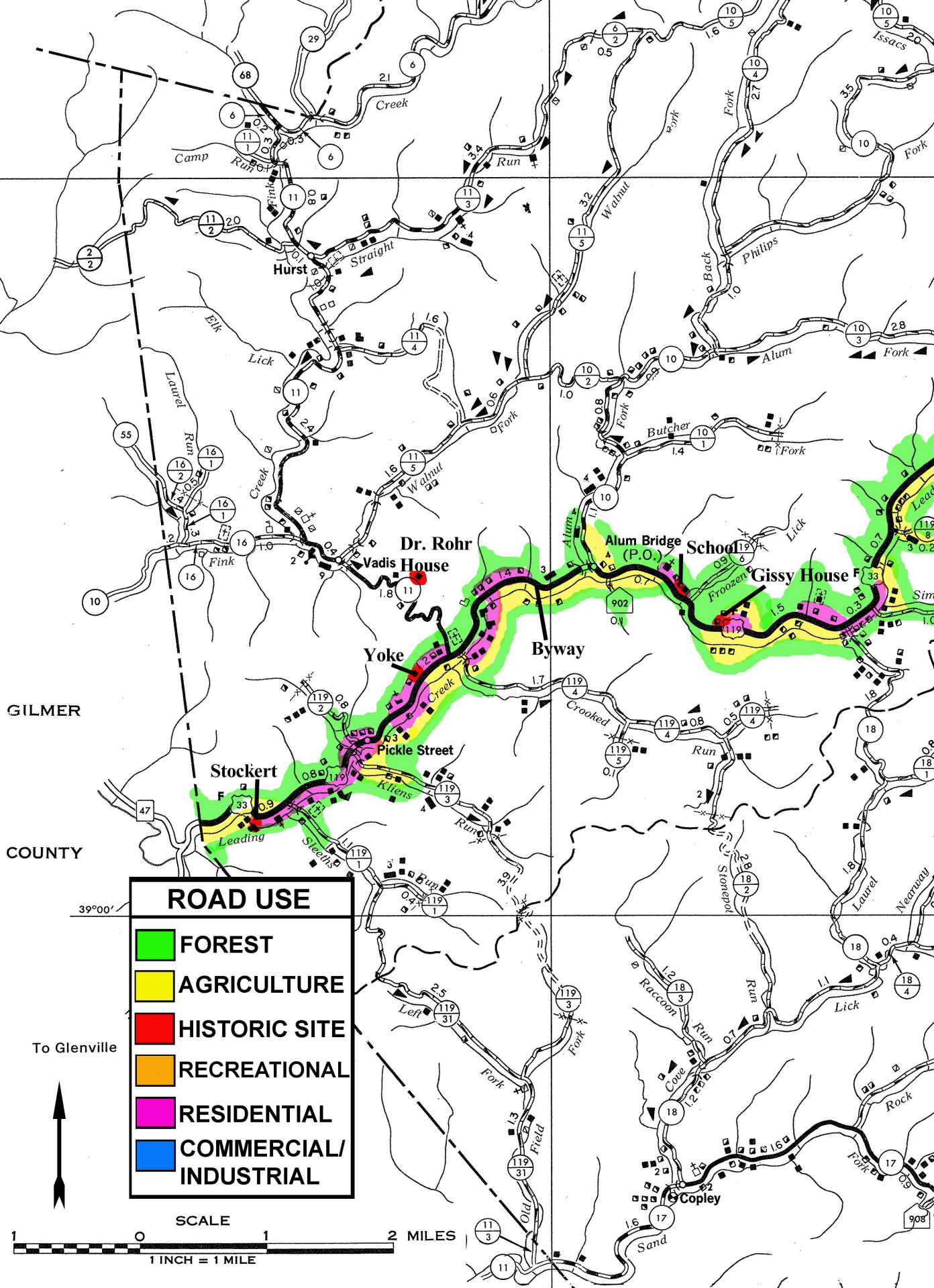
- FOREST**
- AGRICULTURE**
- HISTORIC SITE**
- RECREATIONAL**
- RESIDENTIAL**
- COMMERCIAL/INDUSTRIAL**

LAKE
STONEWALL JACKSON

SCALE

1 0 1 2 MILES
1 INCH = 1 MILE





ROAD USE

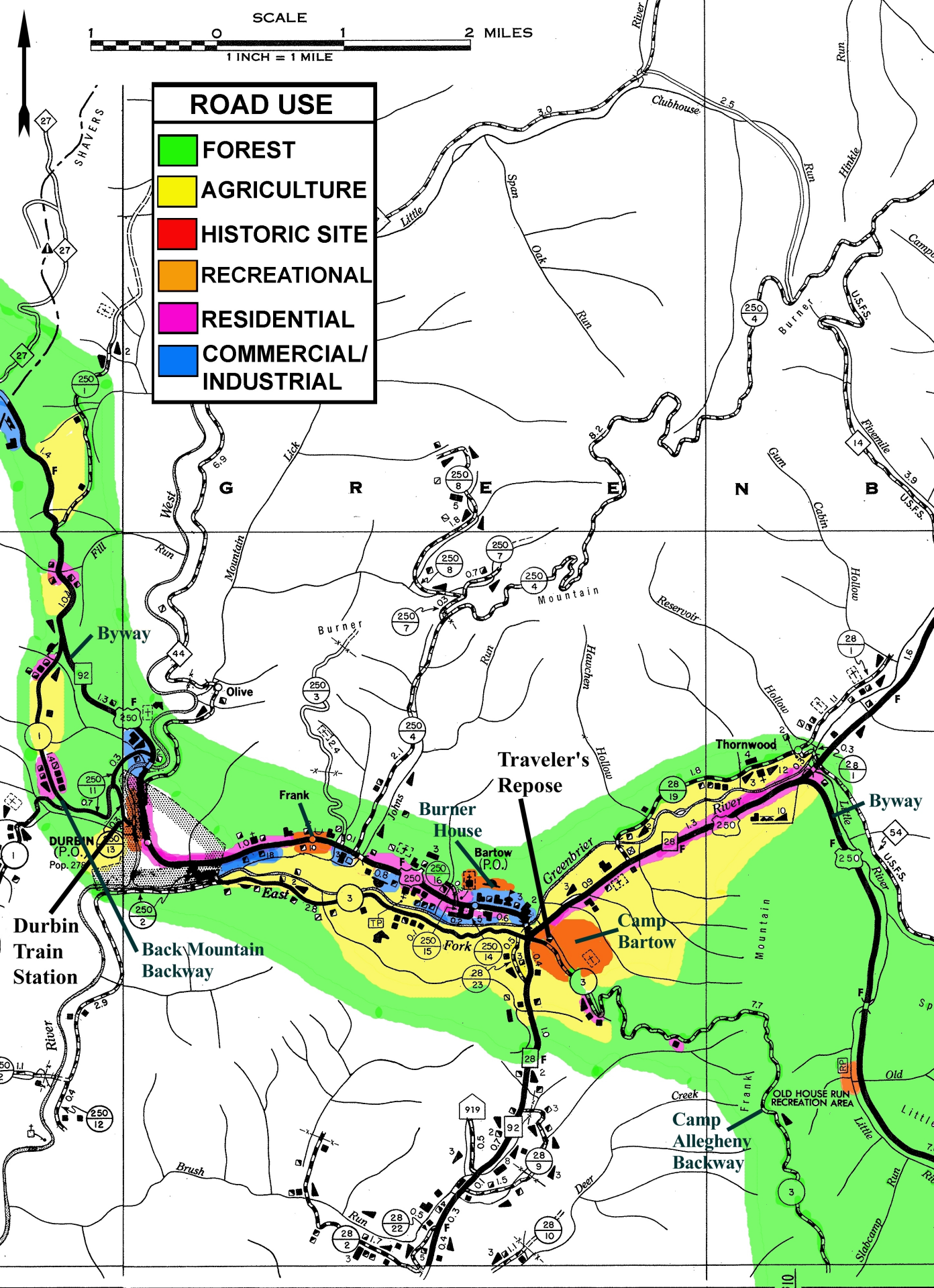
- FOREST
- AGRICULTURE
- HISTORIC SITE
- RECREATIONAL
- RESIDENTIAL
- COMMERCIAL/
INDUSTRIAL

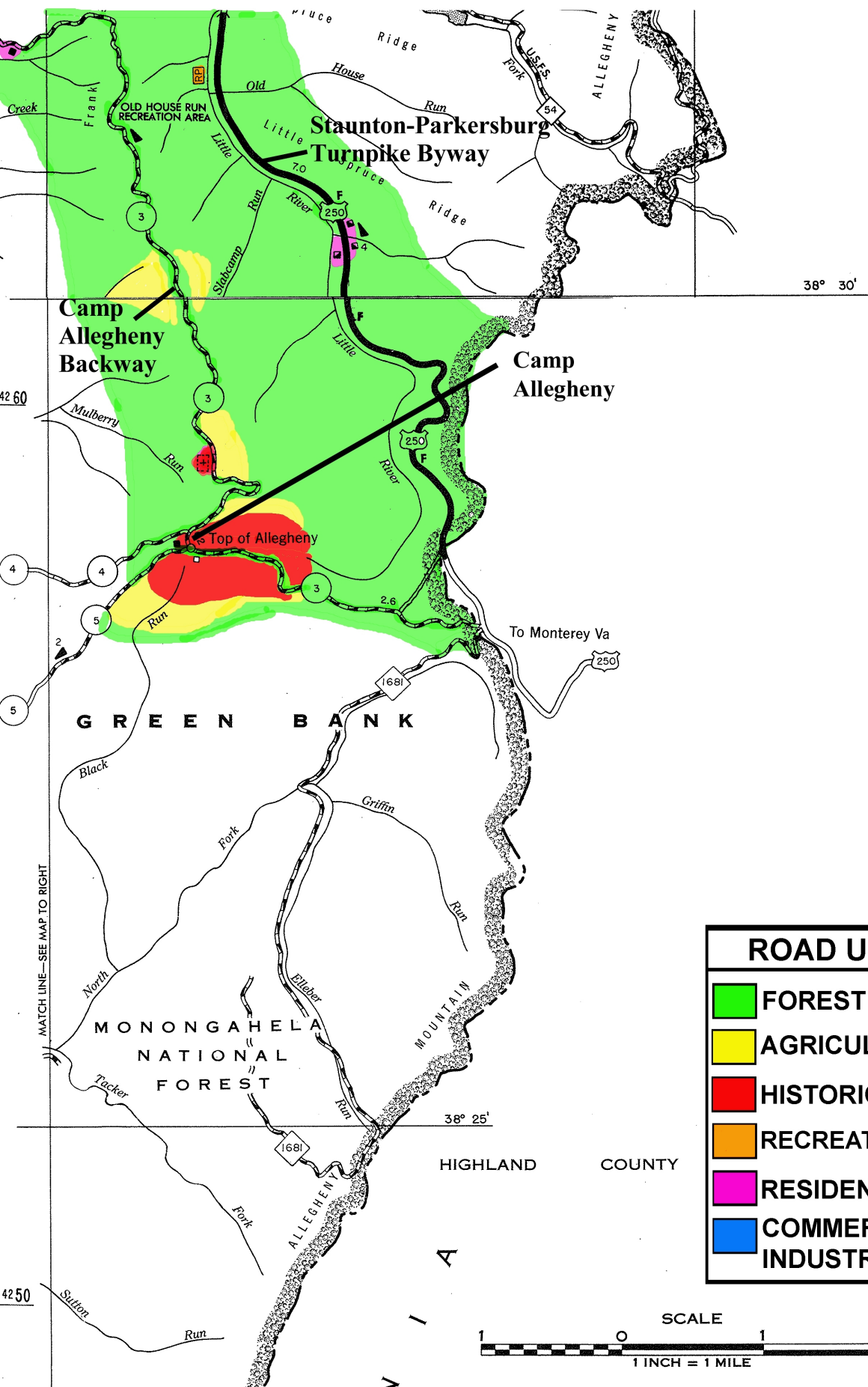
SCALE

1 INCH = 1 MILE

2 MILES

To Glenville





39° 00'

BARBOUR

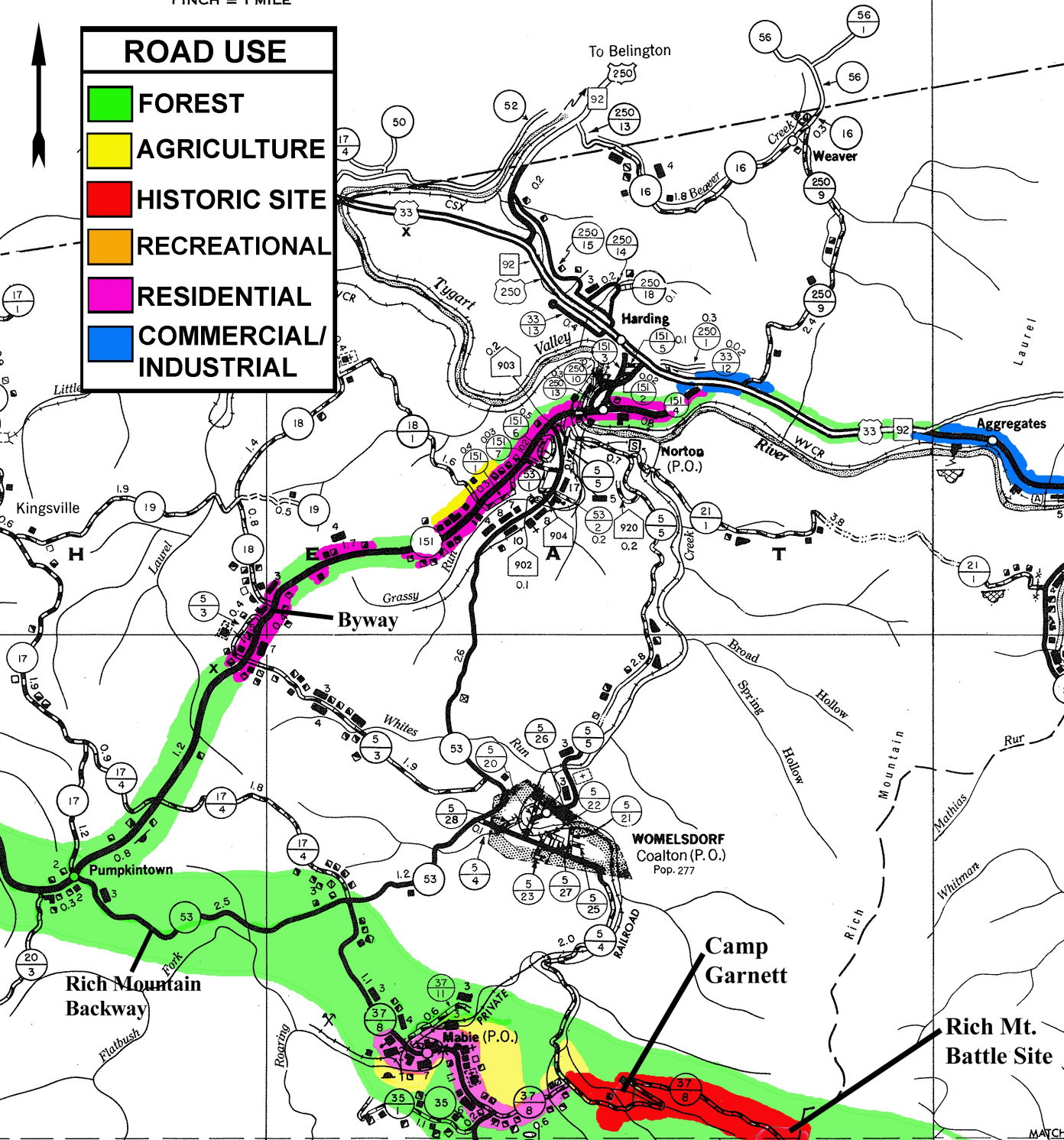
COUNTY

SCALE

1 INCH = 1 MILE

ROAD USE

- FOREST
- AGRICULTURE
- HISTORIC SITE
- RECREATIONAL
- RESIDENTIAL
- COMMERCIAL/
INDUSTRIAL

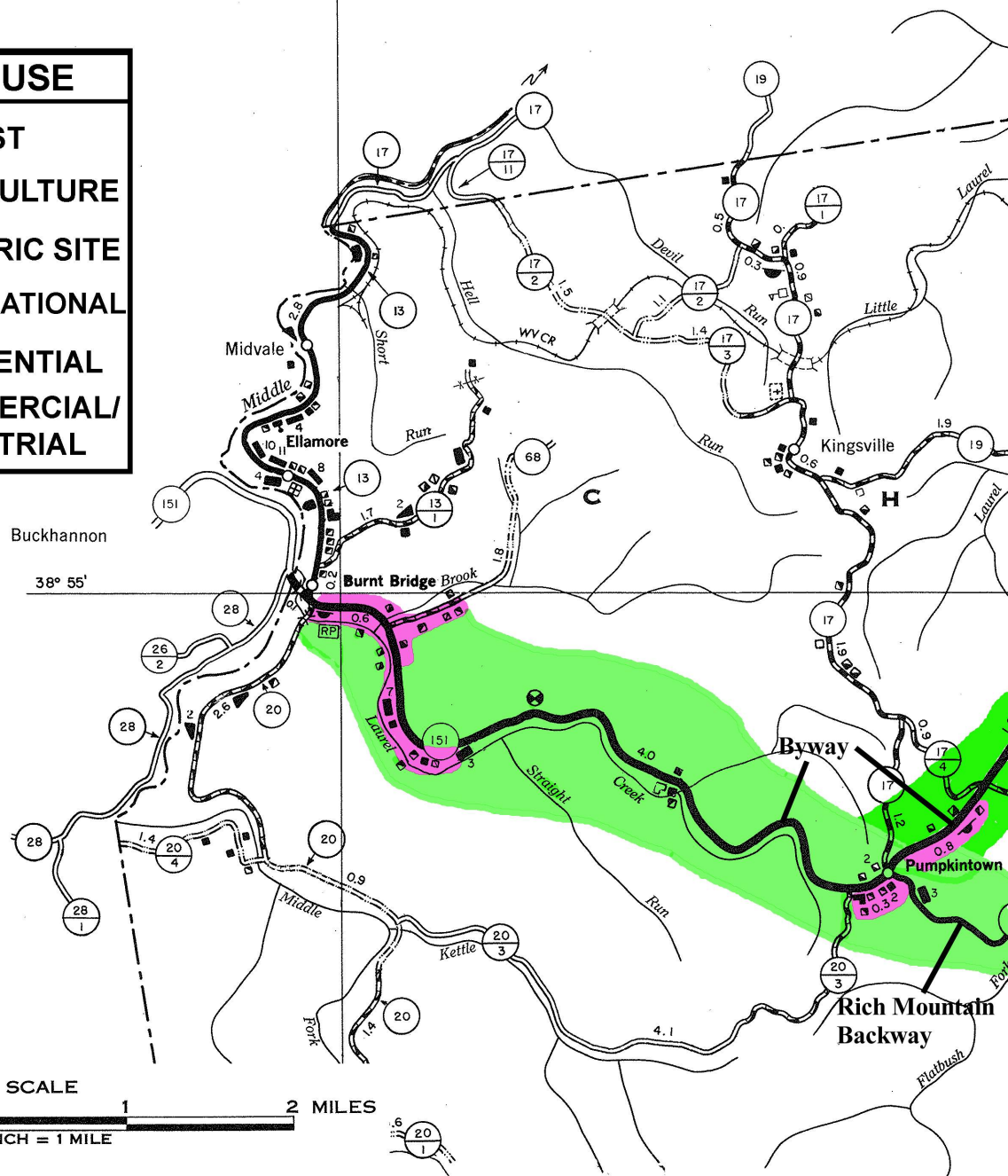


ROAD USE

- FOREST
- AGRICULTURE
- HISTORIC SITE
- RECREATIONAL
- RESIDENTIAL
- COMMERCIAL/
INDUSTRIAL

To Buckhannon

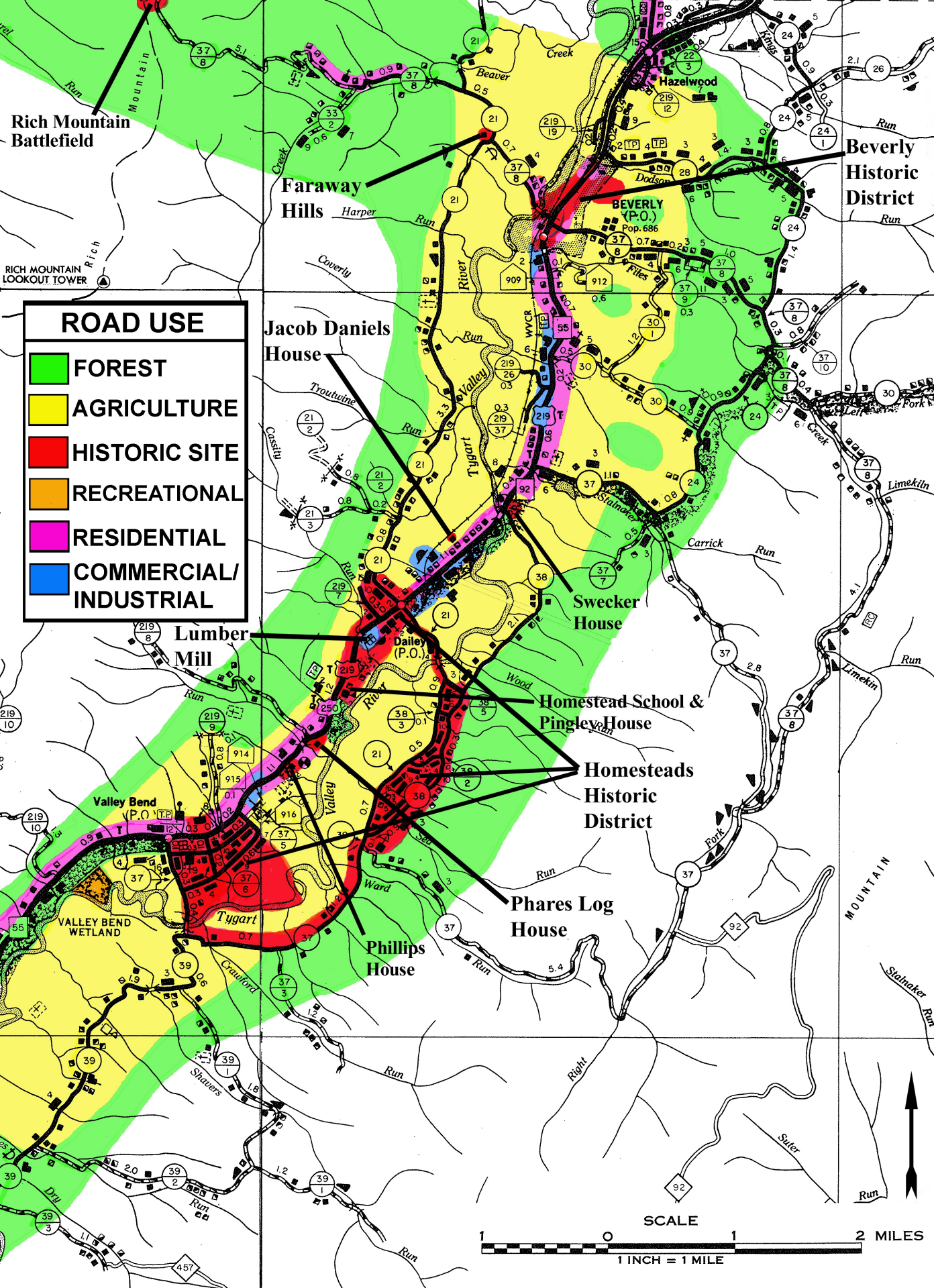
38° 55'



SCALE

2 MILES

1 INCH = 1 MILE



ROAD USE

- FOREST
- AGRICULTURE
- HISTORIC SITE
- RECREATIONAL
- RESIDENTIAL
- COMMERCIAL/
INDUSTRIAL

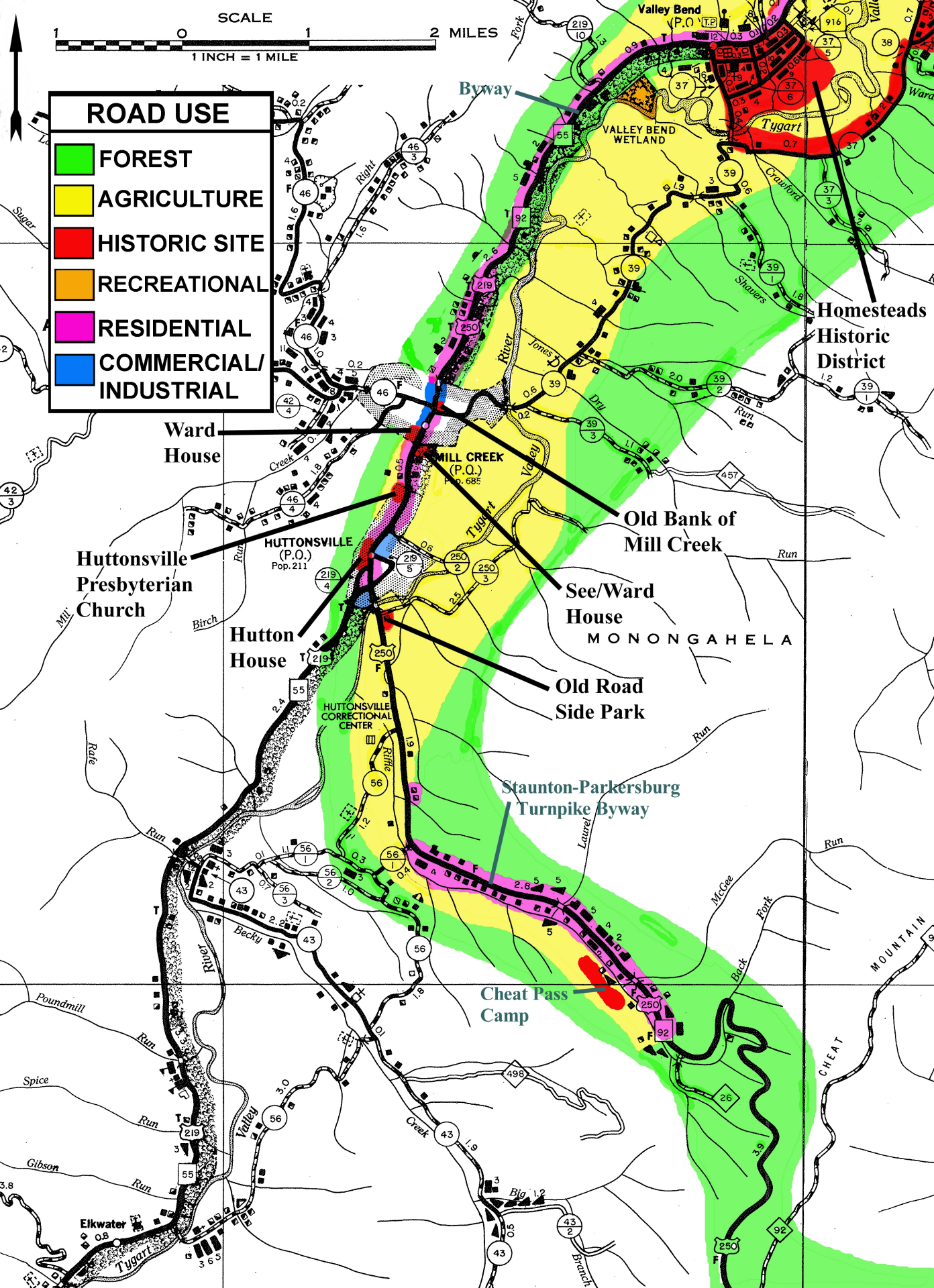
SCALE
1 0 1 2 MILES
1 INCH = 1 MILE

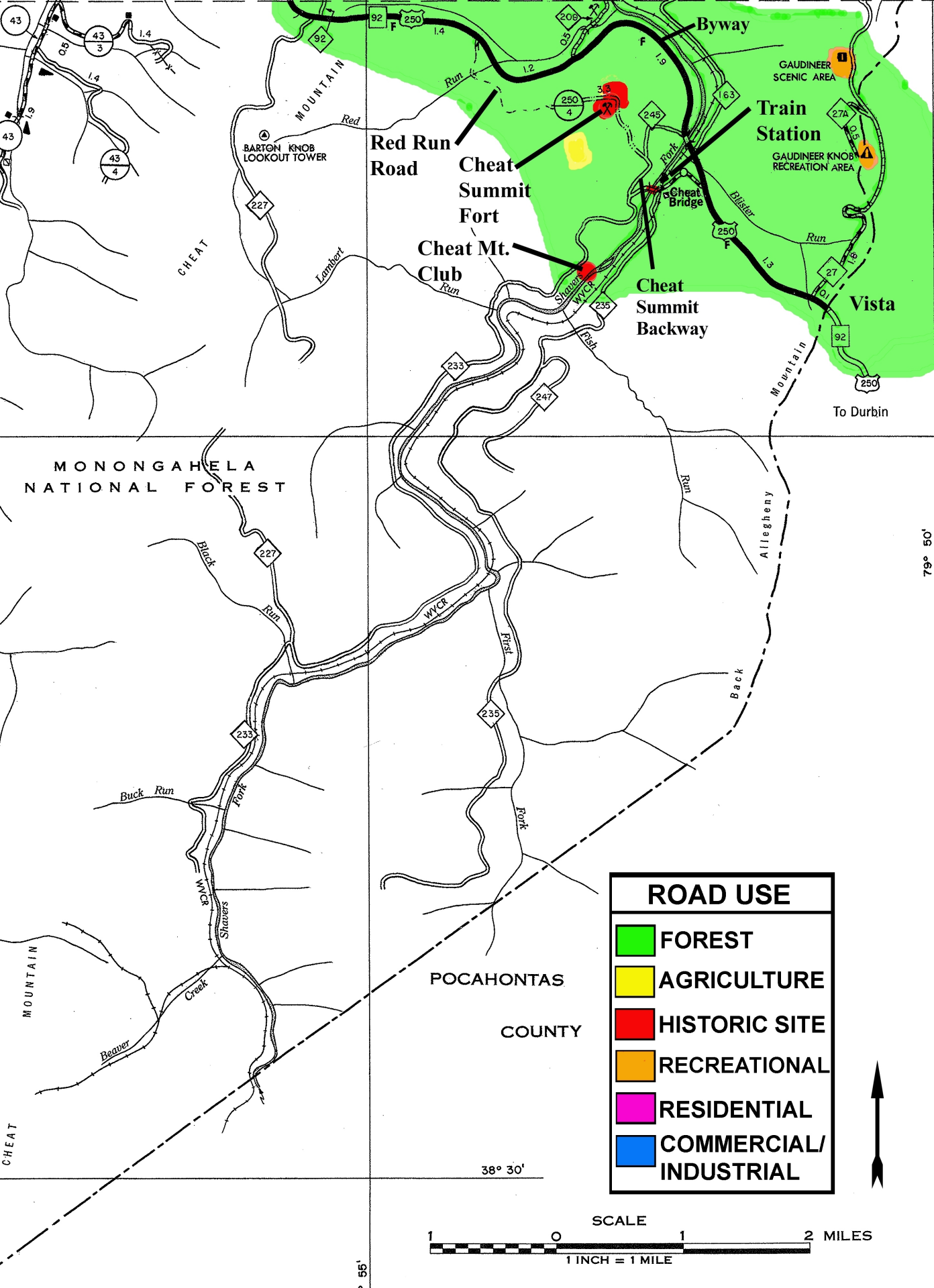
SCALE



ROAD USE

- FOREST
- AGRICULTURE
- HISTORIC SITE
- RECREATIONAL
- RESIDENTIAL
- COMMERCIAL/INDUSTRIAL





Red Run Road

Cheat Summit Fort

Cheat Mt. Club

Cheat Summit Backway

Byway

Train Station

Vista

To Durbin

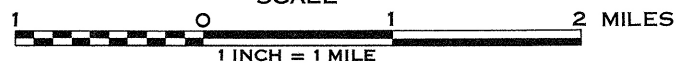
MONONGAHELA NATIONAL FOREST

POCAHONTAS COUNTY

ROAD USE

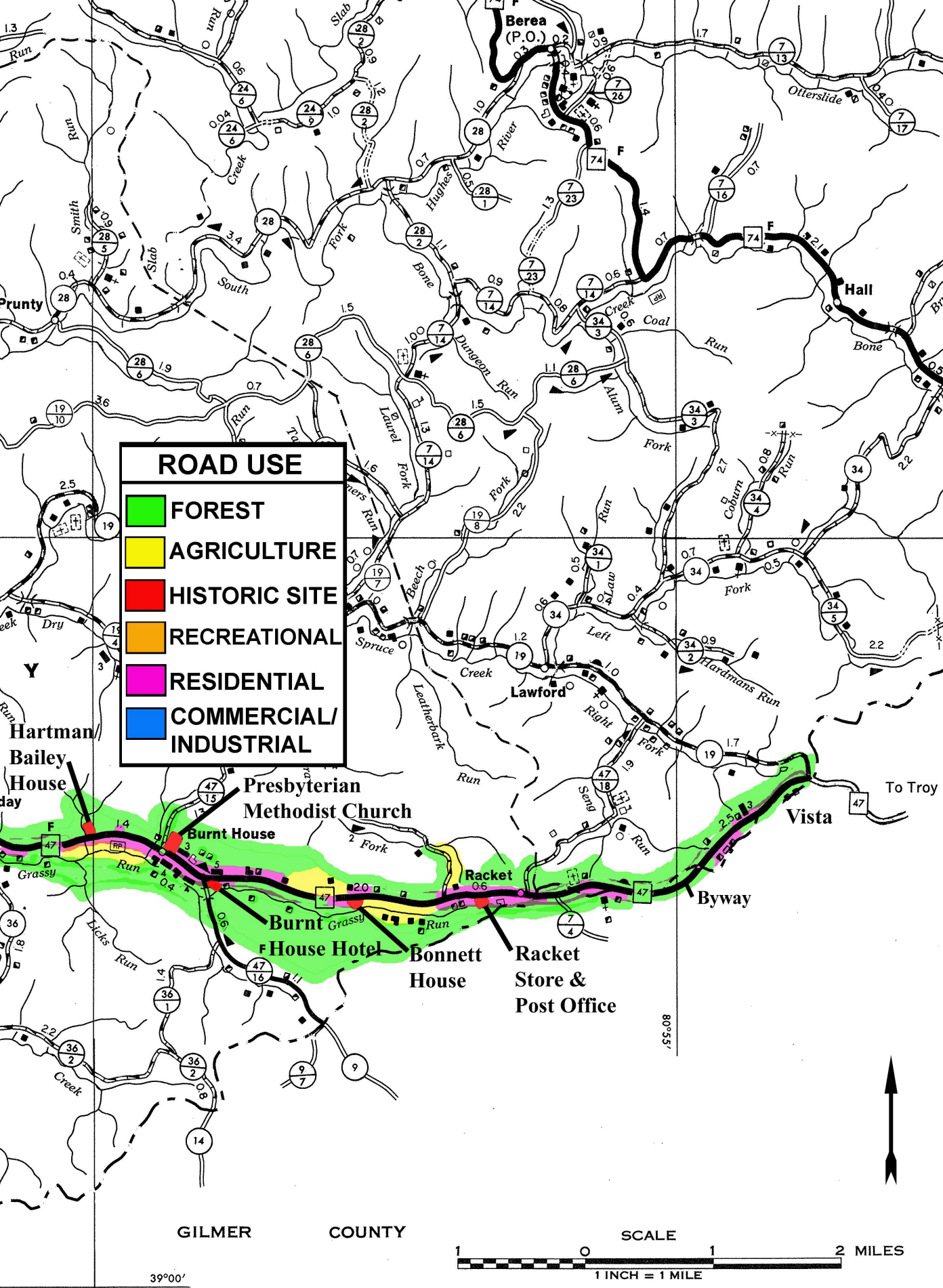
- FOREST
- AGRICULTURE
- HISTORIC SITE
- RECREATIONAL
- RESIDENTIAL
- COMMERCIAL/INDUSTRIAL

SCALE



38° 30'

79° 50'



ROAD USE

- FOREST
- AGRICULTURE
- HISTORIC SITE
- RECREATIONAL
- RESIDENTIAL
- COMMERCIAL/INDUSTRIAL

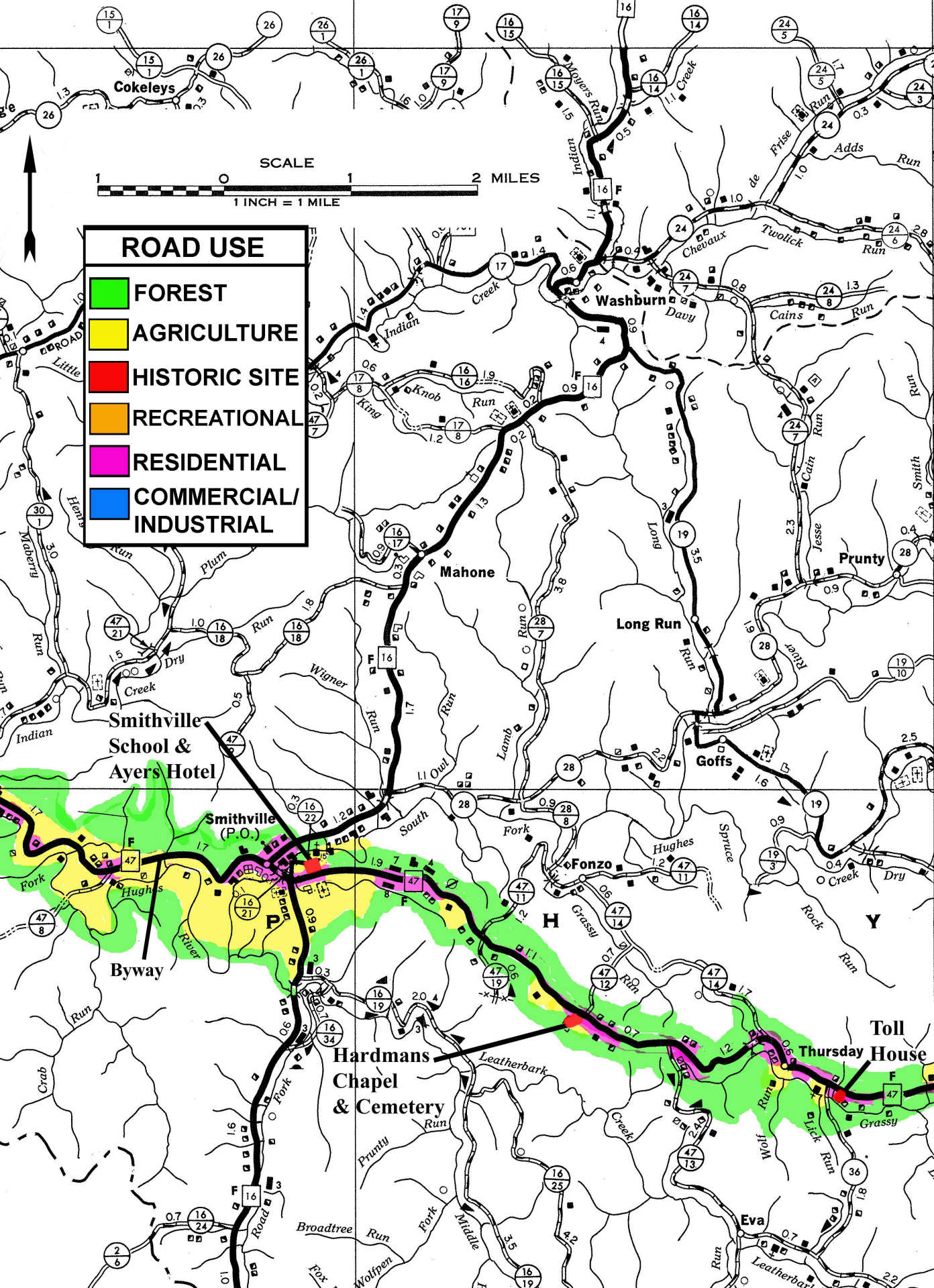
GILMER

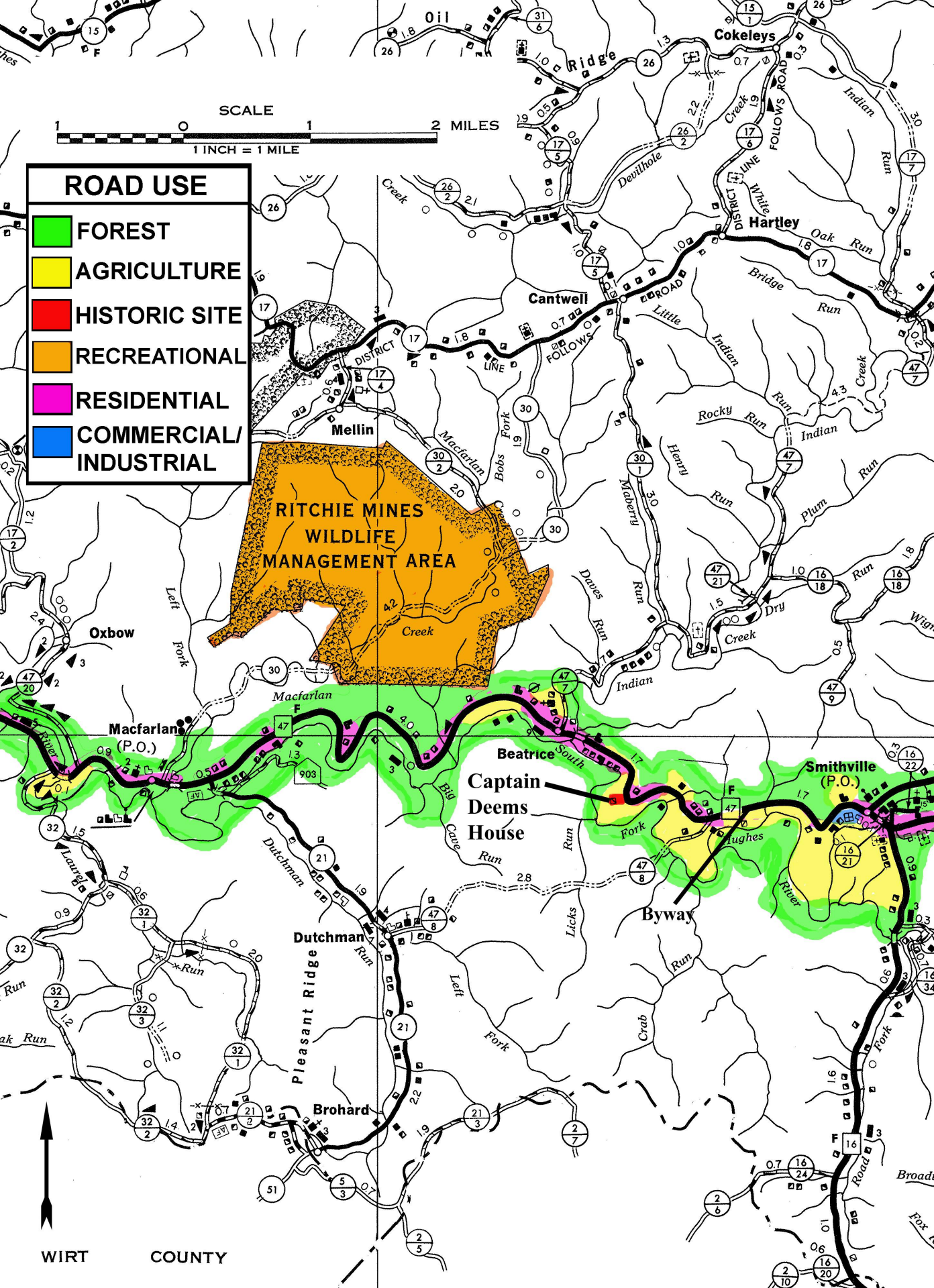
COUNTY

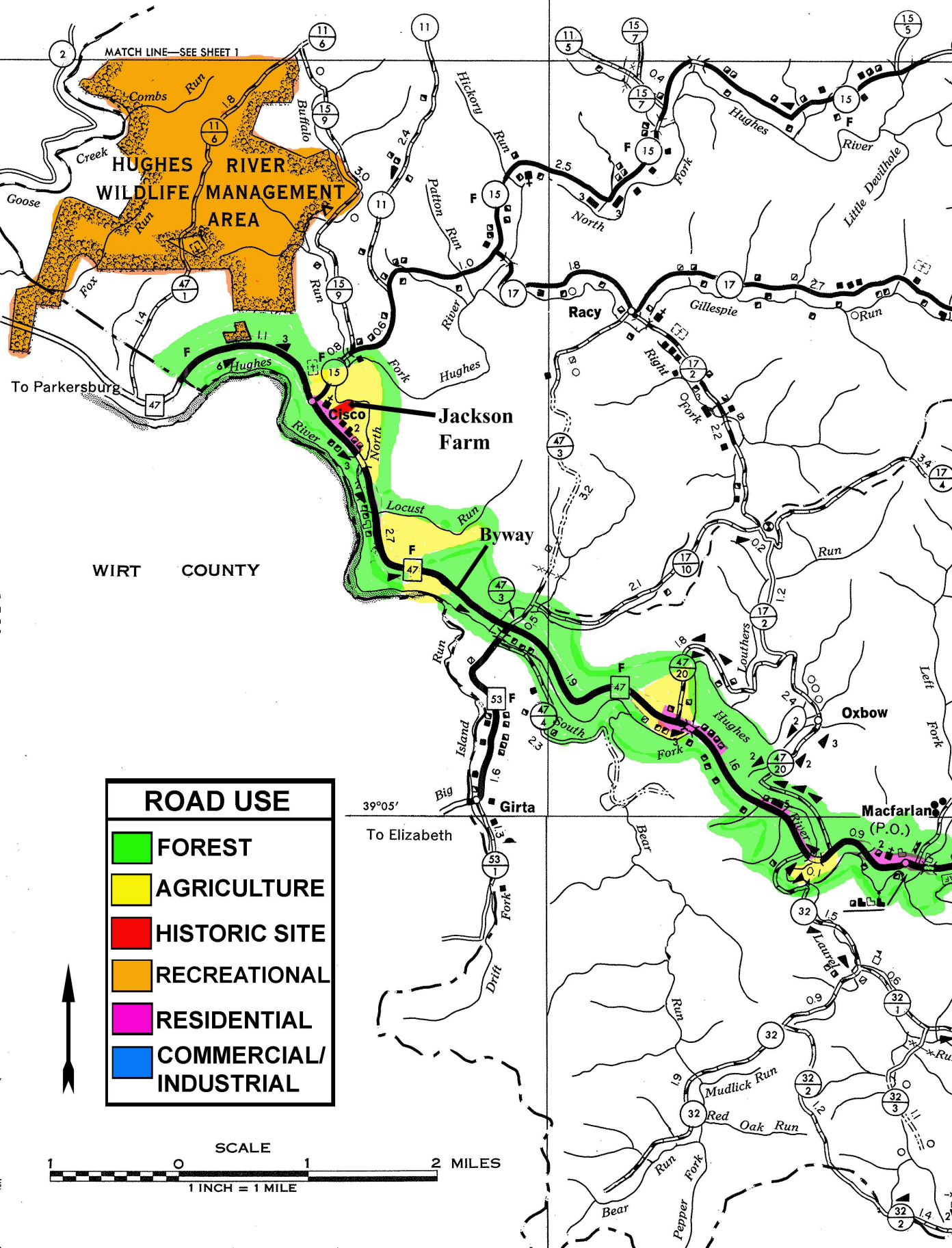
SCALE

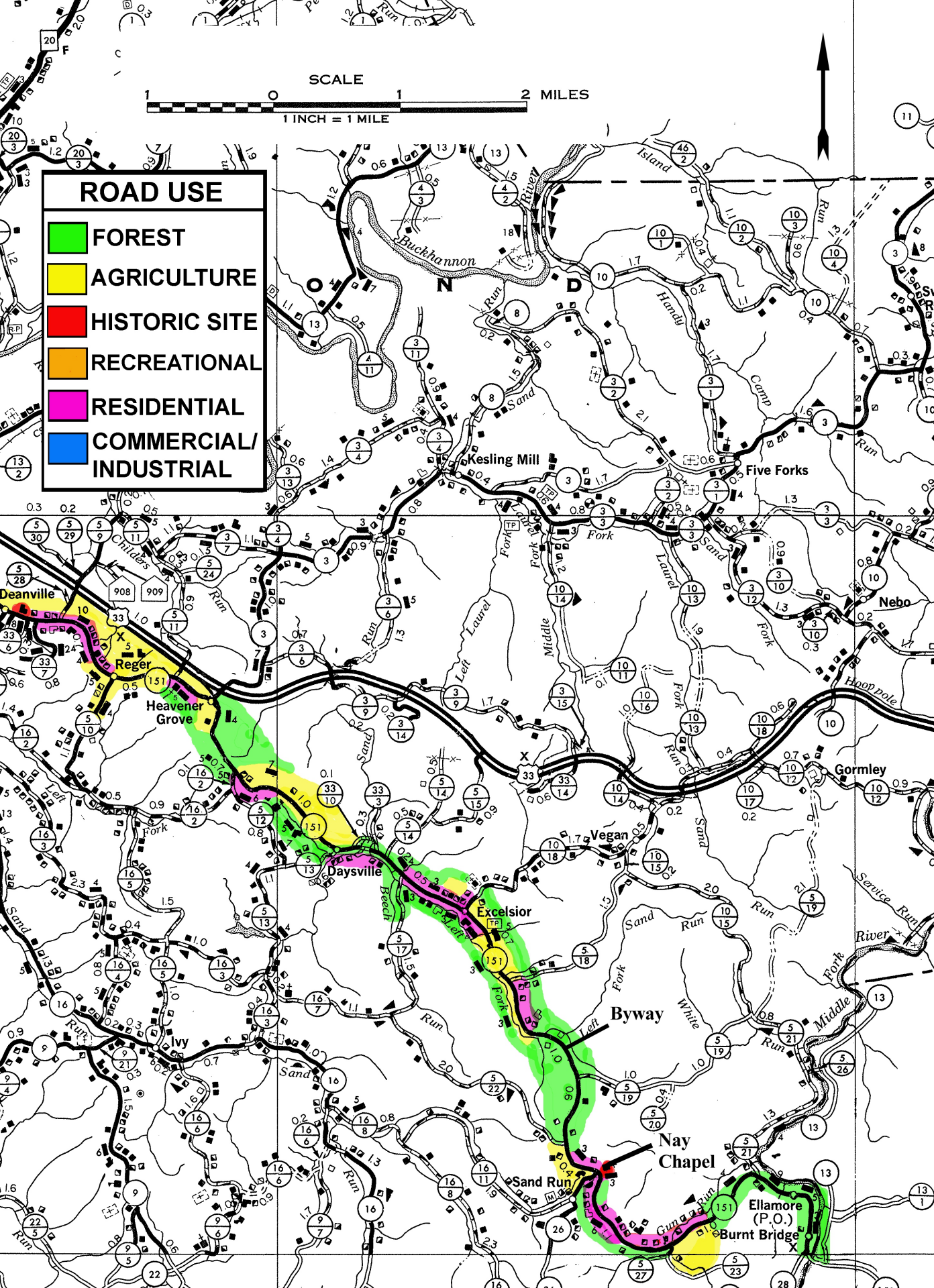


39°00'





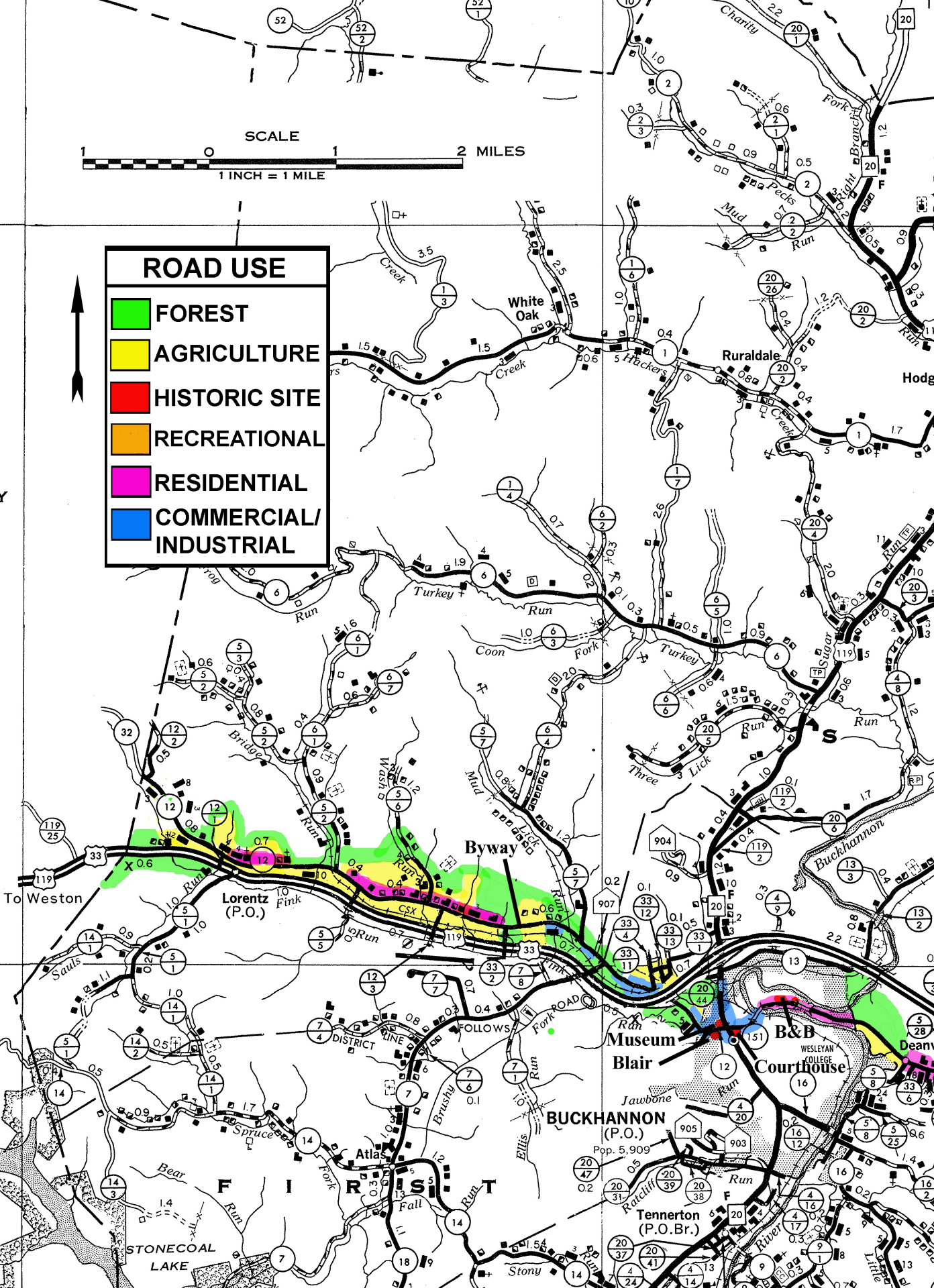


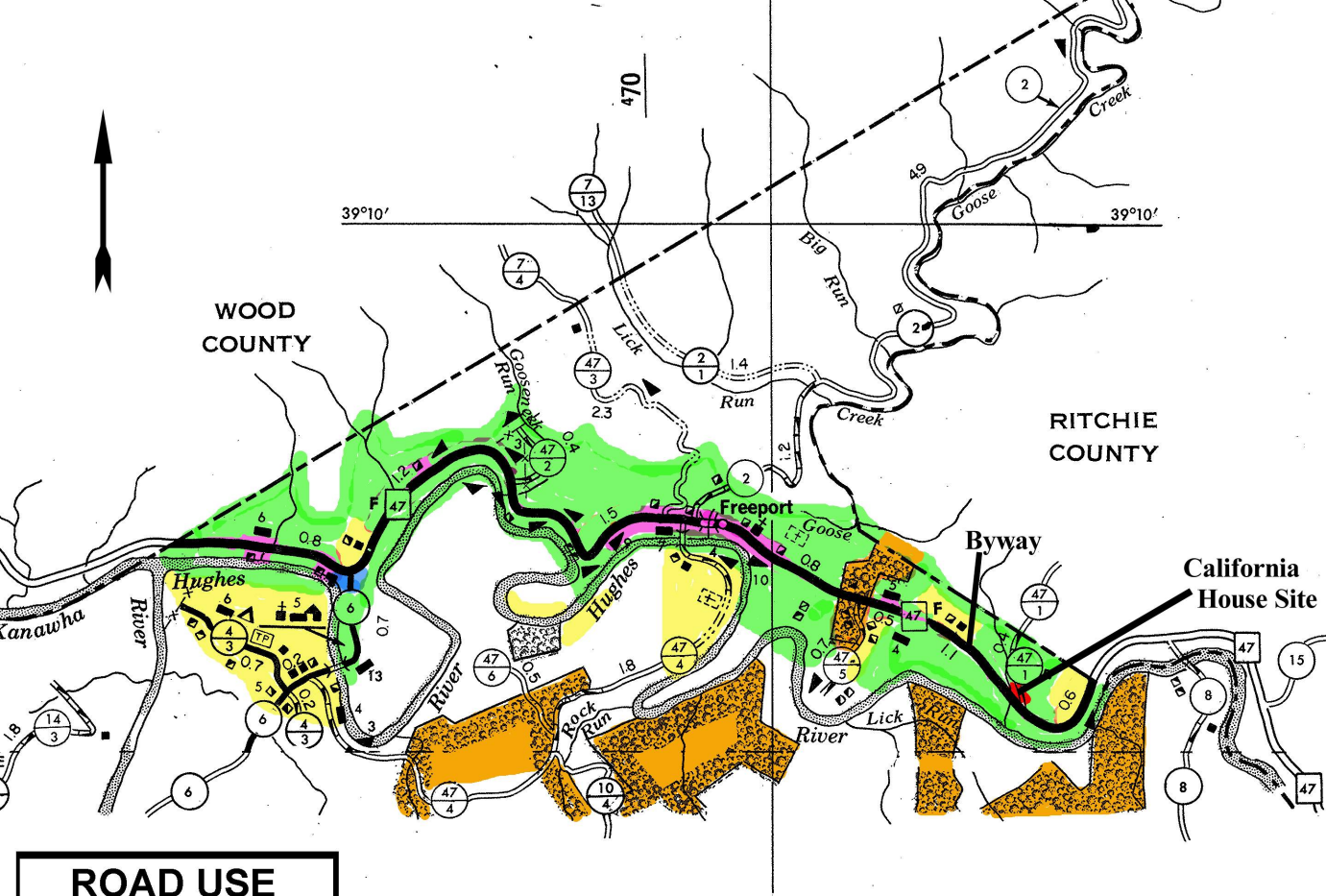


SCALE
1 0 1 2 MILES
1 INCH = 1 MILE

ROAD USE

- FOREST
- AGRICULTURE
- HISTORIC SITE
- RECREATIONAL
- RESIDENTIAL
- COMMERCIAL/
INDUSTRIAL





ROAD USE

- FOREST
- AGRICULTURE
- HISTORIC SITE
- RECREATIONAL
- RESIDENTIAL
- COMMERCIAL/
INDUSTRIAL

ROAD USE

- FOREST
- AGRICULTURE
- HISTORIC SITE
- RECREATIONAL
- RESIDENTIAL
- COMMERCIAL/
INDUSTRIAL

