

# Devil John Wright Trail Linkage & Enhancement Master Plan



Prepared for The City of Jenkins, KY

March 2014

## PROJECT TEAM

**Elizabeth Gilboy**  
Director

**Lara Browning**  
Landscape Architecture Project Coordinator

**Peter Dunne**  
Landscape Architecture Intern

**Jen Jessup**  
Landscape Architecture Designer

**Harley Walker**  
Landscape Architecture Intern



CDAC Team Members: Lara Browning, Jen Jessup, Harley Walker, and Peter Dunne

## ACKNOWLEDGMENTS



SOUTHERN GROUP  
OF STATE FORESTERS



Project funding provided by the US Forest Service in cooperation with the  
Kentucky Division of Forestry

## TABLE OF CONTENTS

### Project Description

6

### Design Process & Site Visit

7

### Inventory & Analysis

Regional Inventory

8

Regional Analysis

10

Local Inventory

12

Local Analysis

14

Town Inventory

16

Site Inventory

18

Site Analysis

20

Land Use and Circulation

22

### Overall Preliminary Conceptual Master Plan

24

### Trail Character Preliminary Concepts

Trail Signage

26

### Gateway Character Preliminary Concepts

29

### Downtown Preliminary Concepts

31

Concept A

33

Concept B

34

### Town Character

Moonshine Theme

35

Coal Theme

37



## TABLE OF CONTENTS

### Overall Final Conceptual Master Plan

39

Phasing Plan

41

### Trail Character Final Concepts

Kiosk/Informational Signage

42

Markers and Interpretive Signage

46

### Gateway Character Final Concepts

Vertical Downtown and Community Signage

48

Entry Features

52

### Downtown Final Conceptual Master Plan

56

Planting Plan

65

### Final Town Character & Materials

69

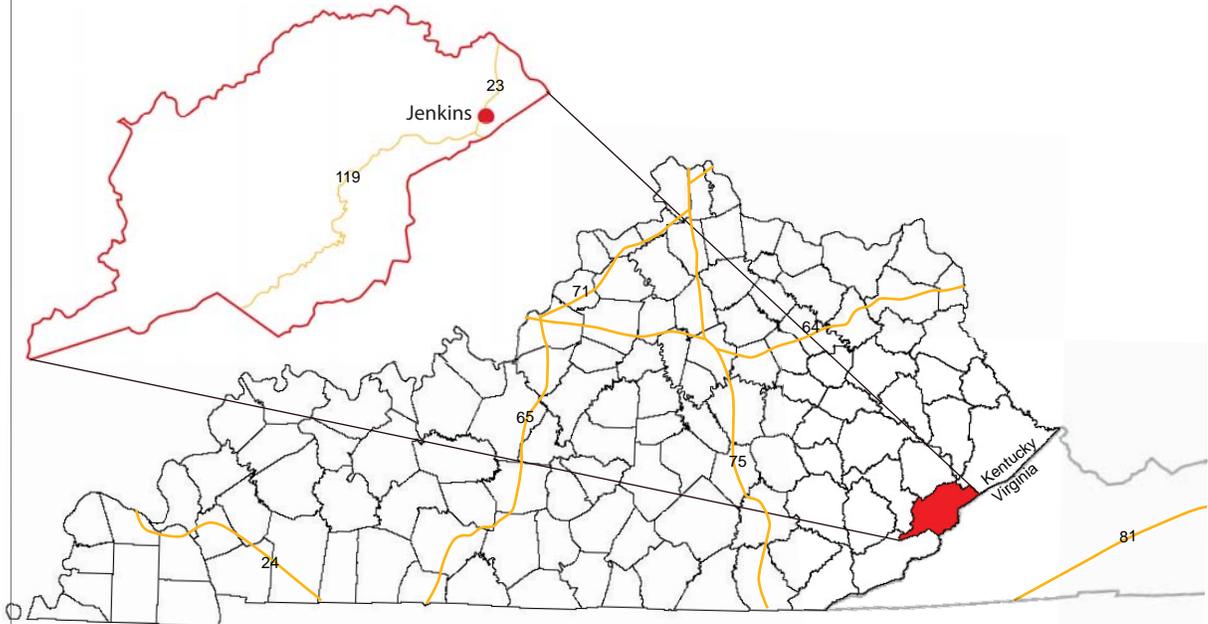
### Conclusion

71

### Appendix

72

## PROJECT DESCRIPTION



Kentucky state map showing Letcher County and major interstates.  
Above left, Letcher County map showing the City of Jenkins.

Jenkins is a community of approximately 2,000 people located in Letcher County on the Kentucky-Virginia border. Jenkins began as a railroad town; however, it most notably has a history in moonshining and the legendary Devil John Wright. A notorious law man, civil war soldier, and moonshiner in the area, Devil John became known for gunslinging and ruthlessness. It was the desire of Jenkins to incorporate this history in the future master plan for the city. Nestled in the valley below the Pine Mountain Trail, Jenkins also has a multitude of outdoor recreational opportunities to offer. Jenkins recognizes the value of these opportunities and hopes to utilize its natural assets to promote themselves as a Trail Town and stimulate economic growth.

The Community Design Assistance Center (CDAC) was tasked with developing conceptual designs for Main Street and an overall master plan for the community. In addition, the team developed designs for signage along the Devil John Wright Moonshine Trail and gateways into downtown. CDAC worked closely with the community and stakeholder groups to develop these concepts which are discussed in further detail in the following report.

## DESIGN PROCESS & SITE VISIT

The design process began with an initial site visit to Jenkins in September 2013. The CDAC team toured the area with community members and discussed concerns and desires for the project. By gathering on-site data, documenting existing conditions, and taking soil samples, the team was able to understand the opportunities and constraints of each site. This analysis would later influence the design concepts.

In October 2013, the CDAC team had the opportunity to visit the project sites again to further gather on-site data. The team worked closely with the stakeholders group to better understand their vision for the community. After careful consideration of all the factors, a set of preliminary conceptual design alternatives was developed. These designs were presented at a community meeting where they were reviewed and commented on by the stakeholders. The design alternatives were then revised and combined into a final conceptual master plan based on the comments made at the meeting.

The final master plan was presented at a second and final community meeting.



CDAC team member, Harley Walker, presenting preliminary conceptual designs at a community meeting.



The CDAC team touring project sites with local community members.



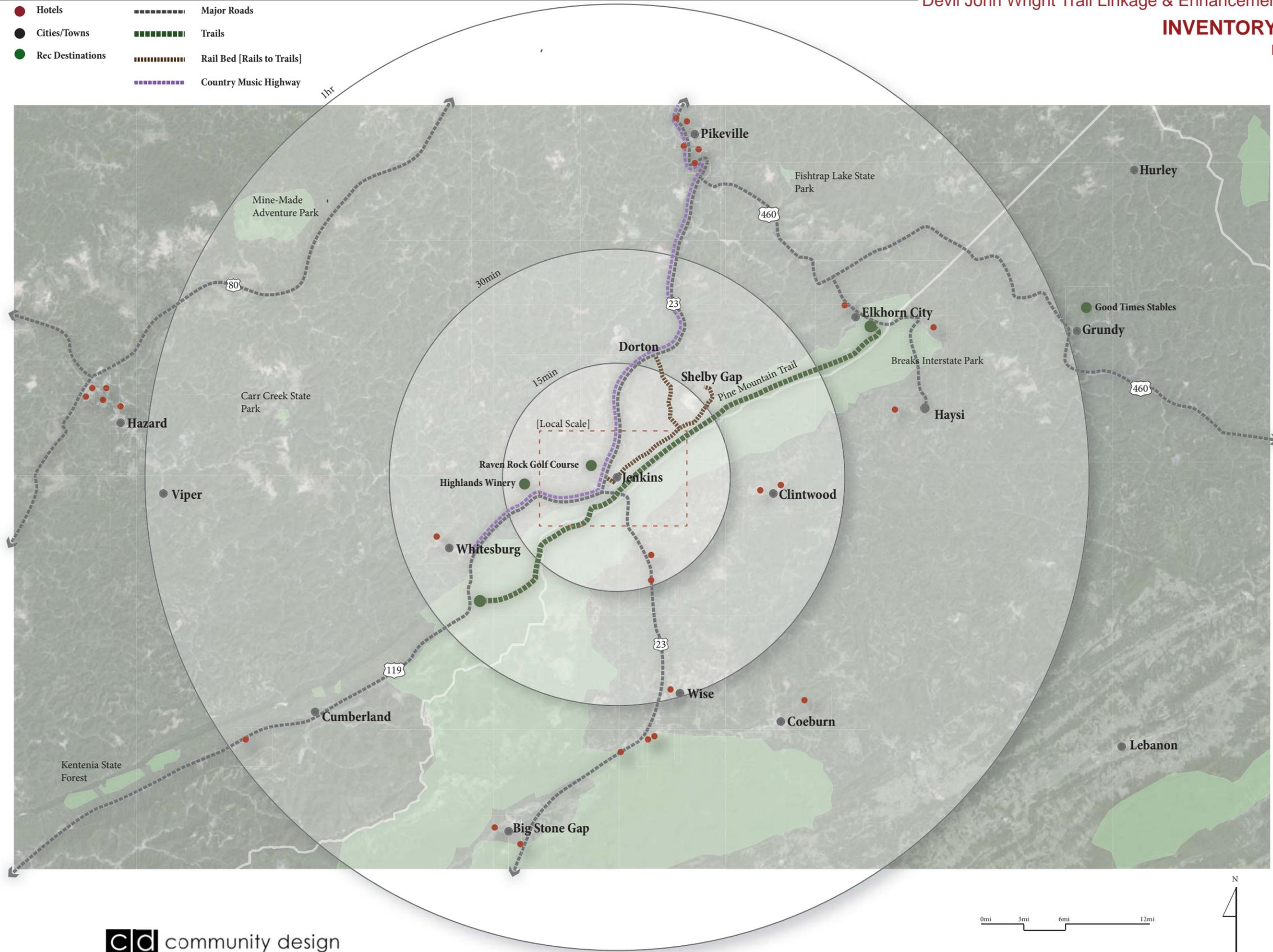
CDAC team member, Jen Jessup, presenting final conceptual designs at a community meeting.

## INVENTORY & ANALYSIS

### *Regional Inventory*

The following regional scale map shows Jenkins resting on the Kentucky-Virginia border approximately three hours from Lexington. It is located directly off U.S. Route 23, which is a major route connecting up to Columbus and the Country Music Highway. Within an hour drive of the city, there are many recreational opportunities and small towns/cities that capitalize on the history and culture of coal. In addition, there are many natural amenities that contribute to the quiet but wild feel of the area. There is potential to define this region as a destination by developing and revitalizing Jenkins and other hamlets as Trail Towns. Some of the amenities in the region include Breaks Interstate Park, Carr Creek State Park, Bad Branch Falls, and the Pine Mountain Trail, which connects Jenkins to Dorton and Shelby Gap.

One major issue is the lack of hotels, bed and breakfasts, or hostels in the area. In order to expand as a tourist destination overnight, hospitality must be considered.



## INVENTORY & ANALYSIS

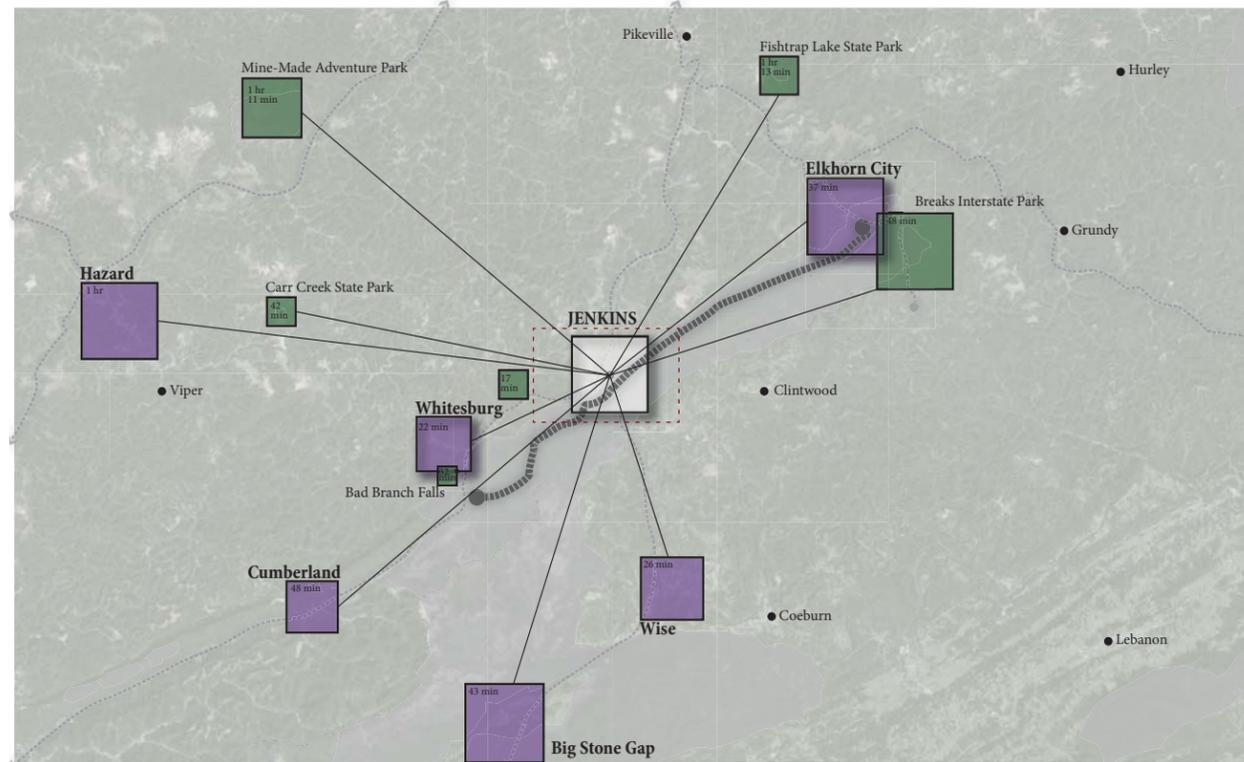
### *Regional Analysis*

The following map shows that the driving distances to the major towns and recreational amenities in the area are short enough to allow for day trips from Jenkins. Jenkins could become a central hub for tourism while providing access to the key towns and recreational destinations in the region.

Some of these destinations could be linked by bus tours or overnight trips. It is important to define the character of each of these towns, but also to tie them together to give definition to the region. Jenkins is currently connected to Dorton and Shelby Gap with the abandoned rail bed. It is possible to emphasize and expand on these existing links to define the valley corridor and provide a continuous, approximately 14 miles of bike trail.

# INVENTORY & ANALYSIS

## Regional Analysis



Driving Distance to Major Destinations

- Key Towns
- Recreational Amenities

### Big Stone Gap

- Museums
- Fishing
- Picnicking
- Parks
- Camping
- Hunting
- Tennis
- Fitness Trails
- Swimming

### Cumberland

- Bed and Breakfasts
- Historic Inns
- Camping
- Houseboats
- RV Parks
- Bourbon County
- Golf
- Horses

### Hazard

- Perry County Park
- Bobby Davis Museum
- Pavilions
- Music Festivals

### Elkhorn

- Whitewater Rafting
- Horseback Riding
- Marina
- Picnicking
- Swimming
- Tourism
- Hunting

### Whitesburg

- Hiking
- Restaurants

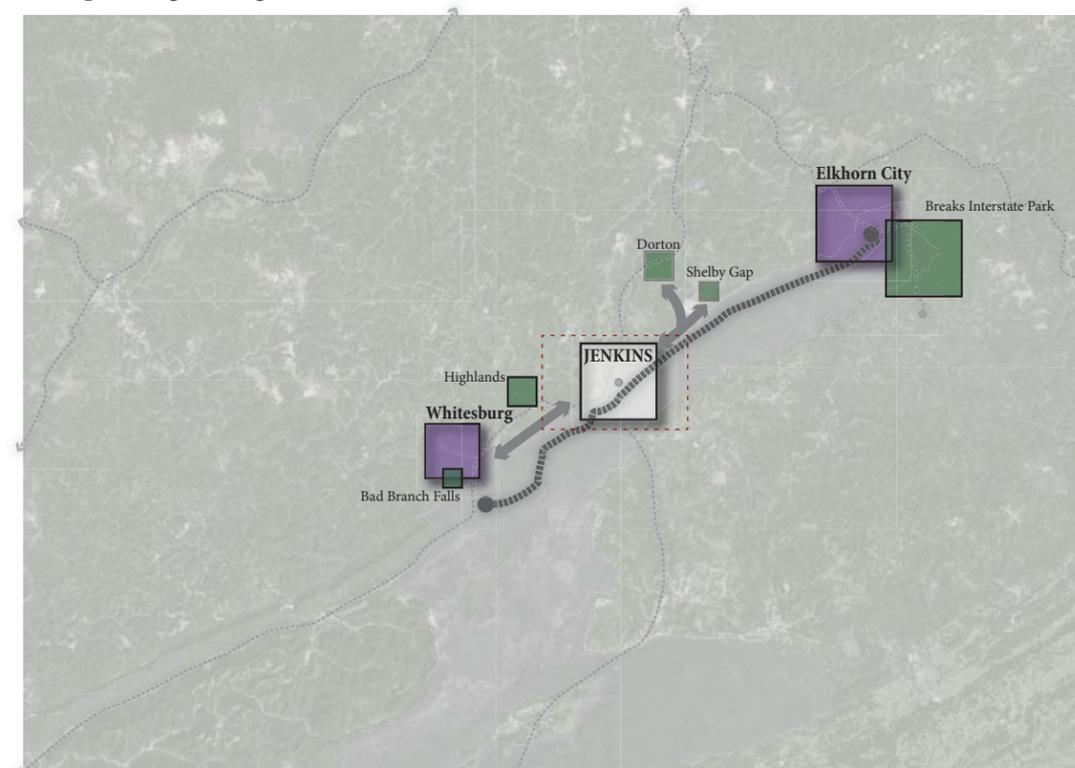
### Wise

- Museum
- Vineyards
- Galleries
- Parks



Linking Existing Ammenities

### Emphasizing Existing Connections



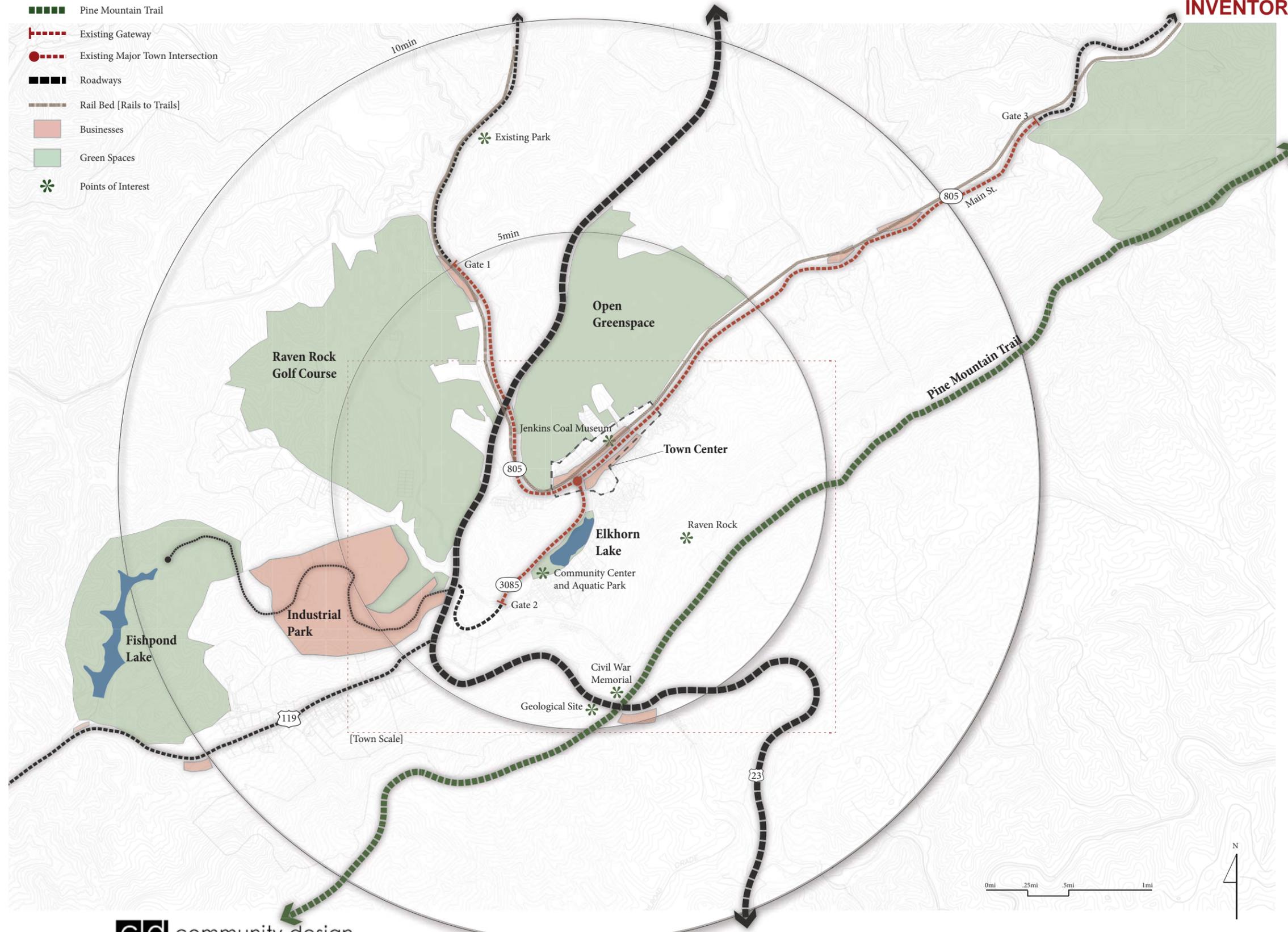
## INVENTORY & ANALYSIS

### *Local Inventory*

Many local amenities can be found within a 10 minute drive of downtown Jenkins. There are a variety of activities ranging from historic education to fishing and golf. Although these attractions are close to the downtown, they are fragmented and difficult to access without vehicular transportation. Some of the major issues include the disconnection between the Pine Mountain Trail and the commercial center of Jenkins and U.S. Route 23 separating the golf course, Fishpond Lake, and the country club from Elkhorn Lake and the downtown.

Much of the land in the area is owned by the coal company TECO. Although most of this land is not currently active for mining, it may be difficult to acquire for public use.

At one point Jenkins had the longest Main Street in the United States, which has since developed as a very long, low density corridor. Due to a lack of zoning, commercial hubs have been created along this corridor in areas that now have an insufficient population to support them. The following map shows these amenities and the important green spaces surrounding them.

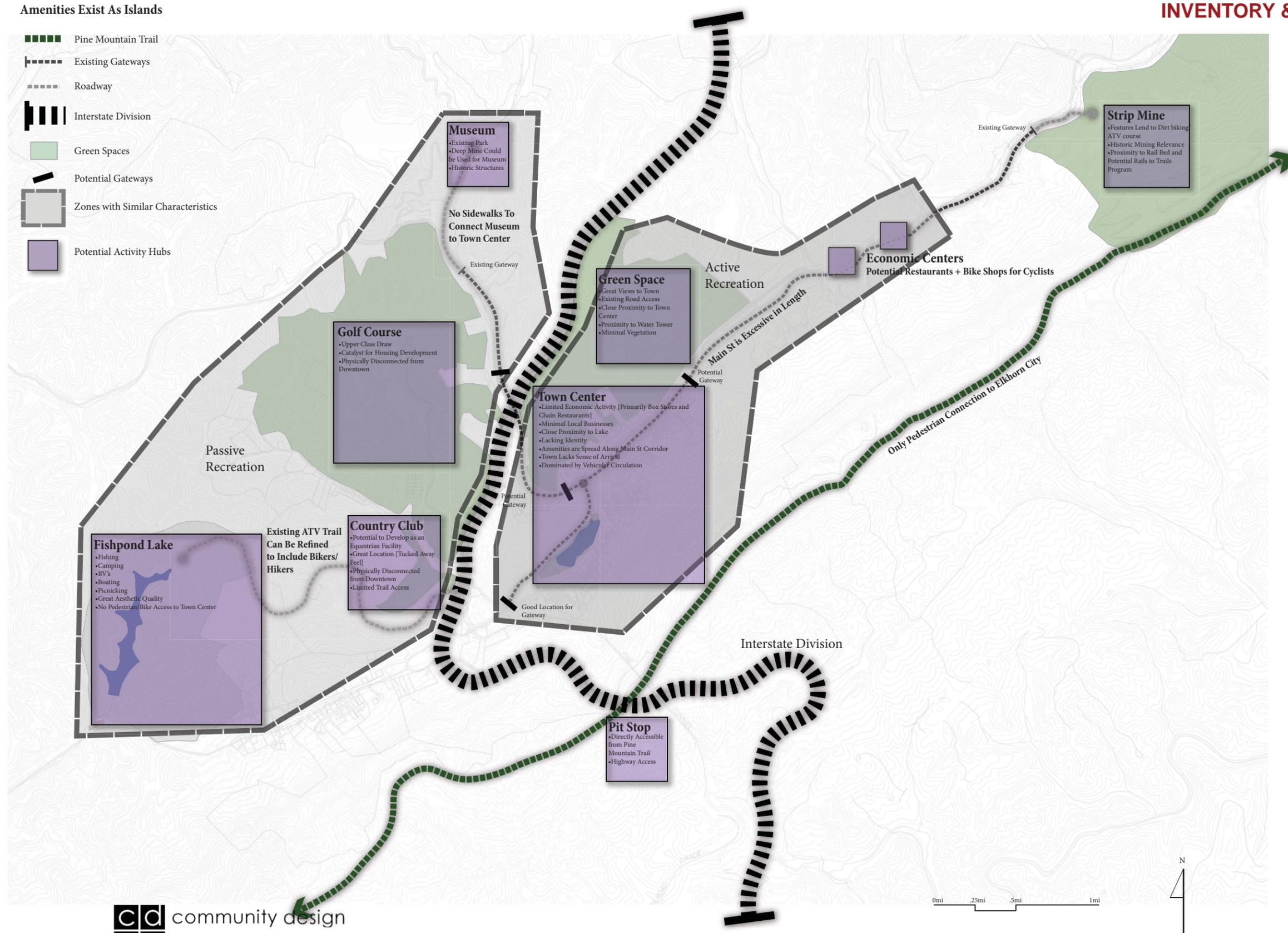


## INVENTORY & ANALYSIS

### *Local Analysis*

The following map shows how the fragmented amenities in the area have potential to be expanded as activity hubs. These new centers could become major destinations along a new trail network and public transit system. The west side of U.S. Route 23, with the Raven Rock Golf Course and Fishpond Lake could become defined as a passive and more relaxing recreational district, where the east side could expand on its economic base and active entertainment. The most important consideration is how to connect these districts in a way that ensures the continuity and identity of the community as a whole.

The existing gateways into the center of town are located far from the downtown core in the more residential sections of Jenkins. These locations accentuate the length of Main Street, but leave visitors disconnected to the activity and excitement often associated with downtowns.



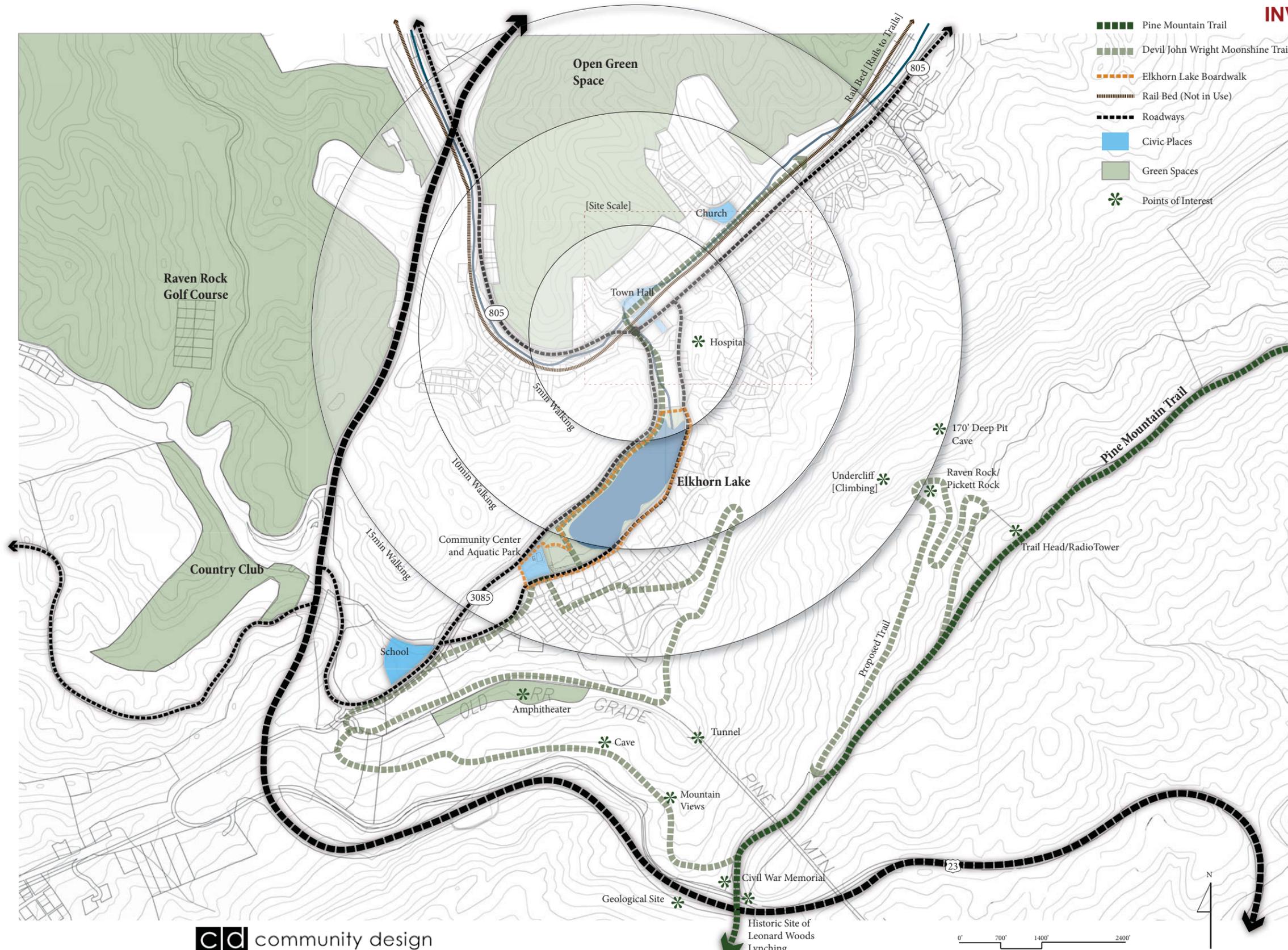
## INVENTORY & ANALYSIS

### *Town Inventory*

The proposed Devil John Wright Moonshine Trail would define Jenkins as a Trail Town and would connect the Pine Mountain Trail to the town center. Along this proposed trail are opportunities for great views over the mountains and to the geological site along U.S. Route 23. There are also historical and natural landmarks which could be used to educate users about the local culture and resources. Since the trail begins along the ridgeline it will have a gentle downward slope providing a very non-rigorous bike ride. The following map shows the general location of the proposed Devil John Wright Moonshine Trail and its connection to downtown and other amenities.

**INVENTORY & ANALYSIS**

**Town Inventory**



- █ Pine Mountain Trail
- █ Devil John Wright Moonshine Trail
- █ Elkhorn Lake Boardwalk
- █ Rail Bed (Not in Use)
- █ Roadways
- █ Civic Places
- █ Green Spaces
- \* Points of Interest



## INVENTORY & ANALYSIS

### *Site Inventory*

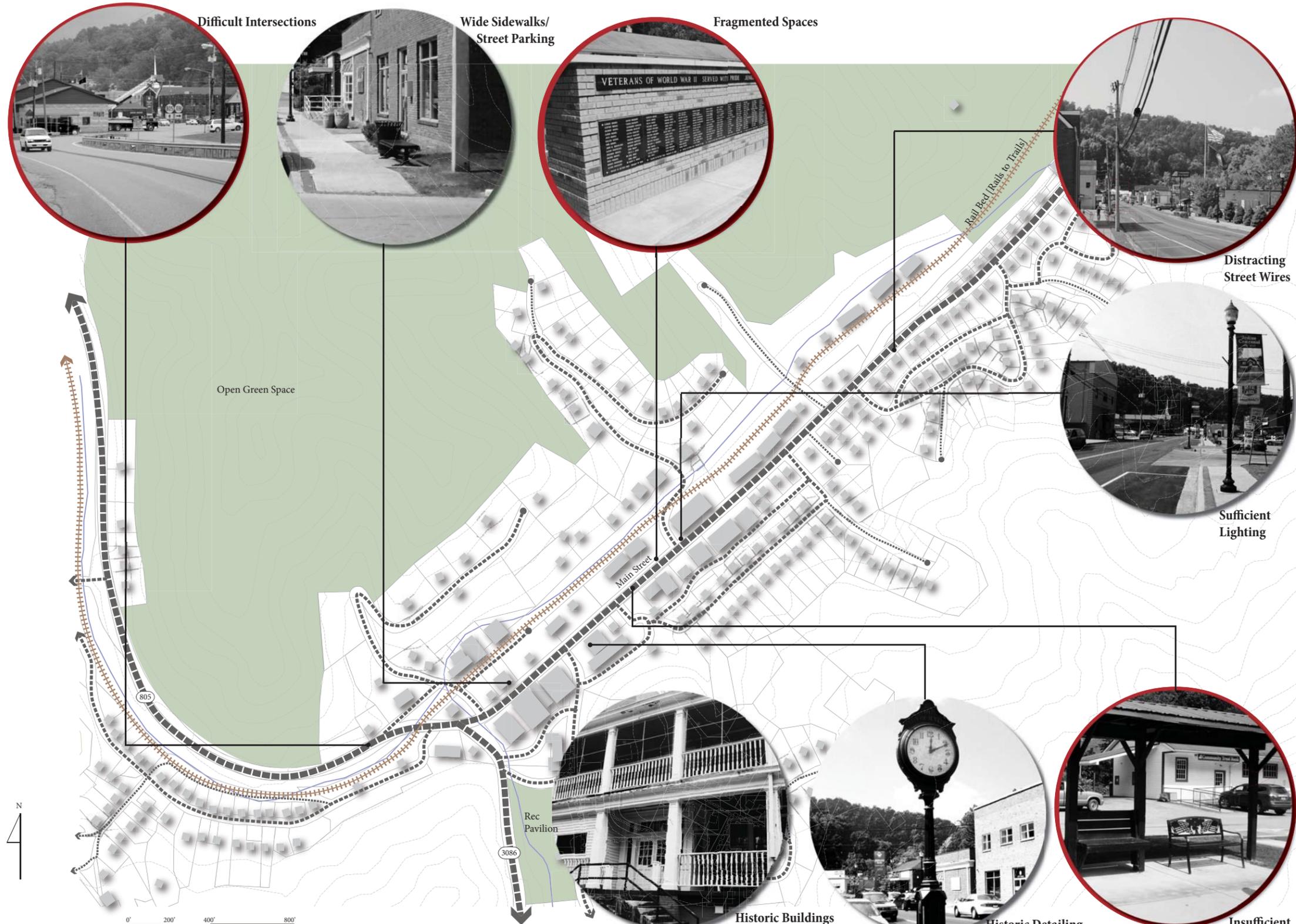
The fabric of the City of Jenkins itself is very linear and sits within the valley. The Main Street corridor follows the stream and rail bed. Along the street corridor are inconsistencies in seating (different styles and character), street canopy (power lines and street trees), building frontage (buildings with different setbacks from Main Street and gaps between buildings), and signage (no cohesive sign design). In some areas the street layout can become confusing for visitors and parking lots dominate the downtown.

There are many historical buildings and aspects to the city, such as the old hospital, but they are disconnected from the downtown and lack a draw for visitors. Though there are a few local restaurants and shops, the downtown is dominated by box stores and chain restaurants, thus lacking the novelty and flavor of “Jenkins” that would serve as a draw for visitors.

The community’s location in the valley provides easy access to natural amenities, and there is great potential for it to grow and develop economically as a recreational destination. This is shown on the following map.

# INVENTORY & ANALYSIS

Site Inventory



## INVENTORY & ANALYSIS

### *Site Analysis*

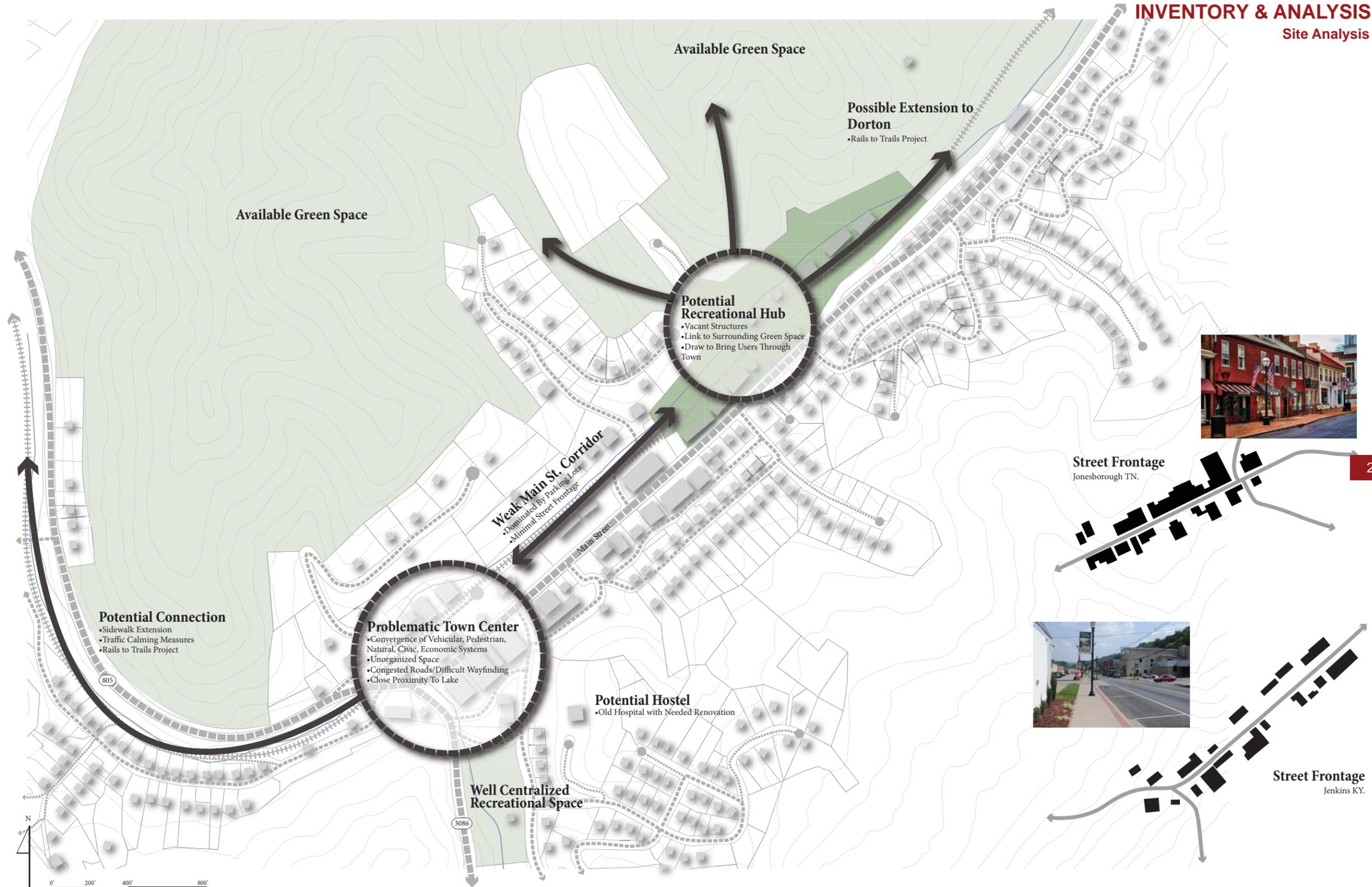
Two major spatial problems within the City of Jenkins are street frontage and emphasis on vehicular circulation. Street frontage, the space between building and street, is impacted by large setbacks for some of the buildings on Main Street, creating a sea of parking lots and becoming an uninviting space for pedestrians. By looking at the comparison between Jonesborough, Tennessee and Jenkins, the lack of definition within the street corridor becomes apparent. In Jonesborough, the building facades are next to the sidewalk and very close together creating a continuous wall of store fronts. Many of the shops and stores in Jenkins are set behind parking lots or open space creating an inconsistent street front. There is potential to infill these spaces with commercial/mixed use structures to create a more vibrant and active downtown.



Jonesborough, TN street frontage

With the expansion of Route 804 coming into the downtown from the west, Jenkins' city center may become very congested. In particular, the intersection of Route 804 and Route 3085 is unorganized and not well marked. This area must be reevaluated and designed in a way to accommodate pedestrian, vehicular, and bike circulation.

The space with vacant industrial buildings (see map on following page) along the railroad has potential to expand as a recreational hub. The proximity to undeveloped green space, the rail bed (for rails to trails connecting to Dorton), and downtown make it a key location for bike shuttles and regional bus transportation.



## INVENTORY & ANALYSIS

### *Land Use and Circulation*

It is clear from the following map that civic structures are some of Jenkins' key assets. The city hall, post office, library, and many of its churches are centralized in the downtown. Most of its commercial amenities are also found in this area making it the current economic destination. Almost all of the residential development in the area is medium to low density single family residential. Many of the industrial buildings along the railway are no longer in use and provide an opportunity for new development near the town center.

# INVENTORY & ANALYSIS

Land Use and Circulation



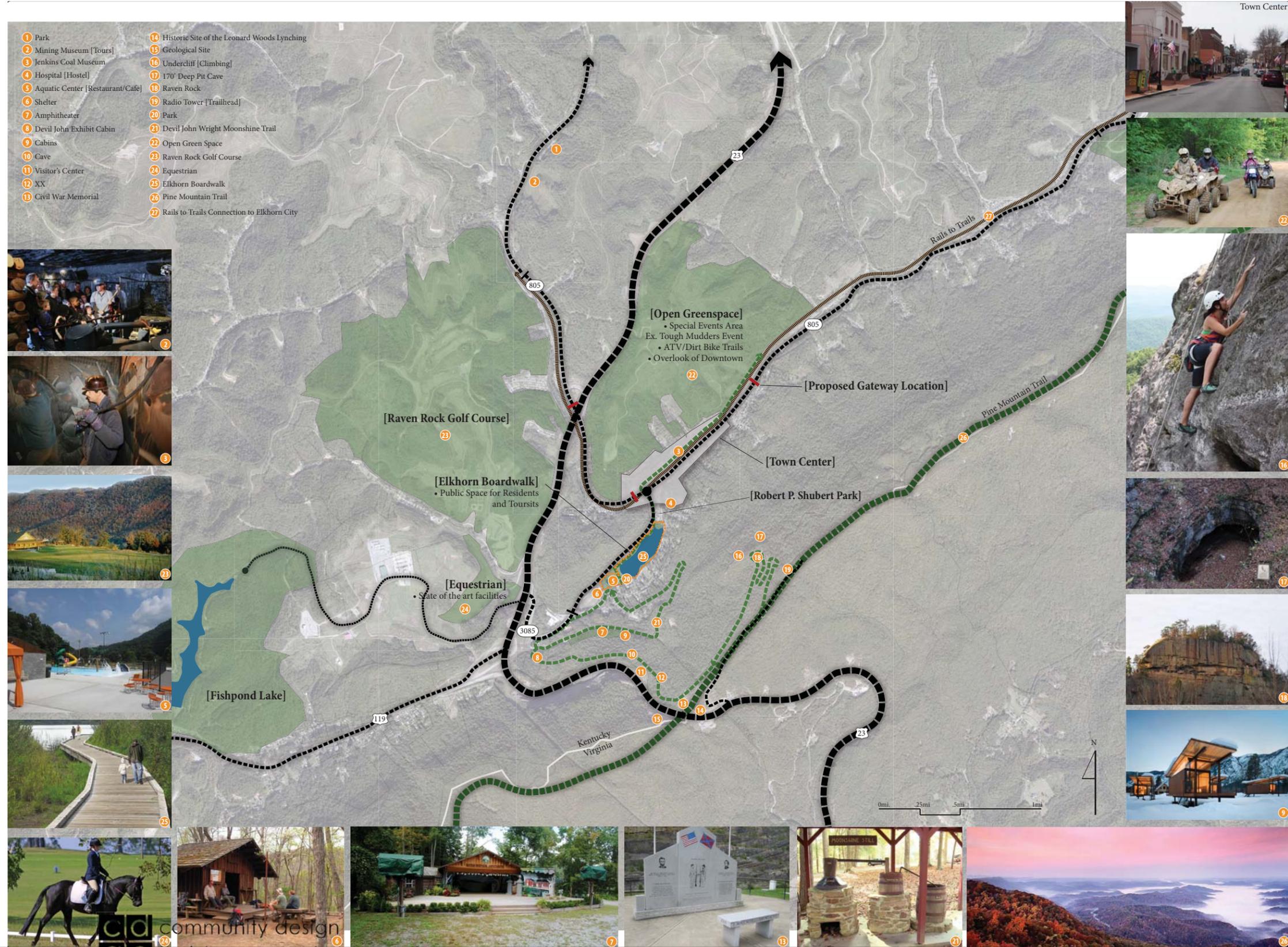
## OVERALL PRELIMINARY CONCEPTUAL MASTER PLAN

After meeting with representatives from Jenkins and stakeholder groups to determine the needs and desires of the community, an overall master plan was developed. The purpose of this master plan was to promote Jenkins as a Trail Town destination for tourists. The following map shows existing assets along with potential features and amenities that could be considered to make Jenkins a successful Trail Town. The initial conceptual master plan, along with other design concepts, were presented at a community meeting where community members reviewed and commented on what they liked or disliked about the master plan. The following page shows the initial conceptual plan and its amenities.

Currently, Jenkins possesses prominent features such as the aquatic park, the coal museum in downtown, the Little Shepherd Amphitheater, and proximity to the Pine Mountain Trail. Potential future amenities could include a state of the art equestrian facility located where the old country club sits, a trail shelter (similar to an Appalachian Trail shelter), rock climbing near Raven Rock, a possible hostel in the old hospital, the proposed Elkhorn Lake Walk, and a proposed trail connecting the Pine Mountain Trail to downtown Jenkins and onward to Dorton through a rails to trails project. There is also an opportunity to create a special events area in the open green space northwest of downtown. This area could hold events such as Tough Mudders, ATV, and dirt bike trails.

Multiple locations for the trail shelter were considered by the CDAC team. The shelter could be located along the Elkhorn Lake Walk, providing hikers with close proximity to the showers at the aquatic center. It could also be located at the amphitheater near the future cabins. This would allow hikers a more secluded space. Another location that was considered is Robert P. Shubert Park, located next to downtown and near the old hospital/future hostel. This location would allow hikers to be close to downtown amenities, as well as the aquatic center. The park currently has a building on site that could be used as rooms for hikers to bunk.

Cabins were also explored as a potential lodging option for hikers or tourists who would like a slightly nicer lodging experience. These rental cabins could be located at the amphitheater close to woods to provide guests with more privacy.



## TRAIL CHARACTER PRELIMINARY CONCEPTS

The Devil John Wright Moonshine Trail, connecting the Pine Mountain Trail to Jenkins, has three distinct sections. The character of the first section would focus on mountain views, cliff faces for rock climbing, and existing caves to create a sense of adventure. The second section looks more toward education with natural species and historical landmarks. Artifacts could be placed along the trail with interpretive signage that would educate users of Jenkins' culture and history. The character of the third section aims to educate on coal and the early settlers.

The trail could be used as a catalyst for economic development in the community by bringing in users from the tri-state area. By placing the shops and shuttles on the far side of downtown, it directs all users through the civic and commercial center of Jenkins.

The following map shows the trail and its sections with points of interest. These points of interest range from recreational opportunities to historical education.

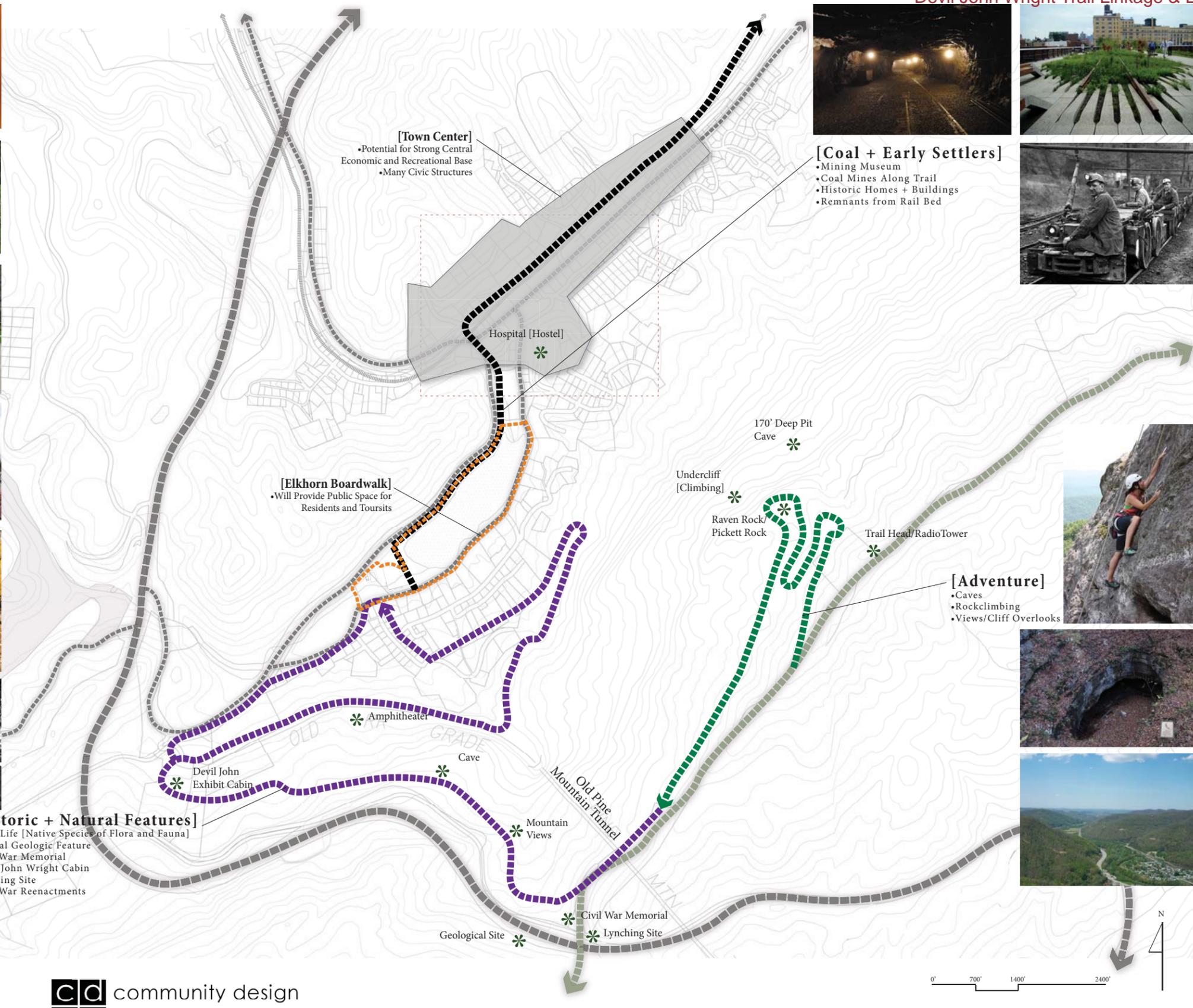
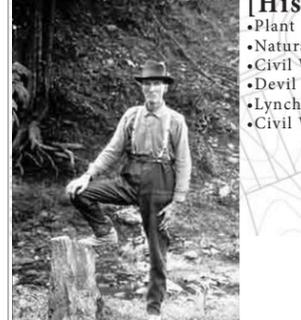
### *Trail Signage*

A pallet of materials to be used in signage was chosen as a result of studying the materials found in the surrounding physical environment and cultural elements. Railroads, an identifying cultural element of Jenkins, and wood, a material found in moonshining, were the main identifying elements. The result was a materials pallet of wood and metal.

Three different types of signage were determined as being needed in different scenarios along the Devil John Wright Moonshine Trail: informational kiosks, interpretive signage, and markers. Using the same pallet of materials for all three types of signage provides a set of signage that creates a sense of continuity along the trail.

The following pages include examples of initial ideas for trail signage.

**TRAIL CHARACTER**



**[Town Center]**  
 •Potential for Strong Central Economic and Recreational Base  
 •Many Civic Structures

**[Coal + Early Settlers]**  
 •Mining Museum  
 •Coal Mines Along Trail  
 •Historic Homes + Buildings  
 •Remnants from Rail Bed

**[Elkhorn Boardwalk]**  
 •Will Provide Public Space for Residents and Toursits

**[Adventure]**  
 •Caves  
 •Rockclimbing  
 •Views/Cliff Overlooks

**[Historic + Natural Features]**  
 •Plant Life [Native Species of Flora and Fauna]  
 •Natural Geologic Feature  
 •Civil War Memorial  
 •Devil John Wright Cabin  
 •Lynching Site  
 •Civil War Reenactments

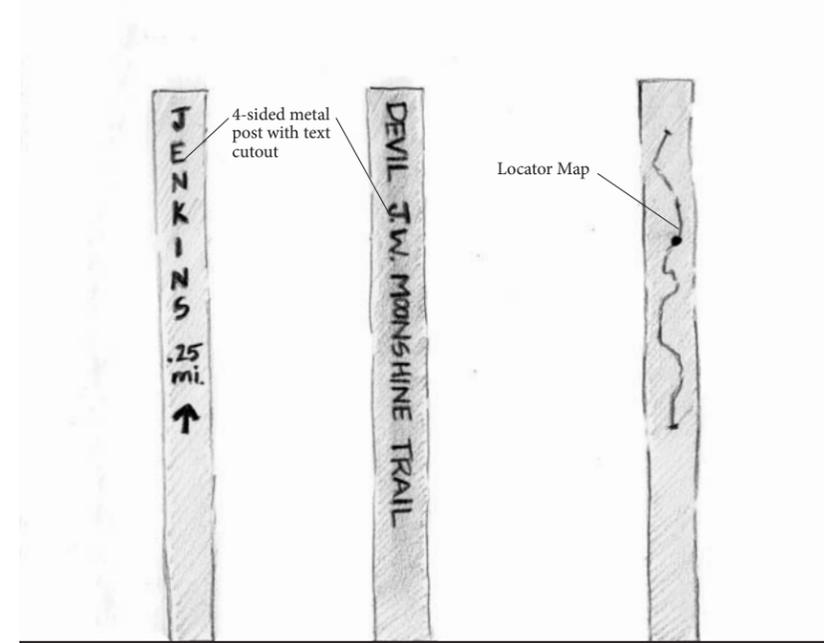


# TRAIL CHARACTER PRELIMINARY CONCEPTS

## Trail Signage



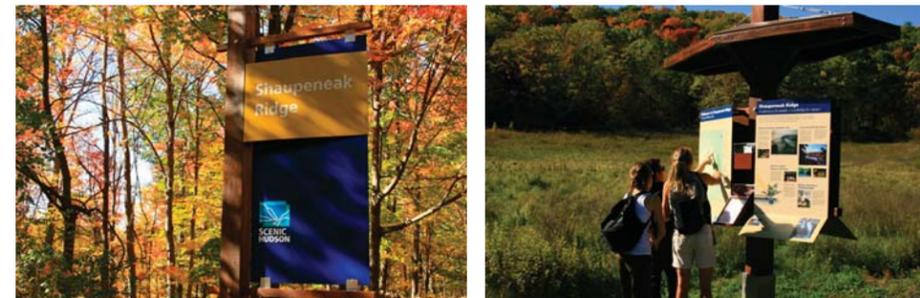
INTERPRETIVE SIGNAGE + TRAIL MARKERS



SKETCH OF TRAIL MARKER



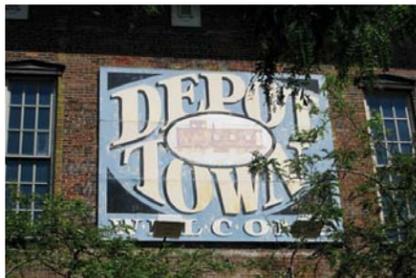
### INFORMATIONAL SIGNAGE



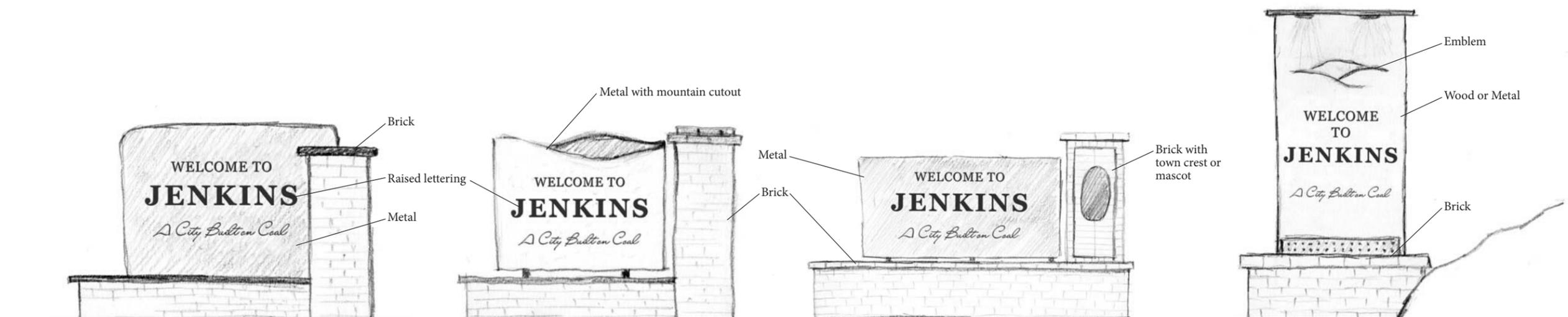
## **GATEWAY CHARACTER PRELIMINARY CONCEPTS**

Similar to the trail signage, materials studied to be used in the gateway entry features were chosen as a result of the materials found in the surrounding physical environment and cultural elements. In addition to metal and wood, brick or sandstone was also identified as being materials found in the downtown and historically used in local buildings.

The following page includes examples and sketches of initial ideas for gateway signage.



MATERIALS: METAL, WOOD, BRICK



SKETCHES OF GATEWAY SIGNAGE

## DOWNTOWN PRELIMINARY CONCEPTS

With all of the proposed outdoor recreational opportunities Jenkins has to offer, such as the Devil John Wright Moonshine Trail and Rails-to-Trails greenway connecting to Dorton, the Community Design Assistance Center wanted to provide the community with a conceptual plan of how downtown Jenkins could be made more pedestrian friendly and better accommodate cyclists, through-hikers and pedestrian shoppers.

Currently, downtown Jenkins has an enormous amount of paved surface and parking. To improve the pedestrian experience of downtown, sidewalks should be widened and on-street parking should be removed in some areas. Wider sidewalks create more room to walk, areas for outdoor seating, and adequate room for street trees to thrive. Two preliminary downtown improvement plans were developed using these design principles.

The first of these two preliminary plans (Concept A) proposes the creation of an ideal pedestrian corridor along Main Street. This plan removes all parallel parking on the street and replaces it with widened brick sidewalks. Wide and unbroken by parking spaces, these sidewalks provide space to plant many street trees and create an aesthetically pleasing pedestrian-oriented Main Street. An advantage to removing on-street parking is that storefronts and windows become more visible to drivers passing by. There is no longer a wall of parked cars blocking drivers from potentially spotting items they want to buy.

Concept B takes a less drastic approach to creating a pedestrian corridor than Concept A. Rather than removing all on street parking, this concept only removes it in key areas, creating a “pedestrian core.” Parking is removed from in front of the buildings around City Hall and in front of the Coal and Railroad Museum. Areas where parking is removed are planted with street trees and designed for pedestrians. This concept maintains conveniently located on-street parking that was removed in Concept A.

Both concepts include a number of other improvements to the downtown area. A paved path connects downtown Jenkins to a Rails-to-Trails corridor that runs all the way to Dorton. This path sits along the northern edge of downtown. A brick sidewalk that is flush with the surrounding asphalt is proposed in front of the fire station. This new sidewalk will create a safe, visually designated pedestrian space for people to walk on. Several parking lots have been redesigned to improve circulation and more efficiently use the space. Finally, a small outdoor seating area was proposed in front of Giovanni’s Pizza.

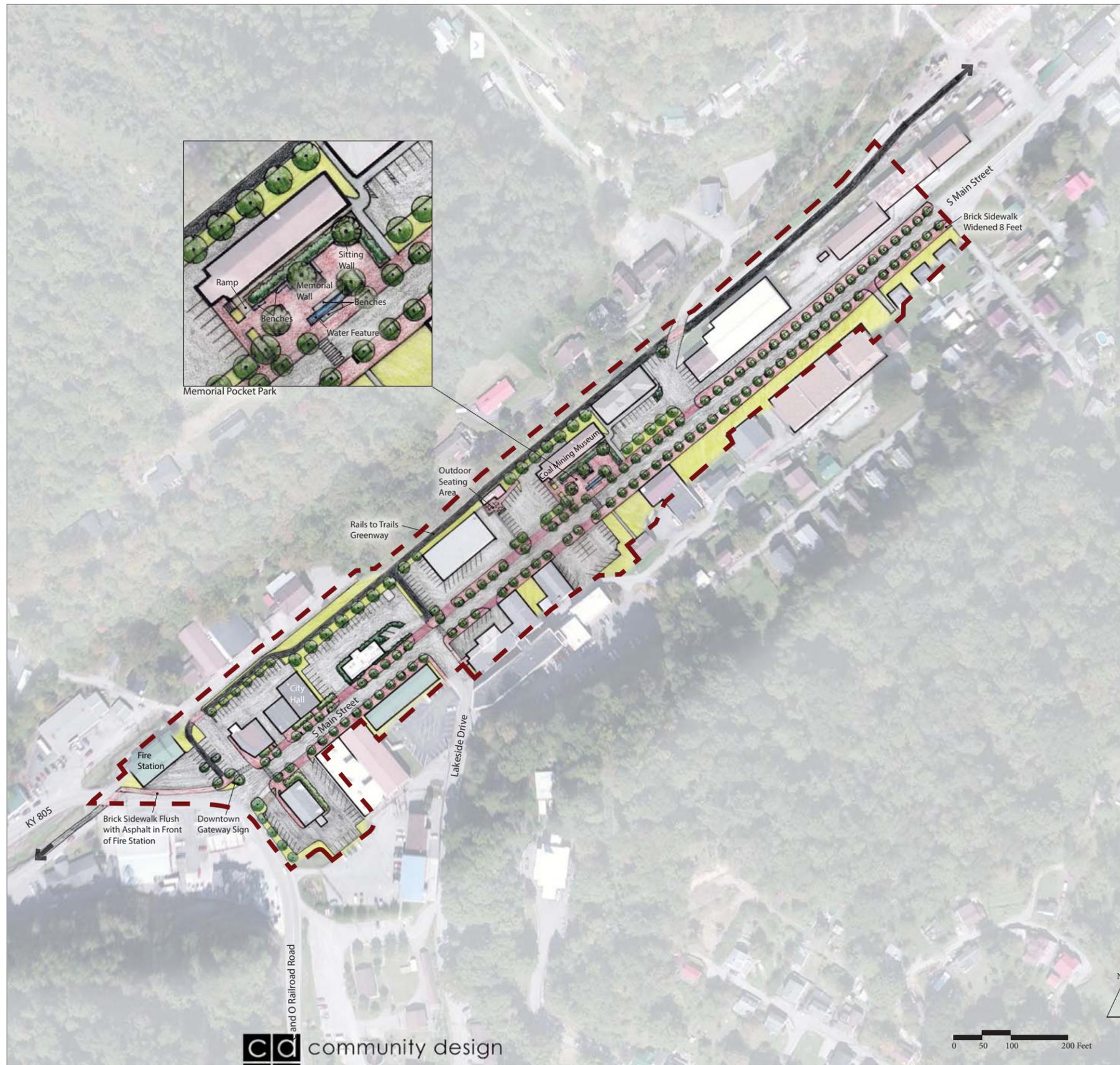
Both concepts also include a proposed pocket park to replace the ex-

## DOWNTOWN PRELIMINARY CONCEPTS

isting parking lot in front of the coal and railroad museum. The purpose of this pocket park is to create a pedestrian “escape” off of the sidewalk where one can sit in the shade and reflect over the names on the war memorial wall. The design of the pocket park is centered around the memorial wall, enhancing it and giving it a stronger presence in the landscape. Places to sit are provided on either side of the wall, creating an intimate experience to read and reflect over the names. Finally, a water wall, constructed using train track rails, separates this intimate space from Main Street both physically, visually, and audibly as the sound of falling water drowns out the surrounding world.

**DOWNTOWN PRELIMINARY CONCEPTS**

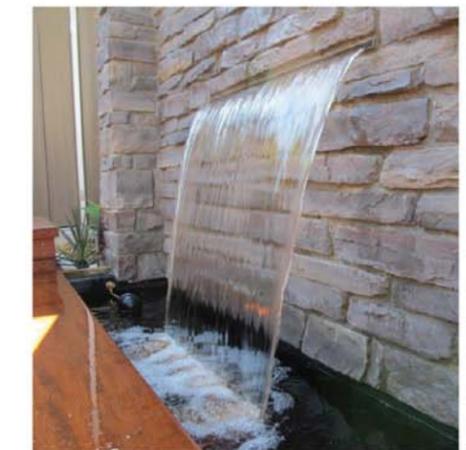
Concept A



Sidewalk benches are placed between tree pits perpendicular to the street, creating small, semi-public nooks.



The pocket park provides a shaded, semi-private escape from the Main Street corridor.



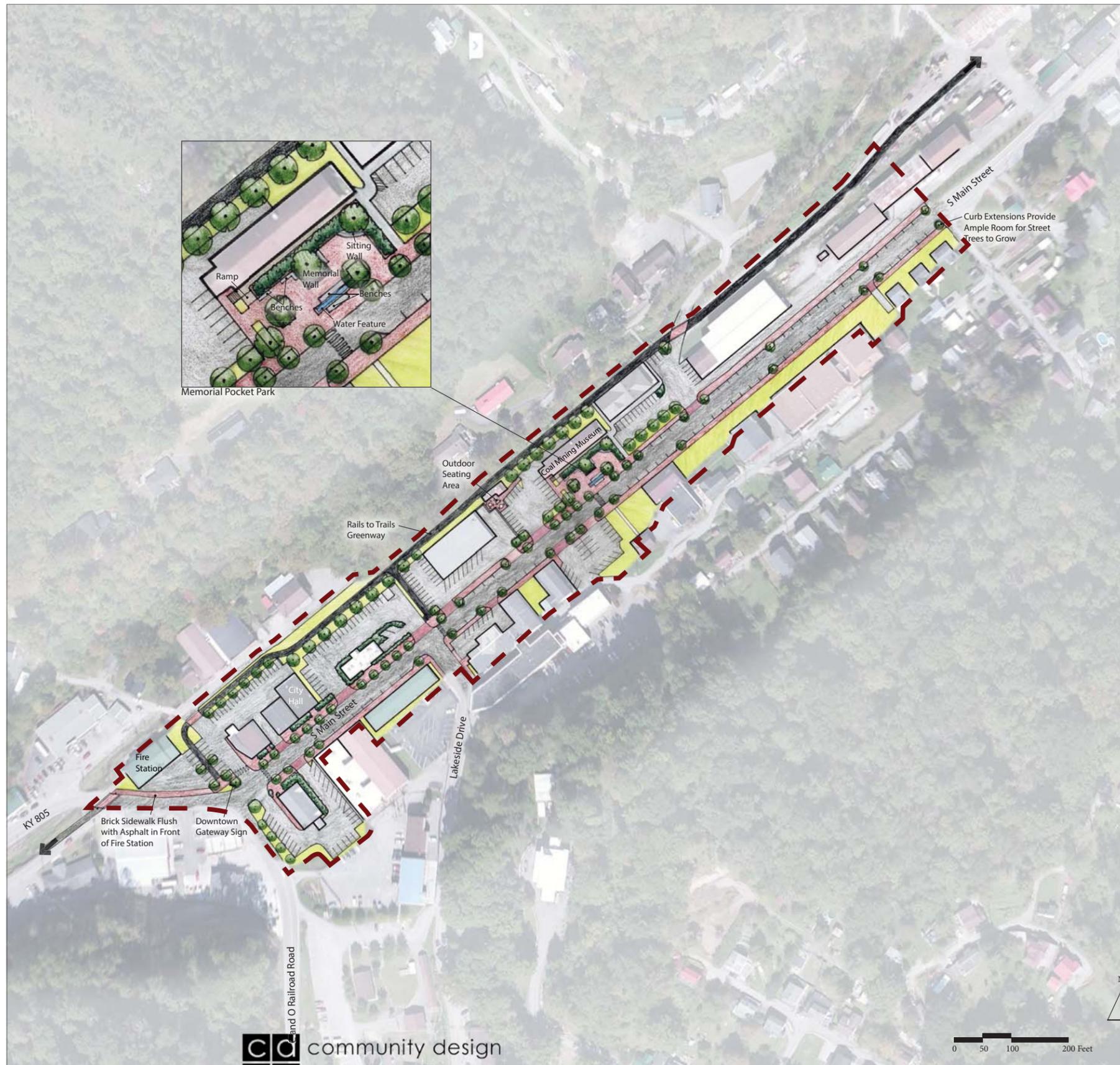
A water feature creates white noise to drown out surrounding sounds, creating an intimate space to reflect over the names on the memorial wall.



Brick crosswalks or stamped asphalt act as an aesthetic, seamless extension of the sidewalk

**DOWNTOWN PRELIMINARY CONCEPTS**

Concept B



Memorial Pocket Park

0 50 100 200 Feet



Tree pits are planted with shallow-rooted annuals that add color and texture to Main Street.



Widened sidewalks allow room for restaurants to provide outdoor seating.



New buildings constructed along Main Street should be located along the edge of the sidewalk with parking around back. This will create a stronger connection between public outdoor space and the interiors of local businesses.



Curb extensions define the edges of parallel parking areas and provide street trees with ample room to grow.

## TOWN CHARACTER

### *Moonshine Theme*

In addition to creating conceptual designs for the Main Street area, the CDAC team explored different options for town character. By creating a cohesive look and feel for Jenkins, the community can become a more marketable Trail Town and destination for tourists. Jenkins has a history of moonshining, particularly through Devil John Wright. It is possible to capitalize on this history. The following image board explores utilizing a moonshine theme as a foundation for creating town character.

Many of the images on the following page can be translated into a marketing aspect for the community. Streetscape furnishings can incorporate the moonshine theme. For example, the use of liquor barrels as planters or wooden crates for retail shops' window boxes can be implemented. Also adding a stamped "Jenkins" logo on furnishings, like planters and reclaimed wooden benches, adds a unique and personalized touch to the downtown. Moonshine tastings and restaurants, themed around moonshine, could also enhance the character of Jenkins. Many vacant buildings along Main Street have the potential to become a brewery, and events, such as a moonshine/vintage car festivals, can attract tourists and stimulate the economy.

**TOWN CHARACTER**  
Moonshine Theme



WELCOME TO  
**JENKINS**  
*A City Built on Coal*



## TOWN CHARACTER

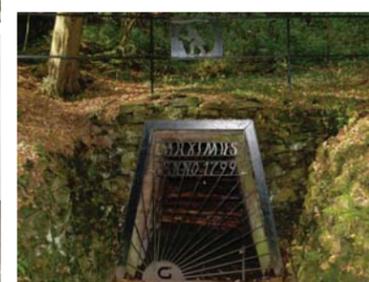
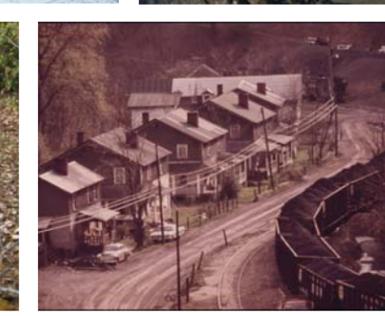
### *Coal Theme*

The second town character theme CDAC explored was coal. Jenkins currently has several different elements in their downtown that relates to coal: the coal miners' museum and furnishings, such as simple black backless benches and trash receptacles. To expand on this theme, the following page shows imagery that could be translated into elements along Main Street. For example, shops could reuse old coal carts for selling goods. Details of the coal cart could become part of the planters and seating, such as the use of wheels on a planter. Like the previous moonshine theme, the "Jenkins" logo can be stamped onto furnishings creating a more personalized look. Coal miner monuments could also be incorporated into the downtown along with park spaces using elements of the rail.

Integrating components of either option into the downtown would create a more cohesive and stronger character for the Main Street core. A unique town character with amenities could bring more people to the area and stimulate economic growth.



WELCOME TO  
**JENKINS**  
*A City Built on Coal*



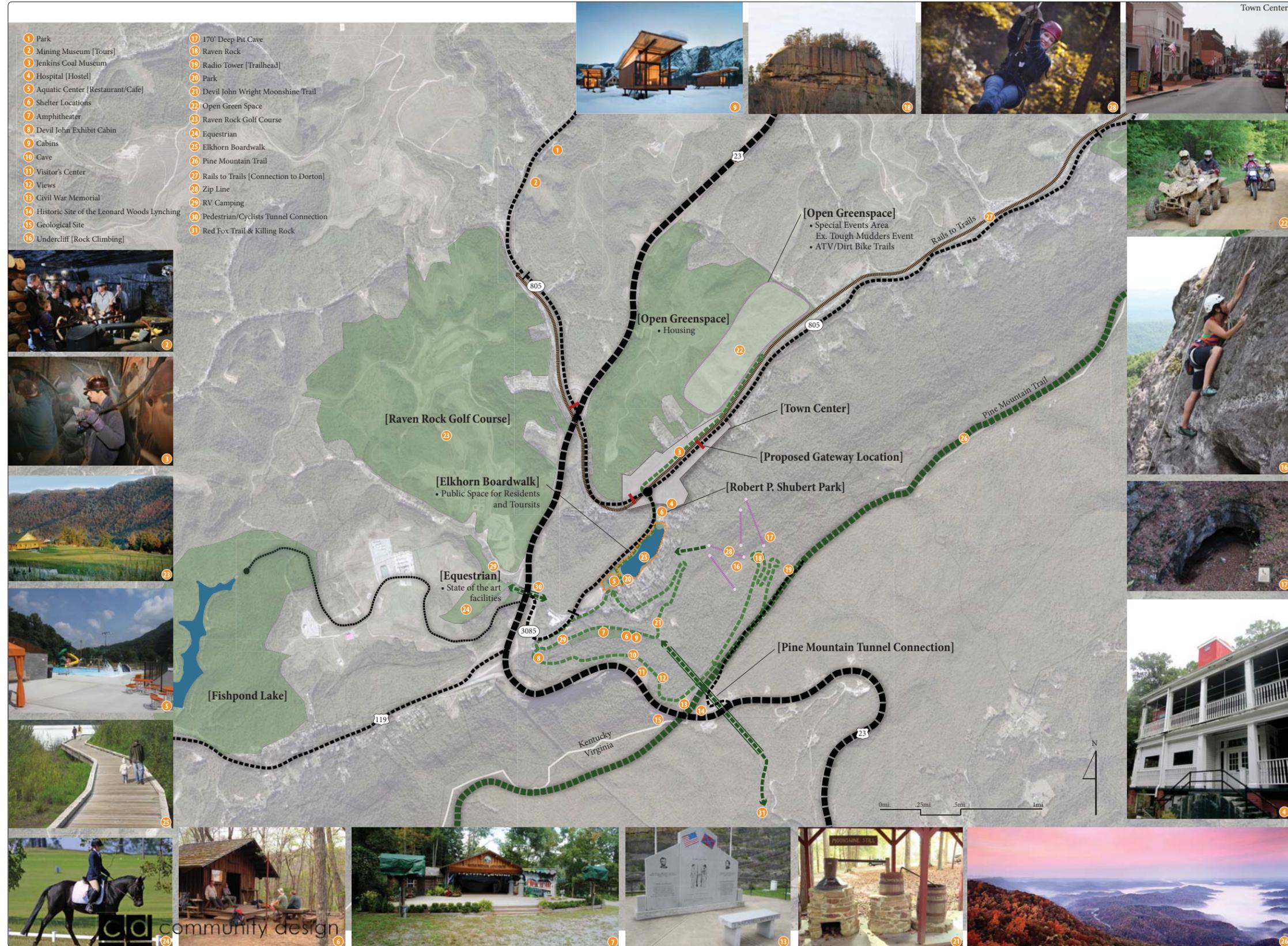
## OVERALL FINAL CONCEPTUAL MASTER PLAN

A preliminary conceptual master plan was presented at a community meeting where Jenkins residents reviewed and commented on which features they wanted to include or emphasize on the master plan. The goal of the master plan was to let the community decide how they would like to market themselves as a Trail Town. After the community meeting, the CDAC team revised and integrated comments into a final conceptual master plan.

The final conceptual master plan (see following page) maintains all the current and proposed amenities of the preliminary conceptual plan. Certain amenities, like rock climbing, needed to be emphasized because of its uniqueness to the area. Some additional amenities desired by the community were zip lines near Raven Rock connecting to downtown and RV camping at the amphitheater office or on a 13 acre site owned by the city near the old country club/future equestrian facility. The community also expressed interest in opening up the Old Pine Mountain Tunnel and a pedestrian only tunnel near the high school. The prior tunnel would connect hikers/cyclists to the Red Fox Trail and Killing Rock in Virginia. The high school tunnel would allow pedestrians and cyclists a connection under U.S. Route 23, alleviating the disconnect between places of interests across U.S. Route 23 and downtown. The newly proposed Devil John Wright Moonshine Trail would connect hikers to downtown from the Pine Mountain Trail and onward to Dorton and Shelby Gap through a rails to trails project totally approximately 14 miles of hiking/biking trails.

One area, requested by the community, to be studied further was the special events open space northwest of downtown. The community expressed the desire to maintain housing on the land in addition to a special events area. After researching space requirements for special events such as Tough Mudders, CDAC determined the space would be better served with smaller events like Spartan Races or Mud Runs with courses under 5k. Dirt bikes and ATV trails could still be included within the space. These types of events can generate additional revenue for the community.

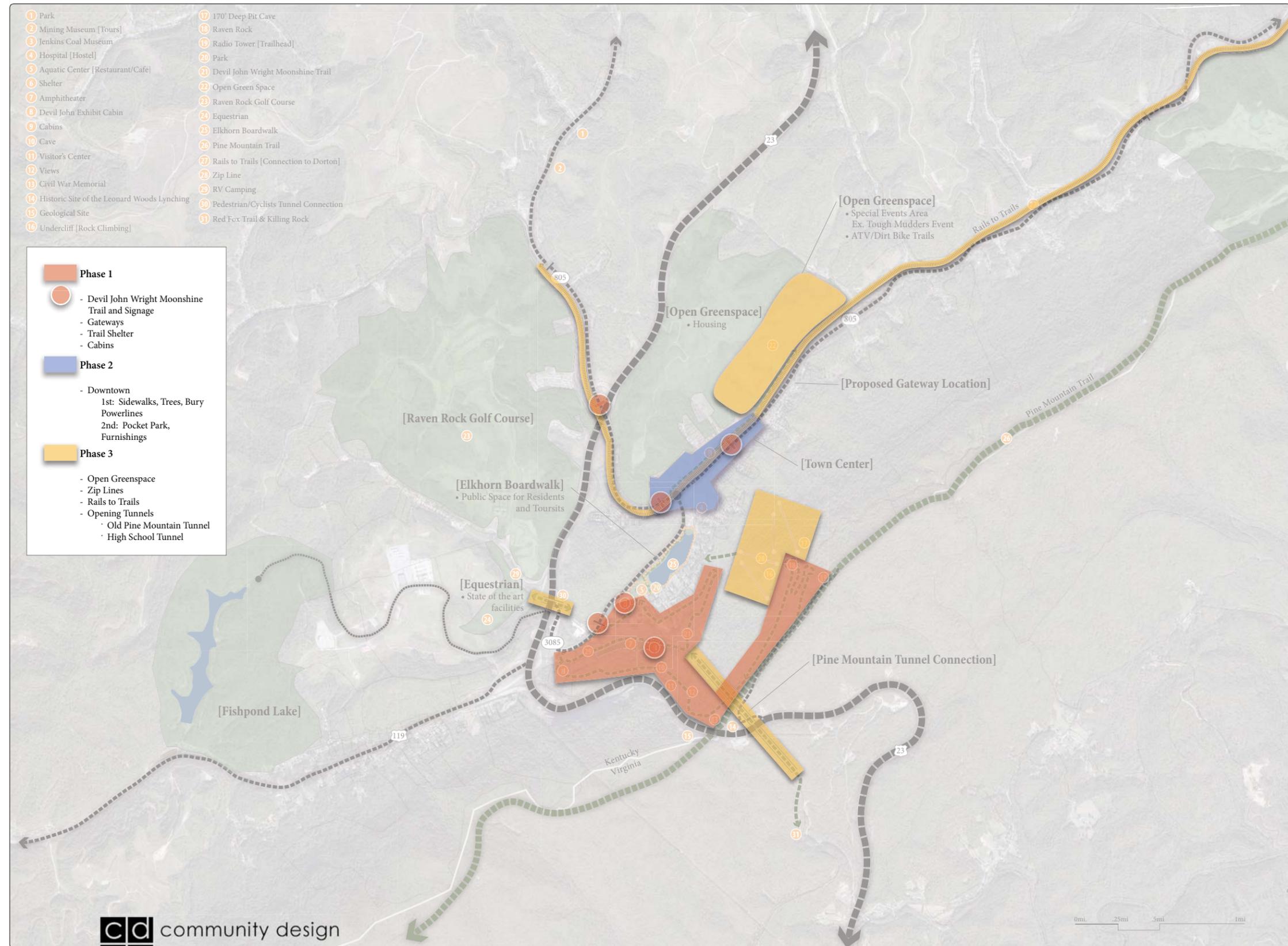
Trail shelter locations were narrowed down to the amphitheater near the cabins or the Robert Shubert Park. These changes are reflected on the following map.



- |  |   |
|--|---|
| 1 Park   | 17 170' Deep Pit Cave                     |
| 2 Mining Museum [Tours]                        | 18 Raven Rock                             |
| 3 Jenkins Coal Museum                          | 19 Radio Tower [Trailhead]                |
| 4 Hospital [Hostel]                            | 20 Park                                   |
| 5 Aquatic Center [Restaurant/Cafe]             | 21 Devil John Wright Moonshine Trail      |
| 6 Shelter Locations                            | 22 Open Green Space                       |
| 7 Amphitheater                                 | 23 Raven Rock Golf Course                 |
| 8 Devil John Exhibit Cabin                     | 24 Equestrian                             |
| 9 Cabins                                       | 25 Elkhorn Boardwalk                      |
| 10 Cave  | 26 Pine Mountain Trail                    |
| 11 Visitor's Center                            | 27 Rails to Trails [Connection to Dorton] |
| 12 Views                                       | 28 Zip Line                               |
| 13 Civil War Memorial                          | 29 RV Camping                             |
| 14 Historic Site of the Leonard Woods Lynching | 30 Pedestrian/Cyclists Tunnel Connection  |
| 15 Geological Site                             | 31 Red Fox Trail & Killing Rock           |
| 16 Undercliff [Rock Climbing]                  |   |

**OVERALL FINAL CONCEPTUAL MASTER PLAN**

**Phasing Plan**



- 1 Park
- 2 Mining Museum [Tours]
- 3 Jenkins Coal Museum
- 4 Hospital [Hostel]
- 5 Aquatic Center [Restaurant/Cafe]
- 6 Shelter
- 7 Amphitheater
- 8 Devil John Exhibit Cabin
- 9 Cabins
- 10 Cave
- 11 Visitor's Center
- 12 Views
- 13 Civil War Memorial
- 14 Historic Site of the Leonard Woods Lynching
- 15 Geological Site
- 16 Undercliff [Rock Climbing]
- 17 170' Deep Pit Cave
- 18 Raven Rock
- 19 Radio Tower [Trailhead]
- 20 Park
- 21 Devil John Wright Moonshine Trail
- 22 Open Green Space
- 23 Raven Rock Golf Course
- 24 Equestrian
- 25 Elkhorn Boardwalk
- 26 Pine Mountain Trail
- 27 Rails to Trails [Connection to Dorton]
- 28 Zip Line
- 29 RV Camping
- 30 Pedestrian/Cyclists Tunnel Connection
- 31 Red Fox Trail & Killing Rock

**Phase 1**

- Devil John Wright Moonshine Trail and Signage
- Gateways
- Trail Shelter
- Cabins

**Phase 2**

- Downtown
- 1st: Sidewalks, Trees, Bury Powerlines
- 2nd: Pocket Park, Furnishings

**Phase 3**

- Open Greenspace
- Zip Lines
- Rails to Trails
- Opening Tunnels
- Old Pine Mountain Tunnel
- High School Tunnel

## TRAIL CHARACTER FINAL CONCEPTS

The Devil John Wright Moonshine Trail has many historical features that can be incorporated within the trail's design and interpretive signage. Along the trail are notable sites such as the Civil War Memorial, the site of the Leonard Wood lynching, and the connection to the Red Fox Trail and Killing Rock site. Potential historical elements featured along the trail could be moonshining artifacts, a Devil John Wright exhibit cabin, and a visitor center educating tourists about the history of Jenkins. Further reading on some of these historical events can be found in the appendix section of this report. Connecting the Pine Mountain Trail to Jenkins, the Moonshine Trail has three distinct sections. The character of the first section would focus on mountain views, cliff faces for rock climbing, and existing caves to create a sense of adventure (shown in green). The second section looks more toward education with natural species and historical landmarks (shown in purple). The character of the third section aims to educate on coal and the early settlers (shown in black).

The trail could be used as a catalyst for economic development in the community by bringing in users from the tri-state area.

### *Kiosk/Informational Signage*

A pallet of materials to be used in signage was chosen as a result of studying the materials found in the surrounding physical environment and cultural elements. Railroads, an identifying cultural element of Jenkins, and wood, a material found in moonshining, were the main identifying elements. The result was a materials pallet of wood and metal.

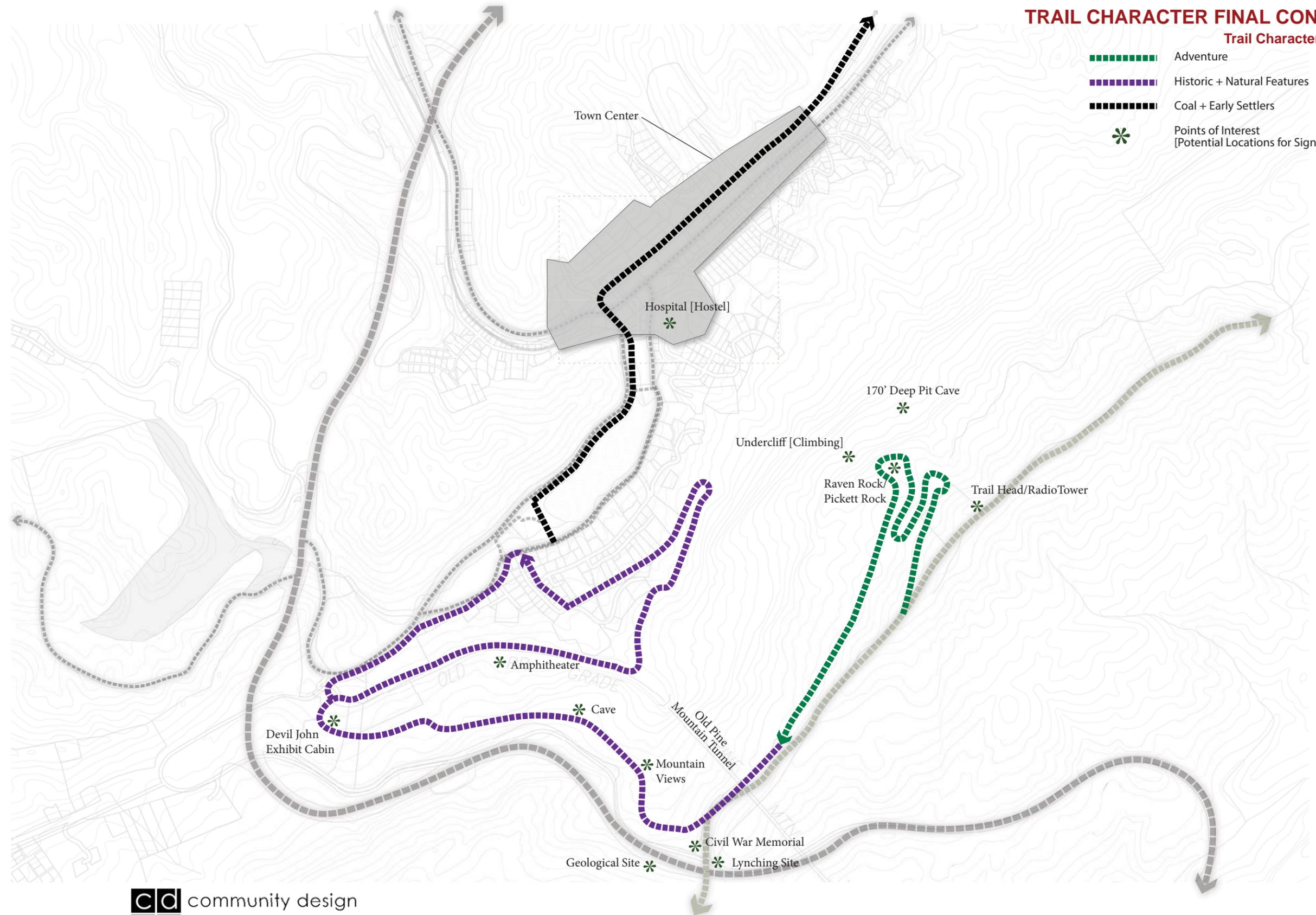
The informational panels would reflect the three different sections of the Devil John Wright Moonshine Trail. Each section is defined by amenities and attributes that reflect the character of that section and a corresponding color associated with it. For example, the historic section, could have interpretive signs and artifacts about the history of Devil John Wright and moonshining and the informational panels could be the color purple. Not only would this add character and interest to the trail, but also, such elements assist in the ability of people to easily identify their location on the trail. This is important for both general wayfinding and safety and rescue.

The following pages show the final conceptual designs and how color can be used to identify your location on the trail.

### TRAIL CHARACTER FINAL CONCEPTS

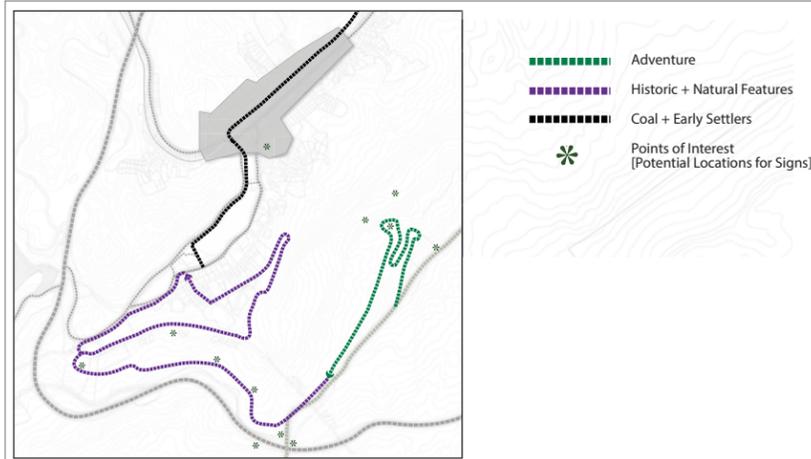
#### Trail Character Sections

- Adventure
- Historic + Natural Features
- Coal + Early Settlers
- Points of Interest [Potential Locations for Signs]

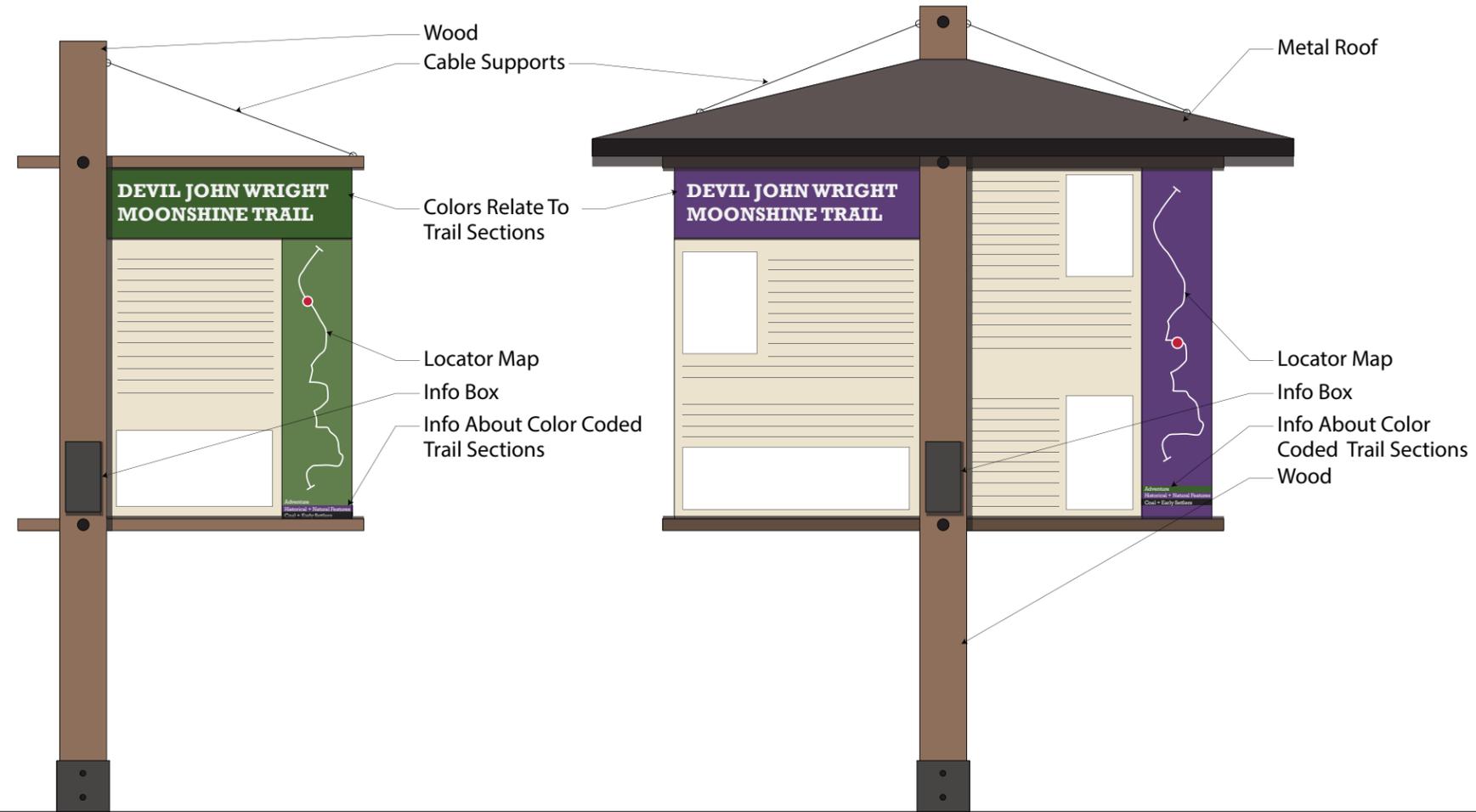


**TRAIL CHARACTER FINAL CONCEPTS**

**Kiosk/Informational Signage**

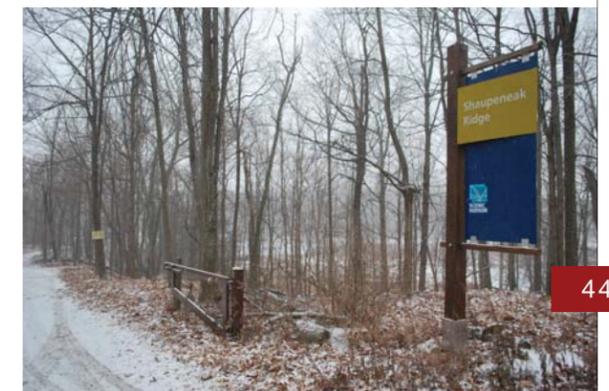


Locator Map



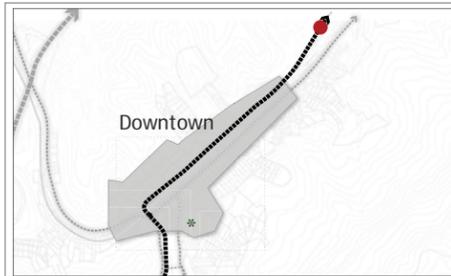
Kiosk/informational Signage [No Roof]

Kiosk/informational Signage [With Roof & Double Panels]



# TRAIL CHARACTER FINAL CONCEPTS

Perspective



-  Adventure
-  Historic + Natural Features
-  Coal + Early Settlers
-  Points of Interest [Potential Locations for Signs]

Locator Map



## TRAIL CHARACTER FINAL CONCEPTS

### *Markers*

Along the Devil John Wright Moonshine Trail could be markers directing people between destinations and informing hikers/bikers of how far until the next point of interest or community. Comments from the preliminary community meeting suggested that the markers need to be created out of heavy/chunky weathered metal to keep vandalism and theft to a minimum. Within the marker could be the trail name, a “you are here” feature, and mileage until the next destination.

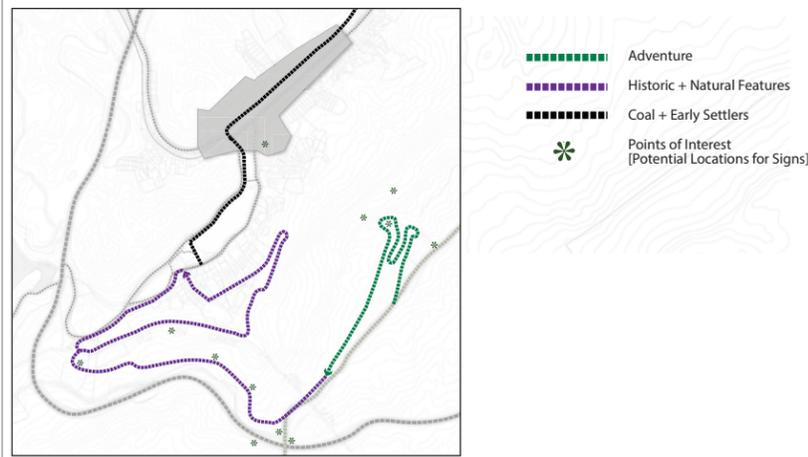
### *Interpretive Signage*

Interpretive signage is used as a tool to convey information where an entire kiosk is not necessary. Similar to the markers, the interpretive signage could be constructed out of weathered metal with sign board material conveying information. Like the kiosk panels, each panel of information would reflect what section of the trail that you are located at based on the color. These signs would be located at points of interest where further information/education is needed.

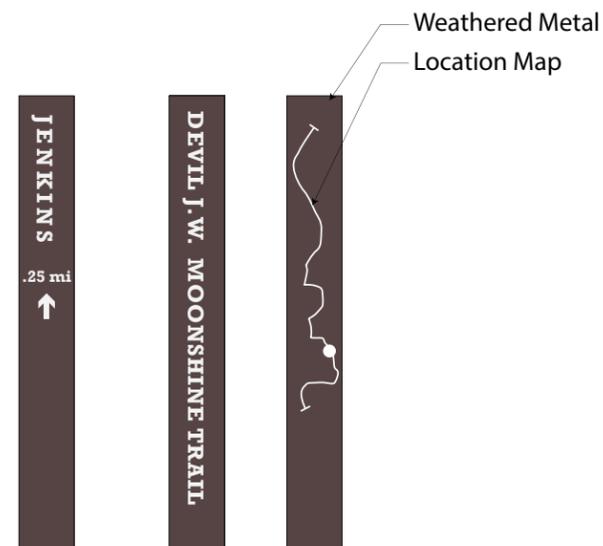
The following page describes the final conceptual designs for markers and interpretive signage in more graphic detail.

# TRAIL CHARACTER FINAL CONCEPTS

## Markers & Interpretive Signage



Locator Map



3-sided Weathered Steel Markers [Triangle]



Interpretive Signage



## GATEWAY CHARACTER FINAL CONCEPTS

### *Vertical Downtown and Community Signage*

To strengthen Jenkins' downtown core, the existing gateway locations should be moved closer to the Main Street retail activity. The existing gateways are located far from the downtown core in the more residential sections of Jenkins. These locations accentuate the length of Main Street, but leave visitors disconnected to the activity associated with downtowns. It would be important to consider relocating these points of entry to create a more effective pedestrian-friendly downtown or add signage such as "Welcome to Historic Downtown Jenkins" just before the downtown area.

Gateways 1 and 2, as seen on the following page, have been moved closer to downtown. These new locations are spatially challenging so a more vertical welcome sign could be beneficial. The sign material could be metal with details reflecting a coal cart. The metal panels with the Jenkins logo and wheel details resemble those that can be found on a coal cart. These signs could easily transform into wayfinding signage once additional panels are attached with directional information

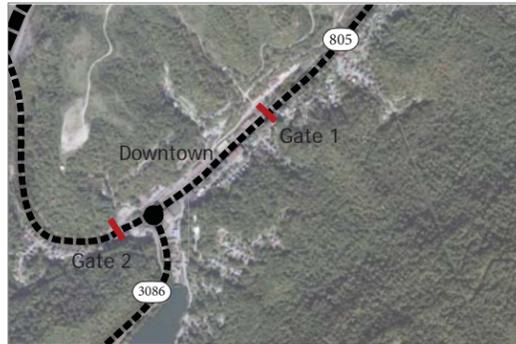
The following perspectives begin to show how the overhead powerlines distract and clutter downtown views. The possibility of placing all overhead wires underground was brought to the city's attention at the final community meeting. This would not only make downtown more aesthetically pleasing but would allow for larger street trees.

### *Community Signage*

Outside of downtown lies communities affiliated with Jenkins that could be recognized with similar signage as downtown Jenkins. This hierarchy in signage would be reflected in the design. Signs would be more simple and less detailed. Examples of community signage can be seen on the following page.

# GATEWAY CHARACTER FINAL CONCEPTS

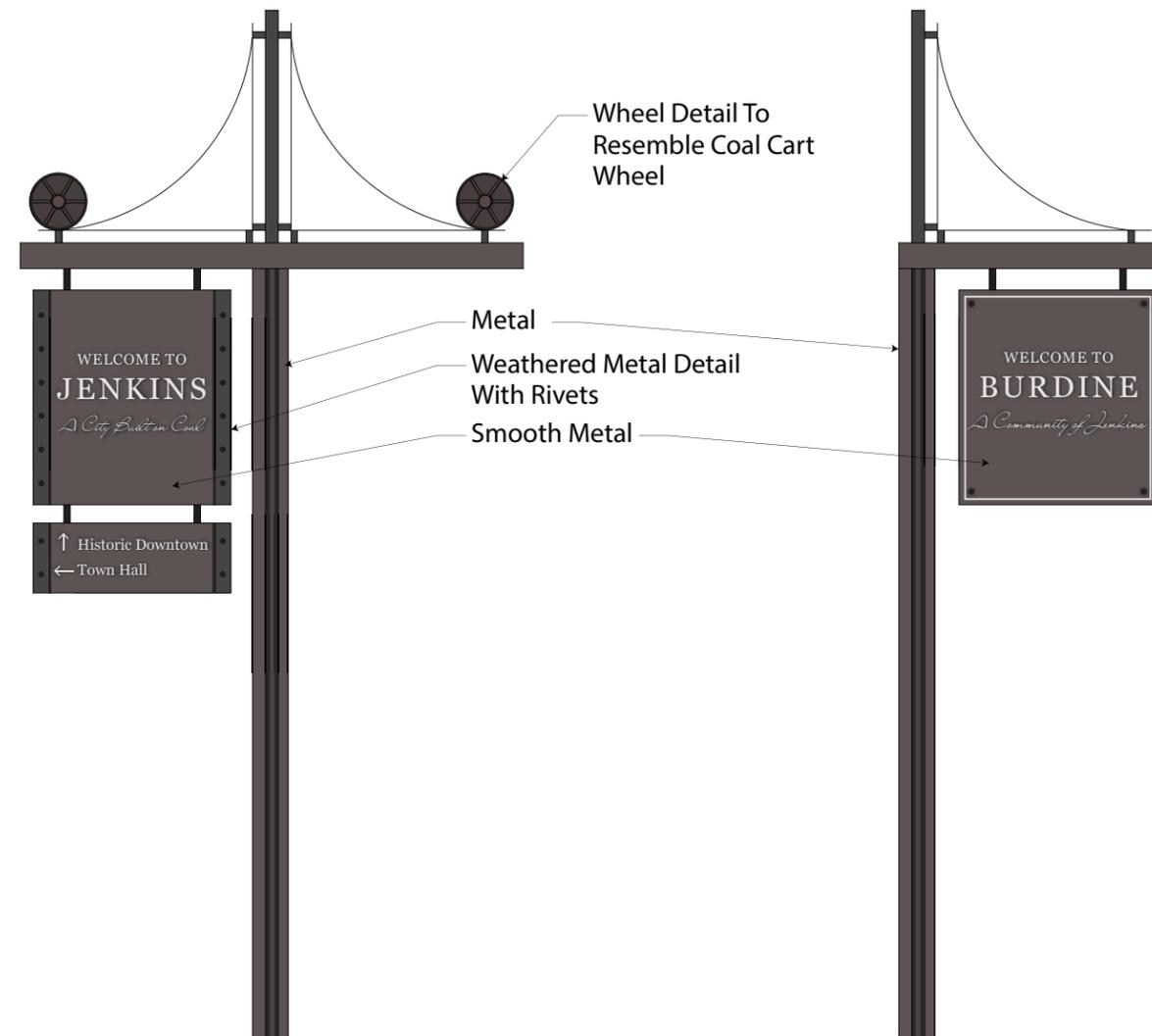
## Gateway Signage



Locator Map In-Town



Locator Map Example Communities

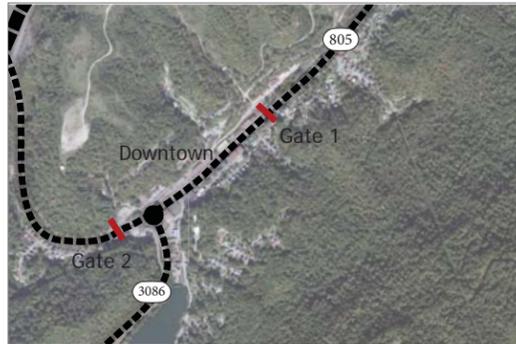


**Vertical Downtown Sign**  
To Be Used Where Space Is Limited

**Vertical Community Sign**

# GATEWAY CHARACTER FINAL CONCEPTS

Gateway 1 Perspective

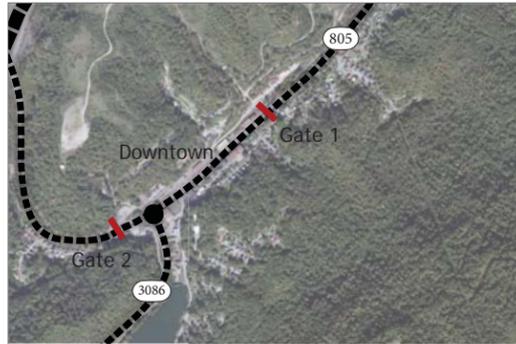


Locator Map In-Town



# GATEWAY CHARACTER FINAL CONCEPTS

Gateway 2 Perspective



Locator Map In-Town



## GATEWAY CHARACTER FINAL CONCEPTS

### *Entry Features*

When adequate space is available, a more traditional entry sign could be used. Gateway 3, the location of the existing entry sign near the high school sports fields, is a perfect location to have a larger sign and plantings. CDAC explored two different design options for a larger gateway feature. The first conceptual design is more traditional, re-using an old coal cart plate with wood or metal, and a sandstone base. A substitute for stone could be brick since both materials have been historically used in Jenkins. A mural depicting coal mining could also be applied to the face of the base. This type of gateway could also be placed in the area near the U.S. Route 23 interchange.

The second conceptual design is a rock boulder resembling coal. This could be a more interesting and unique gateway feature for Jenkins. The following pages contain more detailed signage designs and perspectives.

# GATEWAY CHARACTER FINAL CONCEPTS

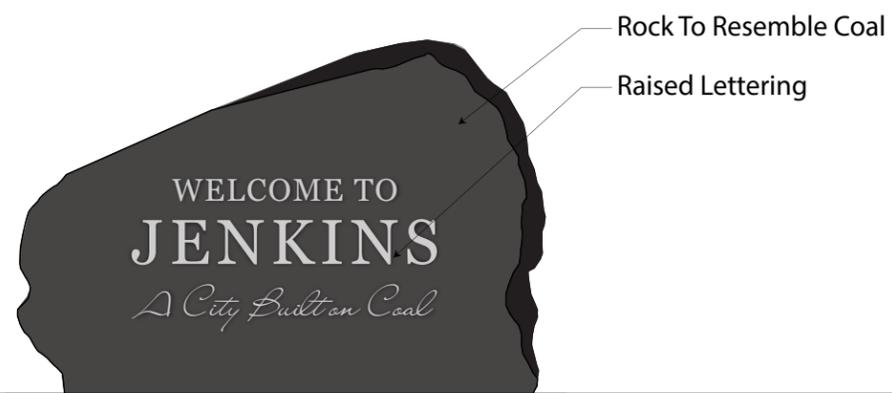
Entry Features



Locator Map



Locator Map Existing Sign



Rock Boulder Entry Sign



Traditional Entry Sign



**GATEWAY CHARACTER FINAL CONCEPTS**

Gateway 3 Perspective



Locator Map Existing Sign



**GATEWAY CHARACTER FINAL CONCEPTS**

Gateway 3 Perspective



Locator Map Existing Sign



## DOWNTOWN FINAL CONCEPTUAL MASTER PLAN

After the initial community meeting where the two preliminary design concepts were presented, it was decided to move forward with concept B into the final conceptual phase. This concept maintains conveniently located parking while creating a pedestrian-oriented core that complements the surrounding outdoor recreation opportunities such as the Devil John Wright Moonshine Trail, zip-lines, and Rails-to-Trails greenway connecting to Dorton.

Downtown Jenkins currently has an enormous amount of paved surface and parking. To improve the pedestrian experience through downtown, sidewalks should be widened and on-street parking should be removed in some areas. Wider sidewalks create more room to walk, areas for outdoor seating, and adequate room for street trees to thrive. The concept for downtown proposes using these design principles to enhance the street corridor and turn it into a pedestrian space. This pedestrian space is strongest between City Hall and the Coal and Railroad Museum in what is called the “pedestrian core”. This stretch of Main Street has the most on-street parking removed and turned into sidewalk.

The downtown improvement plan includes a number of other improvements to the downtown area; a paved path connects downtown Jenkins to a Rails-to-Trails corridor that runs all the way to Dorton. This path sits along the northern edge of downtown. A brick sidewalk that is flush with the surrounding asphalt is proposed in front of the fire station. This new sidewalk will create a safe, visually designated pedestrian space for people to walk on. Several parking lots have been looked at to improve circulation and more efficiently use their space. In addition, a small outdoor seating area is proposed in front of Giovanni’s Pizza.

Finally, the design concept for downtown includes a pocket park in front of the Coal and Railroad Museum. The purpose of this pocket park is to create a pedestrian “escape” off of the sidewalk where one can sit in the shade and reflect over the names on the war memorial wall. The design of the pocket park is centered around the memorial wall, enhancing it and giving it a stronger presence in the landscape. Places to sit are provided on either side of the wall, creating an intimate experience to read and reflect over the names. Finally, a water wall constructed using train track rails separates this intimate space from Main Street both physically, visually, and audibly as the sound of falling water drowns out the surrounding world.

## **DOWNTOWN FINAL CONCEPTUAL MASTER PLAN**

A planting plan was developed for Main Street. Species were selected for their ability to withstand drought and urban conditions. Redbuds and cherry trees highlight the pocket park in front of the Coal and Railroad Museum while ginkgo, red maple, honeylocust, and littleleaf linden provide shade and seasonal interest along the Main Street corridor. The planting plan was developed under the assumption the powerlines along Main Street would be buried. A list of street tree species suitable for going under overhead wires is available in the appendix.

The following pages illustrate the final design for downtown.



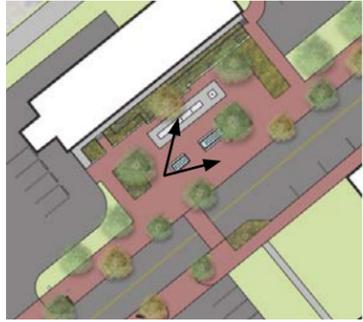












## DOWNTOWN FINAL CONCEPTUAL MASTER PLAN

### *Downtown Planting Plan*

<u>Qty</u>	<u>Botanical Name</u>	<u>Common Name</u>
14	<i>Acer rubrum 'Armstrong'</i>	Armstrong Red Maple
4	<i>Cercis canadensis 'Forest Pansy'</i>	Forest Pansy Redbud
15	<i>Ginkgo biloba 'Fastigiata'</i>	Fastigiata Ginkgo
11	<i>Gleditsia triacanthos var. inermis</i>	Thornless Honeylocust
9	<i>Ostrya virginiana</i>	Hophornbeam
3	<i>Prunus 'Kwanzan'</i>	Kwanzan Cherry Tree
7	<i>Quercus robur 'Fastigiata'</i>	Fastigiata English Oak
1	<i>Syringa reticulata</i>	Japanese Lilac Tree
10	<i>Tilia cordata 'Chancellor'</i>	Chancellor Littleleaf Linden

- Downtown**
-  Acer rubrum 'Armstrong'
  -  Cercis canadensis 'Forest Pansy'
  -  Ginkgo biloba 'Fastigiata'
  -  Gleditsia triacanthos var. inermis
  -  Ostrya virginiana
  -  Prunus 'Kwanzan'
  -  Quercus robur 'Fastigiata'
  -  Syringa reticulata
  -  Tilia cordata 'Chancellor'



**Downtown**

-  Acer rubrum 'Armstrong'
-  Cercis canadensis 'Forest Pansy'
-  Ginkgo biloba 'Fastigiata'
-  Gleditsia triacanthos var. inermis
-  Ostrya virginiana
-  Prunus 'Kwanzan'
-  Quercus robur 'Fastigiata'
-  Syringa reticulata
-  Tilia cordata 'Chancellor'



**Downtown**

-  Acer rubrum 'Armstrong'
-  Cercis canadensis 'Forest Pansy'
-  Ginkgo biloba 'Fastigiata'
-  Gleditsia triacanthos var. inermis
-  Ostrya virginiana
-  Prunus 'Kwanzan'
-  Quercus robur 'Fastigiata'
-  Syringa reticulata
-  Tilia cordata 'Chancellor'



## FINAL TOWN CHARACTER & MATERIALS

Initial concepts for town character were presented at a preliminary community meeting where community members had the opportunity to voice their likes and dislikes. CDAC then took those comments and created a final town character and materials palette for Jenkins which can be seen on the following page. It was desired by the community that a combination of the two initial themes, moonshine and coal, be used. One new idea, brought to the design team's attention, was Jenkins' history in country music. Jenkins is the birth place of Gary Stewart and located just off the Country Music Highway (U.S. Route 23).

The final town character theme consisted of maintaining the existing streetscape furnishings while adding the reclaimed wooden benches, the liquor barrels as planters, and the wooden planters with wheels. These additional furnishings should be placed strategically along Main Street to create seating rooms and a more usable space. Coal miner monuments and the addition of country music murals, depicting Jenkins' country music heritage, could be integrated throughout downtown. It was agreed that moonshine tastings/affiliated restaurants and festivals would be assets to the community. Other materials added to the Jenkins' palette were brick sidewalks and stamped brick crosswalks. Brick is seen throughout the buildings in downtown and would add a sense of warmth and longevity to the Main Street area.

WELCOME TO  
**JENKINS**  
*A City Built on Coal*



Oak Barrel Planters



Brick Sidewalks



Oak Barrel Planters



Keep and relocate existing benches and trash receptacles



Proposed reclaimed wood and metal benches



Moving planters for storefronts



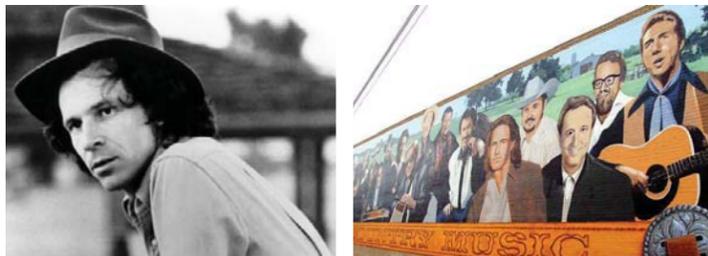
Stamped brick crosswalks



Moonshine Tastings



Moonshine Demonstration



Gary Stewart

Country Music Highway Mural



Vintage Car/Moonshine Festival



Coal Miners Mural



Coal Miners Public Art



Coal cart for showcasing store items



Railroad Parks



## CONCLUSION

The Community Design Assistance Center worked closely with the Jenkins community to create an overall master plan, a new conceptual plan for downtown, and enhancements to the future Devil John Wright Moonshine Trail. These upgrades will give Jenkins the unique opportunity to market themselves as a Trail Town and increase health, education, and economic growth. It is our hope that this work will help the community in its next steps toward fruition.

## APPENDIX

### Online Resources:

“The Pound Gap Massacre” *Wright Roots --- Bates Branches, Eastern Kentucky Research*. Nancy Wright Bays & Patty May Brashear. 2010. Accessed January 2014.  
[http://wright-bates.com/pound\\_gap\\_massacre1.htm](http://wright-bates.com/pound_gap_massacre1.htm)

“The Detailed Story of a Lynching” *Long Ago in Eastern Kentucky*. 26 May 2011. Accessed January 2014.  
<http://ekyhistory.blogspot.com/2011/05/detailed-story-of-lynching.html>

### Reference Material:

“Case Studies: Jonesborough TN, Pittsburgh PA, Montrose PA, Appalachian Trail Towns”	73
“Trail Towns: Capturing Trail-Based Tourism” <i>Allegheny Trail Alliance</i> 2005. <a href="http://www.atatrail.org/pv/docs/1TTManual.pdf">http://www.atatrail.org/pv/docs/1TTManual.pdf</a>	74
“Kentucky Trail Towns: A How-to-Guide for Communities” <i>Office for Adventure Tourism Kentucky Trail Town Program</i> . <a href="http://www.kentuckytourism.com!/userfiles/Industry/Adventure/4%20-%20Trail%20Town%20How%20to%20Guide.pdf">http://www.kentuckytourism.com!/userfiles/Industry/Adventure/4%20-%20Trail%20Town%20How%20to%20Guide.pdf</a>	99
“Trail Town Amenities”	114
“The Law of Pine Mountain” John Wesley Wright.	118
“Tales of Bad John Wright” <i>The History of Jenkins, Kentucky</i> . The Jenkins Area Jaycees.	119
“The Devil Came Down to Cumberland: The Ballad of John Wright” Steve Robinson.	122
Downtown Overhead Wires Planting Species	126

CASE STUDIES

APPALACHIAN TRAIL TOWNS



JONESBOROUGH, TN

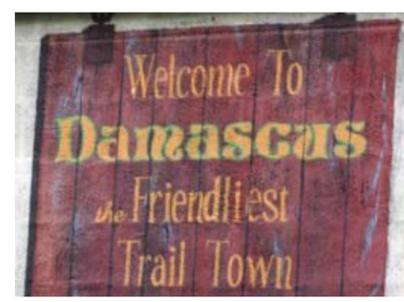


MONTROSE, PA



PITTSBURGH, PA

community design assistance center  
College of Architecture + Urban Studies  
Virginia Polytechnic Institute and State University



# TRAIL TOWNS

— Capturing Trail-Based Tourism —

— Capturing Trail-Based Tourism —

# TRAIL TOWNS

## A GUIDE FOR COMMUNITIES IN PENNSYLVANIA

A project of Allegheny Trail Alliance



A GUIDE FOR COMMUNITIES IN PENNSYLVANIA

## APPENDIX: “Trail Towns”

This project was administered by the Regional Trail Corporation and financed in part by a grant from the Keystone Recreation Park and Conservation Fund, under the administration of the Pennsylvania Department of Conservation and Natural Resources, Bureau of Recreation and Conservation.

Michael DiBerardinis, *Secretary*  
Larry Williamson, *Deputy Secretary*  
M. Wes Fahringer, *Grant Manager*

Additional funding provided by:  
National Park Service  
Potomac Heritage National Scenic Trail Office  
Don Briggs, *Superintendent*

Copyright © 2005 Allegheny Trail Alliance.  
All rights reserved.

*Dedicated in memory of Steering Committee member*

**JOE BENDEL**  
(1931 - 2003)

Mayor of McKeesport and Civic Leader



community design  
assistance center

College of Architecture + Urban Studies  
Virginia Polytechnic Institute and State University

# W E L C O M E

**R**ecreational use of rivers and trails can bring new visitors to nearby communities. This guide is designed to help leaders in these communities, these “Trail Towns,” take advantage of the economic opportunity that rides or walks into town. It will help you transform your town into a more inviting and memorable tourist destination, and in the process, make your town a better place for your own residents to live, work and play.

The Trail Towns Guide will take you through an organization process; help you work with or create a local group focused on downtown revitalization; give you the tools to identify what your town needs to become a Trail Town; give you ideas as you start your town’s revitalization; and give you tips on how to make your hard work last over time. However, please remember that the contents of this guide are suggestions. Feel free to modify or adapt these ideas in ways that best work for you. Be creative. After all, your approach should be as unique as your town.

This guide is not designed to help a community build a trail, but rather to enhance a community that already has a trail in or near it. It focuses on communities near non-motorized, multiple purpose trails, such as towpaths and rail trails. Although there are many different types of non-motorized trails, the needs of trail users have many elements in common once they become pedestrians on your downtown’s sidewalks.

## APPENDIX: “Trail Towns”



APPENDIX: “Trail Towns”

**TRAIL TOWNS**

Capturing Trail-Based Tourism  
A guide for communities in Pennsylvania

**TABLE OF CONTENTS**

Welcome.....3

Section 1. What is a Trail Town?.....6

Section 2. Trail Town and Main Street.....7

Section 3. Getting Organized to Create Your Trail Town.....9

    A. Define the Trail Corridor.....9

    B. Assess Local Capacity.....9

    C. Create or Enhance Your Local Organization.....12

    D. Develop the Local Volunteer Base.....12

    E. Get the Message Out Locally.....12

    F. Build Partnerships.....13

    G. Find the Resources to Implement Your Trail Town Concept.....13

    H. Take One Step at a Time.....13

Section 4. Trail Town Design Issues.....14

    A. Assess the Physical Character of Your Trail.....14

    B. Evaluate Public Amenities.....19

    C. Assess Business Amenities.....20

Section 5. Economic Restructuring for a Trail Town.....21

    A. Understand Your Trail User—Customer.....21

    B. Assess Basic Trail User Needs.....22

    C. Assess Longer-Term Needs.....22

    D. Encourage Related Business Opportunities.....22

    E. Assist the Local Business Community.....22

Section 6. Promoting Your Trail Town.....23

    A. Promote a Trail Town Image.....23

    B. Hold Trail Town Events.....23

    C. Conduct Trail Town Retail Promotions.....24

Section 7. Pulling it All Together—The Trail Town Master Plan.....25

    A. Provide a Gateway Moment.....25

    B. Create a Sense of Place.....26

    C. Develop a Welcoming Atmosphere.....27

    D. Establish the Right Mix of Services.....28

    E. Promote Trail-Oriented Events.....28

Acknowledgements.....29

Section 8. Appendices

A. Worksheets

    1. Usage of Trail by Month and User.....30

    2. Physical Elements of Towns along Your Corridor.....31

    3. Trail Town Self-Assessment.....32

    4. Sample Agenda.....38

B. Resources

    1. Pennsylvania Agencies and Organizations.....39

    2. Planning and Implementation Resources.....39

    3. Pennsylvania DOT Bicycle and Pedestrian Checklist.....40

    4. Related Article – CyclSense.....47



**SECTION 1: WHAT IS A TRAIL TOWN?**

A "Trail Town" is a destination along a long-distance trail. Whether on a rail trail, towpath, water trail, or hiking trail—trail users can venture off the trail to enjoy the scenery, services, and heritage of the nearby community with its own character and charm. It is a safe place where both town residents and trail users can walk, find the goods and services they need, and easily access both trail and town by foot or vehicle. In such a town, the trail is an integral and important part of the community.

A Trail Town is a vibrant place where people come together. It may have a bike shop, an ice cream parlor, casual restaurants, a grocery store, and quaint local shops. It has wide sidewalks, clean streets, bike racks, and benches at convenient locations. It has places to rest for the night. It generously meets the needs of both the trail users and the town residents. A Trail Town is a friendly place that encourages trail users to visit and welcomes them with warm hospitality.

Trail Towns are not stand-alone communities; they are linked by the trail corridor. Trail users may be passing through a town on a day trip or long-distance trek, or may drive to a community and park to access a river or trail.

Trail users want to explore interesting places in their travels and will need services that your town can provide. Basic elements of a Trail Town strategy include:

- Enticing trail users to get off the trail and into your town
- Welcoming trail users to your town by making information about the community readily available at the trail
- Making a strong and safe connection between your town and the trail
- Educating local businesses on the economic benefits of meeting trail tourists' needs
- Recruiting new businesses or expanding existing ones to fill gaps in the goods or services that trail users need
- Promoting the "trail-friendly" character of the town
- Working with neighboring communities to promote the entire trail corridor as a tourist destination.

Any trail, long or short, is a valuable asset to a community. It provides free recreation for people of all ages and fitness levels, and offers opportunities to study nature or local history. This guide is oriented to towns that connect to long-distance trails, ones that attract travelers from outside the local community and are not used solely by nearby residents. Studies show that the longer a trail is, the farther people will travel to visit it, the longer they will stay, and the more money they will spend. A day-tripper will spend four times as much as a local user will spend, and an overnight visitor will spend twice the amount that a day-tripper will spend.



**SECTION 2: THE TRAIL TOWN AND MAIN STREET**

How do you begin to build a Trail Town? It is important to understand that the initiative has to come from within your community. And becoming a Trail Town is as much about local attitude as it is about physical improvements. Consider these points as you start creating a Trail Town environment in your community:

- Your town can grow and thrive in new ways because of a nearby recreational trail
- The more Trail Towns there are along a corridor, offering hospitality and services, the more attractive the region will be for tourism. Your neighboring town's success is important to your town's success
- Leadership and initiative from within the community will be necessary to turn your town into a Trail Town
- A safe and well-maintained trail is the centerpiece, so it's important to cooperate with and support the local trail-building and maintenance group
- A core bicycle- and pedestrian-friendly philosophy should be adopted by your town
- Trail users should be accommodated both physically and socially within the town
- A work plan, your blueprint, should be developed, then chipped away at as funds and energy allow. Make changes as successes (or failures) happen.
- Goods and services for trail users will be appealing to other types of tourists and residents
- Local law enforcement agents can be important ambassadors in your town and along the trail.



**APPENDIX: "Trail Towns"**

The first step to take advantage of the tremendous community and economic development benefits of being a Trail Town is for members of the local community to organize themselves for this effort. A great way to organize your local community effort is to start with one of the most well-known and successful revitalization programs—The National Main Street Center's "Four Point" or "Main Street Approach."

The "Four Point" or "Main Street Approach" offers a complete outline for downtown revitalization that has been successful in more than 1,700 towns and cities throughout the United States. The following four points are the keys to the success of the "Main Street Approach."



community design  
assistance center

College of Architecture + Urban Studies  
Virginia Polytechnic Institute and State University

APPENDIX: “Trail Towns”

**SECTION 3. ORGANIZING TO CREATE A TRAIL TOWN**

Some fundamental information should be gathered as you start organizing your Trail Town effort. To be successful, it's important to have the right team assembled from your community to plan and implement this initiative. As you go through this section, you may feel that you need more help or technical assistance than is available within your community. You may want to seek help from your county or state community development agency. A good place to start is contacting your county's planning department.

Now, take a few moments to write your answers in the space provided.

**A. Define the Trail Corridor**

1. Is there a long-distance recreational corridor in close proximity (within two miles) to your town?  Yes  No
2. What kind of trail is it? \_\_\_\_\_
3. What is its name? \_\_\_\_\_
4. How long is it? \_\_\_\_\_
5. Who manages the trail? \_\_\_\_\_
6. Who is the key contact or **Liaison** for the trail?  
 Trail Liaison: \_\_\_\_\_  
 Trail Liaison Phone No.: \_\_\_\_\_  
 Trail Liaison E-mail: \_\_\_\_\_

**B. Assess Local Capacity** A vibrant Trail Town program could be part of your business district revitalization plan. You need to understand your local community's ability to plan and implement any new programs or ideas.

1. Does a downtown or business district revitalization organization currently exist in your town? (If you are uncertain about this question, contact your local municipal office. They should be able to provide you with this information.)  Yes  No

If **YES**, list the name of the organization, the **Downtown Contact** person and his or her phone number.

Organization: \_\_\_\_\_  
 Downtown Contact: \_\_\_\_\_  
 Downtown Contact Phone No.: \_\_\_\_\_  
 Downtown Contact Email: \_\_\_\_\_

**ORGANIZING** gets everyone working toward the same goal. The tough work of building consensus and cooperation among the groups that have an important stake in the downtown area can be eased by using the basic formula of a hands-on, volunteer-driven program and an organizational structure consisting of a board and committees to direct the program.

**DESIGN** gets a Trail Town into top physical shape. Capitalizing on its best assets—such as historic buildings and traditional downtown layout—is just part of the story. An inviting atmosphere created through attractive window displays, professional sign-age, well-maintained sidewalks, accessible parking areas, appropriate streetlights, and inviting landscaping conveys a visual message about what a Trail Town is and what it has to offer.

**ECONOMIC RESTRUCTURING** finds a new purpose for the town's enterprises. By helping existing downtown businesses expand and by recruiting new ones to respond to today's market, Main Street programs help convert unused space into productive property and increase the competitiveness of business enterprises.

**PROMOTION** sells the image and promise of a Trail Town to all prospects. Marketing the downtown's unique characteristics to local customers, investors, new businesses, and visitors requires an effective promotion strategy. It forges a positive town image through advertising, retail promotions, special events, and marketing campaigns carried out by the local volunteers.



community design  
 assistance center

College of Architecture + Urban Studies  
 Virginia Polytechnic Institute and State University

APPENDIX: "Trail Towns"



Once you have answered these questions, you are positioned to start the process of creating a Trail Town in your community.

1. If a downtown/business district revitalization organization already exists, the **Catalyst** should call the **Downtown Contact** person to discuss the Trail Town concept and how it can be integrated into the on-going efforts. The **Trail Liaison** also should be at this meeting.

- OR -

2. If a downtown/business district revitalization organization does not exist, then the **Catalyst** should work with the local business community and the local municipal government to help organize an introductory meeting to explore the possibility of creating one. Appendix B has references to groups you can contact about getting started. The discussion at the meeting will help determine the level of local interest in moving forward with the idea of becoming a Trail Town and putting together a **Steering Committee** to begin working on the idea locally.

A sample agenda for a kick-off meeting can be found in Appendix A.4.

Although the primary job of the **Catalyst** is to start the process to gauge interest in making Trail Town changes in your community, he or she should be prepared to take a lead role in the planning and implementation process. This is particularly true if no revitalization group currently exists in the community. If one does exist, the **Catalyst** should be prepared to play an active role with the organization.

The **Catalyst** and the **Trail Liaison** should work in close concert. It is important that the community understands the plans and needs of the trail organization. This will make it easier to provide a high-quality experience for the visitor and for the community itself.

2. What kind of organization is doing downtown revitalization?

- "Main Street" organization
- Chamber of Commerce
- Merchants Association
- Other: Specify \_\_\_\_\_

3. Is the organization regional (operates within the whole municipality or a larger area) or local (operates only in your downtown)?

- Local
- Regional

4. Does the organization implement its activities using the National Main Street Center's "Four Point" or "Main Street Approach"?

- Yes
- No

5. Is the organization an IRS recognized 501(c)3 non-profit corporation?

- Yes
- No

If you answered **No** to question B.1 you may want to contact the Pennsylvania Downtown Center, [www.padowntown.org](http://www.padowntown.org), to obtain a copy of their workbook, *Getting Ready for Downtown Revitalization*. This is a handbook specifically designed for communities that do not have a central business district revitalization organization in place and would like to learn more about the process. It is also an excellent resource for communities that have had less than satisfactory results with earlier downtown revitalization efforts.

The **Catalyst** is a community member who organizes the Trail Town program. If a downtown/business district revitalization organization already exists in your town, the **Catalyst** could be someone that is currently affiliated with it.

6. Are you willing to serve as the **Catalyst** to start a Trail Town effort in your community?

- Yes
- No

7. If you are not, do you know someone that may be willing to serve as the **Catalyst**?

Potential Catalyst A: \_\_\_\_\_

Phone No.: \_\_\_\_\_

Potential Catalyst B: \_\_\_\_\_

Phone No.: \_\_\_\_\_



community design  
assistance center

College of Architecture + Urban Studies  
Virginia Polytechnic Institute and State University

APPENDIX: “Trail Towns”

**C. Create or Enhance Your Local Organization:** Everyone in your community has a stake in the downtown's future. Residents, businesses, property owners, government officials, and non-profit organizations are part of your downtown universe. Some you may know very well; others, you may not know at all. However, in order to be successful, the local, downtown revitalization program must involve as many interested groups and individuals as possible from throughout the community.

Downtown revitalization requires the cooperation and commitment of a pro-active, broad based coalition of public and private groups, including:

- Local trail organizations
- Businesses
- Civic groups
- Historical societies
- Local government
- Financial institutions
- Consumers / customers / visitors
- and many others.

For some communities, the Trail Town concept will be the primary vision upon which the desired revitalization of the business district will be built. For others, it will be an important part of a larger vision. In either case, the Trail Town goals must be integrated into the strategies and activities of the various committees.

**D. Develop the Local Volunteer Base:** Becoming a Trail Town also involves mobilizing volunteers to carry out activities. Different groups have different interests in the downtown. Try to make your volunteer base as broad as possible. Involving all concerned groups will increase the range of ideas and will help to ensure an adequate source of future volunteers.



**E. Get the Message Out Locally:** Create a marketing committee and a catchy name for your organization—something that lets people know what you do and is easily remembered. Develop a relationship with your local media, especially the newspaper's editorial board. Explain to them what you are doing and how they can help you. Keep a scrapbook of clippings of your Trail Town activities to record your progress.

Subscribe to newsletters put out by your local organizations to keep track of their interests. Submit articles to them, especially stories that can provide a good photo opportunity. Offer to speak at community events and meetings on behalf of your organization.

**F. Build Partnerships:** Bring people together at the very beginning to see what ideas your community has for this transformation. **This process of developing broad-based local interest and “buy-in” is as important as your final plan.** Have church, service, and youth groups come together so everyone knows what is happening. Decide who in your community has something to gain. They are your stakeholders and get them involved. Find out if your stakeholders will offer help on different projects and keep them well informed.

Spend time taking an inventory of existing community groups. Identify key people in these groups and figure out who gets results within the community. It is helpful to meet with those whose goals match yours and brainstorm ways to unite the community around this effort.

**G. Find the Resources to Implement Your Trail Town Ideas:** Community and economic development are high priorities for county, state, and federal governments, and there may be public funding available to assist you. The key is articulating a clear and compelling request that demonstrates value and long-term return to the community. Get in touch with your state and federal House and Senate members and ask them for guidance. Funding opportunities and programs change over time, and legislative staff can help you understand current initiatives.

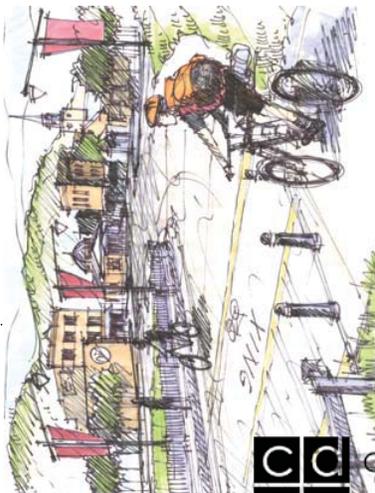


**H. Take One Step at a Time:** Your Trail Town development will progress and evolve over time. Spend some time evaluating your town's strengths and weaknesses and try to create a new vision for your town. Generating ideas is an exciting and energizing process, but not all ideas will, or should, be implemented. The activities that your town takes on should be evaluated by their outcomes, not outputs. Sustained increased business activity in your downtown is an outcome; a kick-off parade is an output. You may want to start your implementation with a small project with good potential, one that might have a good “bang for the buck.” Use your resources prudently on projects that are well thought out and their potential impact thoroughly evaluated.

## APPENDIX: “Trail Towns”

### SECTION 4. TRAIL TOWN DESIGN ISSUES

**A. Assess the Physical Character of Your Trail:** The next step in preparing a plan for your Trail Town is to assess the physical characteristics of your central business district and how they relate to your trail. This will help you understand your trail and the challenges a visitor might encounter. You can use the Physical Assessment Worksheet found in Appendix A.2 to help assess the characteristics of the relationship between your trail and your town.



Trail Towns can thrive along long-distance trails, which link communities through one or more counties or states. These trails tend to be used by those seeking at least a day-long excursion, but some may be on the trail for multiple days. Most users will require some degree of goods and services. Long-distance trails attract tourists, especially those with interesting structures, surrounded by natural beauty, or near places of historic interest. Generally, the longer the trail, the farther visitors will travel to use it; and the farther they come, the longer they stay and the more they will spend.

#### 1. Type of Trail in Your Town

The first item to evaluate in assessing the physical aspects of your Trail Town is to determine the **TYPE** of trail that is running through, or in close proximity to, your central business district. The general categories are as follows:

- Cycling
- Hiking and walking
- Observing nature
- Horseback riding
- Commuting
- Winter use (cross-country skiing, snow shoeing)
- River/Water use (canoeing, kayaking, rafting).

It is very likely that the trail in your community is not exclusively one type of trail, and it may be used by different users at different times of the year. Use the worksheet in Appendix A.1 to indicate the various types of users who are likely to be on your trail during the course of a year. It is also useful to determine the approximate number of people who will use the trail and visit your town during the course of the year. This analysis will be important information to share with business leaders so they understand the trail clientele. It will also be important in achieving the desired attendance for special community events.

#### 2. Know Your Seasons

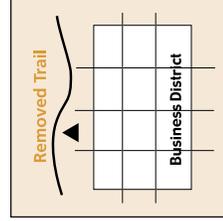
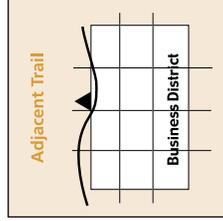
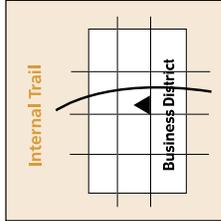
The next item you will want to determine is when visitors are coming into your town. What time of the year is your trail used?

Knowing who is using your trail and when they are using it can provide helpful information for targeting these specific audiences for marketing campaigns or in planning local festivals. For instance, some trails may be used by hikers year-round, by cyclists mostly in the late spring, summer and fall, and cross-country skiers in the winter. You may want to identify the usage cycle of your trail for each type of user by utilizing the worksheet in Appendix A.1.

#### 3. Trail Geography

An important element you will need to assess is your physical trail-to-town relationship. You will need to understand both the linear distance and elevation challenges that exist between the trail and your town’s business district. The linear distance can be described in one of the following three ways:

- Internal Trail
- Adjacent Trail
- Removed Trail



**Internal Trails** are those where the trail actually goes directly through the central business district of a community. There might be an obvious “gateway moment” on the trail when you know you have reached a town. It is important to guide visitors to the services that might not be right along the trail.

**Adjacent Trails** are those that have a trail located immediately adjacent to a downtown area, usually within 1/2 mile from the edge of the business district. The town can be seen from the trail, but perhaps not the central business district. The trail user must get off the trail to get to town. In such communities, it is important to create a gateway—an attention-getter—and supplement it with good wayfinding signage, brochures, or other means to encourage and direct the trail users to visit your downtown.

**Removed Trails** are those where the trail is located up to two miles away from the central business district. The town may not be visible from the trail, making it more challenging to entice trail users to the town. Town maps placed at the trailhead can indicate the goods and services that are offered and wayfinding signage can guide trail users into your town.

In examining each of these elements, it is important to understand the function and the inter-relationship between each. A brief discussion of these elements follows:

**The Trailhead or Access Area:** Establishing a Trailhead is normally a responsibility of the trail building organization. However, the Trailhead is also the site where the trail user may first come in contact with your Trail Town. **It is the point where the user will make his or her initial and most important decision: whether to come into your town.** As a result, it is important for your organization to work closely with the local trail group to ensure that the necessary amenities are in place to make the Trailhead a high-quality facility. Together, your organization and the local trail organization should develop clear, appropriate information for visitors and make it available at the Trailhead. You may also wish to work together to provide certain amenities such as water and toilet facilities. It is also a great place to station a volunteer greeter, who can answer questions about the trail and town.

**The Portal:** This point is the spot where the trail user begins his or her journey to visit the various places in your community. The Portal may also function as the Gateway on an *internal* trail. In the case where the Portal is *adjacent or removed* from the central business district, the Portal may be the point at which a wayfinding signage system begins that will direct the trail users to various tourist and businesses in your community. In either case, the Portal should be a welcoming point that clearly begins the process of directing the trail user through your community.

**The Pathway:** The Pathway is the corridor that links the Portal at the Trailhead to the center of your community. The Pathway may be relatively short, or in some cases extend for a few miles. The trail user follows the Pathway to get to the various visitor and businesses in your community. It is the route that will be defined by your wayfinder signage system if you have installed one. The Pathway should be assessed for its cleanliness, safety, lighting levels, physical condition, and trail user interaction with local traffic. Also, keep in mind local home and business owners who are located alongside the Pathway. Will they welcome trail users or dislike the increased bicycle traffic near their property? Efforts should be made to address their concerns. If a wayfinder system is installed, it should clearly describe where places of interest (such as bed & breakfasts, historical sites, etc.) are located if outside of the downtown area.

**The Gateway:** This is the point at which the trail user enters into your central business district. It will ideally be located at the edge of your business district that is closest to the Trailhead along a well-developed Pathway. The Gateway should welcome the trail-user, and other visitors, into your central business district. It should also be the point where directional signage to individual tourist attractions and business goods and services within the district should begin.



APPENDIX: "Trail Towns"

It is also important to understand the change in elevation between town and trail, the vertical distance. A good learning exercise for your Trail Town committee would be to start at the trail, walk or cycle to your central business district, then walk or cycle back to the trail. Topography is easily overcome in a motorized vehicle. You need to understand first-hand what your non-motorized visitors experience.

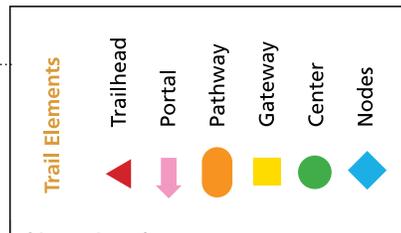
Another aspect of geography that should be analyzed is RANGE, which refers to distance from other nearby trailheads as well as distance from other sites or attractions that bring in tourists. As the range between trailheads increases, the more likely goods and services will be welcomed by trail users. It is important that merchants, law enforcement, and the local post office be familiar with the total length of the trail and the distance to the next towns and access points on the trail. This will ease concerns for trail users and will prepare the post office for trail users who wish to send or receive packages.

By looking at your town on a map, you can determine what other activities may occur near or along the trail that are in relatively close proximity to your business district. For example, if a state game land is located near your town, you may have hunters who will use your town as a starting point. Subsequently, the range of goods and services you offer in your town may be expanded to meet the unique needs of these hunters as well as year-round trail users.

4. Identifying Key Connecting Elements

Now that you have identified the physical attributes between the Trailhead and the business district, the next step is to identify and map the key connecting elements between the trail and your business district. These key elements are identified and defined below. Each of these items should be identified on a Trail Town planning map.

- a. **Trailhead:** The areas where users can access the trail. This area is accessible by road and usually provides parking and some amenities for trail users (toilets, information, and rules).
- b. **Portal:** The point at which users of the trail exit the Trailhead with the intent of visiting the nearby community.
- c. **Pathway:** The corridor that trail users follow from the portal to the central business district.
- d. **Gateway:** The point at which trail users enter the business district of a community.
- e. **Center:** The central business district of the community that may serve as a hub of goods and services for the trail user.
- f. **Nodes:** Specific points of interest along or near the Pathway or in the Center that will be visited or utilized by the users of the trail.



community design assistance center

College of Architecture + Urban Studies  
Virginia Polytechnic Institute and State University

APPENDIX: “Trail Towns”

**B. Evaluate Public Amenities:** The next step in the Trail Town assessment process is to make a more in-depth evaluation of the amenities that trail users will encounter in your community. Such amenities may include:

- Well-marked crosswalks
- Pedestrian-friendly sidewalks
- Clearly identified bike paths that are well maintained
- Directional wayfinder signage where visitors can see them
- Portal and Gateway signage or indicators
- Public restrooms
- Local maps
- Marketing materials
- Local medical services
- Camping

This list represents only a small portion of the public amenities that your community or your Trail Town organization might provide to trail users. This listing is also dependent on the nature of your trail users. A more complete listing of the types of public amenities that should be assessed in your community is in the Business Checklist section of Appendix A.3.

It should also be noted here that not only physical amenities, but local laws and regulations will also impact the development of public amenities and may affect your town’s visitor readiness. In particular, zoning laws regulating outdoor vending, sidewalk encumbrances, and off-premises signage may impact the ability of your community to develop trail-friendly amenities. When conducting your public amenity assessment, these local rules and regulations should also be evaluated. Reference materials for sample ordinances can be found in Appendix B.2.

All of the items detailed in this section would normally fall under the responsibility of the local or county government. Given budgetary limitations, not all local governments will be able to undertake all of the steps necessary to ensure that all of the public amenities are adequately dealt with. In this arena, your Trail Town organization can be an invaluable partner working with local government in completing such projects by providing financial resources and encouragement.



**The Center:** The Center is your business district. It is a collection of business and amenities that may be of interest to the trail user. The Center, like the Pathway, should be assessed for its cleanliness, safety, lighting levels and physical condition. In particular, the Center should also be assessed on the availability of amenities that will help trail users enjoy their experience. For example, are there bike racks at the restaurants for bicycle users, or hitching posts for equestrian trail users? Is there outdoor seating at restaurants? Other issues that should be addressed in the Center include the availability of items such as ATM machines, pay phones that accept credit cards and public restrooms. A checklist of Center amenities for your Trail Town is included in Appendix A.3, which provides worksheets that will help develop and organize your new Trail Town plan.

**Nodes:** These are specific points either in the Center or along the Pathway that are of particular interest to the trail visitor. They may include businesses that cater to the specific user (a bicycle repair shop), lifestyle interests of the trail user (a hobby shop or an antique shop), the duration of time the user will spend on the trail (a public shower room or local lodging), or to all trail users (medical supplies, water, a casual dining restaurant, snack food, etc.) Before it is possible to identify all of the Nodes you wish to promote in your community, it is important for you to understand the socio-economic characteristics of your trail user (see Section 5).

Once you have identified the previous connecting trail elements, use a map or sketch of your town and trail to identify the locations of these six components. This can help you to get a better idea of how they relate to each other. You can also try to plan the flow of trail-related traffic through your town on this map or sketch.

In completing this assessment of the physical characteristics of the relationship between your trail and your town, you will probably have identified several areas where your community could make improvements to become more trail-friendly. These items should be clearly defined and planned for as part of your Trail Town action strategy.

APPENDIX: “Trail Towns”

SECTION 5. ECONOMIC RESTRUCTURING FOR A TRAIL TOWN

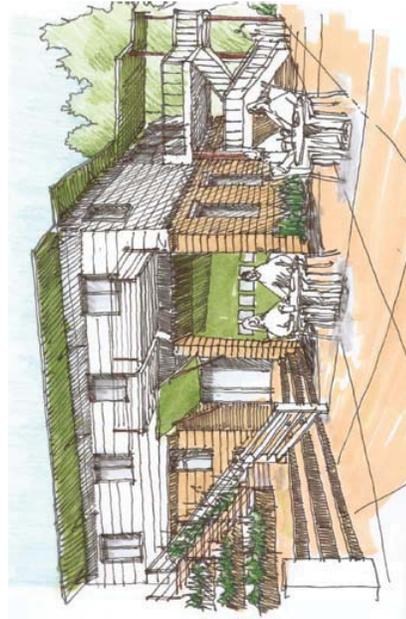
**C. Assess Business Amenities:** After looking at public amenities, the next area to be evaluated are visitor amenities that the business community provides. The local businesses that will be of interest to the trail user will largely depend on the characteristics of the individual trail and its primary visitors. In this regard, your organization can help local businesses to gain an understanding of the needs of the trail user. Goods and services will be addressed in Section 5.

From a design standpoint, you may wish to conduct an assessment of visitor-friendly amenities that are available within the community. Such an assessment may include items such as:

- Bike racks or ski racks located outside businesses
- The extent to which restrooms are available to the public, not just for “customers only”
- Overall hours of operation and weekend hours
- The availability of outdoor vending machines.

Types of businesses likely to be used by trail visitors is included in Appendix A.3.

Enhancement of existing businesses and the generation of new business opportunities should be a part of your Trail Town plan. Businesses providing such amenities or trail friendly hours of operation are voluntary and hopefully many will realize the value from a self-interest perspective. Education, encouragement, and financial incentives may be needed, especially to encourage participation by small or marginal businesses.



Economic restructuring is a “Main Street” term that refers to the functions of business expansion, business retention, and new business recruitment. It also deals with the key issue of market demographics. A “Main Street” mindset can play a critical function.

**A. Understand Your Trail User-Customer:**

In any downtown revitalization effort, understanding your customer is one of the most important and most basic activities that a business cluster can undertake. A business cluster comprises those businesses that provide goods or services to a common customer base.

It is important to consider two basic elements in order to understand your customer base. The first of these elements is the socio-economic characteristics of the individual customer base. Many trail tourists are affluent and well-educated.

The second element is the lifestyle preferences of the customer base. These items relate to the choices that the customer base makes as a group in terms of items such as:

- Average dollars spent annually on the activity
- Number of times the activity was undertaken in the past year
- Dining and shopping preferences of the group.

By understanding both the socio-economic and lifestyle preferences of the trail-customer base, the local Trail Town organization can begin to make decisions about how best to attract these customers into the community’s central business district. You may want to work with neighboring Trail Towns and commission a study to clearly define your potential markets.

In determining how the local business community might respond to the needs of the trail user group, it is important to distinguish between basic needs and longer-term needs. Basic needs are the items that most trail-users will require on an average day trip. Longer-term needs are the goods and services required by multiple day users of the trail, who, for instance, may need to wash clothes or make repairs to their bicycle. Even if they choose not to stay the night, they will still need water, a restroom, and places to eat. If your town is the starting point for a trip, a safe place to park a vehicle is needed. There are related business opportunities for those goods and services that trail users may find of interest due to their broader lifestyle preferences. All of these elements present business growth opportunities for local Trail Towns.



APPENDIX: “Trail Towns”

SECTION 6. PROMOTING YOUR TRAIL TOWN

**B. Assess Basic Trail User Needs:** There are basic items that trail users will want access to on a regular basis. The function of assessing the extent to which the local community is providing all or most of the goods and services in this category falls to the committee that would be providing the economic restructuring function in the “Main Street” revitalization effort. A trail-user specific list of basic goods and services that this committee should look for in its town is included in Appendix A.3.

**C. Assess Longer-Term Needs:** In addition to the certain needs of daily trail users, your community may have the opportunity of benefiting from visitors who are on the trail for a multi-day journey or who travel from out of the region to use the trail. These users will have more specific needs, such as overnight lodging, e-mail access, laundry needs, etc. Assessing the capacity of the community to provide these more advanced goods and services would fall upon the shoulders of the economic restructuring committee. Appendix A.3 also provides a checklist of longer-term needs for the multi-day trail user. Overnight lodging is a key component to a community’s success in taking advantage of the economic impact of the trail.

**D. Encourage Related Business Opportunities:** The final grouping of potential business opportunities relates to those non-trail interests of the basic trail customer base. For instance, a Trail Town that has a large number of users who frequent a wildlife sanctuary alongside the trail may benefit from an art gallery that specializes in wildlife artwork. It’s known, for instance, that active outdoor recreation enthusiasts are more likely than the average American consumer to visit hobby shops.

**E. Assist the Local Business Community:** You can assist the business community in a variety of ways with the economic restructuring function. An effective way to advance the economic restructuring is to develop an “economic gardening” approach to the business development issues related to the trail. Using this approach, one or more members of the committee would develop an in-depth understanding of the characteristics of the trail user customer base and the trends in the activity itself. Then, through informational bulletins and educational sessions, the Trail Town concept is nurtured and grown in the community. Businesses that cater to this customer base will also flourish. The committee may also wish to provide funding to ensure that magazines, books and publications that provide current information about the trail activity are available in the business section of the local library.

A second way to assist businesses is to develop local financial incentives and identify specific financial resources that will enable local businesses to take advantage of the potential offered by the trail. Such incentives may include façade grants that help to physically promote the image of a Trail Town or small business loans to expand a product line or service that is needed by the trail user, but is not currently available in the community.

The “Main Street Approach” suggests that there are three components to any good business district marketing strategy. The first is to generate a general image for your town. The second is to hold special events that encourage existing and potential customers to come into your business district and explore its shops, restaurants and services. The final component is a retail promotion calendar that actually entices people to come into your downtown and purchase goods and services. All three of these are necessary to create an effective promotional campaign for your Trail Town.

**A. Promote a Trail Town Image:** The first element of your Trail Town promotional effort is to convince people that you have an active and welcoming Trail Town environment in your community. This “top-of-mind” awareness, or “branding,” of your town is a critical part of your strategy. By its nature, a Trail Town concept is based on drawing in tourists that extend beyond your local market. It is doubtful that your community will realize the full potential of the Trail Town concept unless the larger regional population base is aware of it and what it has to offer. Creating the logos, graphics, print ads, electronic ads, web sites, and other general marketing materials that brand your business district as a Trail Town should be the function of your organization’s promotions committee.

**B. Hold Trail Town Events:** Once this brand identification has been established, the next step is to get people, particularly existing and potential users of the local trail, into your town to explore. An effective way to do this is by holding special events. Special events that tie to your town’s history or heritage can be beneficial and fun for residents and visitors alike. Such events might include a “kick-off” event when sufficient physical assets are in place that the Trail Town concept can be physically seen. Annual familiarization events held just before trail season that feature sessions such as trail safety classes, bicycle safety inspections, and a tour of local trail user assets might be an example of the kind of special events that will attract potential trail users into your community. Work with your local historical society to develop an annual event that celebrates the corridor’s past, be it railroad, canal, or river transportation. Folklorists, historians, or re-enactors can help bring your history alive.



APPENDIX: “Trail Towns”

SECTION 7. PULLING IT ALL TOGETHER—THE TRAIL TOWN MASTER PLAN

Once you have evaluated your town and identified some needs, the next step is to begin planning your town’s future and begin some projects. It is important to show people that your organization is ready and willing to improve your town. This commitment can be shown by attending local government meetings, placing small amenities (benches, planters, etc.) around town that carry your group’s name, and having meetings that are open to the public. Hopefully, the community will take an interest in what you are doing and will help support the master plan.

Your organization can brainstorm and draft your Trail Town Master Plan. Developing a plan for your town is essential because it becomes a blueprint for action, but it does require time, thoughtful consideration and debate, and prioritization.

A dilemma arises between spending too much time on developing a plan and impulsively running out and implementing the first idea that comes to mind. If you want to implement a project ahead of adopting a plan, you can form a short list of key goals for your Trail Town and tackle an easy project that meets one of your goals.

While goals will vary from town to town, Trail Town organizations can include within their goal list the following components of community development:

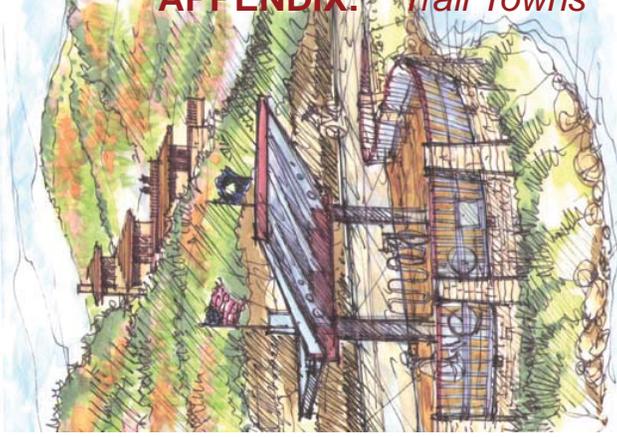
- Provide a Gateway Moment
- Create a Sense of Place
- Develop a Welcoming Atmosphere
- Establish the Right Mix of Services
- Promote Trail-Oriented Events.

**A. Provide a Gateway Moment:** The “Gateway Moment” is a physical feature that indicates to trail users that they have entered your town. As they move through the Gateway, the space signifies the entrance to your central business district. In order to provide an effective “Gateway Moment,” you must consider ways to attract people’s attention to your community and to your town. Provide your visitors with a sense of excitement, and they will want to stop and visit. To do this, consider the signage that exists between the trail and your town. Consider the aesthetic quality of your town from the angle of the trail corridor. Does the town appear inviting? Be aware that the Gateway to the town should physically greet your visitors with its landscape and immediate amenities.

**C. Conduct Trail Town Retail Promotions:** Once people are coming to your business district, you want them to purchase goods and services in the businesses in your community. Pre- and post-season sales, special weekend sidewalk sales, holiday sales, and joint advertising by the local trail-related business cluster are all examples of retail promotions that the local Trail Town organization might organize in cooperation with local merchants and/or the local chamber of commerce.

It should be noted here that promotion and marketing of the Trail Town concept can be very effective, but also expensive. It is important that your Trail Town organization forms partnerships with local businesses, local merchants associations, local chambers of commerce, local tourist promotion agencies, and perhaps most importantly, the trail development organization to effectively market the Trail Town concept.

Positive referrals, and word of mouth advertising are very important. Customers or visitors who have a pleasant and rewarding experience will return and recommend the business to their friends. Hospitality training is important and may be available through your tourist promotion agencies.



community design  
assistance center

College of Architecture + Urban Studies  
Virginia Polytechnic Institute and State University

## APPENDIX: “Trail Towns”

**B. Create a Sense of Place:** Emphasize the assets that are unique to your town and beautify your central business district. Start small, perhaps by adding planters or placing town banners on lampposts. It is very important before you begin this project to ask your townspeople what they would like to see happen to make their town more attractive or interesting. It is also important to consider maintenance. Engaging the help of gardeners in your community can give their talents a public showcase.

The design should consider your town's history and the things that make it stand out from other towns. For example, Hershey has lamppoststoppedwithaHershey Kiss design; Meyersdale's downtown has a maple theme; Latrobe flies green banners commemorating Rolling Rock beer; Youngwood's banners reflect its railroad heritage; Canonsburg has a monument to Perry Como which plays his music; and Uniontown has built a square honoring General George Marshall.

Brick sidewalks or accents add color and design to your streetscape. They can also be engraved to add history or to honor people who have contributed to your revitalization project. Planters add a natural feel to your downtown, and when placed in the roadway, such as in a middle left turn lane, can aid in traffic calming. Tree planting can create a warm and inviting atmosphere in your town and should be done with guidance from a professional landscape architect.

Cleanliness should be kept in mind. Make sure there are plenty of trash receptacles and choose a grate design that will allow trash to fall through the grate and will not trap it. When choosing planters for your sidewalks, pick ones that are taller than four feet or shorter than two feet as sidewalk planters around waist level will be used as benches, trash cans, and ash trays. Heavy concrete planters are best to prevent theft.

Next, take a look at your street-level infrastructure. Parking meters, overhead lines, and telephone poles all add clutter to your main street, preventing it from having a relaxed atmosphere. Running telephone lines underground or along alleyways will enhance the appearance of your main street. Reduce the number of parking meters on your street by placing two on one pole, or if there is a lamppost next to a space, place a meter on it. Replace any basic utilitarian lampposts on Main Street with something more decorative and historical.

Improving the look of your downtown's buildings is a long-term project, but a painted mural on a building's walls will tell your visitors your town has begun work. Façade work is a top priority in the “Main Street Program.” Handsome buildings might be altered over time, hiding the original storefront, covering the second story, and brick-ing up windows. Restoring a building's façade can be costly; fortunately, if your town chooses to join the “Main Street Program,” funding may be available to assist.

**C. Develop a Welcoming Atmosphere:** Begin by creating a community that is safe for walking and cycling. Visitors should feel safe while riding their bicycles, crossing your streets, and exploring your town. This can be accomplished by calming automobile traffic and providing amenities that trail users might appreciate and need. Some examples are:

- Paint or repaint crosswalks at all intersections in town
- Limit the use of Right-Turn-on-Red, which often presents a hazard to pedestrians
- Direct walkers and bicyclists using signage, brochures, even paint footprints or icons that lead them to special attractions
- Add traffic signs warning motorists of pedestrian traffic
- Add pedestrian signals that give people of all ages enough time to cross the street
- Create bike lanes on the street (See Appendix B.4)
- Place benches in your downtown
- Make sure your streets are well-lit at night, especially to and from popular destinations
- Build shared-use paths for bicyclists and pedestrians to avoid dangerous intersections
- Provide street parking that will narrow the street, calming traffic, and act as a barrier between street and sidewalk traffic
- Extend curbs and sidewalks at pedestrian crossings to improve their visibility and decrease crossing distances
- Build concrete medians in the road that provide pedestrians refuge when crossing.

Remember to keep in mind emergency vehicle access when redesigning your streets. A fire truck will have a very difficult time navigating a street that is too narrow, costing it valuable time. It will also make wide turns, so be certain that curbs leading to single-lane, one-way streets are wide enough for it to get through.

It is important to make cyclists as safe as possible. Contact your PennDOT bicycle/pedestrian coordinator for assistance in planning. When PennDOT begins a new project, they have a bicycle and pedestrian checklist (see Appendix B.3) that they must go through; however, bicycle and pedestrian issues are only considerations. Without enough emphasis and support on the importance of sidewalks or that paved shoulders are needed, they might not be included in the project.

Creating bike lanes, painting crosswalks, and adding pedestrian signals will help, but aggressive drivers may take exception to driving behind a bicyclist. More experienced bicyclists will be more likely to ride closer to traffic, adding to their visibility, but making it harder for people to drive around them.



APPENDIX: “Trail Towns”

ACKNOWLEDGEMENTS

<b>Trail Towns Steering Committee</b>	<b>Research, Writing and Editing Team</b>	<b>Brett Hollem</b> <i>Somerset County Trail &amp; Greenways Coordinator</i>
Linda McKenna Boxx, <i>Chair</i> <i>Allegheny Trail Alliance</i>	Michael Finley, Bill Fontana, Mary Gormick, Michele Gormick, Heather Momyer and Anne Richardson	Ellen Kight <i>PA Department of Community &amp; Economic Development</i>
Anna Breimich, <i>AICP</i> <i>Pennsylvania Environmental Council</i>	<b>Chief Illustrator</b>	Prudence Larson <i>Southwestern Pennsylvania Commission</i>
Eric Bugatile <i>PA House Transportation Committee</i>	Lohren Deeg <i>Other Illustrations provided by members of Ball State University's Community Based Projects: Sal Impellitteri, Michael Johnson, Elena Singh, Andrew Tarcin</i>	Jack Nolan <i>PA Department of Community &amp; Economic Development</i>
Randy Cooley <i>Westsylvania Heritage Corporation</i>	<b>Manual Design</b>	Jack Paulik <i>Westmoreland County Bureau of Parks and Recreation</i>
Ken Edmonds <i>East Coast Greenways</i>	Apollo Design Group George Fetkovich, <i>Art Director</i>	Larry Ridenour, <i>L.A. Rivers of Steel National Heritage Area</i>
Bill Fontana <i>Pennsylvania Downtown Center</i>	<b>Manual Printing</b>	John Schubert <i>Pennsylvania Pedalcycle and Pedestrian Advisory Committee</i>
Meredith Hill <i>PA Department of Conservation and Natural Resources</i>	Schiff Printing, <i>Pittsburgh, PA</i>	James A. Segedy, <i>Ph.D., AICP, AIA</i> <i>Ball State University</i>
Chris Johnston <i>PA Department of Transportation</i>	<b>Trail Towns Technical Advisors</b>	Mary Shaw <i>Shaw, Weil Associates</i>
David Kahley <i>The Progress Fund</i>	Bill Atkinson <i>Maryland Department of Planning</i>	Ed Talone <i>American Hiking Society</i>
Tracy Stack <i>PA Department of Conservation and Natural Resources</i>	David Bachman <i>PA Department of Transportation</i>	Ned Williams <i>Western PA Wheelmen</i>
Keith Swenson <i>Schickkill River Greenway, Assn.</i>	George Beckman, <i>L.A. Retired</i>	
	Lawrence Bilotto <i>PA Department of Transportation</i>	
	Lisa Byers <i>Delta Development Group</i>	
	Alexander J. Graziani <i>Smart Growth Partnership of Westmoreland County</i>	

A cyclist's speed on a paved road can be 10-20 miles per hour while the vehicular speed limit in downtown areas is usually 25 mph. Making drivers aware of bicyclists through traffic signs that reinforce a "Share the Road" mentality might not be enough. Your local government needs to be willing to punish drivers responsible for accidents involving bicycles at least as severely as drivers responsible for two-car accidents. A town whose drivers are aggressive towards bicyclists will quickly get a bad reputation. Also, be certain that bicyclists are held accountable to traffic laws as well.

**D. Establish the Right Mix of Services:** Once the trail tourist has entered your town, it is important to provide the right businesses and services that will accommodate the needs of your visitor. Easily accessible grocers, ice cream stands, and restaurants are important. You may want to make certain that there is a full-service bicycle shop near the trail while any business with a bicycle rack near the entrance would be appreciated. Camping areas near the trail, or a historic home that has been turned into a bed and breakfast in the central area of town, may also be options.

**E. Promote Trail-Oriented Events:** You can organize events in your town that trail users and your community will enjoy and want to be a part of. For example, you might have a weekend festival with street performers playing music, or you might organize a community bike ride along the trail. Perhaps you might work with a local micro-brewery and develop a trail themed beer for Oktoberfest. Whatever means you can find of promoting the trail will ultimately promote your community. The trail can become the vehicle and tool used to help you further develop your own town as a place where people enjoy visiting and living. Refer again to Section 6 for more ideas.

**In Conclusion:** remember that a plan for your town should not be a static document, but rather should be reviewed every year. Budgets, people, and trends are constantly changing and your town's plan may need to change to accommodate these changes. Reviewing your plan allows you to see what has been accomplished, what was done that might not have fulfilled its potential, and what has exceeded expectations. Accomplishments should be celebrated and new ideas should be integrated into the plan. This is also the time to wrap up projects that have come to their planned conclusion and to cut projects that are not working. Make sure you keep your elected officials at the local, state, and federal level apprised of your progress and your challenges.

Finally, you must consider how you will maintain the improvements you have made. Funding and community support to take on additional projects may be diminished if completed projects are not cared for adequately.

Stay focused and remember to take small steps instead of attempting to tackle everything all at once. It may not be a quick process, but it can be a steady process. Your new Trail Town will be an inspiration to new tourists and visitors. But more importantly, it will help renew your own community's sense of pride and identity.



**Appendix A.2**  
**PHYSICAL ELEMENTS OF TOWNS ALONG YOUR CORRIDOR WORKSHEET**

Trail Corridor Name \_\_\_\_\_  
 Length of the Corridor \_\_\_\_\_ miles  
 The Counties the Corridor Serves \_\_\_\_\_

	Community Name (eg: North to South)	Approximate Distance From Previous Town	Geography1	Topography2
A				
B				
C				
D				
E				
F				
G				
H				
I				
J				
K				

1. **I** is Internal; **A** is Adjacent; **R** is Removed. See The Trail Towns Guide Section 4.3 for definitions.  
 If **R** (Removed) note distance.  
 2. **L** is Level; **M** is Moderate; **S** is Steep. See The Trail Towns Guide page 16.

This worksheet should help you understand your physical challenges and those of neighboring Trail Towns. It may show how you can collaborate to solve similar problems. For instance, if your town and several others are not located close to the trail, you may want to explore sharing a shuttle service, or perhaps hiring a transportation consultant to help improve access.

**SECTION 8. APPENDICES**  
**Appendix A.1**  
**USAGE OF TRAIL BY MONTH AND USER WORKSHEET**

Different user types will use the trail at different times. This table will help you track who is on the trail, what events to have and when, and what special seasonal offerings your community may want to provide.  
 See Section 4, A.1 and A.2 for more information on trail user types and trail seasons.

	Cyclist	Hiker	Exercise Daily Walker	Equestrian	Nature Watcher	Winter Traveler	River/Water Traveler	Commuter Traffic
January								
February								
March								
April								
May								
June								
July								
August								
September								
October								
November								
December								
Estimated # of Yearly Users								

X=No users of this type on trail  
 1=Low months for users of this type on trail  
 2=Moderate/Average months for users of this type on trail  
 3=Heavy months for users of this type on trail  
 4=Peak month for users of this type on trail

## APPENDIX: "Trail Towns"

# TRAIL TOWNS

### Appendix A.3

#### TRAIL TOWN SELF-ASSESSMENT

##### Introduction

There is a new interstate in your town, and its travelers, for the most part, are on bicycles! This interstate is YOUR TRAIL and this recreation and tourism corridor can become a lightening rod for new opportunities in your town. Visitors are hungry, need supplies, may want to spend the night and want to explore interesting towns along the trail. What they need is a "Trail Town."

To create a Trail Town, you need a dedicated core group of citizens that can envision a "healthy" downtown, both physically and economically, and organize fellow residents and merchants to join in. The Trail Town program is patterned on "Main Street" principles, so communities who have participated in the program will recognize the format. Communities who wish to learn more can contact the PA Downtown Center for information and training opportunities ([www.padowntown.org](http://www.padowntown.org)).

The success of the Trail Towns also relies on communities becoming bicycle and pedestrian oriented. There is technical assistance available through your local PennDOT engineering district and your regional Metropolitan Planning Organization or Rural Planning Organization. A number of resources and websites are included throughout the manual, but, an especially helpful website is the League of American Bicyclists [www.bicyclefriendlycommunity.org](http://www.bicyclefriendlycommunity.org).

Building a Trail Town, like all things, happens step by step. The first step was building the trail to your community and now it is up to the community to entice the trail visitors off the trail and into the heart of your downtown. You need to help them have a satisfying experience, allow them numerous opportunities to spend leisure time and tourist dollars in your community, and to have them tell their friends about the great time they had on the trail and in your town.

##### Tips on How to Use the Self-Assessment

1. Convene interested residents, merchants, local elected officials, and someone from the local trail organization. Invite your Bicycle-Pedestrian Coordinator from your regional PennDOT engineering district (in Pennsylvania [ftp://ftp.dot.state.pa.us/public/pdf/PTPCD.pdf](http://ftp.dot.state.pa.us/public/pdf/PTPCD.pdf) for your Bike-Ped Coordinator contact information).
2. Set a date (and rain date) to do a walking tour of your town. Meet at the trail access area, divide into teams of two or three people (two is preferable), distribute the blue books, and determine a time and place to regroup. Encourage the use of cameras to capture the good, bad, and the ugly. Creating a slide show with these images can be a powerful tool to stimulate discussion and decision making.
3. Each team may wish to stop for a "coffee break" mid-tour to collect thoughts, record observations and begin to draw conclusions.

### Self-Assessment for

YOUR COMMUNITY NAME

NAME \_\_\_\_\_

DATE \_\_\_\_\_

BOOK NO. \_\_\_\_\_



APPENDIX: “Trail Towns”

TRAIL TOWNS SELF-ASSESSMENT CHECKLIST

	YES	~	NO
<b>Traffic &amp; Access Issues Checklist</b>			
<b>General Access Between Trail and Town</b>			
T1 What is the distance between the business district and the trail? In blocks or miles:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
T2 Is there an easy grade between trail and town? (Hint: Ride bike—do you need to use your smallest chain ring?)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
T3 Is it easy for visitors to find and access downtown from the trail?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Signs</b>			
T4 Can motorists easily find and access the trail from town?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
T5 Are sign ordinances being enforced?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
T6 Is there a Wayfinder signage system?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
T7 Is there adequate Wayfinder signage to the trail?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
T8 Is there adequate Wayfinder signage to the town?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
T9 Is there sufficient signage for getting around town?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
T10 Is there sufficient signage for finding businesses and services?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
T11 Can visitors tell they've entered town?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
T12 Can visitors tell they've left town?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Safety</b>			
T13 Are the roadways swept and kept clean and free of debris?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
T14 Are there bike lanes in town?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
T15 Are bike lanes and road shoulders free of potholes and debris?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
T16 Are the sidewalks swept and kept neat and free of debris?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
T17 Are the sidewalks in good shape?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
T18 Is there sufficient room on sidewalks to walk side-by-side?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
T19 Are steep sidewalks well maintained and even?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
T20 Do curb crossing ramps have a gentle slope?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
T21 Are all sidewalks flat (vs. sloped) before driveway aprons?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
T22 Are all sidewalks continuous (vs. stopping abruptly) in the central business district?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
T23 Are crosswalks well marked?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
T24 Do the majority of motorists respect pedestrians in crosswalks?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
T25 Are there pedestrian walk/don't walk signals?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
T26 Do signals allow enough time for a child or older adult to cross the street?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
T27 Are pedestrians highly visible to motorists at crossings? (unobstructed view for pedestrians and motorists)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
T28 Do you feel safe when walking through town?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. Allowing for two to three hours, depending on the size of your downtown area, reassemble the self-assessment team to discuss general observations. What great assets does the town have that you would want to promote or enhance? What needs does your town have? Pick one or two items and develop an action plan to address them. Make sure someone is identified to take responsibility to move the plans forward. Another person should be commissioned to hold all the self-assessment booklets, and consolidate all the answers and comments into a single report that can provide the basis for a long-term plan for the community.

If you have difficulty figuring out how to move forward, you can contact the Pennsylvania State Association of Boroughs ([www.boroughs.org](http://www.boroughs.org)) and they can help develop community leadership and local capacity. Another good resource is Penn State's Rural Development program.

5. Record your progress and keep your local newspapers informed. Invite your local elected officials and legislators to help dedicate the new amenities that your town constructs or installs.

6. Revisit the summary report from time to time and add new projects to your busy lives. The visitors, and your residents, will be most appreciative of your efforts.

A self-assessment guidebook to community development

*It's a beautiful fall weekend and Roy and Mary Tandom decide to pack up the family and the bikes and head to Pennsylvania—to spend a few days biking on Your Trail. They have the trail maps and have decided to stay with a college buddy who has opened up a high-tech company in Your County. They know their teenagers will want to stop frequently—for food—and they're glad that the map shows towns about every ten miles along the trail.*

*The weather is glorious and everyone is having a great time, until the first flat tire and the realization that the pump was left in the car! Luckily the unfortunate incident happened right as they approached YOUR TOWN. Everyone dismounts and heads toward town.*

*What did they find?*

Please complete the following Trail Towns Self-Assessment guide to give yourself a better sense of where your town may need some enhancement. The “~” can be used to indicate a mid-ground answer, like somewhat, or sometimes.



community design  
assistance center

College of Architecture + Urban Studies  
Virginia Polytechnic Institute and State University

APPENDIX: "Trail Towns"

		YES	~	NO	Does your town have the following types of food service?	YES	~	NO
<b>Parking</b>								
T29	Is there sufficient on-street parking?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	B19 Outdoor vending machines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
T30	Are off-street parking lots placed behind stores?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	B20 Grocery, or portable food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
T31	Are sidewalks free from cars exiting driveways and parking lots?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	B21 Coffee shop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
T32	Are there bike racks?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	B22 Ice cream	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
T33	Are bike racks placed in safe and secure areas?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	B23 Family-style restaurant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
T34	Are bike racks placed in easy-to-find places?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	B24 Fast food or chain restaurant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
T35	Are bike racks well-placed to prevent interference with sidewalk use?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	B25 Informal café with wait service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
T36	Are bike racks simple enough for the rookie rider to use correctly?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	B26 Bar or tavern	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
T37	Are there creative bike racks, eg. combo bike rack/bench or dual use of decorative metal fencing?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	B27 Restaurant with liquor service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
T38	Are there hitching areas for horses?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Does your town offer the following retail services?</b>			
<b>Business Checklist</b>								
<b>Operations</b>								
B1	Is the central business district easily identified?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	B28 Bike rental	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B2	Do business hours match customers' needs (i.e. open on weekends)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	B29 Bike equipment and repair	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B3	Are downtown businesses clustered in a compact area?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	B30 Convenience/quick stop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B4	Are customers greeted warmly when they walk through the door?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	B31 Drug store	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B5	Are the merchandise and store clean and well kept?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	B32 24 hour ATM	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B6	Do businesses cross-promote?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	B33 Bookstore	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B7	Are there window displays that show off the community's heritage?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	B34 Laundromat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B8	Do businesses encourage window-shopping?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Does your town offer these services and amenities?</b>			
<b>Accommodation &amp; Amenities</b>								
B9	Do businesses offer out-of-town shipping for large items?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	B35 Hotel or Inn	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B10	Are there public-accessible restrooms in the businesses?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	B36 Bed and Breakfast	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B11	Do businesses offer information on the town/region?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	B37 Motel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B12	Can employees answer questions about the town or region?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	B38 Nearby camping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B13	Do employees answer questions in a friendly manner?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	B39 Emergency medical service available	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B14	Do shops carry souvenirs, especially related to the town (eg. Meyersdale maple syrup)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	B40 Family medical services available	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Signs</b>								
B15	Are businesses' signage clearly visible and well-designed?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	B41 Shutting service to nearby town (max 25 miles)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B16	Do the signs clearly state what is being sold?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	B42 Shuttling service to distant locations (max 250 miles)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B17	Do businesses clearly indicate that they're opened?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	B43 Taxi service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B18	Are business hours posted on front door or window?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	B44 Public park or green area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	B45 Restroom at the trail access point	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	B46 Map/town information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	B47 Calendar of events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	B48 Access to public email service (i.e. at library)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	B49 Sufficient trash cans in town	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	B50 Does the town use special events to encourage people to come to town?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	B51 Do businesses use gimmicks or clever marketing tactics to invite people in? (eg. Free Ice Cream)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	B52 Does the town organize or promote town-to-town bike rides?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	B53 Is there a library, local historical society office, and/or museum in town?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**APPENDIX: “Trail Towns”**

**Appendix A.4  
SAMPLE AGENDA**

Trail Town Meeting  
\_\_\_\_\_, 20\_\_\_\_  
Your Town, PA

B54	Are these places open on weekends?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B55	Is the trail linked to downtown events and happenings?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B56	Is the town linked to trail events and happenings?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Design Checklist</b>					
<b>Visual Appearance</b>					
D1	Is there a sense of place and/or a unique identity to downtown?	<b>YES</b>	<input type="checkbox"/>	<b>NO</b>	<input type="checkbox"/>
D2	Does the town appear economically healthy?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D3	Does the town feel safe?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D4	As a whole, are you enjoying your walk of downtown?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D5	Are walls and storefronts kept free of graffiti?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Buildings &amp; Parking</b>					
D6	Are all buildings occupied?	<b>YES</b>	<input type="checkbox"/>	<b>NO</b>	<input type="checkbox"/>
D7	Is there evidence of building code enforcement?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D8	Is there a solid strip of businesses? (eg: not broken up by parking lots.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D9	Are historic buildings restored and recognized?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D10	Are the structures in town in a good condition overall?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Store Fronts</b>					
D11	Are store windows clean?	<b>YES</b>	<input type="checkbox"/>	<b>NO</b>	<input type="checkbox"/>
D12	Are store windows lit at night?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D13	Are store fronts maintained? (eg: no broken glass, crumbling brick, peeling paint, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D14	Do stores have attractive window displays?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D15	Do stores have flowers?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Streetscape &amp; Amenities (street furniture)</b>					
D16	Are there enough benches?	<b>YES</b>	<input type="checkbox"/>	<b>NO</b>	<input type="checkbox"/>
D17	Are the benches well-placed? (Are they in the shade, near high pedestrian traffic areas, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D18	Are parks/green spaces well placed and used appropriately?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D19	Do all parks have adequate bike racks and benches?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D20	Are street trees used effectively?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D21	Do restaurants offer outdoor seating?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D22	Are there audible amenities — chimes, church bells, music, etc.?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D23	Are there banners & hanging baskets?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D24	Are there drinking fountains or sources for potable water?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D25	Does the town use human-scale night lighting?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D26	Are sidewalks wide enough to accommodate pedestrians?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

APPENDIX: "Trail Towns"

Appendices B.3 (Resources)

Bicycle and Pedestrian Checklist

Planning and Programming Checklist

Project \_\_\_\_\_ Segment \_\_\_\_\_ Offset \_\_\_\_\_  
 SR \_\_\_\_\_ Team Members \_\_\_\_\_ Date \_\_\_\_\_

Item	Considerations	Check	Comments
1. Consistency with Bicycle/Pedestrian Planning Documents	Is the transportation facility included in or related to bicycle and pedestrian facilities identified in a master plan? • MPO/LDD bicycled plan. • Local planning documents. • Bicycle/PA Routes. • Statewide Bicycle and Pedestrian Master Plan. Will the transportation facility provide continuity and linkages with existing or proposed bicycle/pedestrian facilities? Is the transportation facility included in or related to a regional/local recreational plan?		
2. Existing and Future Usage	Do bicycle/pedestrian groups regularly use the transportation facility? • Bike clubs. • Bicycle commuters. • Hiking, walking, or running clubs. • Skateboarding or rollerblading groups. • Bicycle touring groups. • General tourists/sightseeing. Does the existing transportation facility provide the only convenient transportation connection/linkage between land uses in the local area or region? Could the transportation facility have favorable or unfavorable impacts upon the bike tourism/economy of an area/region? Consider: • Local businesses • Chamber of Commerce • Tourism Promotion Agencies. Are there physical or perceived impediments to bicycle or pedestrian use of the transportation facility? Is there a higher than normal incidence of bicycle/pedestrian crashes in the area? Is the transportation facility in a high-density land use area that has pedestrian/bike/motor vehicle traffic?		
3. Safety			

Appendix B

RESOURCES

B.1. Pennsylvania Agencies and Organizations

- Banners:**  
[www.flagandbanner.com/flag/flag.asp](http://www.flagandbanner.com/flag/flag.asp)  
[www.flagline.com/id02A3046](http://www.flagline.com/id02A3046)  
[www.gettyysburgflag.com/attention.htm](http://www.gettyysburgflag.com/attention.htm)  
[www.aaafag.com](http://www.aaafag.com)
- Bicyclist and Pedestrian Safety:**  
[www.dot.state.pa.us/bike/web/index.htm](http://www.dot.state.pa.us/bike/web/index.htm)  
[www.dot.state.pa.us/bike/web/index.htm](http://www.dot.state.pa.us/bike/web/index.htm)
- U.S. Department of Transportation Bicycle and Pedestrian Program  
[www.fhwa.dot.gov/environment/bikeped/index.htm](http://www.fhwa.dot.gov/environment/bikeped/index.htm)
- Federal Highway Administration Bicycle and Pedestrian Safety Research  
[www.fhrc.gov/safety/pedbike/pedbike.htm](http://www.fhrc.gov/safety/pedbike/pedbike.htm)
- Traffic Calming Handbook:  
<http://www.dot.state.pa.us/interet/pd/hwy/nr/HS/ns/frm/TrafficCalming/OpenFrame.html>
- Bicyclist and Pedestrian Communities:**  
 Pennsylvania Municipalities  
<http://sites.state.pa.us/gov/local.html?papowerPNavCtrl=30207#3021>
- League of American Bicyclists  
[www.bikeleague.org](http://www.bikeleague.org)
- America Bikes  
[www.americabikes.org](http://www.americabikes.org)
- America Walks  
[www.americawalks.org](http://www.americawalks.org)
- Walkable Communities, Inc.  
[www.walkable.org](http://www.walkable.org)
- National Center for Injury Prevention and Control  
[www.cdc.gov/nipc/bike](http://www.cdc.gov/nipc/bike)
- National Center for Bicycling and Walking  
[www.bikewalk.org](http://www.bikewalk.org)
- Bikes Belong  
[www.bikesbelong.org](http://www.bikesbelong.org)
- City and State Plans and Resources:**  
 City of Madison, Wisconsin Bicycle Information  
[www.ci.madison.wi.us/transp/bicycle.html](http://www.ci.madison.wi.us/transp/bicycle.html)
- Oregon Bicycle and Pedestrian Plan  
[www.odot.state.or.us/techserv/bikewalk/obpplan.htm](http://www.odot.state.or.us/techserv/bikewalk/obpplan.htm)
- U.S. Department of Housing and Urban Development  
[www.hud.gov/offices/cpd/about/complan/local](http://www.hud.gov/offices/cpd/about/complan/local)
- Pittsburgh City Planning Bicycling Plan  
[www.city.pittsburgh.pa.us/cp/him/bicycling\\_plan.html](http://www.city.pittsburgh.pa.us/cp/him/bicycling_plan.html)
- Pennsylvania Department of Transportation  
[www.dot.state.pa.us](http://www.dot.state.pa.us)
- Pennsylvania Municipal Authorities  
[www.municipalauthorities.org](http://www.municipalauthorities.org)

B.2. Planning and Implementation Resources

- PA Department of Environmental Protection  
[www.dep.state.pa.us](http://www.dep.state.pa.us)
- Pennsylvania State Representatives  
[www.house.state.pa.us](http://www.house.state.pa.us)
- Pennsylvania State Senators  
[www.senate.state.pa.us](http://www.senate.state.pa.us)
- Pennsylvania Greenways  
[www.pagreenways.org](http://www.pagreenways.org)
- Streetscape Links:**
- Planning Resources:**  
 National Main Street Center - [www.mainstreet.org](http://www.mainstreet.org)  
 Pennsylvania Downtown Center - [www.padowntown.org](http://www.padowntown.org)  
 Pennsylvania Greenways - [www.pagreenways.org](http://www.pagreenways.org)  
 Smart Growth Network - [www.smartgrowth.org](http://www.smartgrowth.org)  
 Project for Public Spaces - [www.pps.org](http://www.pps.org)  
 Carfree Cities - [www.carfree.com](http://www.carfree.com)  
 American Planning Association - [www.planning.org](http://www.planning.org)  
 About Planning - [www.aboutplanning.org](http://www.aboutplanning.org)  
 Great Streets - [www.greatstreets.org](http://www.greatstreets.org)  
 American Society of Landscape Architects - [www.asla.org](http://www.asla.org)
- Public Amenities (bike racks, benches, etc.):**  
[www.dero.com](http://www.dero.com)  
[www.theparkcatalog.com](http://www.theparkcatalog.com)  
[www.lacorss.com](http://www.lacorss.com)  
[www.upbeatinc.com](http://www.upbeatinc.com)  
[www.keystoneredesigns.com](http://www.keystoneredesigns.com)  
[www.wabashvalley.com](http://www.wabashvalley.com)  
[www.unitedrecept.com](http://www.unitedrecept.com)  
[www.ironsmith.cc](http://www.ironsmith.cc)
- Lighting:**  
[www.whaley.com](http://www.whaley.com)  
[www.fancystreetlight.com](http://www.fancystreetlight.com)
- Community Bridges:**  
<http://bridge.skyline.ne/history>

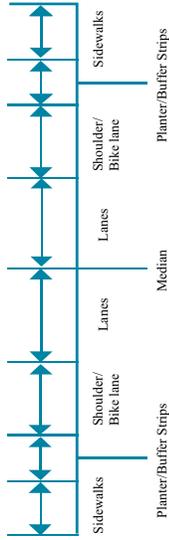
APPENDIX: "Trail Towns"

Bicycle and Pedestrian Checklist

Scoping Checklist

Project: \_\_\_\_\_ Segment: \_\_\_\_\_ Offset: \_\_\_\_\_  
 SR: \_\_\_\_\_ Date: \_\_\_\_\_  
 Team Members: \_\_\_\_\_

Right-of-Way Needs Diagram



Element	Number Required	Width Required	Total Width
Sidewalks			
Buffer Strips			
Shoulders			
Lanes			
Median			
<b>Total Right-of-Way Required</b>			

Pedestrian Facilities

Item	Considerations	Check	Comments
1. Sidewalks	Appropriate width: <ul style="list-style-type: none"> <li>1.5 m – 2.1 m (5'-7") for residential, commercial, and industrial.</li> <li>2.5 m (8') minimum for high use areas/CBD.</li> <li>2.1 m (7') width for bridges.</li> <li>0.6 m (2') shy distance for vertical barriers.</li> <li>1.2 m – 2.1 m barrier separating traffic from pedestrians on bridges.</li> </ul>		

Bicycle and Pedestrian Checklist

3. Safety (continued)	Is there a high amount of crossing activity at intersections? <ul style="list-style-type: none"> <li>Midblock</li> <li>Night crossing activity</li> <li>Adequate lighting.</li> </ul> Would the transportation facility (and all users) benefit from widened or improved shoulders or improved markings (shoulders, crosswalks)?		
4. Community and Land Use	Is the transportation facility in a city, town, or village? Is the transportation facility within near a community or neighborhood? Is the transportation facility the "main street" in a community or town? Could bicycle or pedestrian usage impact economic development? Are sidewalks needed in the area? <ul style="list-style-type: none"> <li>Presence of worn paths along the facility.</li> <li>Adjacent land uses generate pedestrian traffic.</li> <li>Possible linkages/continuity with other pedestrian facilities.</li> </ul> Is the transportation facility a link between complimentary land uses? <ul style="list-style-type: none"> <li>Residential and commercial.</li> <li>Residential and business.</li> </ul> Is the transportation facility in close proximity to hospitals, elderly care facilities, or the residences or businesses of persons with disabilities? Is the transportation facility within or near educational buildings? Is the transportation facility in close proximity to transit stops or multi-modal centers (including airports, rail stations, intercity bus terminals, and water ports)?		
5. Transit	Is the transportation facility on a transit route? Is the transportation facility near park-and-ride lots? Are there existing or proposed bicycle racks, shelters or parking available? Are there bike racks on buses?		
6. Traffic Calming	Is the community considering traffic calming as a possible solution to speeding and cut-through traffic?		



community design assistance center

College of Architecture + Urban Studies  
 Virginia Polytechnic Institute and State University

**APPENDIX: “Trail Towns”**

**Bicycle and Pedestrian Checklist**

Item	Considerations	Check	Comments
1. Bikeways/Paved Shoulders	<p>Appropriate width of bike lane:</p> <ul style="list-style-type: none"> <li>• 1.5m (5') adjacent to curb</li> <li>• 1.8m (6') standard</li> </ul> <p>Connectivity with other facilities.</p> <ul style="list-style-type: none"> <li>• Bike lanes</li> <li>• Shared use trails</li> <li>• Trail heads/parking areas</li> </ul> <p>Maximize width of shoulders and provide appropriate markings as per <i>AASHTO Green Book</i>.</p> <p>3 m (10') vertical clearance from fixed obstructions (excluding road signs).</p> <p>Angle and smoothness of railroad crossings. Avoid angles of incidence of &lt;70 degrees or re-design.</p> <p>Bridge accesses provided/punch points avoided.</p> <p>Parking parallel or angled.</p>		
2. Signalized Intersections	<p>Inventory existing bicycle facilities.</p> <p>Intersection bike/ped crash history reviewed.</p> <p>Crossing distance is minimized.</p> <p>Considerations for bikes making turns.</p> <p>Bike detection.</p> <p>Elevated push buttons.</p> <p>Is the community considering traffic calming as a means to curb speeding and cut-through traffic?</p>		
3. Traffic Calming	<p>Is the community considering traffic calming as a means to curb speeding and cut-through traffic?</p>		

**Bicycle and Pedestrian Checklist**

Item	Considerations	Check	Comments
Sidewalks (cont'd)	<p>Applicability of planter or buffer strips.</p> <p>Connectivity with other pedestrian facilities.</p> <p>Proximity to transit bike/ped generators:</p> <ul style="list-style-type: none"> <li>• Transit stops.</li> <li>• Schools.</li> <li>• Park &amp; rides.</li> <li>• Nursing homes.</li> <li>• Offices.</li> <li>• Business environments.</li> <li>• Athletic fields.</li> <li>• Recreation facilities.</li> </ul> <p>Observe pedestrian patterns for special needs such as:</p> <ul style="list-style-type: none"> <li>• Midblock crossings.</li> <li>• Islands and refuges.</li> <li>• Night crossing activity.</li> </ul> <p>ADA needs and concerns.</p> <p>Crosswalks provided and marked.</p> <p>Intersection bike/ped crash history reviewed.</p> <p>Is there a dedicated pedestrian phase, if so how long?</p> <p>Crossing distance is minimized.</p> <p>Ped heads and ped pushbuttons provided.</p> <p>ADA needs and concerns.</p>		
2. Signalized Intersections	<p>Inventory existing bicycle facilities.</p> <p>Intersection bike/ped crash history reviewed.</p> <p>Crossing distance is minimized.</p> <p>Considerations for bikes making turns.</p> <p>Bike detection.</p> <p>Elevated push buttons.</p> <p>Is the community considering traffic calming as a means to curb speeding and cut-through traffic?</p>		
3. Traffic Calming	<p>Is the community considering traffic calming as a means to curb speeding and cut-through traffic?</p>		

APPENDIX: "Trail Towns"

Bicycle and Pedestrian Checklist

Final Design Checklist

Project: \_\_\_\_\_ Segment: \_\_\_\_\_ Offset: \_\_\_\_\_  
 SR: \_\_\_\_\_ Team Members: \_\_\_\_\_ Date: \_\_\_\_\_

Pedestrian Facilities

Item	Considerations	Check	Comments
1. Sidewalks and Signalized Intersections	<ul style="list-style-type: none"> <li>Crosswalks are at least 3 m (10') wide.</li> <li>Crosswalks are prominently marked using at least 6" line.</li> <li>Pedestrian signals are provided.</li> <li>Pushbuttons are provided and accessible.</li> <li>Minimize crossing distance.</li> <li>Maximize pedestrian visibility at crossings.</li> <li>Coordination of turn phases with walk-don't-walk signs.</li> <li>Proper lighting type and placement.</li> </ul>		
2. ADA Requirements	<ul style="list-style-type: none"> <li>Pushbuttons height 1.0m - 1.1m (3.5' - 4.0').</li> <li>Large pushbuttons used.</li> <li>1.5m (5') recommended passage (sidewalks).</li> <li>5% maximum grade recommended (sidewalks).</li> <li>2% cross-slope maximum.</li> <li>Textured curb cuts.</li> <li>2 curb cuts per corner at intersections.</li> <li>Curb cuts flush with street surface 0.6cm (1/4" tolerance).</li> <li>Running slope of new curb cuts 1 in 12 max.</li> <li>Lower signal cycles.</li> <li>Audible crossing signals.</li> <li>Level landings on perpendicular curb ramps.</li> <li>Proper head/shoulder clearance for visually impaired.</li> <li>Coordinate utilities with ADA requirements.</li> <li>Proper lighting.</li> <li>Analyze landscaping growth potential for future obstructions.</li> <li>Any conflicts with minimal distance that should be included in the project.</li> <li>Coordinate and minimize signage conflicts.</li> </ul>		
3. Traffic Calming	<ul style="list-style-type: none"> <li>Consider traffic calming as a means to improve pedestrian and general traffic safety.</li> </ul>		

Bicycle Facilities

Item	Considerations	Check	Comments
1. Bikelanes/Bikeways	<ul style="list-style-type: none"> <li>Bicycle safe grates, RC-34, Sheet 3 of 9.</li> <li>Manhole covers flush with roadway surface.</li> <li>Inlets flush with roadway surface.</li> <li>Rumble strips type and placement.</li> <li>Driveway aprons.</li> <li>Conflicts eliminated with:                             <ul style="list-style-type: none"> <li>• Turns at intersections.</li> <li>• Through movements.</li> <li>• Bicycle and pedestrian conflicts.</li> <li>• Parked cars, angled vs. parallel.</li> <li>• Driveway aprons.</li> </ul> </li> </ul>		
2. Signage	<ul style="list-style-type: none"> <li>3m (10') vertical clearance from signs and structures.</li> <li>"Share the Road Signs."</li> <li>"Wrong Way Signs."</li> <li>Lane signaling.</li> <li>Bike lane designation signs.</li> <li>No parking signs.</li> <li>Bike lane striped.</li> <li>Transition from bike lane to bikeway, bridges, and intersections.</li> <li>Consistent width on roadways, bridges, and intersections.</li> <li>Overlap bike lane/shoulder stripe over pavement joints.</li> <li>Meet or exceed AASHTO criteria.</li> <li>Consider traffic calming as a means to improve pedestrian and general traffic safety.</li> </ul>		
3. Traffic Calming	<ul style="list-style-type: none"> <li>Consider traffic calming as a means to improve pedestrian and general traffic safety.</li> </ul>		

# THE DOOR PRIZE TO AVOID

*Door-Zone bike lanes should do us all a favor and go away.*

*By John Schubert*

**I**magine a traffic control device you must disobey to save yourself from serious personal injury or death. Imagine that many “bicycle advocates” avidly promote this traffic control device. You don’t have to imagine it. I’m talking about the door-zone bike lane. If you don’t want a dooring accident (the act of being struck by a suddenly-opened car door while on a bicycle), don’t ride next to parked cars in a door zone.

You have the rights of a vehicle operator, and one of those rights is to claim safe space on the roadway. The door zone isn’t safe.

Dooring accidents occur frequently. Some are quite severe, and more than a few are fatal. In my opinion, a door-zone bike lane is the result of a misguided belief that bicyclists need special space, marked just for them, to feel validated, or to be encouraged to ride.

According to policy makers, it is cost prohibitive to widen narrow city streets, so the only place to add bike lanes is the door zone, next to parked cars. The reason it’s available is because it’s too dangerous for motorist traffic. But it is available, so we can put paint on it, and by gum,



Increasingly common, police visit the scene of a dooring accident.

we can call it a bike lane! The door-zone bike lane stands apart from other bicycle facility design controversies because it takes an ordinary street, that was probably safe to begin with, and turns it into a trap for uneducated riders who don’t know any better.

What do door-zone bike lane advocates tell cyclists? Here’s what I’ve read and heard:

Ride slowly and be ready to jam on your brakes. Stay on the outside half of the bike lane. Be ready to swerve. Watch the insides of parked vehicles for signs of activity inside. Rely on the fact that it’s illegal for a person to open a car door without first checking behind.

Each of these bits of advice is utterly useless. Most people don’t ride slowly enough to stop the Cambridge Bicycle Coalition, calculates the maximum safe speed for bicyclists at six or seven miles an hour. The minimum non-wobbling speed for many riders is also around seven miles per hour. So the fastest speed you can ride safely is the slowest speed you can ride at all.

Be ready to swerve? No, I’m not making this up. Chicago’s department of transportation says so at [www.chicagocarto.com/bikemap/doorzone.html](http://www.chicagocarto.com/bikemap/doorzone.html). It says, “Keep track of traffic behind you so you’ll know whether you have enough room if you must swerve suddenly out of the ‘Door Zone.’ This is an unsafe and nerve-wracking way to ride.

You can’t see through headrests or tinted glass. Trying to do so is a dangerous distraction from the other things you should observe while riding.

Motorists make mistakes. We avoid accidents by evading each other’s mistakes. But a door-zone bike-lane accident is what engineers call a single point failure mode. If the motorist opens the door at the wrong time, the rider has no way to avoid the accident.

Moreover, a parked motorist can’t always see the approaching cyclist. Dan Gutierrez, director of the California Association of Bicyclist Organizations, once nearly doored a rider because the rider had popped from the sidewalk onto the road during the time between Dan’s rearward visual check and the moment he opened the door.

I first encountered the arguments against door-zone bike lanes about thirty years ago. In 1978, I helped write a manual on bicycle facility design for the United States Department of Energy. I did what I could to make the gist of this article federal policy. Obviously, I didn’t do enough.

A survey on the website of New York City’s Transportation Alternatives ([www.transalt.org](http://www.transalt.org)) shows that roughly two thirds of the respondents have either had a dooring accident or have nearly had one.

In the bicycle safety class Gutierrez teaches, he has found that many riders underestimate the width of the door zone. He instructs his students to ride an estimated five feet from parked cars. Then they get out the measuring tape and learn what five feet really looks like.

Policy makers don’t seem to be interested in changing the situation regarding door-zone bike lanes.

The city of Chicago has installed many miles of them. They published a bike lane design guide

book which purports that non-door-zone bike lanes can be squeezed into a narrow city street. It achieves this magic through deceit: the scale drawings in the book are falsified. The cars in the drawing are well under five feet wide whereas much of the personal car fleet in the United States is over six feet wide. In other words, they are door-zone bike lanes.

Cambridge, Massachusetts, a city with door-zone bike lanes, had a high-profile fatality on July 2, 2002. Dana Laird, a thirty-six-year-old PhD candidate with a promising career in international relations, was killed when a SUV door opened in her path. After Laird’s death, the pro bike-lane essay on the city’s website was revised to omit the part that said the bike lanes “indicate the correct position” on the roadway.

Also in 2002, our nation’s Transportation Research Board haughtily rejected a very thoughtful paper on door-zone bike lanes by former Boston City Bicycle Coordinator Paul Schimek. The reviewers who rejected the paper were unabashedly ideological in their rejections. One reviewer wrote, “There has been no research to show that without bike lanes cyclists would ride further out from the door zone...”

This is a bogus argument. If a traffic control device promotes a dangerous behavior, it is no defense to state that the dangerous behavior can exist without the presence of the traffic control device.

Before a door-zone bike lane is painted, you have the right to the whole dang road. Why give that up to ride in the most dangerous part?

Used with permission from Adventure Cyclist

JULY 2004  
ADVENTURECYCLING.ORG

## APPENDIX: “Trail Towns”

## APPENDIX: “Kentucky Trail Towns”

### TABLE OF CONTENTS

Welcome	3
Section 1. What is a Trail Town?	4
Section 2. Trail Town and Main Street	5
Section 3. Getting Organized to Create Your Trail Town Key Components	7
A. Define the Trail Corridor	7
B. Assess Local Capacity	7
C. Create or Enhance Your Local Organization	9
D. Develop the Local Volunteer Base	10
E. Get the Message Out Locally	10
F. Build Partnerships	10
G. Find the Resources to Implement Your Trail Town Concept	11
H. Take One Step at a Time	11
Section 4. Trail Town Design Issues	12
A. Assess the Physical Character of Your Trail	12
B. Evaluate Public Amenities	16
C. Assess Business Amenities	17
Section 5. Economic Restructuring for a Trail Town	18
A. Understand Your Trail User-Customer	18
B. Assess Basic Trail User Needs	19
C. Assess Longer-Term Needs	19
D. Encourage Related Business Opportunities	19
E. Assist the Local Business Community	19



# KENTUCKY TRAIL TOWNS

A How-to-Guide for Communities



Capturing Trail-Based Tourism



community design  
assistance center

College of Architecture + Urban Studies  
Virginia Polytechnic Institute and State University

## APPENDIX: “Kentucky Trail Towns”



<b>Section 6. Promoting Your Trail Town</b>	20
A. Promote a Trail Town Image	20
B. Hold Trail Town Events	20
C. Conduct Trail Town Retail Promotion	20
<b>Section 7. Pulling it All Together — The Trail Town Plan of Action</b>	22
A. Provide a Gateway Moment	22
B. Create a Sense of Place	23
C. Develop a Welcoming Atmosphere	24
D. Establish the Right Mix of Services	25
E. Promote Trail-Oriented Events	25
<b>Resources</b>	27

Note: This guide utilizes information from the Trail Town Manual © – a publication of the Allegheny Trail Alliance – geo-tourism (a project of National Geographic) and other trail town/Sense of Place project materials across the country, and is adapted for use in Kentucky.



community design  
assistance center

College of Architecture + Urban Studies  
Virginia Polytechnic Institute and State University

## APPENDIX: “Kentucky Trail Towns”

### SECTION 2: TRAIL TOWN AND MAIN STREET

How do you begin to build a trail town? It is important to understand that the initiative to do so comes from within the community. Becoming a Trail Town is as much about a unified mentality and spirit as it is physical improvements. Consider these points as you start creating a Trail Town atmosphere in your community:

- Your town can grow and thrive because of nearby recreational trails.
- Trail Towns are gateways into national, state or other large trail systems.
- The more Trail Towns there are along a trail corridor that offer hospitality and services, the more attractive the region will be for tourism; your neighboring town's success is just as important as your own.
- Leadership and initiative from within the community will be necessary to turn your town into a Trail Town.
- A safe and well-maintained trail is the centerpiece, so it's important to cooperate with and support the local trail building and maintenance groups.
- A core bicycle, horseback riding, pedestrian and/or motorized vehicle (ATV) friendly philosophy should be adopted by your town.
- Trail users should be accommodated both physically and socially within the town to feel completely welcomed.
- A plan of action should be developed and revised as time goes on and information is gained through trial-and-error on what works best for your community.
- Goods and services for trail users will be appealing to other types of tourists and residents.
- Local law enforcement agents can be important ambassadors in your town and along the trail.

The first step is to have the members of the local community organize themselves to take advantage of the tremendous community and economic benefits of being a Trail Town. A great way to achieve this is to start with one of the most well-known and successful revitalization programs: The National Main Street Centers’ “Four Point” or “Main Street” approach. These approaches offer a complete outline for downtown revitalization that has been successful in more than 1,700 towns and cities throughout the United States. The following four points are the cornerstones of the Main Street approach:

**ORGANIZING** gets everyone working toward the same goal. Building consensus and cooperation among the groups that have an important stake in the downtown area can be hard work, but eased by using the basic formula of a hands-on, volunteer-driven program. An organizational structure consisting of a board and committees can also be key to getting everyone on board with the revitalization.



### SECTION 1: WHAT IS A TRAIL TOWN?

A Trail Town is a destination along a long-distance trail or adjacent to an extensive trail system. Whether the trail is a hiking trail, water trail or rail trail, users can venture from the path to explore the unique scenery, commerce and heritage that each trail town has to offer. It is a safe place where both residents of the town and trail users can walk or drive to find the goods and services they need.

A Trail Town is a vibrant hub where people come together. It may have a bike shop, ice cream parlor, casual restaurants, a grocery store and quaint local shops. It should also have wide sidewalks, clean streets, bike racks, hitching posts, watering facilities and restrooms, benches and places to rest for the night. It should generously meet the needs of both trail users and town residents. A Trail Town is a friendly place that encourages trail users to visit and welcomes them with warm hospitality.

Trail Towns are not stand-alone communities. They are linked through the series of trails. Trail users may be passing through a town on a day trip or a long-distance trek or may drive to a community or park to access a river or trail.

Trail users want to explore interesting places in their travels and will need services that your town can provide. Basic elements of a Trail Town strategy include:

- Enticing trail users to take detours off the trail and into your town via a connector trail.
- Welcoming trail users to your town by providing information about the community readily available on the trail.
- Making a substantial path between your town and the main trail.
- Educating local businesses on the economic benefits of meeting trail tourists' needs.
- Recruiting new businesses or expanding existing ones to fill gaps in the goods or services that trail users need.
- Promoting the trail-friendly character of the town.
- Working with neighboring communities to promote the entire trail corridor as a tourist destination.

Any trail, long or short, is a valuable asset to a community. A trail can provide recreation for people of all ages and fitness levels and offers the chance to study nature or local history. This guide is tailored to towns that serve as gateways to large trail systems that attract travelers from outside the local community. Studies have shown that the longer/larger the trail system, the further people will travel to visit it and the more likely they are to stay longer and spend more money. A day-tripper will spend four times as much as a local user, and an overnight visitor will spend twice as much as a day-tripper.



community design  
assistance center

## APPENDIX: “Kentucky Trail Towns”

### SECTION 3: GETTING ORGANIZED TO CREATE YOUR TRAIL TOWN KEY COMPONENTS

Some fundamental information should be gathered as you start organizing your Trail Town effort. To be successful, it's important to have the right team assembled from your community to plan and implement this initiative. The office for Adventure Tourism will provide two services: (1) Assistance with recommendations on Trail Town Task force membership. (2) A kick-off presentation to task force members on the process and meaning of becoming a Kentucky Trail Town.

Now, take a few moments to write your answers in the spaces provided.

#### A. Define the Trail Corridor

1. Is there a large trail system in close proximity to your town? YES NO If yes, how close? \_\_\_\_\_
2. What kind of trail is it? \_\_\_\_\_
3. What is the trail's name? \_\_\_\_\_
4. How long is it? \_\_\_\_\_
5. Who manages the trail? \_\_\_\_\_
6. Who is the key contact or liaison for the trail? \_\_\_\_\_

Trail liaison \_\_\_\_\_  
 Trail liaison phone number \_\_\_\_\_  
 Trail liaison e-mail \_\_\_\_\_

#### B. Assess Local Capacity

A vibrant Trail Town program could be part of your business district revitalization plan. You need to understand your local community's ability to plan and implement new programs or ideas.

1. Does a downtown or business district revitalization organization currently exist in your town? (If you are uncertain about this question, contact your local municipal office. They will be able to provide you with this information.)  
 YES NO

If YES, list the name of the organization, the downtown contact person and his or her phone number.

Organization: \_\_\_\_\_  
 Downtown contact: \_\_\_\_\_  
 Downtown contact phone: \_\_\_\_\_  
 Downtown contact e-mail: \_\_\_\_\_

*“Opportunity is missed by most people because it is dressed in overalls and looks like work.”  
 -Thomas Edison*

**DESIGN** gets a Trail Town into top physical shape. Capitalizing on its best assets, such as historic buildings and traditional downtown layout is only a part of the story. An inviting atmosphere created through attractive window displays, professional signage, well-maintained sidewalks, accessible parking areas, appropriate street-lighting, well-placed bike racks, hitching posts, benches and inviting landscaping can convey a visual message about what a Trail Town is all about and what it has to offer.

**ECONOMIC RESTRUCTURING** finds a new purpose for the town's enterprises. By helping existing downtown businesses expand and by recruiting new ones to respond to today's market, Main Street programs help convert unused space into productive property and increase the competitiveness of business enterprises.

**PROMOTION** sells the image and promise of a Trail Town to all prospects. Marketing the downtown's unique characteristics to local customers, investors, new businesses and visitors requires an effective promotion strategy. It forges a positive town image through advertising, retail promotions, special events and marketing campaigns carried out by local volunteers.



6.

7.

## APPENDIX: “Kentucky Trail Towns”

If a downtown/business district revitalization organization already exists, the catalyst should call the downtown contact person to set up a meeting to discuss the Trail Town concept and how it can be integrated into the ongoing efforts. Trail users should also be at this meeting.

Should a downtown/business district revitalization organization not exist, the catalyst should work with the local business community and the local municipal government. The discussion at the meeting will help determine the level of local interest in moving forward with the idea of becoming a Trail Town and putting together a steering committee to begin working on the idea locally.

A sample agenda for a kickoff meeting can be found in this folder. Although the primary job of the catalyst is to start the process to gauge interest in making Trail Town changes in your community, he or she should be prepared to take a lead role in the planning and implementation process. This is particularly true if no revitalization group currently exists in the community. If one does exist, the catalyst should be prepared to play an active role with the organization.

The catalyst and the trail users should work in close concert. It is important that the community understands the plans and needs of the trail organization. This will make it easier to provide a high-quality experience for visitors and the community itself.

**C. Create or Enhance Your Local Organization:**  
Everyone in your community has a stake in the town's future. Residents, businesses, property owners, government officials and nonprofit organizations are part of your town's universe. Some you may know very well; you may not know others at all. However, in order to be successful, the local downtown revitalization program must involve as many interested groups and individuals as possible from throughout the community. Trail Town development requires the cooperation and commitment of a proactive, broad-based coalition of public and private groups, including:

- Local Government Officials and Representatives
- Local Trail Organizations
- Businesses
- Civic Groups



9.

2. What kind of organization is revitalizing the downtown area?  
 “Main Street” Organization  
 Chamber of Commerce  
 Merchants Association  
 Other: Specify \_\_\_\_\_

3. Is the organization regional (operates within the whole municipality or a larger area) or local (operates only in your downtown area)?  
 LOCAL REGIONAL

Does the organization implement its activities using the National Main Street Center's “Four Point” or “Main Street” approach?  
 YES NO

Is the organization an IRS-recognized 501(c) 3 nonprofit corporation?  
 YES NO

If you answered NO to question B.1, you may want to contact the Kentucky Main Street Program to obtain a copy of their workbook, “Getting Ready for Downtown Revitalization” (<http://heritage.ky.gov/mainstreet/>). This is a handbook specifically designed for communities that do not have a central business district revitalization organization in place and would like to learn more about the process. It is also an excellent resource for communities that have had less-than-satisfactory results with earlier downtown revitalization efforts. Another resource is the Kentucky Cultural Arts District (<http://artsCouncil.ky.gov/opportunities/newaboutculturalids.htm>). Both programs provide guidelines to assist your community in providing needs to visitors and residents.

The catalyst for a successful Trail Town is a community member who organizes the Trail Town program. If a downtown/business district revitalization organization already exists in your town, your mayor may appoint it as the catalyst to organize the Trail Town task force or he/she may appoint a Trail Town task force separately.

Are you willing to serve as the catalyst to start a Trail Town effort in your community? YES NO

7. If you are not, do you know someone that may be willing to perform this duty?  
 Potential catalyst A: \_\_\_\_\_  
 Potential catalyst B: \_\_\_\_\_  
 Phone number A: \_\_\_\_\_  
 Phone number B: \_\_\_\_\_

Note: Complete the application process.

8.

## APPENDIX: “Kentucky Trail Towns”

### G. Find the Resources to Implement Your Trail Town Concept

#### Ideas:

Community and economic development are high priorities for county, state and federal governments, and there may be public funding available to assist you. The key is articulating a clear and compelling request that demonstrates value and long-term return to the community. Your regional Area Development (AD) Districts should be involved as they are great resources for funding and other services. Inform and involve your state and federal House and Senate members and ask them for guidance. Funding opportunities and programs change over time, and legislative staff can help you understand current initiatives.

#### H. Take One Step at a Time:

Your Trail Town development will progress and evolve over time. Spend some time evaluating your town's strengths and weaknesses and try to create a new vision for your town. Generating ideas is an exciting and energizing process, but not all ideas will, or should, be implemented. The activities that your town takes on should be evaluated by their outcomes, not outputs. Sustained increased business activity in your town is an outcome; a kick-off parade is an output. You may want to start your implementation with a small project with good potential, one that might have good “bang for the buck.” Use your resources prudently on projects that are well-thought-out and their potential impact thoroughly evaluated.

- Historical Societies
- Arts Boards
- Extension Office
- Local Department of Transportation
- Tourism Commission
- Chamber of Commerce
- Economic Development
- AD Districts
- Financial Institutions
- Local Media
- Consumers/Customers/Visitors
- Many Others

For some communities, the Trail Town concept will be the primary vision upon which the desired revitalization of the business district will be built. For others, it will be an important part of a larger vision. In either case, the Trail Town goals must be integrated into the strategies and activities of the various committees.

#### D. Develop the Local Volunteer Base:

Becoming a Trail Town also involves mobilizing volunteers to carry out activities.

1. Try to make your volunteer base as broad as possible. Involving all concerned groups will increase the range of ideas
2. Ensure an adequate source of future volunteers.

#### E. Get the Message Out Locally:

Local tourism commissions, Kentucky Department of Travel, and the office for Adventure Tourism will assist in promoting Trail Town activities. Your task force should also.

1. Develop a relationship with your local media.
2. Keep a scrapbook of clippings of your Trail Town activities to record your progress.
3. Subscribe to newsletters put out by your local organizations to keep track of their interests.
4. Submit articles to the paper, especially stories that can provide a good photo opportunity.
5. Offer to speak at community events and meetings on behalf of your organization.

#### F. Build Partnerships:

Bring people together at the very beginning to see what ideas your community has for this transformation. This process of developing broad-based local interest and “buy-in” is as important as your final plan.

Decide who in your community has something to gain. They are your stakeholders, and you need to get them involved. Find out if your stakeholders will offer help on different projects and keep them well-informed.

Spend time taking an inventory of existing community groups (including church, school and youth groups). Identify key people in these groups and figure out who gets results within the community. It is helpful to meet with those whose goals match yours and brainstorm ways to unite the community around this effort.



community design  
assistance center

College of Architecture + Urban Studies  
Virginia Polytechnic Institute and State University



10.

11.

SECTION 4. TRAIL TOWN DESIGN ISSUES

A. Assess the Physical Character of Your Trail (Assessment I):

The next step in preparing a plan for your Trail Town is to assess the physical characteristics of your central business district and how they relate to your trail. This will help you understand your trail and the challenges a visitor might encounter. You can use the Physical Assessment Worksheet found in Assessment I to help determine the characteristics of the relationship between your trail and your town.

Trail Towns can thrive along long-distance trails, which link communities through one or more counties or states. These trails tend to be used by those seeking a daylong excursion at the very least, but some may be on the trail for multiple days. Most users will require some degree of goods and services. Long distance/large trail systems attract tourists, especially when the Trail Town has interesting structures, is surrounded by natural beauty, or is near places of historic interest. As stated previously, the longer the trail, the farther visitors will travel to use it; and the farther they come, the longer they'll stay and the more they will spend.

1. Identify Your Town's Trail

The first item to evaluate in assessing the physical aspects of your Trail Town is to determine the type of trail that is running through or close to your central business district. The general categories are as follows:

- Cycling
- Hiking and walking
- Observing nature
- Horseback riding
- Commuting
- River/water use (canoeing, kayaking, rafting)
- ATV

It is very likely that the trail in your community is not exclusively one type of trail; it may be used by different users at different times of the year. Use worksheet A in Assessment I to indicate the various types of users who are likely to be on your trail during the course of a year. It is also useful to determine the approximate number of people who will use the trail and visit your town during the course of the year. This analysis will be important information to share with business leaders so they understand the trail clientele. It will also be important in achieving the desired attendance for special community events.

Note: Meet with state/national park or forest trail managers and user groups to complete Worksheet A.

12.

"Some men see things as they are and say, Why? I dream of things that never were and say, Why not?"  
- George Bernard Shaw, famously re-quoted by Robert F. Kennedy.

APPENDIX: "Kentucky Trail Towns"

2. Know The Seasons

The next item you will want to determine is when visitors are coming into your town. What time of the year is your trail being used? Knowing who is using your trail and when they are using it can provide helpful information for targeting these specific audiences for marketing campaigns or in planning local festivals. For instance, some trails may be used by hikers year-round and by cyclists mostly in the late spring, summer and fall. You may want to identify the usage cycle of your trail for each type of user by utilizing Worksheet B in Assessment I.

Note: Meet with state/national park or forest trail managers and user groups to complete Worksheet B.

3. Trail Geography

An important element you will need to assess is your physical trail-to-town relationship. You will need to understand both the linear distance and elevation challenges that exist between the trail and your town's business district. The linear distance can be described in one of the following three ways:

- Internal Trail
- Adjacent Trail
- Removed Trail

Internal Trails are those where the trail actually goes directly through the central business district of a community. There might be an obvious "gateway moment" on the trail when you know you have reached a town. It is important to guide visitors to the services that might not be right along the trail.

Adjacent Trails are those that have a trail located immediately adjacent to a downtown area, usually within 1/2 mile from the edge of the business district. The town can be seen from the trail, but perhaps not the central business district. The trail user must be able to get to town. In such communities, it is important to create a gateway, an access trail or connector trail and supplement it with good navigational signage, brochures or other means to encourage and direct the trail users to visit your downtown.

Removed Trails are those where the trail is located a few miles away from the central business district. The town may not be visible from the trail, making it more challenging to entice trail users to the town and, therefore, an access/connector trail will need to be constructed. Town maps placed at the trailhead can indicate the goods and services that are offered.

It is also important to understand the change in elevation between the town and the trail – known as the vertical distance. A good learning exercise for your Trail Town committee would be to start at the trail, walk or cycle to your central business district, then walk or cycle back to the trail. Topography is easily overcome in a motorized vehicle. You need to understand firsthand what your nonmotorized visitors experience.

13.

## APPENDIX: “Kentucky Trail Towns”

In examining each of these elements, it is important to understand the function and the inter-relationship between each. A brief discussion of these elements follows:

**The Trailhead:** The trailhead is an area of activity, with parking, water and an information point to disseminate people onto trails. It is the point to book trips and shuttles and acquire maps. As a result, it is important for your organization to work closely with the local trail group to ensure that the necessary amenities are in place to make the trailhead a high-quality facility. Together, your organization and the local trail organization should develop clear, appropriate information for visitors and make it available at the trailhead. You may also wish to work together to provide certain amenities such as water and toilet facilities. It is also a great place to station a volunteer greeter, who can answer questions about the trail and town.

**The Access Trail:** This is the connecting trail from town that meets up with the major trail system. It is also the point where trail users on the other end decide to take the access trail into your community. It is at this location signage and information should be provided indicating feet or miles into town and amenities they can expect.

**The Gateway:** This is the point at which the trail user enters your town. It will ideally be located at the edge of your business district closest to the trailhead. The gateway should welcome the trail-user into your central business district. It should also be the point where directional signage to individual tourist attractions and business goods and services within the district should begin. The gateway could be the access trail, where road cyclist, motorist or water trail users enter your town. Regardless, it is the point where trail users realize they are about to enter your town.

**The Center:** The center is your business district. It is a collection of business and amenities that may be of interest to the trail user. The center should be assessed for its cleanliness, safety, lighting levels and physical condition. In particular, the center should also be assessed on the availability of amenities that will help trail users enjoy their experience. For example, are there bike racks at the restaurants for bicycle users, or hitchhiking posts for equestrian trail users? Is there outdoor seating at restaurants? Other issues that should be addressed in the center include the availability of items such as ATMs, pay phones that accept credit cards and public restrooms. A checklist of center amenities for your Trail Town is included in Assessment II, which provides worksheets that will help develop and organize your new Trail Town plan.

**Nodes:** These are specific points either in town or along the way that are of particular interest to the trail visitor. They may include businesses that cater to the specific user (a bicycle repair shop), lifestyle interests of the trail user (a hobby shop or antique shop), the duration of time the user will spend on the trail (a public shower room or local lodging) or items of general interest to all trail users (medical supplies, water, restaurant, snack food, etc.). Before it is possible to identify all of the nodes you wish to promote in your community, it is important for you to understand the socio-economic characteristics of your trail user (see Section 5).



Another aspect of geography that should be analyzed is range, which refers to distance from other nearby trailheads as well as distance from other sites or attractions that bring in tourists. As the range between trailheads increases, the more likely goods and services will be welcomed by trail users. It is important that merchants, law enforcement and the local post office be familiar with the total length of the trail and the distance to the next towns and access points on the trail. This will ease concerns for trail users and will prepare the post office for trail users who wish to send or receive packages.

By looking at your town on a map, you can determine what other activities may occur near or along the trail that is in relatively close proximity to your business district. For example, if a state wildlife management area is located near your town, you may have hunters who will use your town as a starting point. Subsequently, the range of goods and services you offer in your town may be expanded to meet the unique needs of these hunters, as well as year-round trail users.

#### 4. Identifying Key Connecting Elements

Now that you have identified the physical attributes between the trailhead and the business district, the next step is to identify and map the key connecting elements between the trail and your business district. These key elements are identified and mapped.

**-Trailhead:** The areas where users can access the trail leading from town to a trail system. This area is accessible by road and usually provides parking and some amenities for trail users (toilets, information, and rules).

**- Access Trail:** Connector route between town and the major trail system or trail.

**- Gateway:** The point at which trail users enter the business district of a community. You could have more than one gateway.

**- Center:** The central business district of the community that may serve as a hub of goods and services for the trail user.

**- Nodes:** Specific points of interest along or near the gateway or in the center district that will be visited or utilized by the users of the trail.

15.

14.

## APPENDIX: “Kentucky Trail Towns”

Given budgetary limitations, not all local governments will be able to undertake all of the steps necessary to ensure that all of the public amenities are adequately dealt with. In this arena, your Trail Town organization can be an invaluable partner working with local government in completing such projects by providing financial resources and encouragement.

### C. Assess Business Amenities:

After looking at public amenities, the next area of evaluation is visitor amenities that the local business community provides. The businesses that will be of interest to the trail user will largely depend on the characteristics of the individual trail and its primary visitors. In this regard, your organization can help the businesses to gain an understanding of the needs of the trail user. Goods and services will be addressed in Section 5.

From a design standpoint, you may wish to conduct an assessment of visitor-friendly amenities that are available within the community. Such an assessment may include items such as:

- Bike racks or hitching posts located outside businesses
- The extent to which restrooms are available to the public, not just for “customers only”
- Overall hours of operation and weekend hours
- The availability of outdoor vending machines

Types of businesses likely to be used by trail visitors are included in Assessment II. Enhancement of existing businesses and the generation of new business opportunities should be a part of your Trail Town plan. Businesses providing such amenities or trail friendly hours of operation are voluntary and hopefully many will realize the value from a self-interest perspective. Education, encouragement and financial incentives may be needed, especially to encourage participation by small or marginal businesses.



Once you have identified the previous connecting trail elements, use a map or sketch of your town and trail to identify the locations of these five components. This can help you to get a better idea of how they relate to each other. You can also try to plan the flow of trail-related traffic through your town on this map or sketch. In completing this assessment of the physical characteristics of the relationship between your trail and your town, you will probably identify several areas where your community can make improvements to become more trail-friendly. These items should be clearly defined and planned for as part of your Trail Town plan of action.

### B. Evaluate Public Amenities (Assessment II):

The next step in the Trail Town assessment process is to make a more in-depth evaluation of the amenities that trail users will encounter in your community. Such amenities may include:

- Well-marked crosswalks
- Pedestrian-friendly sidewalks
- Clearly identified bike paths that are well-maintained
- Highly visible directional signage (including portal and gateway)
- Public restrooms
- Local maps
- Marketing materials
- Local medical services
- Camping

This list represents only a small portion of the public amenities that your community or your Trail Town organization might provide to trail users. This listing is also dependent on the nature of your trail users. A more complete listing of the types of public amenities that should be assessed in your community is in the Business Checklist section of Assessment II.

It should also be noted here that not only physical amenities, but local laws and regulations will also impact the development of public amenities and may affect your town's visitor readiness. In particular, zoning laws regulating outdoor vending, sidewalk encumbrances and off-premises signage may impact the ability of your community to develop trail-friendly amenities. When conducting your public amenity assessment, talk with your planning and zoning director. All of the items detailed in this section normally fall under the responsibility of the local or county government.

*“Hard work spoils to the character of people. some turn up their sleeves, some turn up their noses, and some don't turn up at all.”*  
- Sam Ewing

17.

16.

## APPENDIX: “Kentucky Trail Towns”

*“We gain strength, and courage, and confidence by each experience in which we really step to look fear in the face...we must do that which we think we cannot.” – Eleanor Roosevelt*

### SECTION 5. ECONOMIC RESTRUCTURING FOR A TRAIL TOWN

Economic restructuring is a “Main Street” term that refers to the functions of business expansion, business retention and new business recruitment. It also deals with the key issue of market demographics. A “Main Street” mindset can play a critical function.

**A. Understand Your Trail User-Customer:**  
 In any downtown revitalization effort, understanding your customer is one of the most important and most basic activities that a business cluster can undertake. A business cluster comprises those businesses that provide goods or services to a common customer base. It is important to consider two basic elements in order to understand your customer base. The first of these elements is the socio-economic characteristics of the individual customer base. Many trail tourists are affluent and well-educated.

The second element is the lifestyle preferences of the customer base. These items relate to the choices that the customer base makes as a group in terms of items such as:

- Average dollars spent annually on the activity
- Number of times the activity was undertaken in the past year
- Dining and shopping preferences of the group

By understanding both the socio-economic and lifestyle preferences of the trail customer base, the local Trail Town organization can begin to make decisions about how best to attract these customers into the community’s central business district. You may want to work with neighboring Trail Towns, tourism commissions and your tourism marketing region to clearly define your potential markets.

In determining how the local business community might respond to the needs of the trail user group, it is important to distinguish between basic needs and longer-term needs. Basic needs are the items that most trail-users will require on an average day trip.

Longer-term needs are the goods and services required by multiple-day users of the trail, who, for instance, may need to wash clothes or make repairs to their bicycles. Even if they choose not to stay the night, they will still need water, restrooms and places to eat. If your town is the starting point for a trip, a safe place to park a vehicle is needed. There are related business opportunities for those goods and services that trail users may find of interest due to their broader lifestyle preferences. All of these elements present business growth opportunities for local Trail Towns.

18.

**Assess Basic Trail User Needs:**  
 There are basic items that trail users will want access to on a regular basis. A trail-user list of specific goods and services that this committee should look for in its town is included in Assessment II.

**Assess Longer-Term Needs:**  
 In addition to the certain needs of daily trail users, your community may benefit from visitors who are on the trail for a multiday journey or who travel from out of the region to use the trail. These users will have more specific needs, such as overnight lodging, e-mail access, laundry needs, etc. Assessing the capacity of the community to provide these more advanced goods and services requires the Trail Town task force to work with agencies such as economic development, chamber of commerce and city/county planning for economic restructuring plans. Assessment II also provides a checklist of longer-term needs for the multiday trail user. Overnight lodging is a key component to a community’s success in taking advantage of the economic impact of the trail.

**Encourage Related Business Opportunities:**  
 A final grouping of potential business opportunities relates to those nontrail interests of the basic trail customer base. For instance, trail users generally seek authentic outdoor experiences and unique locations in great points of interest, enjoy local culinary foods and seek the feel of small-community camaraderie. They seek immersion into your local culture and look for authentic crafts, arts, performing arts and souvenirs.

**Assist the Local Business Community:**  
 You can assist the business community in a variety of ways with the economic restructuring function. Businesses should consider providing Kentucky products that use Kentucky Proud and Kentucky Crafted products. Contact: • Department of Agriculture for Kentucky Proud Products: <http://www.kyproud.com/> or call 502-564-4983

- Kentucky Crafted: The Market for Kentucky-made arts and crafts: [http://artscouncil.ky.gov/KentuckyArt/Event\\_Market.htm](http://artscouncil.ky.gov/KentuckyArt/Event_Market.htm) or call 502-564-8110

Another effective way to advance economic restructuring is to develop an “economic gardening” approach to the business development issues related to the trail. Using this approach, one or more members of the committee would develop an in-depth understanding of the characteristics of the trail user customer base and trends in the activity itself. Then, through informational bulletins and educational sessions, the Trail Town concept is nurtured and grown in the community. Businesses that cater to this customer base will also flourish. The committee may wish to provide funding to ensure that magazines, books and publications that provide pertinent information about the trail activity are available in the business section of the local library.

Another way to assist businesses is to develop local financial incentives and identify specific financial sources that will enable local businesses to take advantage of the potential offered by the trail. Such sources may include façade grants that help to physically promote the image of a Trail Town or small business loans to expand a product line or service that is needed by the trail user, but is not currently available in the community.

19.

SECTION 6. PROMOTING YOUR TRAIL TOWN

The "Main Street Approach" suggests that there are three components to any good business district marketing strategy. The first requires working with your local tourist commission to promote the trail town "getaway image." The second is to hold special events that encourage and invite existing and potential customers to come into your business district and explore its shops, restaurants and services. The final component is a retail promotion calendar that actually entices people to come into your downtown and purchase goods and services. All three of these are necessary to create an effective promotional campaign for your Trail Town.

**A. Promote a Trail Town Image:**  
The first element of your Trail Town promotional effort is to convince people that you have an active and welcoming Trail Town environment in your community. This "top-of-mind" awareness or "branding," of your town is a critical part of your strategy in which your local, regional and state tourism agencies can assist. By its nature, a Trail Town concept is based on drawing in tourists that extend beyond your local market. It is doubtful that your community will realize the full potential of the Trail Town concept unless the larger regional population base is aware of it and what it has to offer. Creating general marketing materials that brand your business district as a Trail Town should be the function of your organization's promotions committee. Including the Trail Town logo on brochures, trail guides and all ads by your businesses will strengthen your recognition as a Trail Town and improve your visitation.

*"Great minds discuss ideas; average minds discuss events; small minds discuss people."*

*- Eleanor Roosevelt*

**B. Hold Trail Town Events:**  
Once this brand identification has been established, the next step is to get people, particularly existing and potential users of the local trail, into your town to explore. An effective way to do this is by holding special events. Events that tie to your town's history, culture or heritage can be beneficial and fun for residents and visitors alike. Such events might include a "kick-off" event or a grand opening of your Trail Town. Annual familiarization events held just before trail season that feature sessions such as trail safety classes, bicycle safety inspections and tours of local trail-user assets are examples of the kind of special events that will attract potential trail-users into your community. Work with your local historical society or arts council to develop an annual event that celebrates the corridor's past, be it railroad, canal or river transportation. Folklorists, historians or re-enactors can help bring your history alive.

**C. Conduct Trail Town Retail Promotions:**  
Once people are coming to your business district, you want them to purchase goods and services in the businesses in your community. Pre- and post-season sales, special weekend sidewalk sales, holiday sales and joint advertising by the local trail-related business cluster are all examples of retail promotions that the local Trail Town organization might organize in cooperation with local merchants and/or the local chamber of commerce.

20.

APPENDIX: "Kentucky Trail Towns"

It should be noted here that promotion and marketing of the Trail Town concept can be very effective, but also expensive. It is important that your Trail Town organization forms partnerships with local businesses, local merchants associations, local chambers of commerce, local tourist promotion agencies and, perhaps most importantly, the trail system to effectively market the Trail Town concept. Positive referrals and word-of-mouth advertising are very important. Customers or visitors who have pleasant and rewarding experiences will return and recommend the business to their friends. Hospitality training is important and may be available through your tourist promotion agencies.



*"The person who is waiting for something to turn up might start with their shirt sleeves."*  
*- Garth Henricks*

21.



community design  
assistance center

College of Architecture + Urban Studies  
Virginia Polytechnic Institute and State University

## APPENDIX: “Kentucky Trail Towns”



### B. Create a Sense of Place:

Emphasize the assets that are unique to your town and beautify your central business district. Start small, perhaps by adding planters or placing town banners on lampposts. It is very important before you begin this project to ask your townspeople what they would like to see happen to make their town more attractive or interesting. It is also important to consider maintenance. Engaging the help of gardeners in your community can give their talents a public showcase. The design should consider your town's history and the things that make it stand out from other towns.

Brick sidewalks or accents add color and design to your streetscape. They can also be engraved to add history or to honor people who have contributed to your revitalization project. Planters add a natural feel to your downtown, and, when placed in the roadway such as in a middle left turn lane, can aid in traffic calming. Tree planting can create a warm and inviting atmosphere in your town and should be done with guidance from a professional landscape architect.

Cleanliness should be kept in mind. Make sure there are plenty of trash receptacles and choose a grate design that will allow trash to fall through the grate, not trap it. When choosing planters for your sidewalks, pick ones that are taller than four feet or shorter than two feet. Sidewalk planters around waist level will be used as benches, trash cans and ash trays. Heavy concrete planters are best to prevent theft.

Next, take a look at your street-level infrastructure. Parking meters, overhead lines and telephone poles all add clutter to your main street, preventing it from having a relaxed atmosphere. Running telephone lines underground or along alleyways will enhance the appearance of your main street. Reduce the number of parking meters on your street by placing two on one pole, or if there is a lamppost next to a space, place a meter on it. Replace any basic utilitarian lampposts on Main Street with something more decorative and historical.

Improving the look of your downtown's buildings is a long-term project, but a painted mural on a building's walls will tell your visitors your town has begun work. Façade work is a top priority in the “Main Street Program.” Handsome buildings might be altered over time, hiding the original storefront, covering the second story, and bricking up windows. Restoring a building's façade can be costly; fortunately, if your town chooses to join the “Main Street Program,” funding may be available to assist you.

23.

### SECTION 7. PULLING IT ALL TOGETHER - THE TRAIL TOWN PLAN OF ACTION

Once you have evaluated your town and identified its needs, the next step is to begin planning your town's future and get started on projects. It is important to show people that your organization is ready and willing to improve your town. This commitment can be shown by attending local government meetings, placing small amenities (benches, planters, etc.) around town that carry your group's name, and having meetings that are open to the public. This will lead the community to take an interest in what you are doing and will help support the master plan. Your organization can brainstorm and draft your Trail Town Master Plan. Developing a plan for your town is essential because it becomes a blueprint for action, but it does require time, thoughtful consideration and debate, as well as prioritization.

Common sense arises between spending too much time on developing a plan and impulsively running out and implementing the first ideas that come to mind. If you want to implement a project ahead of adopting a plan, you can form a short list of key goals for your Trail Town and tackle an easy project that meets one of your goals.

While goals will vary from town to town, Trail Town organizations can include the following on their goal lists as components of community development:

- Provide a Gateway Moment
- Create a Sense of Place
- Develop a Welcoming Atmosphere
- Establish the Right Mix of Services
- Promote Trail-Oriented Events

#### Provide a Gateway Moment:

The “Gateway Moment” is a physical feature that indicates to trail users that they have entered your town. As you move through the gateway, the space signifies the entrance to your central business district. In order to provide an effective gateway moment, you must consider ways to attract people's attention to your community and your town. Provide your visitors with a sense of excitement, and they will want to stop and visit. To do this, consider the signage that exists between the trail and your town. Consider the aesthetic quality of your town from the angle of the trail corridor. Does the town appear inviting? Be aware that the gateway to the town should physically greet your visitors with its landscape and immediate amenities.

22.

## APPENDIX: “Kentucky Trail Towns”

### D. Establish the Right Mix of Services:

Once the trail tourist has entered your town, it is important to provide the right businesses and services that will accommodate the needs of your visitor. Easily accessible grocers, ice cream stands and restaurants are important. You may want to make certain that there is a full-service bicycle shop near the trail, and any business with bicycle racks near entrances would be appreciated. Camping areas near the trail or historic homes that have been turned into bed and breakfasts in the central area of town may also be options.

### E. Promote Trail-Oriented Events:

You can organize events in your town that trail users and your community will enjoy and want to be part of. For example, you might have a weekend festival with street performers playing music, or you might organize a community bike ride along the trail. Whatever means you can find of promoting the trail will ultimately promote your community. The trail can become the vehicle and tool used to help you further develop your own town as a place where people enjoy visiting and living. Refer again to Section 6 for more ideas.

Remember that a plan for your town should not be a static document, but rather should be reviewed every year. Budgets, people and trends are constantly changing, and your town’s plan may need to be revised to accommodate these changes. Reviewing your plan allows you to see what has been accomplished, what was done that might not have fulfilled its potential and what has exceeded expectations.

Accomplishments should be celebrated, and new ideas should be integrated into the plan. This is also the time to wrap up projects that have come to their planned conclusion and to cut projects that are not working. Make sure you keep your elected officials at the local, state and federal level apprised of your progress and your challenges.

Finally, consider how you will maintain the improvements you have made. Funding and community support to take on new projects may be diminished if completed projects are not properly cared for. Stay focused and remember to take small steps instead of attempting to tackle everything all at once. It may not be a quick process, but it can be a steady process. Your new Trail Town will be an inspiration to new tourists and visitors. But, more importantly, it will help renew your own community’s sense of pride and unique identity.

*Note: Now that you have an understanding of the key components and process, please proceed to Assessment I.*

25.

### C. Develop a Welcoming Atmosphere:

Begin by creating a community that is safe for walking, cycling and/or horseback riders. Visitors should feel safe while doing these activities, crossing your streets and exploring your town. This can be accomplished by calming automobile traffic and providing amenities that trail users might appreciate and need. Some examples are:

- Paint or repaint crosswalks at all intersections in town
- Limit the use of Right-Turn-on-Red, which often presents a hazard to pedestrians
- Direct walkers, bicyclists and horseback riders using signage, brochures and painted footprints or icons that lead them to special attractions
- Add traffic signs warning motorists of pedestrian/bike/horseback traffic
- Add pedestrian signals that give people of all ages enough time to cross the street
- Create bike lanes on the street (contact KYTC for details)
- Place benches in your downtown
- Make sure your streets are well-lit at night, especially to and from popular destinations
- Build shared-use paths for bicyclists and pedestrians to avoid dangerous intersections
- Provide street parking that will narrow the street, calming traffic, and act as a barrier between street and sidewalk traffic
- Extend curbs and sidewalks at pedestrian crossings to improve their visibility and decrease crossing distances
- Build concrete medians in the road that provide pedestrians refuge when crossing

Remember to keep in mind emergency vehicle access when redesigning your streets. A fire truck will have a very difficult time navigating a street that is too narrow, costing it valuable time. It will also make wide turns, so be certain that curbs leading to single-lane, one-way streets are wide enough for it to get through.

It is important to make cyclists as safe as possible. Contact your Kentucky Transportation Cabinet (KYTC) bicycle/pedestrian coordinator for assistance in planning. When KYTC begins a new project, they will get input from the county judge executive and AD District. Ask your county judge and AD District to consider your needs, whether it is bike lanes, striping, curbing, etc. Their process considers community input; however, bicycle and pedestrian issues are only considerations. Without enough emphasis and support on the importance of sidewalks or paved shoulders, they might not be included in the project.

A cyclist’s speed on a paved road can be 10 to 20 miles per hour while the vehicular speed limit in downtown areas is usually 25 mph. Make drivers aware of bicyclists through traffic signs that reinforce a “share the road” mentality.

24.



community design  
assistance center

College of Architecture + Urban Studies  
Virginia Polytechnic Institute and State University

## APPENDIX: "Kentucky Trail Towns"

### KENTUCKY RESOURCES

KY Tourism Arts & Heritage Cabinet  
<http://commerce.ky.gov/cabinet/agencies.htm>  
 Office for Adventure Tourism & Trail Town Development  
[www.kentuckyunbridledadventure.com](http://www.kentuckyunbridledadventure.com)  
 Kentucky Department of Travel and Tourism  
[www.kentuckytourism.com](http://www.kentuckytourism.com)  
 Kentucky Department of Parks  
[www.parks.ky.gov](http://www.parks.ky.gov)  
 Kentucky Department of Fish and Wildlife  
[www.fwky.gov](http://www.fwky.gov)  
 Kentucky Main Street Program  
<http://heritage.ky.gov/mainstreet/>  
 Kentucky Cultural Districts  
<http://arts.council.ky.gov/Opportunities/NEWaboutCulturalDs.htm>  
 Kentucky Cooperative Extension  
<http://ces.ca.uky.edu/ces/>  
 Kentucky Department of Economic Development  
<http://www.thinkkentucky.com/>

Kentucky Environment and Energy Cabinet  
<http://eec.ky.gov/Pages/default.aspx>  
 Kentucky Legislative Resources  
<http://www.lrc.ky.gov/>  
 Daniel Boone National Forest Districts  
<http://www.fs.fed.us/r8/boone/>  
 Big South Fork National Recreation Area  
<http://www.nps.gov/biso/index.htm>  
 Mammoth Cave National Park  
<http://www.nps.gov/mac/index.htm>  
 Land between the Lakes National Recreation Area  
<http://www.lbi.org/>  
 Kentucky Bike/Pedestrian Coordinator  
<http://transportation.ky.gov/bike-walk/Pages/default.aspx>  
 Kentucky Area Development Districts  
[http://www.kcadd.org/District\\_Contacts.html](http://www.kcadd.org/District_Contacts.html)  
 Kentucky Recreational Trails Association  
[www.krta.ky.gov](http://www.krta.ky.gov)

*"Do not go where the path may lead, go instead where there is no path and leave a trail."  
 - Ralph Waldo Emerson*



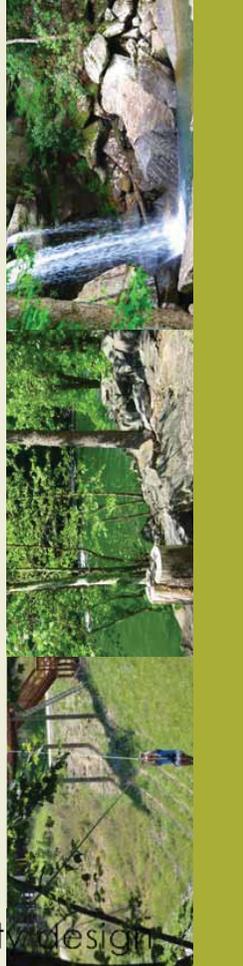
26.

27.

APPENDIX: "Kentucky Trail Towns"

NOTES

- Kentucky Horse Council  
www.kentuckyhorse.org  
(859) 367-0509
- Kentucky Back Country Horseman  
www.kybch.com  
(859) 744-0397
- Kentucky Bike and Bikeway Commission  
www.bicycley.org  
(502) 564-7183
- Adventure Paddlers Association of Kentucky  
www.canoe.org  
(800) 226-6359
- Kentucky Trails Association  
www.kentuckytrails.org  
(502) 454-5601
- Kentucky Mountain Bike Association  
www.kymba.org  
(502) 370-6066
- Kentucky Parks and Recreation Society  
www.kyrec.org  
(502) 696-9834
- Kentucky Marina Association  
www.kentucky-marinas.com  
(270) 388-2532
- Pine Mountain Trail Conference  
www.pinemountaintrail.com  
(606) 633-2362
- Shelbore Trace Association  
www.shelboretrace.org  
(606) 584-7744
- Jenny Wiley Trail Conference  
(606) 584-7744
- Red River Gorge Climbers Coalition  
www.rgccc.org  
(859) 422-3085
- Eastern Kentucky Recreational Trails System  
888-857-5263
- Kentucky Division of Forestry  
www.forestry.ky.gov  
(502) 564-4496



29.

28.

## APPENDIX: “Trail Town Amenities”

### Trail Town Amenities

A Trail Town is a vibrant hub where people come together. It may have a bike shop, ice cream parlor, casual restaurants, a grocery store and quaint local shops. It should also have wide sidewalks, clean streets, bike racks, hitching posts, watering facilities and restrooms, benches and places to rest for the night. It should generously meet the needs of both trail users and town residents. A Trail Town is a friendly place that encourages trail users to visit and welcomes them with warm hospitality. Trail Towns are not stand-alone communities. They are linked through the series of trails. Trail users may be passing through a town on a day trip or a long-distance trek or may drive to a community or park to access a river or trail.

### Key Parts to a Trail Town

-**Trailhead:** The areas where users can access the trail leading from town to a trail system. This area is accessible by road and usually provides parking and some amenities for trail users (toilets, information, and rules).

- **Access Trail:** Connector route between town and the major trail system or trail.

- **Gateway:** The point at which trail users enter the business district of a community. You could have more than one gateway.

- **Center:** The central business district of the community that may serve as a hub of goods and services for the trail user.

- **Nodes:** Specific points of interest along or near the gateway or in the center district that will be visited or utilized by the users of the trail.

114

### Designing for Different Trail Users

#### General Needs

- Affordable hostel/motel
- Dryer (way to clean/dry socks and wet clothes)
- Potable water
- Adequate trail signage
- Trail maps
- Grocery store for snacks/protein bars
- Area to safely camp
- Outdoor outfitter (L.L BEAN, Cabelas, Dick's)
- Basic first aid
- Public showers/bathrooms
- Affordable Breakfast
- Choice of Restaurants

## APPENDIX: “Trail Town Amenities”

### Pedestrians

#### Description

Walkers, hikers, joggers and bird watchers.

#### Design needs

Pedestrians tend to have fewer design requirements than other users. Most prefer softer surfaces (such as rubber, mulch or crushed rock) to lessen impacts on their knees, though some users, such as power walkers and those pushing strollers, may prefer more compact surfaces. The minimum recommended vertical clearance for pedestrians is eight feet.

#### Amenities

Benches, drinking fountains, shaded rest areas and restrooms. Where dogs are permitted, consider providing dog-friendly drinking fountains, bag dispensers and trash bins to encourage people to pick up after their dogs. Lockers for backpacks and valuables

### Bicyclists

#### Description

Recreational, commuting and touring cyclists.

#### Design needs

The AASHTO Guide for the Development of Bicycle Facilities is viewed as the national standard for bikeway design. Note: If your trail project receives federal or state transportation funding (such as Transportation Enhancements funds), you will most likely have to adhere to AASHTO guidelines. Consult your local department of transportation before beginning design. Bicyclists prefer hard surfaces and require a vertical clearance of at least eight feet, with 10 feet needed for overpasses and tunnels. Adequate sight distances for cyclists are critical for user safety; AASHTO recommends that multi-use trails provide a minimum sight distance of 150 feet. Ideal grades for bicyclists, over long distances, are less than three percent (typical for old railroad beds), although up to five percent is acceptable.

#### Amenities

Benches, drinking fountains, shaded rest areas, restrooms, bicycle racks and bicycle lockers (located at transit nodes or places of employment). Repair shop, self-repair station, safe place to leave bike overnight.

### Mountain Bikers

#### Description

Mountain bikers are considered a separate user group as they tend to seek out more challenging trails with steeper grades and uneven surfaces.

#### Design

With mountain bikers making up a large segment of the bicycling population, it is wise to accommodate this group with mountain bike parks along the rail-trail. The rail-trail can be used to access these parks, which are specifically designed for mountain bikers, featuring rugged terrain and challenging obstacles. Contact your local mountain

## APPENDIX: “Trail Town Amenities”

biking organization or the International Mountain Bicycling Organization for more information on constructing mountain bike parks.

### Amenities

Benches, drinking fountains, shaded rest areas, restrooms and mountain bike parks.

## Motorized Users

### Description

All-Terrain Vehicles (ATVs) and Snowmobiles (which can be used on multi-use trails with as little as six inches of snow, without causing much damage to the trail surface). [Note: Trails that receive federal funding (except through the Recreation Trails Program) may not permit ATV use, though in some instances snowmobiles are acceptable. For more information, contact your State Trails Administrator.]

### Design

Trails should be at least 8 to 10 feet wide to accommodate one-way traffic. For two-way traffic, trail width should be at least 12 to 14 feet. As motorized users travel at much greater speeds than other users the trail should be free of obstacles and provide good sight lines. Branches and other debris should be cleared at least two feet on each side of the trail with a 10-foot vertical clearance (factor in anticipated snow levels) and a minimum of 400 feet in sight distance. If the trail features bridges or tunnels, they must be at least eight feet wide with a minimum carrying capacity of five tons. Intersections can be dangerous for these users, so where possible it's best to double the trail width at intersections to improve maneuverability.

### Amenities

Benches, drinking fountains, restrooms, shade shelters and rest areas. Gas station, mechanic, public hose to wash vehicle, parking.

## Equestrians

### Description

Horseback riders.

### Design

Suitable trails for equestrians have become increasingly hard to find, particularly close to urban areas. Many trails prohibit equestrian use, fearing conflicts with other users and damage to the trail surface. However, with proper design, a multi-use trail can accommodate equestrians while minimizing user conflicts. Hard surfaces (asphalt and concrete) and coarse gravel can injure horse hooves, so equestrians prefer loose or compacted dirt trails. If you plan to use a hard surface, consider placing a softer, separate five-foot-wide tread for horses alongside the main path. Vertical clearance should be at least 10 feet, with a horizontal clearance of at least five feet. Sight distance should be at least 100 feet, and proper signage is needed to indicate which user has the right-of-way priority.

### Amenities

For Horses

## APPENDIX: “Trail Town Amenities”

Parking and staging areas, water for horses, hitching posts at any area where the rider may stop to take a break (e.g. rest areas, restrooms). It is advised to consult local equestrian groups to develop equestrian-friendly facilities.

### For Riders

Benches, drinking fountains, shaded rest areas and restrooms. [Note: Equestrians often prefer water crossings to bridges. If this isn't practical, provide mounting blocks at the ends of bridges so that riders can dismount and lead their horses across the structure.

### Sources

<http://www.kentuckytourism.com/userfiles/Industry/Adventure/4%20-%20Trail%20Town%20How%20to%20Guide.pdf>

[http://www.railstotrails.org/ourwork/trailbuilding/toolbox/informationsummaries/design\\_for\\_user.html](http://www.railstotrails.org/ourwork/trailbuilding/toolbox/informationsummaries/design_for_user.html)

**APPENDIX: “*The Law of Pine Mountain*”**

**John Wesley Wright**

**The Law Of Pine Mountain**

John Wright, native of Letcher County, Kentucky, was generally known as "Bad" or "Devil" John Wright, descriptions that were warmly used by his neighbors and friends. These nicknames were also attributed to him by his enemies, but assuredly in 'not so warm' a manner. It was common knowledge that to have lawman John Wright tracking an outlaw was to have the Devil himself at their heels and though this was an attribute among those of good moral fiber, it made John an enemy of the more despicable. There were other nicknames associated with him, such as "The Tall Sycamore", and most frequently in Eastern Kentucky was "The Law Of Pine Mountain". Undeniably John Wright in essence was the law in Letcher and Pike and surrounding Counties. It was John Wright that the citizens of the county looked to when law and order needed to be enforced.

## APPENDIX: "Tales of Bad John Wright"

1/22/2014

The History of Jenkins, Kentucky & Tales of Bad John Wright

mail: Bill Thayer	 Italiano	 Help	 Up	 Home
----------------------	---	---	---	---

This webpage reproduces a section of  
**The History of Jenkins, Kentucky**  
 published by The Jenkins Area Jaycees  
 Jenkins, Kentucky 1973



B. H. Crase



James Jackson

The text is in the public domain.

This page has been carefully proofread  
 and I believe it to be free of errors.  
 If you find a mistake though,  
 please let me know!

This site is not affiliated with the US Military Academy.



USMA  
Home



Bad John Wright<sup>a</sup>

[http://penelope.uchicago.edu/Thayer/E/Gazetteer/Places/America/United\\_States/Kentucky/Letcher/Jenkins/\\_Texts/HJK/G/Wright\\*.html](http://penelope.uchicago.edu/Thayer/E/Gazetteer/Places/America/United_States/Kentucky/Letcher/Jenkins/_Texts/HJK/G/Wright*.html)

## APPENDIX: “Tales of Bad John Wright”

1/22/2014

The History of Jenkins, Kentucky & Tales of Bad John Wright

This is taken from the Courier Journal, an article by Joe Creason.

All that I know of Bad John Wright is what I've heard in Southeastern Kentucky. I have a feeling he is the most unusual Kentuckian of all.

John Wright lived in a remote corner of Letcher County in what today is Jenkins. It was he the author John Fox Jr. used as a model for his character, Devil Jud Tolliver, in the book, "Trail of the Lonesome Pine."<sup>b</sup>

The mountain area around still abounds in John Wright tales. After the Civil War, one hears he served as a peace officer and later worked as a land agent when John C. C. Mayo was acquiring the acreage which became the vast holdings of Consolidation Coal Company. As a peace officer, Wright engaged in many a shoot-out; as a matter of fact, one story holds that his greatest regret is that he never quite broke even in this life, what with having sired 27 children, but having killed 28 men in gun battles. Old-timers recall hearing him tell about going once to serve a warrant on a notorious man who vowed he would never be arrested. He was sitting in the front room; that he remembered. Wright said, "When I walked in, he didn't say nothing, just whipped out his pistol and snapped the hammer down on the empty chamber. By then, I were getting kind of nervous, of course, so I yanked out my pistol and shot him. If that taught me anything, it were to never let no man to get the draw on me."

Bad John Wright owned and operated a saw mill at the foot of this hollow and the lumber from this plant was used to build the houses that are now in Wright's Hollow.

The following article is by Luther F. Addington on Bad John Wright. Mr. Addington lives in Wise, Virginia, and has written several books and articles on local history.

The author of this history spent much time with John W. Wright after he settled on Pound River to live out the declining days of his life. John Wright loved and always kept good horses. He became such an expert rider that the John Robinson Show hired him to ride for them before their great crowds. It was the fearless Devil John who made it possible more than a few times for circuit courts to convene in the mountains of Eastern Kentucky during the dangerous feud. Sometimes the judge who did not meet with the approval of the feuding tribe was routed from his bench, but when Devil John said, "Go ahead with your court, I'll be hanging around," procedure took a different course. Devil John, who wanted his neighbors to do the right thing, and would have the right thing done if it required bullets, reconciled many a brawl that rose between coal operators and the citizens when Eastern Kentucky began to hum with activity.

It was this self-made man whom John Fox depicted in the Trail of the Lonesome Pine as Devil Jud Tolliver. Bad John was asked if Fox ever came to see him. "Many times," he answered, glanced at me and then away at the distant hills. I suppose you knew quite well the Red Fox, I went on. "Yes," he answered, "Doc Taylor was a well-known character. He was cunning, you never know what to expect from him. "About how many men have you killed outside of war," I asked. "Seven," he replied positively, his keen eyes peering at me through his spectacles. He can see only out of the right eye; the left having been shot out by an adversary years ago. "Seven I have killed," he repeated, "and feel I have done my duty. Some killings had to be done in them terrible days just after the war. There were too many horse thieves and murderers. But I always gave a man a chance. Many a time I was shot at before I raised my gun." I suppose you practice shooting a great deal. "Every day," he came back, "I got so I race my horse, swing under his neck times in rapid succession each time and as I come to the top, place a bullet in the center of the tree along the road." How many did you carry? "One, just one — no use for more for by the time one was empty, I had my man or was ready to do something else." What kind of gun did you carry? ".38 usually, sometimes I carried my war gun which is a .34." He stated he got his gun off a dead man on the banks of the Mississippi. "I saw the man couldn't very well use it, and I needed it bad and, sir, she went on through the Civil War with me. Through several battles with the Indians in the West."

Devil John was Justice of the Peace for 16 years in the Eastern Hills of Kentucky and was sheriff for 8 years. For thirty years, he was a detective working in Virginia, West Virginia, and Kentucky. "Outside of the war, did you kill anyone before you became a detective," I asked. "One," he said, "I went with a high sheriff and his deputy to capture a man in West Virginia, a horse thief. The sheriff and his deputy boldly approached and busted in without using any tact. I was bringing up the rear — bang, bang, and two officers fell as I entered the door — bang, a ball splintered the door facing right

G-43

120

## APPENDIX: "Tales of Bad John Wright"

1/22/2014

The History of Jenkins, Kentucky & Tales of Bad John Wright

close to my head. Then in a flash shot a bullet in the bed in the opposite side of the room — no shot was returned. Three dead men laid still in the cabin. I went outside, jumped on my horse, and went to tell the people of the community what had happened."

Then you became a detective shortly after that? "A few years after that I helped trace some rascals, and somehow my name began to be known far and near. A detective agency near in Richmond, Virginia offered me a job and I accepted. I worked for them some time until they treated me dirty, and I offered my resignation. They said they would not accept it. I got out my old gun and said, "Guess I'll resign the agency then" and they seemed willing to let me go. What was the trouble? "They put me on the meanest, hardest case and tried to keep all the reward money. But straight-way offered a job with an agency in Charleston, West Virginia. I went."

G-44

"One hair-raising adventure I had was once when I went with two county officers to capture a horse thief. He was a bad man. Finally I located him in a shoe shop. The officer with me took weak knees and would not go in with me. But I went in. The man was stooped over a bench in which lay a gun. My gun was in my pocket. I didn't mean for him to take me as an officer, and he didn't until I said I want you. Then he flung his hand to his gun and shot twice. Luckily he missed. I didn't have time to out with my gun — so I shot through my pocket and got my man. Some of the people accused me of murdering the man and brought me to trial. Two men who were working in the shop swore that the thief shot himself. When I came to the stand, I explained just how it was and showed the hole in my trousers and was acquitted."

### Thayer's Notes:

<sup>a</sup> The photo is not in the print edition of this book, but was taken by George McCoy and graciously supplied for this Web transcription by Mr. McCoy's niece Mary Kay Roark. For another photo of him taken the same day, see the McCoy interview.



<sup>b</sup> The book is online at Project Gutenberg; in 1936, it was made into one of the earliest Technicolor movies (synopsis and cast at Internet Movie Database).

Images with borders lead to more information.  
The thicker the border, the more information. (Details here.)

UP TO:

History of Jenkins, Kentucky	Jenkins, KY	American History	Horse

Google

A page or image on this site is in the public domain ONLY  
if its URL has a total of one \*asterisk.  
If the URL has two \*\*asterisks,  
the item is copyright someone else, and used by permission or fair use.  
If the URL has none the item is © Bill Thayer.  
See my copyright page for details and contact information.

## APPENDIX: “The Ballad of John Wright”

### The Devil Came Down to Cumberland:

#### The Ballad of John Wright

By: Steve Robinson

For [Advanced Composition, Spring 2011](#)

---

*Devil John Wright on horseback on the Cumberland Trail (circa 1896)*

*Steve Robinson is the great-great nephew of the notorious Devil John Wright. Although he never met him, Devil John was and remains a staple in his family lore. The following was written by and large with the help of the book 'Devil John Wright of the Cumberlands which was written by Devil's son, William T. Wright, in 1934 and also by interviewing three family members: His great uncle Terry Wright, his grandmother Jean Wright Minor and his own mother, Debbie Minor.*

---

In the late 1800's and early 1900's, the word around the Cumberland Mountains was simple: If Devil John Wright was after you; *you had the devil himself on your heels*. Devil John's Christian name may not have been Devil to begin with, but his wild and restless lifestyle made him earn it.

#### Early Life

Born in the Mountains of Letcher County Kentucky on the 17<sup>th</sup> of May, 1842 to poor parents, John Wesley Wright came into the world pink and healthy. He was the first son to Joel and Eliza Wright who migrated to Kentucky as second generation immigrants from England. Not much is known about his early childhood as far as education as opportunities in the hills of Kentucky in the 1800's were scarce and men and women had to rely mostly on brawn and primal intuition to survive, but John did say that he had attended a few schools in his early childhood. But by and large his early education involved a gun for hunting and a hoe for gardening.

When John was but a young man, probably around 1862 (exact dates are not recorded or known and are only estimated by the family), he joined the Confederate Army against the Union in the Civil War. He trained at Fort Smith, Arkansas and fought for an unknown amount of time for the Confederacy until he was captured during a raid by Ohio regular Union troops in Kentucky in early 1863. He was then conscripted into the Union Army and fought alongside them. When John was asked why he changed sides during the war, he would only shrug and say that they didn't give him much of a choice. Indeed, on his conscription papers, John and one other man were described as being replacements for fallen soldiers within the Ohio unit with the alternative of conscription being execution. Who could blame him?

During this time with the Ohio unit John was shot three times. Once in the stomach in Cynthiana, Kentucky which nearly killed him, once in the triceps of his right arm at the mouth of Boones Creek, Tennessee and once in the hip during a battle in Tennessee which forever gave him a 'stiff' walk that he was characteristically known for.

## APPENDIX: “The Ballad of John Wright”

John served for 18 months in the Union Army and was honorably discharged in Columbus, Ohio in 1864. It was known that John was a fierce fighter on the battlefield and it was there that he honed his sharpshooting and killing instinct that made him a reputable man once he came back home to Letcher County.

### The Robinson Circus and the Queen of England

After the Civil War, John traveled for a few years and learned the trade of husbandry and sold horses that he took from Kentucky all throughout the southern states. This gave him a hunger for seeing the world, but the nation was by and large very poor and John found himself hard pressed to find funds. So he found himself like so many men after the Civil war: looking for employment. But John had an ideal and found himself hunting down an uncle of his that was in a circus known as *The Robinson Circus*.

This uncle, known as Martin ‘Brother’ Bates, was known as a ‘Kentucky Giant’. He stood at 7 feet 4 inches and weighed over 400 pounds. Brother Bates was happy to see his favored nephew and took him in and gave him a job in the circus as a sharpshooter. John would ride bare back or saddled on any horse and shoot bottles off of barrels as the horse galloped. John would also do this while standing on the horse or even two horses at full gallop. He even had tricks that made him famous, such as doing a flip off the back of the horse while firing his pistols.

*John Wesley Wright in the early 1880’s*

His time with the Robinson Circus took him to many countries around the world and satiated his desire to travel and it took him to England where he got to perform in front of Queen Victoria and even met her in person.

123

### Coming home and ‘Settling’ down

John eventually found his way back to the mountains of southeast Kentucky in 1865 and into the arms of his first wife, Mattie Humphrey. With Mattie, John fathered 3 children and established himself in Wise, Virginia where he would live out most of the rest of his days. John, however, would not find Mattie enough for his wild mannerisms and soon took another wife in 1869. And then another, and another and another and yet one more after that. All told, John had six wives and fathered 31 children (often with multiple wives in the same year). It was quite the joke to the family and to the community at large that John had ‘A wife for every mountain top’. But no one told that to John’s Face.

Because of John’s restless libido, his blood has been spread all over the south east of the United States and many claim him in their lineage and rightly do so. I claim him as my great-great father. His son, Carlos Ray Wright, was my great grandfather and also the 9<sup>th</sup> child (26<sup>th</sup> in lineage) of his 5<sup>th</sup> wife, my great-great grandmother, Alice Wright.

John wasn’t ashamed of his polygamy and he was a staunch protector of every one of his children. As he grew in stature throughout Wise County and the Cumberland’s, he grew in wealth and always made sure that *all* of his children were well taken care of. John always insisted that his Children attend school whenever it was available and told them that “a man couldn’t live by his hands alone” in this world.

### The Coming of the Devil

John’s main source of income was through farming and husbandry of horses, but his restless

## APPENDIX: “The Ballad of John Wright”

ways took him into the arms of the law. His first ventures as a lawman was as a deputy Marshall and would bounty hunt at any and every opportunity. Mostly because it would get him away from his wives and farms and let him travel. During this time which started around 1871 and in fact, ever since he came home from the Circus and Civil War, he was building a reputation for himself as a man not to be crossed. John was known to be fair and would remain so all his life, but he would also not hesitate to draw his gun on you. Because of this, he was surnamed ‘Devil’ or ‘Bad’ John Wright, but Devil he likened to and kept.

John would say that he never liked killing a man but instead, liked to bring them home and hand them over to the law. An exact count of how many men John had killed over the years is not known, but it was very many as rumors go.

In the 1890’s, the law of the land in Southeast Kentucky and Southwest Virginia was simple: there wasn’t any. Men killed, raped and robbed without consequence. Everywhere except on Devil John Wright’s land. Although he did his bounty work, he never wanted a career in law enforcement. John was a firm believer in having good morals and following common laws, but to be a man of the law himself?

*Devil John’s Colt .44*

John had many battles with miscreants who dared to tread on his territory in the Cumberland Mountains, including Doc Taylor and the Ku Klux Klan of which he disliked because of their secrecy and there are even more tales to his feats of justice that always pointed that John was a fair and just man. And so this reputation inevitably led him to become Sherriff of Wise County Virginia in 1896. This was as much for John to show to his great family and community that not only was he their father, but also their protector and keeper of the peace. The Civil War may have hardened Devil John for this part of his life, for he was ruthless when he needed to be and none was ever know to escape his sights.

124

### Later Life, Conversion and Death

Devil John would continue his rambling killing ways well into his early seventies. He was a known drinker and gambler and loved to make his own brandy, which he deemed the only good thing that an apple was for. But he also was a lover of his wives and children and took good care of his workers who tended his lands. John also was a lukewarm man of the Christian faith. He would often go to church with his first wife when the mood struck him and was a very simple man of prayer. But he always insisted that his children go to church and not take after his ways.

But that all changed in March of 1925 when his first wife, Mattie, passed away. This seemed to change Devil John and he began to go to church more regularly and on a warm morning on July 24<sup>th</sup>, 1929, Devil John finally decided to shed the skin of his former life and became a man of God. In Fairview, Virginia on that July morning, he was baptized in front of over 2000 people. Most people came because they loved John. But there were those who came just out of curiosity to see if it would really happen and even others who were sworn enemies of Devil John to see if they could finally breathe a sigh of relief.

It happened and John did change his ways. He retired back to his favorite farm in Wise and watched his children’s families grow and play with his grandchildren. He became fiery about his devotion to the Christian faith and he did keep true to his word. He retook his Christian name of John Wesley Wright and dropped Devil for good. He also dropped his fire arms and never fired one again.

*John Wright in Wise Virginia (circa 1925)*

## APPENDIX: “The Ballad of John Wright”

But this change would be short lived. On a cold, snowy day on January the 30<sup>th</sup>, 1931, John Wesley Wright passed away at his home at the ripe age of 87 with his second wife and a few of his children by his bed side. The doctor who attended him said it was his heart that failed him.

John was buried two days later in Wise and thousands attended his funeral. Tears and brandy were spilt at the services that followed as the legend of this man was told by dear friends and family.

One testimony was given at his funeral by an unknown man who fought alongside John during the Civil War and knew him all his life summed him up quite well:

“He got his man safe if he could. If he could not, he used lead. He was never known after having captured a man to let him get out of his sight. Never did he strike a man or permit anyone of (his) allies to mistreat a man that he had under arrest. He believed in turning them over to the law and letting the law run its course.” (Devil John Wright, pg. 254)

### Sources Cited

Wright, William T. *Devil John Wright of the Cumberland's*

1932, 254 pages. Publisher William T. Wright (2<sup>nd</sup> print 1970)

*This book was written by John's son William, known to the family as Uncle Chid. He paid to have it self published in 1934 and gave many to not only my line of family to John, but to many other lines as well.*

Potter, Annette. "Annette Potter Family Geneology." 1995. Web. 2010.

< <http://yeahpot.com/deviljohnwright.html> >

*This was an interesting article by a woman who claims Devil John in her bloodline.*

**APPENDIX: “Downtown Overhead Wires Planting Species”**

*Downtown Overhead Wires Planting Species*

<u>Botanical Name</u>	<u>Common Name</u>
<i>Acer buergerianum</i>	Trident Maple
<i>Crataegus phaenopyrum</i>	Washington Hawthorn
<i>Crataegus phaenopyrum 'Fastigiata'</i>	Fastigiata Washington Hawthorn
<i>Crataegus viridis 'Winter King'</i>	Winter King Hawthorn
<i>Crataegus x lavalleyi</i>	Lavalle Hawthorn
<i>Malus spp.</i>	Crabapple
<i>Ostrya virginiana</i>	Hophornbeam
<i>Syringa reticulata</i>	Japanese Lilac Tree