



Mountain Waters Scenic Byway

Nicholas County, West Virginia

Corridor Management Plan

April 2004



4-C Economic Development Authority

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Nicholas County Liaison

April 5, 2004

Attached please find the document "Mountain Waters Scenic Byway Corridor Management Plan", dated April 2004, for your review and approval.

The information contained in the plan was compiled by the Richwood Area Chamber of Commerce Byway Committee in conjunction with their contractor, G. H. Bailey Company. The 4-C Economic Development Authority and Region IV Planning and Development Council also provided assistance.

The funding for this mandated federal government corridor plan was provided through grants from the Nicholas County Commission and Marshall University.

Approved: Tom Blankenship Date: 04-07-04

Tom Blankenship, President Nicholas County Commission

Approved: Don McClung Date: 4-19-04

Don McClung, President Richwood Area Chamber of Commerce

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Introduction

Mountain Waters Scenic Byway stretches from Lexington, Virginia to Summersville, West Virginia across some of the nation's most beautiful mountain waterways. Whether travelling by automobile or motorcycle, the route's scenic beauty provides a refreshing drive for all its visitors.

An unprecedented alliance of five counties in two states has taken the shape of a marketing consortium which will promote tourism for the entire byway by sharing the history and scenic beauty of Highway 39 with automobile and motorcycle travellers. Consortium members are Rockbridge and Bath Counties of Virginia and Pocahontas, Greenbrier and Nicholas Counties in West Virginia. The westernmost 43 miles of the Scenic Byway are in Nicholas County.

Warm, friendly people are the greatest asset of Nicholas County. The exceptional natural beauty, excellent schools, fully equipped medical facilities and community organizations provide an active lifestyle, full of opportunities for visitors and residents of all ages. Among the lowest crime rates in the nation, Nicholas County is a safe, rural community in an "easy access" centralized location.

Visitors will enjoy:

- SCENIC NATURAL BEAUTY
- LAKES, RIVERS AND STREAMS
- RECREATION AREAS AND PARKS
- HISTORIC SITES AND LANDMARKS
- CULTURAL ACTIVITIES AND FESTIVALS
- HUNTING AND FISHING
- OUTDOOR SPORTS AND ADVENTURES

LEADERSHIP

In 2002 Richwood Chamber of Commerce formed a byways committee, chaired by Dawn O'Dell of Richwood, to organize and oversee management of the Nicholas County section of Mountain Waters Scenic Byway. Other members of the committee include Ralph Kelly, Bob Wach, Don McClung, Bill Reynolds, Rosanna Reynolds, Gwen Hagaman and Angie Groves. Reporting to the Richwood Chamber of Commerce, the Byways Committee interacts with members of the five county consortium to maximize planning and marketing strategies.

During 2003, the byways committee obtained byway designation for Nicholas County's portion of Mountain Waters Scenic Byway.

The 43 mile section was evaluated and the byways committee identified 57 points of interest ranging from historic sites to convenience stops for travellers.

A public meeting was held on Jan. 28, 2004 to develop guidelines for this Corridor Management Plan.

THE AREA

Starting at the Greenbrier County border and heading westbound, you start in the edge of Monongahela National Forest and travel alongside the beautiful North Fork of the Cherry River. Travellers are canopied by leafy trees and serenaded by the sounds of running water and forest birds.

Coming into the City of Richwood you pass through timber country that made this area famous. The downtown historic district offers craft shops, travel conveniences and architecture of the lumber boom-town era. Leaving town takes you into rugged mountains with breathtaking views of the river below. Then on to rolling hills and scenic family farms.

The byway ends at the City of Summersville and Summersville Lake, the largest in West Virginia and the largest earthen dam east of

the Mississippi River. There are many parks, walking trails, festivals, hotels and restaurants for byway travellers to enjoy. U.S. Route 19 connects to several Interstate Routes which connect to nearby metropolitan areas.

THE CORRIDOR MANAGEMENT PLAN

This Corridor Management Plan will further social and economic improvement through the enhancement and promotion of our region's scenic, natural, historic, cultural and recreational intrinsic values along our byway. This will be accomplished through the provision of signage, enhanced access through turn-outs and overlooks, beautification and marketing.

The byway committee has carefully reviewed each point of interest and considered ways to improve a traveller's experience on the byway. This plan will show the planned improvements and their priority in the form of a three year updating program.

This plan will follow, in sequence, the 14 guidelines for the development of a corridor management plan set forth in the booklet, "Community Guide to Planning and Managing a Scenic Byway," published by the United States Department of Transportation, Federal Highway Administration.



OUR VISION

To promote automobile and motorcycle tourism along the five county, two state route using Mountain Waters Scenic Byway's history and scenic beauty.

Goals

Mountain Waters Scenic Byway Committee's primary goal is to increase the number of automobile and motorcycle visitors and thereby increase tourism business volume in our communities. Hotels, convenience stores, shops and service companies will all benefit from increasing tourism traffic.

The secondary goal is to make our visitors' drive along the byway as interesting and enjoyable as possible. The byway, as a whole, will be continuously reviewed and maintained under the supervision of the byway committee in collaboration with the five county consortium.

Improvements to various points are outlined in this plan including construction of a picnic/rest area, design and placement of interpretive signs, decorative landscaping and construction and operation of a timber industry museum.

REST AREA

The rest area will be placed on Fenwick Mountain at the existing Scenic Overlook. The site will provide picnic tables and a scenic view. The rest area will be maintained by the Department of Highways.

PICNIC/OVERLOOK AREAS

The byways committee has determined that picnic areas at Panther Creek, New Hope and Brock's Bridge would enhance the byway. In addition, an overlook at Brock's Bridge would draw attention to the old river ford and town and an overlook on Fenwick Mountain would allow visitors to see the historic coke ovens at the community of Saxman.

LANDSCAPING

Landscaping will improve many points of interest. In addition to beautification, the landscaping forms walking paths at several sites. Landscaping will be maintained by volunteers from civic organizations.

SIGNAGE

Byways signs will be placed at entry points to identify Mountain Waters Scenic Byway.

Directional signs will be placed at approximately 15 key locations directing travellers to historic sites, scenic locations and other places of interest to enhance their trips along the byway.



Guideline 1 - Corridor Boundaries

A – DESCRIPTION OF THE BYWAY

As shown on the following map, the byway leaves Greenbrier County and enters Nicholas County heading westbound within Monongahela National Forest. It follows alongside the North Fork of the Cherry River. After about five miles, the byway enters the City of Richwood and continues through the community of Fenwick, now following the main stem of the Cherry River.

After crossing the river at Garrett Bragg Memorial Bridge, the byway continues uphill across Fenwick Mountain. The route continues through the rural farming communities of New Hope, Nettie and Canvas. The route crosses Panther Creek, Deer Creek and other streams along the way.

The byway ends at the intersection of U.S. Route 19 in the City of Summersville. At its termination point, the byway crosses Muddlety Creek and the backwaters of Summersville Lake.

There are two backways, both leaving the byway in the City of Richwood. The first heads southbound up Baber Mountain and back into Greenbrier County. It begins as a paved roadway and changes to gravel.

The second is a paved roadway that heads northbound into a mountainous recreation area with historical significance.

B – HISTORIC, NATURAL AND SCENIC INTRINSIC SITES

The map on page 9 charts the historic, natural and scenic intrinsic qualities that are found on the Nicholas County section of the Mountain Waters Scenic Byway.

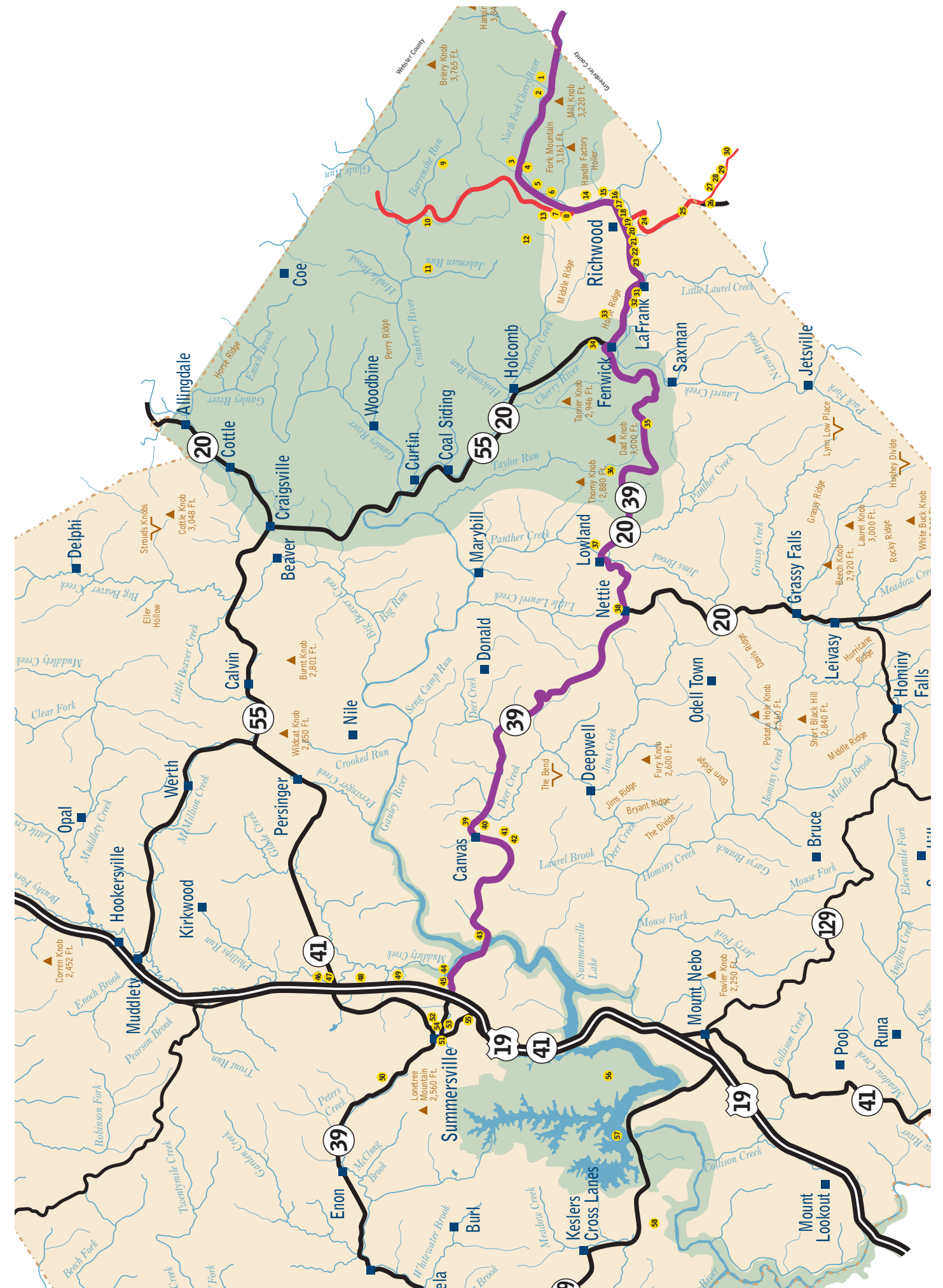
The site numbers found on the map are explained below.

HISTORIC SITES

- 7 Sherman Mullins House and Cemetery
- 9 Barrenshe train wreck site
- 10 Camp Woodbine
- 11 Camp Splinter
- 12 Morris Plantation site
- 13 Hinkle Mountain Methodist Church
- 15 Historic Sawmill site
- 16 City of Richwood downtown historic district
- 17 Richwood Post Office
- 24 Greenbrier Road
- 25 Wills House
- 26 Baber Cemetery
- 27 Baber Farm
- 28 Lost Flats
- 29 Big Bull Run
- 30 Nancy Hart's Grave
- 33 Horse Ridge
- 39 Canvas General Store
- 43 Brock's Bridge
- 45 Summersville/Muddlety Walking Trail
- 50 Nicholas County Historic Museum
- 52 City of Summersville Historic Downtown
- 53 Brown Oaks Property
- 58 Carnifex Ferry Battlefield State Park

NATURAL AND SCENIC SITES

- 1 Monongahela National Forest
- 2 Second Bridge
- 3 Turnouts to access river
- 4 North Fork Cherry River Catch and Release Area
- 6 Rudolph Falls



- 24 Greenbrier Road
- 34 Garrett Bragg Memorial Bridge
- 37 Panther Creek Road
- 43 Brock's Bridge
- 57 Summersville Lake and Dam

C – CULTURAL SITES AND RECREATIONAL AREA

The previous map charts the cultural and recreational sites that are found on the Nicholas County section of the Mountain Waters Scenic Byway. The following chart identifies the numbers found on the map. Although sites of specific use are marked, the entire area is heavily used for recreational activities throughout the year. In particular, fishing and hunting occur through the area.

CULTURAL SITES

- 5 Gauley Ranger Station and Visitors Center
- 14 City of Richwood
- 18 Richwood Chamber of Commerce
- 19 Mountain Transit Authority Bus Stop
- 22 Richwood National Guard Armory
- 23 Richwood Area Community Hospital
- 35 New Hope Community Center
- 36 Richwood Municipal Airport
- 38 Community of Nettie
- 40 Community of Canvas
- 44 City of Summersville
- 48 Summersville National Guard Readiness Center and Convention Center
- 49 Nicholas County Historic Museum
- 50 Summersville Post Office and Federal Building

- 53 Brown Oaks Property
- 54 Mountain Transit Authority Bus Stop
- 56 Summersville Airport

RECREATIONAL SITES

- 4 North Fork Cherry River Catch and Release Area
- 6 Rudolph Falls
- 7 Cherry Hill Country Club
- 8 Recreation Area
- 10 Woodbine Picnic Area
- 11 Camp Splinter
- 20 Cranberry Tri-River Rail Trail
- 21 Richwood City Park
- 31 RV Park and Campgrounds
- 32 Dain Park
- 41 Good Evening Ranch
- 45 Summersville/Muddlety Walking Trail
- 46 Kirkwood Winery and Isaiah Morgan Distillery
- 47 Summersville Veterans Memorial Park
- 56 Summersville Airport
- 57 Summersville Lake and Dam
- 58 Carnifex Ferry Battlefield State Park

D – LAND USAGE

Mountain Waters Scenic Byway crosses primarily rural areas with some small cities. Its ending point is at a major 4-lane highway in Summersville, West Virginia making it easy for byway visitors to continue their trips. The roadway is a 2-lane paved highway the full length of the byway.

As you enter Nicholas County, the byway passes through mountainous, heavily forested areas. The Richwood area has been logged for a century but still retains a thick

surrounding of large trees. There is still major logging activity throughout Nicholas County.

The City of Richwood has many small businesses and a large base of residences. Many of the homes are historic in architecture, having been constructed by early mill workers. The downtown shops are landmarked as a historic district.

Continuing westbound, Fenwick Mountain is a steep climb which gives travellers beautiful vistas of the river and valleys below. Most of the land in this area is relatively natural with cleared openings for private homes.

The communities of New Hope, Nettie and Canvas have rolling hills of mostly cleared farm land. Cattle and horse ranches are scattered through this area and some hay farms. There are a few small businesses. Nettie has a small hub of convenience businesses as it is located at the intersection with Highway 20.

Several creeks cross the byway in this farming region including Panther Creek and Deer

Creek. Smaller waterways and waterfalls dot the area.

Coming into the City of Summersville, and nearing the end of the byway, visitors cross the backwaters of Summersville Lake at Brock's Bridge. The area around Summersville Lake consists of rolling hills with many recreation and camping areas. There are rock faces in many areas of Summersville Lake providing dramatic views of the cliffs pointing up out of the water.

Muddlety Creek runs alongside U.S. Route 19 and provides visitors with walking trails, fishing and picnic areas.

Most homes in the City of Summersville are in developed neighborhoods. The rural areas surrounding the city remain fairly natural with mowed lawns ringing the homes.

The Cities of Richwood and Summersville provide hospitality amenities for travellers including hotels, restaurants, entertainment shopping and automotive services.



Guideline 2 - Intrinsic Qualities

Each section of the byway described below is keyed to the intrinsic qualities as follows: A = Archaeological, C = Cultural, H = Historic, N = Natural, R = Recreational, and S = Scenic.

From COUNTY BORDER to GAULEY RANGER STATION & VISITORS CENTER

3.80 miles C, N, R, S

Part of Monongahela National Forest, this is an extremely scenic drive. The North Fork of the Cherry River is easily accessible by foot from a turn out and a catch and release fishing area. The ranger station has a display which features artifacts, photographs and information from early 1900's logging and railroading, as well as local Forest Service and Civilian Conservation Corps history.

From GAULEY RANGER STATION & VISITORS CENTER to GARRETT BRAGG MEMORIAL BRIDGE

6.10 miles C, H, N, R, S

This area is considered the City of Richwood and contains a large variety of amenities. You first come to Rudolph Falls, a natural swimming hole which is open to the public. Its natural beauty and babbling waters are enticing. Nearby is Four Seasons Lodge, where travellers can stay in a cozy, rustic setting.

Just across the byway and up the hill is Cherry Hill Country Club, a 9-hole golf course with a club house for local events. It is located on the site of an early settler/hunter of the area, Sherman Mullins, whose family cemetery is on the course and the original farm house serves as the club house.

There are small parks with playgrounds and picnic areas throughout Richwood, some with fresh water and restroom facilities.

As you enter the downtown area, a large saw mill operation is easy to spot. Currently operated by Georgia Pacific, this mill is the oldest manufacturing site in the state, continuously operating for over 100 years. The original mill wheel and steam engine are on display.

In the City of Richwood you'll find food, lodging, gas and other automotive services, grocery, pharmacy, shopping, outfitters and craft shops. You will also find the downtown historic district where architecture of the past will charm its visitors. The Chamber of Commerce office and the Post Office both occupy historic buildings. Additional amenities include a critical access hospital with a 24-hour emergency room.

Currently under development, the Cranberry Tri-River Rail Trail is accessed at Holcomb

and travels to the former communities of Curtain and Woodbine and on to "Haunted Sarah's Tunnel".

BACKWAY SIDE TRIP From CHERRY HILL COUNTRY CLUB to CAMP SPLINTER PICNIC AREA

8.00 miles A, C, H, N, R, S

An exciting side trip into the rural back-country north of Richwood, the natural beauty cannot be ignored. Loaded with history, this area includes the site of the infamous Barrenshe Train Wreck of 1912 in which three members of the train crew were killed.

It is also home of the still active Hinkle Mountain Methodist Church, established in 1889. The land was donated for the church building by an area farmer named John Russell. He and his family members are buried in the churchyard gravesites. Many other Hinkle Mountain pioneer families are also buried there. The unspoken practice of segregation of the sexes was carried out at this church as was done in many early churches. The front of the church had two doors. Women entered the left door and seated themselves in the left side pews. Men used the door and pews on the right side of the building.

Woodbine Picnic Area and Camp Splinter were both Civilian Conservation Corps camps originally and are both recreation centers today. At Woodbine, there are large picnic areas with several shelters, horseshoe pits, swimming access in the Cranberry River, and foundation outlines of the CCC buildings.

At Camp Splinter, many of the original 1940's buildings remain. There are designated areas for camping along the trail leading to a very popular swimming area. Access by car is difficult at Camp Splinter because Jakeman Run must be forded to reach the campsites. However, there is a foot bridge.

BACKWAY SIDE TRIP From CORNER OF BYWAY AND GREENBRIER ROAD to NANCY HART'S GRAVE

7.25 miles A, C, H, N, R, S

Filled with lore of the past, Greenbrier Road was the original highway into the Richwood area from Greenbrier County. Today it is maintained by the State in mostly gravel. Visitors will see the Wills House where early travellers would stop for lodging and meals. It is currently a private residence.

Nearby is the Baber Family Cemetery which continues to be used for burials. Lost Flats is the site of the 1878 disappearance of William Baber. He was returning home from



Ronceverte with supplies with two young boys. A blizzard was coming on, but only a few miles from home bear tracks were spotted. Baber gave the boys the reins and sent them homeward. He planned to kill and dress the bear for meat but never made it back home.

Henry Robinson and Tessie Baber had a dairy farm on Greenbrier Road that supplied fresh milk to the City of Richwood.

Big Bull Run is famous because of a story about a farmer who had gone to Lewisburg to purchase a bull. A snow storm began during his return trip via Mannings Knob. The wind and snow were so fierce and the temperature was so cold that the farmer was freezing to death. In desperation the farmer killed the bull, removed its organs and climbed inside. The warmth and shelter of the carcass allowed the farmer to survive the night and he returned home safely.

Four wheel drive is recommended to visit Nancy Hart's grave. She was a famous Confederate War heroine who served as a scout and spy. She was captured by Union soldiers and escaped. She led General Jackson's cavalry on several raids against Union troops. She ended her days in the Summersville area and is remembered with admiration in this region. A large mural portrait of her can be viewed in downtown Richwood.

From **GARRETT BRAGG MEMORIAL BRIDGE** to the **COMMUNITY OF NETTIE**
14.40 miles C, R, S

Crossing Fenwick Mountain is a very scenic drive with open vistas and overlooks. Panther Creek Road gives access to the Gauley River. The New Hope Community Center is used for many community festivals and events that are open to the public. Richwood Municipal Airport also has public events like fly and camp, or air shows. It has flight training for ultralight aircraft.



Nancy Hart's grave is in the cemetery where the Mannings family buried their slaves. The Mannings plantation was at the foot of the hill.

The Community of Nettie is located at the intersection of Highway 20 and has many traveller amenities such as gas, grocery and public restrooms.

From the **COMMUNITY OF NETTIE** to **BROCK'S BRIDGE**

14.50 miles C, N, R, S

Now travelling through rolling hills and scenic family farms, including the county's only commercial dairy farm, you pass through the Community of Canvas which has an historic General Store Building. There is also a modern convenience store with gas, groceries and public restrooms.

The Good Evening Ranch Resort is also in Canvas and offers lodging, elegant dining, golf course, zoo, horseback riding, a horse show arena and meeting/banquet facilities.

From **BROCK'S BRIDGE** to the **CITY OF SUMMERSVILLE**

4.20 miles C, H, N, R, S

Brock's Bridge crosses over the beautiful tailwaters of Summersville Lake where Muddlety Creek pours in. An historic ford crossing, it marks entry into the greater Summersville area.

Just before the end of the byway at U.S. Route 19, is the entrance to the

Summersville/Muddlety Walking/Bicycle Trail. The trail includes about 3 miles of improved dirt/gravel walking trails, picnic areas and fishing streams. Along its path are the historic sites of the Starbuck Grist Mill, the original 4-H Camp and the first electric power plant in the region.

This is the end of the official byway at U.S. Route 19.

Side trip near the **CITY OF SUMMERSVILLE**

12.00 miles C, H, N, R, S

Continuing on Highway 39 through Summersville you find several historic landmark buildings including homes, businesses, the Post Office and Federal Building and four Sandstone buildings. The Nicholas County Historic Museum is in the Hamilton House which displays early frontier life. It also serves as home for the Nicholas County Genealogical Society and is open to the public.

Amenities offered by the City of Summersville include food, lodging, gas and other automotive services, grocery, pharmacy, shopping, outfitters and craft shops. The Chamber of Commerce office and the Convention and Visitors Bureau occupy the historic Brown House on the Brown Oaks Property. During the summers, concerts are held on the grounds free of charge. Additional amenities include an acute care and extended care hospital with a 24-hour emergency room.

Heading northbound on U.S. Route 19 you will find lots of shopping areas and the site of the new Summersville National Guard Readiness and Convention Center where concerts, trade shows and other events will be held. Summersville Veterans Memorial Park is the site of major events open to the public including the county fair and the chili festival. It has public restrooms, a dining hall with kitchen facilities, a 9-hole golf course, tennis courts, swimming pool, baseball and softball

fields, football field with track facilities, a performance stage and cabins. Also on the park grounds are an historic one room school-house and the County Humane Society.

Just beyond is Kirkwood Winery and Isaiah Morgan Distillery where visitors are welcome for tours and tasting.

Headed southbound on U.S. Route 19 takes you to Summersville Lake and Dam. The largest lake in West Virginia, Summersville Lake provides a wealth of recreational opportunities, a hydroelectric power plant, water to extend the whitewater rafting season, and flood control. Visit the Wildlife Management Area to see plants and animals unique to Appalachia. Facilities include RV and camping areas, hiking and mountain bike trails, a marina, scuba diving, boating, kayaking, canoeing, fishing and swimming.

Summersville Airport, located near the center of the lake, provides air taxi and charter service to all U.S. and Canadian airports. In addition, flight training, scenic tour flights, small freight service, aircraft refueling, hangar space and outdoor tie-down facilities are available.

Beyond the lake, visitors can see reenactments at Carnifex Ferry Battlefield State Park. Nicholas County is rich in Civil War history and Carnifex Ferry is an important battle site. Visit the park during the Civil War Weekend each September for two days of living history demonstrations, civil war crafts, reproductions for sale, and battle reenactments. Park facilities include several miles of hiking trails, scenic vistas overlooking the Gauley River, group barbeque and picnic facilities, playgrounds, volleyball, softball, a museum and civil war relics.

Guideline 3 – Maintenance & Enhancement

A – MAINTENANCE OF INTRINSIC QUALITIES

HISTORIC, NATURAL AND SCENIC

There are 23 historic sites (listed on page 7) along the Nicholas County section of Mountain Waters Scenic Byway. Several of these sites are located on public property and have been maintained by public entities. For example, Richwood's Post Office Building is maintained by the Federal Government. Privately owned historic sites, such as the Hinkle Mountain Methodist Church, will continue being maintained by their owners.

Some sites, whether on government-owned land, or privately owned, have not been well maintained as historic properties. Two such properties are Nancy Hart's Gravesite and the original sawmill in the City of Richwood. Nancy Hart's Gravesite has had periods of attention and maintenance by various volunteer groups and other periods with relatively no attention. The byway committee will solicit community groups to find one which will accept responsibility for this important Civil War site.

Georgia Pacific Corporation operates a saw mill on the original site and displays some of

the historic equipment in an open area for visitors to see. The signage is poor and the equipment is exposed to the forces of nature. The byways committee plans to place more attention on the original mill site by building a timber industry museum there. They anticipate the cooperation of Georgia Pacific management who have been supportive members of the Richwood community.

In addition, there are 10 natural and scenic sites along the byway in Nicholas County. All of these sites are publicly owned and are currently maintained in exceptional condition by their respective governmental organizations.

Private landowners and local site managers of all historic, natural and scenic sites will be made aware of their proximity to the byway and encouraged to participate in its advancement as a tourism development project.

CULTURAL AND RECREATIONAL

There are 17 cultural sites along the Nicholas County section of Mountain Waters Scenic Byway. Crafters, artists and antique shops are plentiful in each of the communities visitors pass through. These are owned and maintained by various private owners.

Museums and event halls along the byway are government owned, operated and maintained.

There are 17 recreational sites along the byway including a mix of privately and publicly owned properties. For example, the Good Evening Ranch Resort, which offers lodging, fine dining, banquet facilities, golfing, horseback riding, rodeo events and concerts, and even a zoo, is well maintained by a private owner. While Rudolph Falls, a public swimming area, is owned and maintained by the City of Richwood.

There is hunting and fishing throughout the area. Deer and turkey seasons, in particular, attract many hunters from in and out of state. Some local land owners prohibit hunting on their property, but many permit it. Hunting is allowed on some public property. Nicholas County is a world-renown fly-fishing area attracting trout fishermen from in and out of state. Summersville Lake is popular for bass, catfish, walleye and panfish.

Recreational sites will be maintained by various private owners and governmental entities as appropriate with little or no maintenance required by the byways committee.

B – ENHANCEMENT OF INTRINSIC QUALITIES

The byways committee plans to install signage for identification, directions and interpretation as needed to allow visitors to fully experience the intrinsic qualities of Mountain Waters Scenic Byway. (See signage plan in Guideline 11 following on Page 34.)

In addition to current parks and commercial businesses which offer public restroom facilities, a rest area will be placed on Fenwick Mountain at the existing Scenic Overlook. The site will provide picnic tables and a scenic view.

The byways committee plans to construct picnic areas at Panther Creek, New Hope and Brock's Bridge, as funding allows, during the upcoming three year period.

Many sites along the byway will benefit from improved landscaping to provide beautification, define walkways and showcase Appalachian plants. Landscaping will be maintained by volunteers from civic organizations.



Guideline 4 - Implementation

AGENCY, GROUP AND INDIVIDUAL RESPONSIBILITIES

The Richwood Chamber of Commerce, the nominating agency, will assume the responsibility of coordinating all activities connected with the implementation of the Corridor Management Plan. It has appointed a Byways Committee consisting of community members who reside in close proximity to the byway corridor.

Numerous individuals and community organizations have pledged to support and assist the byways committee in the implementation of this Corridor Management Plan, including Nicholas County Commission. In addition, the Five County Consortium will work collectively to address needs along the entire byway route.

Private businesses along the byway have expressed support. Many of these businesses are directly involved with tourism industries such as restaurants, lodging, convenience stores, crafters, antique shops, etc. These businesses will have increased sales as visitor traffic along the byway increases and therefore have a vested interest in its success.

In addition, the byways committee plans to seek assistance from the West Virginia

Department of Transportation with making and installing signage, improvement of pull-out areas and roadway improvements as needed. The Nicholas County Historic Landmarks Commission will be asked to assist with development of interpretive signage for historic sites.

ENHANCEMENT AND REVIEW MECHANISMS

Nicholas County does not have a zoning program in place. Consequently there is no governmental means of controlling or guiding development along the byway. The lack of zoning restrictions has not posed a problem to the community. Most homes and businesses are neat and well kept. Individuals and organizations participate in the "Adopt a Highway" litter abatement program. Our citizens frequently receive compliments from tourists about the clean roadways and lack of graffiti in our communities.

The byways committee will encourage greater participation in litter control and property clean-ups along the corridor. The committee believes the Mountain Waters Scenic Byway designation is a point of pride in our communities and that residents will

heighten their determination to keep Mountain Waters Scenic Byway free of litter and debris.

Outdoor advertising is very limited in this rural region. There is an insignificant number of outdoor and business signs. The byway committee plans to consult with property owners who may wish to install signs in the future to encourage respect for the scenic use of the byway by visitors.

REVIEW SCHEDULE

First year goals (2004)

- Develop and submit Corridor Management Plan
- Begin marketing in conjunction with Five County Consortium
- Establish volunteer workforce and define volunteer responsibilities
- Establish community awareness and participation program
- Establish working relationships with all involved governmental and private groups

Second year goals (2005)

- Construct and install kiosks and all signs
- Develop plans for construction of Fenwick Mountain rest area
- Develop plans for construction of picnic areas in three locations
- Begin landscape improvements
- Refine marketing programs

Third year goals (2006)

- Begin construction of Fenwick Mountain rest area
- Begin construction of picnic areas in three locations
- Complete landscape improvements
- Develop plans for construction of a Lumber Museum in the City of Richwood

Fourth year and beyond (2007)

- Begin construction of a Timber Industry Museum in the City of Richwood
- Continue evaluation of Corridor Management Plan components
- Eliminate or adjust ineffective components
- Plan new enhancement projects



Guideline 5 - Development

The travellers' experience on the byway will be enhanced by the improvements planned by the byways committee and its associates as described earlier in this document. However, there is considerable property along the byway that is not under jurisdiction of the byway committee.

Private development along the byway corridor will be subject to compliance with all laws regarding health and safety, signage, etc. The byway committee will request that property owners wishing to develop or modify their uses along the corridor submit plans for review to insure compatibility. Although compliance with recommendations resulting

from such review is voluntary, there is every reason to believe that, where possible, such recommendations would be observed to maintain the intrinsic qualities of the byway.

A reasonable assumption is that once the Corridor Management Plan is fully implemented, tourism traffic will increase substantially. The increase in traffic will undoubtedly create a need for more parking spaces, picnic capacity, etc. at various sites. The byways committee will update its plans accordingly as it continues to review the byway experience and any needs for improvement.

Guideline 6 - Public Participation

Byway committee members will visit meetings of community organizations who participate in volunteer work or donate to worthy community projects. Each will be kept informed through semi-annual report letters which will describe progress being made in implementing this Corridor Management Plan.

An information news release will be mailed or hand carried to each residence and business to make sure those directly adjacent to the byway have a full understanding of the program and opportunity to participate. When the committee completes development

of the review process for property modifications, these byway neighbors will receive instructions on how to use that service.

Updates on progress and results will be announced to the general public in Nicholas County using press releases to the Nicholas Chronicle and the Cherry River News. In addition, periodically committee members will report on C93 Radio's Mountain Magazine program.

The media will be used to give credit to the various volunteer organizations as thanks for their efforts.



Guideline 7 - Roadway Safety Review

State Route 39, running through Nicholas County from the Greenbrier County line in the east to its intersection with U.S. Route 19 in the west, is fully compliant with all state and federal standards, motor vehicle regulations, and signage. It is maintained in safe and clean condition by the West Virginia Division of Highways.

The information in the chart below was obtained from the crash records of the West Virginia Division of Highways by Robin M. Turley, Analyst, Fatality Analysis Reporting System. The data pertains only to those motor vehicle traffic crash reports that have been submitted and received by the West Virginia Division of Highways.

STATE ROUTE 39 U.S. Route 19 to Greenbrier County Line			
YEAR	ACCIDENTS	KILLED	INJURED
2003	75	1	35
2002	78	1	40
2001	70	1	34
2000	54	0	37

Wildlife entering the roadway suddenly is one reason for accidents along the byway corridor. The byway committee plans to include warnings in the signage program to remind travellers that the wildlife – while beautiful to watch – can also be a road hazard.



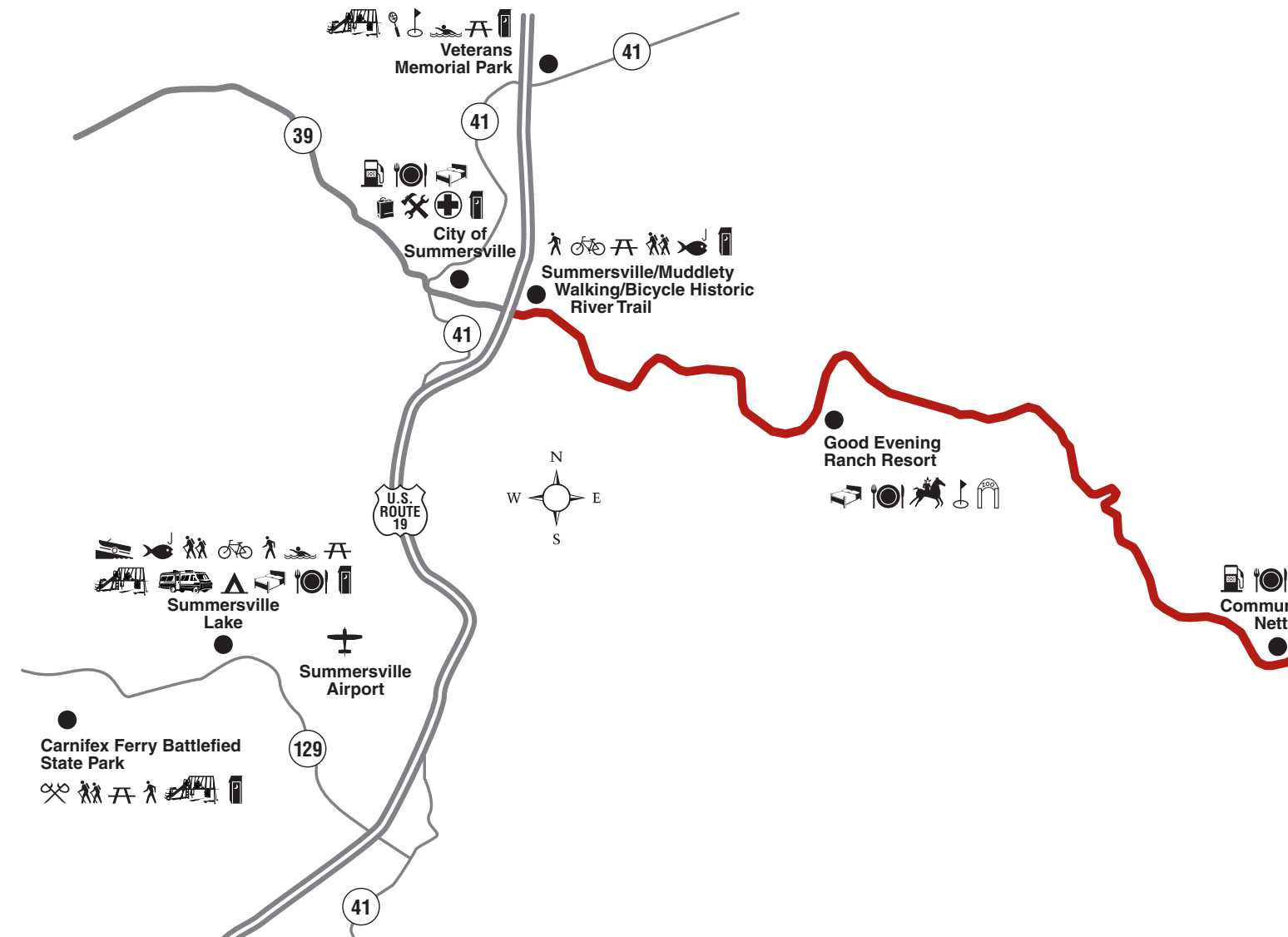
Guideline 8 - Commerce

A – INVENTORY OF VISITOR SERVICES

Following are listings of commercial businesses along the byway which accommodate the local residents as well as the traveling public including: hotels, cabins, campgrounds, restaurants, service stations, grocery stores and convenience stores.

HOTELS

BUSINESS	LOCATION
Best Western Summersville Lake Motor Lodge	Summersville
Comfort Inn	Summersville
Country Inn and Suites	Summersville
Four Seasons Lodge	Richwood
Good Evening Ranch	Canvas
Hampton Inn	Summersville
Historic Brock House Bed & Breakfast	Summersville
Mountain State Motel	Summersville
Sleep Inn Motel	Summersville
Summersville Motor Inn	Mount Nebo
Super 8 Motel	Summersville
Vista Gold Inn Bed & Breakfast	Mount Nebo
Wildwood Inn & Antiques Bed & Breakfast	Summersville



CABINS & CAMPGROUNDS

BUSINESS	LOCATION
Big Rock Campground	Richwood
Bishop Knob Campground	Richwood
Camp Splinter	Richwood
Cranberry and Williams River Restricted Use Areas	Richwood
Cranberry Campground	Richwood
Cranberry Mountain Get-A-Way	Richwood
Crimson Maple Inn	Summersville
Laurel Ridge Cabins	Mount Nebo
Mountain Lake Campground	Summersville
Mountain Manor Campground	Summersville
Peggy's RV Park	Richwood
Summersville Lake Retreat	Mount Nebo
Summersville Music Park Campground	Summersville
Summit Lake Campground	Richwood
Wilderness Lake Chalets	Mount Nebo

RESTAURANTS

BUSINESS	LOCATION
Applebee's	Summersville
Burger King	Summersville
C&S Restaurant	Richwood
Cafe Acropolis	Summersville
The Corner Stone	Summersville
Country Kettle	Summersville
Country Road Inn	Summersville
Dairy Queen	Richwood
Dairy Queen	Summersville
Domino's Pizza	Summersville
Feed Box Saloon & Grill	Canvas
Fenwick Diner	Fenwick
Flying Jack's Restaurant & Pub	Summersville

Fran's Family Restaurant	Summersville
Hardee's	Summersville
Kentucky Fried Chicken	Summersville
KJW Restaurant	Richwood
La Carreta Mexican Restaurant	Summersville
Long John Silvers	Summersville
Lora's Family Restaurant	Nettie
Lumberjack Restaurant	Richwood
McDonald's	Summersville
Peking Chinese Restaurant	Summersville
Pizza Hut	Richwood
Pizza Hut	Summersville
Rails to Trails Custard Stand	Richwood
Shoney's	Summersville
Subway Sandwiches	Summersville
Taco Bell	Summersville
Up The Creek Smokehouse	Summersville
Wendy's	Summersville

GROCERY STORES

BUSINESS	LOCATION
Cherry River Foodland	Richwood
Food Lion	Summersville
Grace's Groceries	Summersville
Save A Lot	Summersville
Wal-Mart Super Store	Summersville

CONVENIENCE STORES

BUSINESS	LOCATION
Canvas Quick Stop	Canvas
GoMart Travel Center	Richwood
GoMart Travel Center	Nettie
GoMart Travel Center	Summersville
Summersville Exxon	Summersville
Super Service Citgo	Summersville
U-Save Travel Center	Richwood
U-Save Travel Center	Nettie
U-Save Travel Center	Summersville
Vickie's Market	Richwood

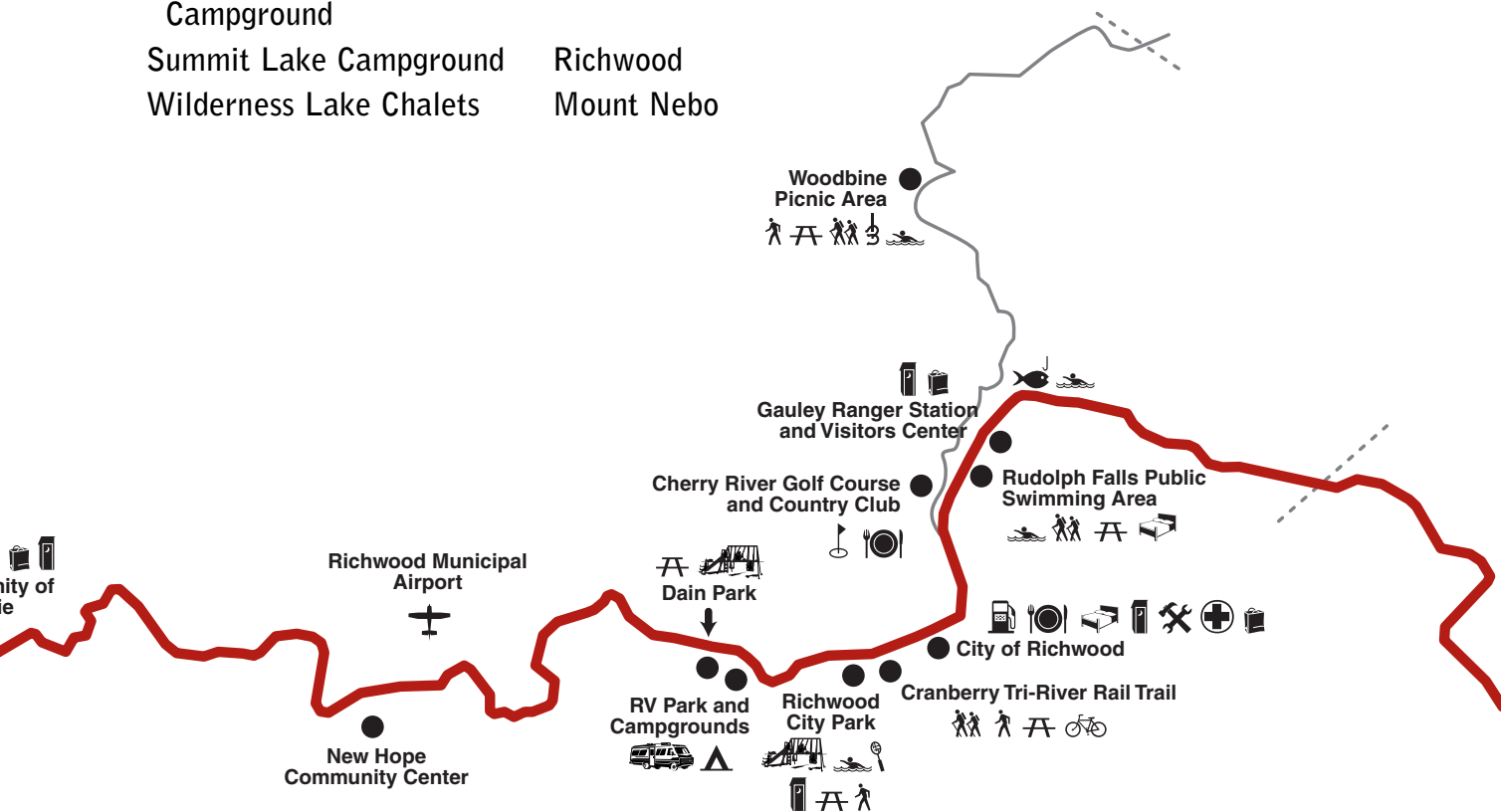
SERVICE STATIONS

BUSINESS	LOCATION
Canvas Quick Stop	Canvas
Chevron Super Service	Summersville
GoMart Travel Center	Richwood
GoMart Travel Center	Nettie
GoMart Travel Center	Summersville
Hicks Service Center & Towing Service	Richwood
Summersville Exxon	Summersville
Super Service Citgo	Summersville
U-Save Travel Center	Richwood
U-Save Travel Center	Nettie
U-Save Travel Center	Summersville

B – BENEFITS TO AREA COMMERCE

Having a wide variety of hospitality services available makes it easy for visitors to stay longer, participate in more activities while in Nicholas County, and spend more money on food, accommodations, activities and other purchases. These dollars are respent in every sector of local business.

In addition, the increased volume in the hospitality businesses themselves increases their need to hire more employees, purchase more supplies and pay more taxes. More volume in hospitality equals more volume for all businesses in the communities adjacent to the scenic byway.



Guideline 9 - The Visitor's Experience

Mountain Waters Scenic Byway is a beautiful territory and most of its occupants have well maintained businesses and homes which contribute to the scenic nature of the drive. However, the economics of the past several years coupled with the aging population of the area, have created a run-down appearance for a few properties along the byway corridor. In most cases these are residential properties with cluttered yards and in need of paint and general maintenance.

The byways committee is confident that as citizens of the byway communities are made aware of the Mountain Waters Scenic Byway and its importance to job creation and economic improvement, they will be motivated to clean up their properties to enhance the scenic drive. Some of the owners may be elderly and unable to do this work. The byway committee hopes to solicit community volunteers to assist such neighbors with maintaining their properties.

There is one appliance repair business which stores refrigerators and stoves in an outside yard. The byways committee plans to meet with the business owner and collaborate to

fund building a decorative privacy fence to conceal the storeyard.

There is an old manufacturing facility that is no longer in operation. It is in run down condition and obviously vacant. The byway committee plans to meet with the property owner and discuss their plans for the building. The committee will assist the owner in improving the visual condition if appropriate, depending on what the owner's plans are.

In and near the City of Richwood, several properties need clean-up and a few need to be removed. In fall of 2003 the City of Richwood adopted ordinances which allow them to remove distressed structures such as burned out homes. They have already started to clean up the City of Richwood by demolishing such structures. The byways committee plans to request the City Council consider directing city workers to give priority to properties located on or in view of the byway. Since the City of Richwood has expressed formal support of the Mountain Waters Scenic Byway project, the committee anticipates its full cooperation in enhancement of the visitor's experience.



Guideline 10 - Outdoor Advertising

This Guideline was addressed under Guideline 4, Enforcement and Review Mechanisms. The byways committee believes the corridor to be in full compliance with all local, state and federal laws relating to the control of outdoor advertising.

For new outdoor signs to be installed, they must apply for a license and be approved by the West Virginia Division of Transportation. In addition, the byways committee will request review of each new sign project so it can

make recommendations, if needed, to maintain sensitivity to the byway travellers.

As mentioned elsewhere in the Corridor Management Plan, the current lack of signage prevents public awareness of the byway's intrinsic qualities. The signage plan is described in Guideline 11 which follows.

The byways committee will work closely with the West Virginia Division of Transportation to insure that the placement of signs complies with all applicable law.

Guideline 11 - State Signage

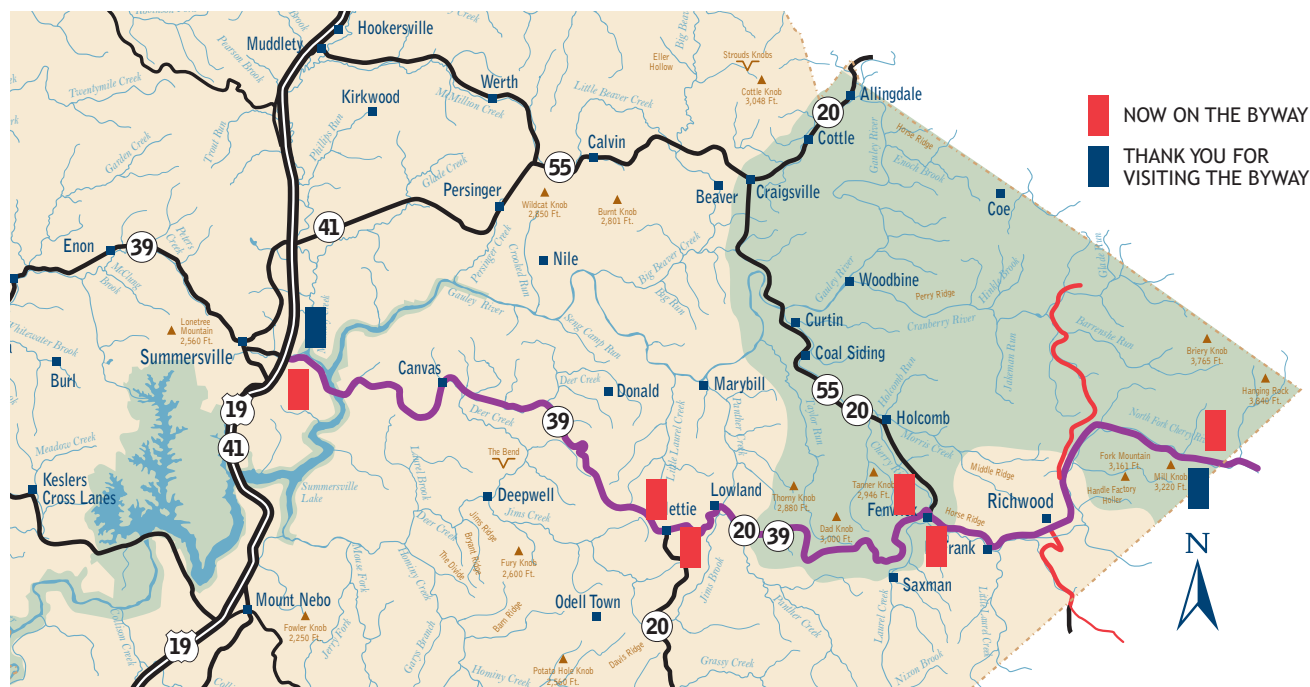
The style and size of Mountain Waters Scenic Byways marker signs will be consistent with the style to be adopted by the Five County Consortium. A small rider sign will be added saying:

**Nicholas County, West Virginia
Home of Gracious Living**

Heading westbound on the byway, the committee plans to place marker signs in three places, 1) just after entering Nicholas County, 2) just after State Route 20 at Fenwick, and 3) just after State Route 20 at Nettie. In addition, a "Thank you for driving the Byway" sign will be placed just before U.S. Route 19 where the byway ends.

Heading eastbound, the committee plans to place marker signs in three places, 1) at the beginning of the byway just after U.S. Route 19, 2) just after State Route 20 at Nettie, and 3) just after State Route 20 at Fenwick. In addition, a "Thank you for driving the Byway in Nicholas County" sign will be placed just before crossing into Greenbrier County.

These positions cover the potential entry and/or exit points for people traveling the byway and are at approximately 10 mile points for those traveling the entire byway as shown on the map below.



Guideline 12 - Marketing the Byway

A – NICHOLAS COUNTY MARKETING

Nicholas County has been marketed for tourism continuously by the Richwood Chamber of Commerce, the Summersville Area Chamber of Commerce, the Richwood Convention and Visitors Bureau and the Summersville Convention and Visitors Bureau. Information about Mountain Waters Scenic Byway will be added to all methods of marketing Nicholas County including websites, visitor packets, hotel room information, brochures and inquiry fulfillment packets.

The chambers of commerce have joined forces to construct a Visitor Information Center at the Veterans Memorial Park in Summersville. Construction should begin in 2004. Once complete, the facility will be manned by volunteers from both chambers and the Nicholas County Alive Retiree Attraction Ambassadors program. Visitors will be given information about Mountain Waters Scenic Byway and will be encouraged to drive it.

Nicholas County is a popular tourist destination which hosts tens of thousands of visitors every year. Many are return visitors.

It has many attractions and intrinsic qualities that visitors enjoy. As these visitors become familiar with the byway, it is likely they will drive it often and create strong word-of-mouth advertising.

Motorcycling is very popular among residents of Nicholas County. Several events are held annually to promote motorcycle tourism such as the Freedom Rally which will be held in 2004 at the Good Evening Ranch, located in Canvas, accessed from Mountain Waters Scenic Byway. Other events that are held annually in close proximity to the byway will also encourage travellers to enjoy the scenic drive.

B – FIVE COUNTY CONSORTIUM

The primary marketing agent for Mountain Waters Scenic Byway will be the Five County Consortium. An overview brochure is already under design which will be shared by all five participating groups. The byway will be marketed as a unit by the oversight of the consortium using:

- Brochures
- Kiosks



- Chambers and CVBs
- Traditional media advertising
- Websites

The byway brochures will be available in the hotels, area businesses, the visitor centers, restaurants and in kiosks to be constructed according to the consortium’s specifications.

In addition to these traditional methods of advertising, the consortium will be using trip package promotions with web-based travel agencies such as Travelocity.

Other promotional ideas are under consideration and will be developed more fully as the consortium proceeds.

C – PARTICIPATING ORGANIZATIONS

Mountain Waters Scenic Byway has the benefits of the best marketing minds across five counties and two states. Members of the consortium’s marketing committee meet regularly to address the byway’s needs.

Their efforts are supported in Nicholas County by the sponsoring agency, Richwood

Chamber of Commerce and its associates, Nicholas County Commission, the City of Richwood, the City of Summersville, Summersville Area Chamber of Commerce, Richwood Convention and Visitors Bureau, Summersville Convention and Visitors Bureau and community and volunteer organizations too numerous to list.

Guideline 13 - Design Standards

State Route 39 is in good condition for the entire length of the byway and will not require any roadway modifications. It is a paved two-lane roadway with passing lanes in mountainous areas. There are several turn-outs and adequate shoulders. The roadway is maintained during the winter and is passable all year by two-wheel drive automobiles.

The byways committee believes the traveller experience will be greatly enhanced by the addition of three picnic areas (at Panther Creek, New Hope and Brock’s Bridge)

and the expansion of an existing scenic overlook to a full-service rest area on Fenwick Mountain.

The addition of these features will not effect the intrinsic qualities of the byway. Neither will they directly effect the roadway. However, the byways committee will work closely with civil engineers and the West Virginia Division of Transportation to insure the best use of space in preserving scenic qualities, compliance with all safety and maintenance concerns, and compliance with regulations.



Guideline 14 - Interpretation Resources

With 57 different points of interest already identified, the need for visitors to easily locate sites they are interested in and get fuller information about each site is very important to their byway experience. Most of the scenic and several of the historic sites are currently unmarked.

The byways committee plans to work with local historians and the Nicholas County Historic Landmarks Commission to develop the "stories" of interest at each site. It will work with local volunteers to select the best

position and install an interpretive signs at each point of interest, as needed. The style of sign to be used is yet to be determined.

As this Corridor Management Plan becomes more fully implemented, the byways committee plans to develop an audio tour that will be available at the visitors centers and local businesses on CDs and cassette tapes. The audio tour would explain each point of interest as well as the general history of the area and the changes in land use that have occurred over time.

Conclusion

The citizens of Nicholas County, West Virginia are pleased to be participants in providing a pleasurable and relaxing driving experience on our portion of Mountain Waters Scenic Byway. Further, our participation in the Five County Consortium is breaking ground for regional marketing cooperation that dares to cross state lines. Nicholas County will boldly share this opportunity with its neighbor counties.

The byway committee, leading many participants within Nicholas County, believes

that byway visitors will enjoy the intrinsic qualities they find by driving the entire length of Mountain Waters Scenic Byway. Members of the byway committee are prepared to meet the challenge of preparing the byway for guests, maintaining its scenic attraction, and steering its long term appeal.

The result will be increased tourism traffic, improved job opportunities, and a healthier local economy. These rewards far outweigh the cost and effort this byway requires. We proudly welcome our new byway visitors.

