

Prestonsburg, KY:
Trail Town Conceptual Master Plan



Prepared for the City of Prestonsburg, KY

June 2017

Prestonsburg, KY:
Trail Town Conceptual Master Plan

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The Community Design Assistance Center (CDAC) is an outreach center in the College of Architecture and Urban Studies at Virginia Tech that assists communities, neighborhood groups and non-profit organizations in improving the natural and built environments. Assistance is provided in the areas of landscape architecture, architecture, planning, and interior design. Working with communities, the conceptual planning and design provides communities with a graphic vision of their project that can then be used for grant applications and fundraising for the next steps toward implementation.

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SOUTHERN GROUP
OF STATE FORESTERS



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

ACKNOWLEDGMENTS

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PART 1: PROJECT DESCRIPTION

PROJECT DESCRIPTION Narrative

Located in the valleys of eastern Kentucky, Prestonsburg is a city defined by steep topography and winding water courses such as the Levisa Fork of the Big Sandy River. Prestonsburg serves as the county seat for Floyd County and as of 2010, has a population just over 3,000 residents.

An abundance of natural resources surround Prestonsburg: Jenny Wiley State Resort Park, mountains, rivers, lakes, forests, and wildlife. These natural resources provide residents and visitors with a wealth of opportunity for an outdoor lifestyle. The abundance of parks and newly planned trails to Prestonsburg created a need for a cohesive plan that identifies and connects individual pieces to a larger recreation network.

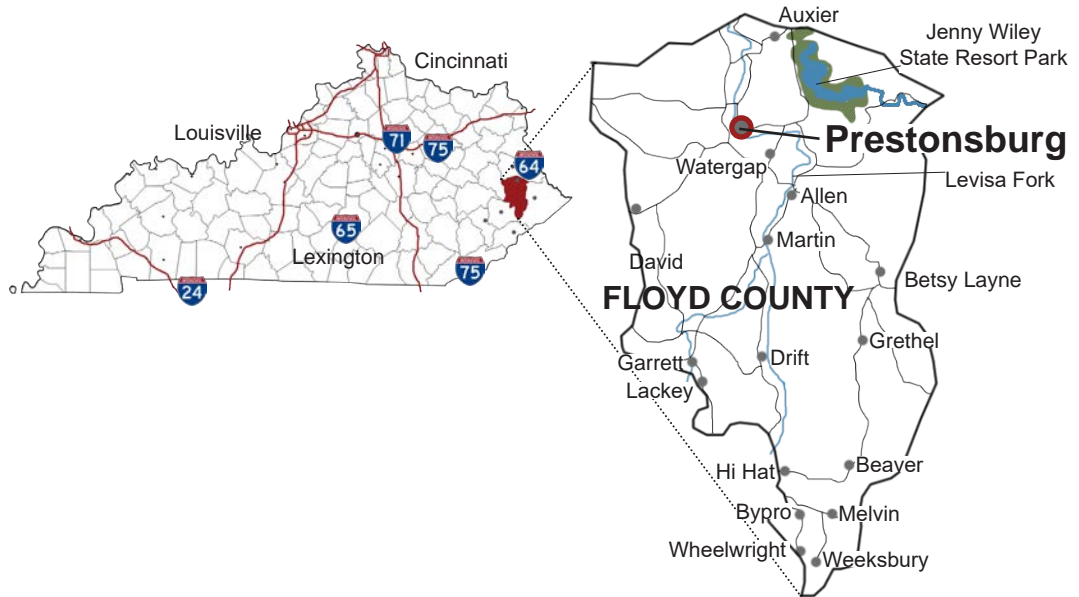
In addition to its natural resources, the City is attractive with rich Civil War history, unique bridge architecture, and cultural events such as Jenny Wiley Festival and seasonal farmer's market. With this project the City sought to strengthen their trail connections in order to capitalize on their natural, historic, and cultural assets for community and economic development.

The City leadership also had aspirations beyond City boundaries, anticipating how this project could propel their efforts to designate Prestonsburg as a "Kentucky Trail Town". Many surrounding communities already participate in this program. Achieving this certification will provide Prestonsburg with increased access to state funding and technical assistance resources while advancing its economic, social, and environmental goals in the City's tourism industry. The "Kentucky Trail Town" certification will aid in positioning Prestonsburg as a prominent outdoor recreation and vacation destination in Kentucky.

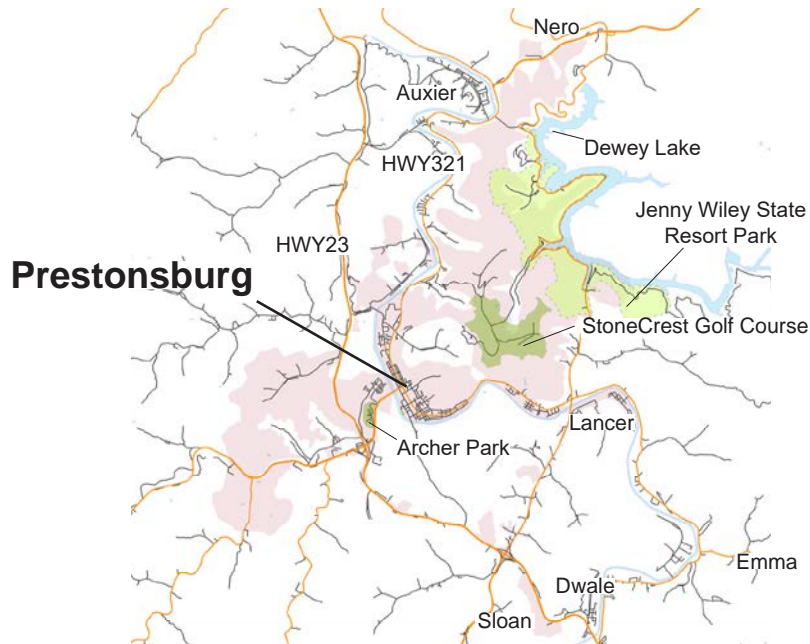
The primary goal of this project was to help the City work toward their "Trail Town" certification by creating a conceptual trail master plan that connects trail networks to public spaces and provides recommendations for effective wayfinding signage.

Prestonsburg, KY:
Trail Town Conceptual Master Plan

PROJECT DESCRIPTION
Location



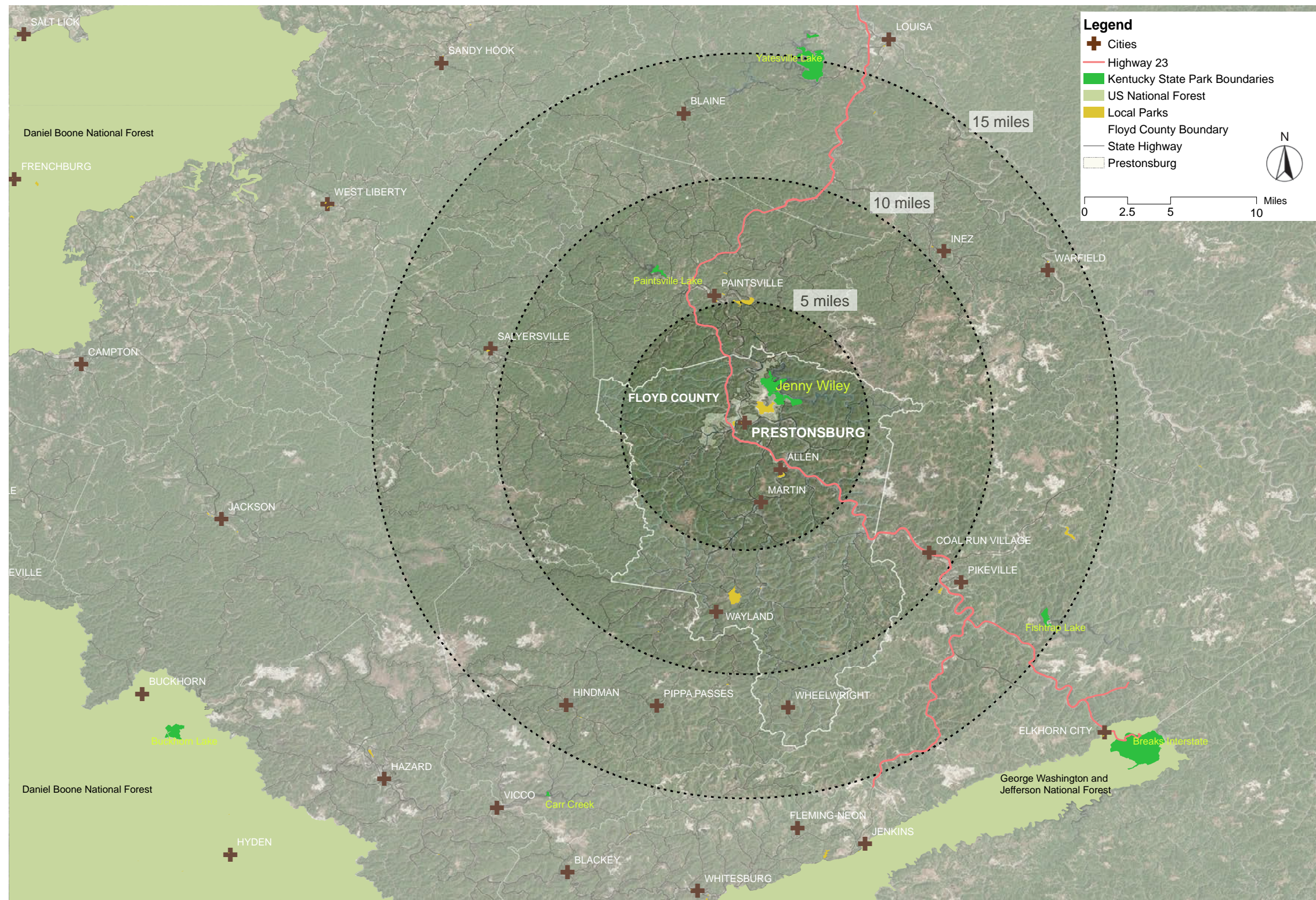
Prestonsburg is located in eastern Kentucky (left map) and in the north portion of Floyd County (right). The Jenny Wiley State Resort Park is northeast of Prestonsburg.



Prestonsburg is surrounded by several communities and covers approximately 13 square miles.

PROJECT DESCRIPTION
Regional Context

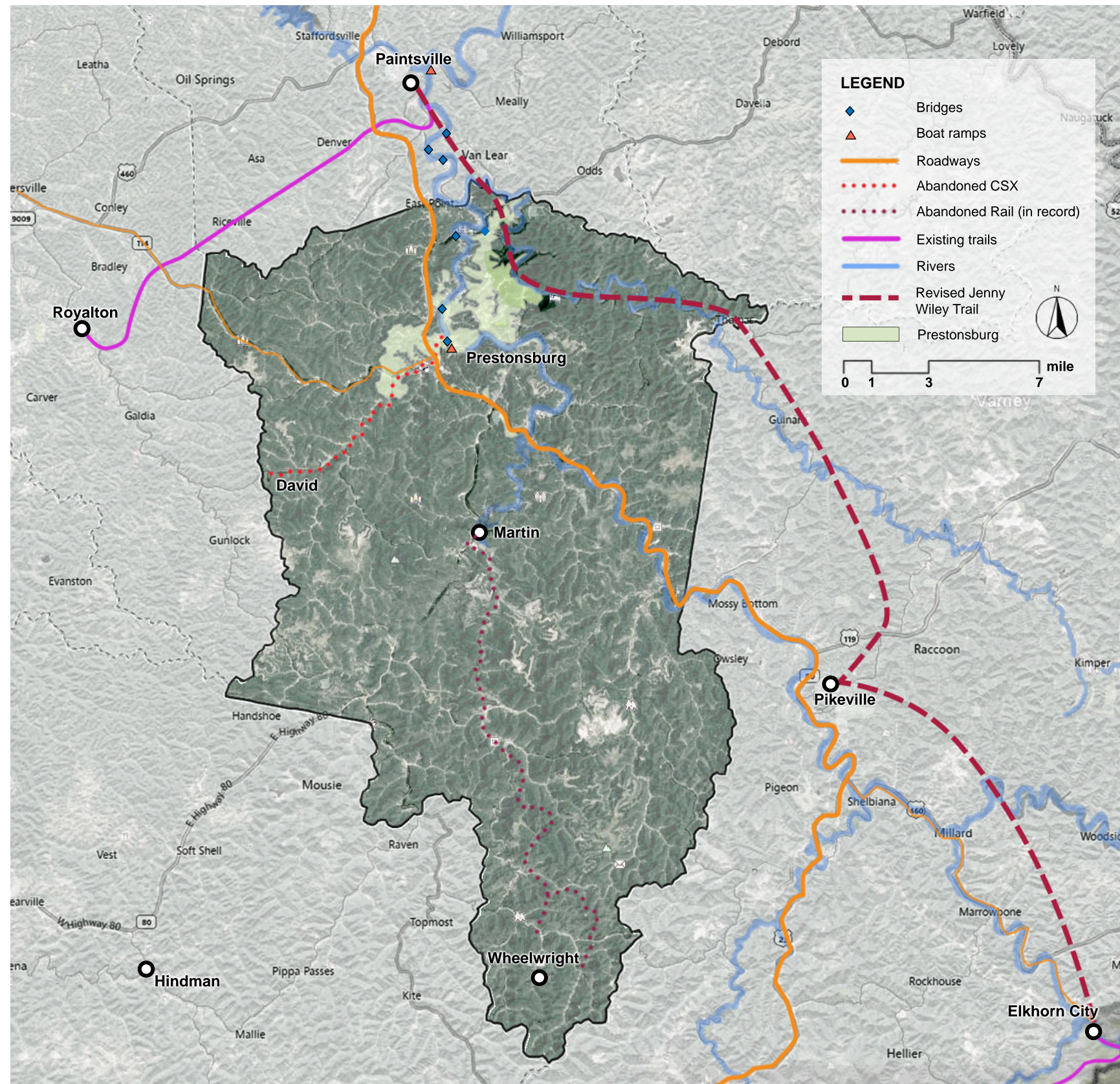
The City of Prestonsburg is located in Floyd County, Kentucky. Many surrounding towns along Highway 23, such as Pikeville and Paintsville, are working to become certified Trail Towns through the Kentucky Department of Tourism. The City of Prestonsburg also aims to be a part of the regional network of trail towns in eastern Kentucky. Formulating a unique outdoor experience as another upcoming trail town in this region, however, was one of the challenges this project faced.



PROJECT DESCRIPTION Floyd County Context Map and Recreational Assets

One element that makes Prestonsburg unique in eastern Kentucky is its close access to abundant natural amenities and destinations. These destinations better position Prestonsburg to be considered for the Trail Town designation by the State.

A county-wide “Revised Jenny Wiley Trail” has been planned to connect Paintsville, Jenny Wiley State Park, Pikeville, and Elkhorn City in the “Cross Kentucky Master Trail Plan”. In this context, future trails in the City of Prestonsburg become spurs of the abandoned trail system. Moreover, abandoned rail lines in Floyd County offers potential rail-to-trail opportunities, connecting Prestonsburg to David and south of the county. In addition, Levisa Fork as a section of Blue River Trail and Route 23 are linking City of Prestonsburg with surrounding towns.



PROJECT DESCRIPTION Prestonsburg Asset Inventory



The City of Prestonsburg has abundant natural and cultural assets:

The Jenny Wiley State Park is one of the most important natural assets of the city, offering boat ramp, multiple-use trails, lodging, and dining. While Archer Park offers other recreational activities such as a swimming pool, tennis court, and soccer and baseball fields. Garfield Trail and Jenny Wiley Trail are two existing trails around the city.

Billy Ray's boat ramp and the farmer's market stage adjacent to the municipal building are popular spots to gather. Events are also held in the Mountain Arts Center, Archer Park, and Jenny Wiley Theater.

Middle Creek Battlefield on Route 114 and Mayhouse Living History Museum at the north of the City showcase the rich history of Prestonsburg.

PROJECT DESCRIPTION **Design Process**

The design process for the Prestonsburg Trail Town Conceptual Master Plan began with an initial site visit to Prestonsburg in November 2016. The CDAC team met with project stakeholders and representatives of various City interest groups to discuss concerns and desires for the project. The CDAC team toured Prestonsburg and the surrounding areas to gather information about the sites as well as understand the existing City character. See the Appendix for notes from the various input meetings.

An inventory and analysis process allowed CDAC team members to gain a better understanding of the opportunities and constraints of the City. Potential sites to focus on in more detail areas were also identified.

The first draft of the conceptual trail master plan was presented to the stakeholder group in January 2017. CDAC team incorporated their feedback into refined preliminary designs. The final conceptual plans for the trail master plan and focus areas were sent to the stakeholder group in May 2017.

Prestonsburg, KY:
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PROJECT DESCRIPTION
Initial Site Visit



CDAC team exploring the Levisa Fork.



CDAC team discussing connecting a pocket park next to City Hall with the overall trail.



CDAC team members Joe Niland, Austin Chase, and Xiaofei Shi speak with Beau Spurlock, a local landscape architect, resident, and trail advocate.



CDAC team exploring active and inactive industrial lines as a potential trail route location.



CDAC director, Elizabeth Gilboy presents information to the Prestonsburg Stakeholders group.



Project team members walk along Front St. Its narrow sidewalk (left) was a concern when considering pedestrian/ bicyclist safety.

PART 2: FINAL DESIGN

FINAL DESIGN: TRAIL ROUTING

The Prestonsburg conceptual trail master plan links together several scattered assets within the city into a cohesive trail system. Generally, the trail system connects recreational assets along the ridge lines that frame the City with cultural and historical assets near downtown Prestonsburg and along Levisa Fork. Prestonsburg and West Prestonsburg can be linked together by reactivating the Rainbow Arch Bridge into a pedestrian thruway that celebrates the iconic historic identity of the city.

The linkages in the western side of Prestonsburg begin at the existing Garfield Trail. Currently, the trail ends at an active industrial lot between a CSX Rail line and N. Railroad Ave. The proposed trail master plan bypasses this problematic intersection of industry and recreation by rerouting the trail just behind the residential property lines on Baldwin Street and connects the trail to the City grid at the intersection of Duncan Street and Harkens Avenue. This strategy provides a safer crossing for pedestrians and establishes direct access to a proposed rail-to-trail route along an abandoned CSX railway track that connects Prestonsburg with Archer Park and eventually with David, KY.

At the intersection of Duncan St. and Harkens Ave., the trail splits into two with the southern route heading towards Archer Park/ David and the eastern route heading towards Rainbow Arch Bridge and downtown Prestonsburg.

The downtown-bound route follows Harkins Ave. and Harris St. with a sidewalk that accommodates pedestrians and striped area in the road for bicyclists. When the trail route reaches the intersection of Harris St. and Railroad Ave., there is a trailhead for both Garfield Trail and the newly planned rail-to-trail adjacent to the Rainbow Arch Bridge. The trailhead features a parking lot for about 10 cars, signage, and picnic shelter with restrooms. From the trailhead, the trail continues along Bridge St. where it crosses the Levisa Fork on the restored Rainbow Arch Bridge. The bridge orients the visitors toward downtown while providing a scenic view of the river and displaying the unique bridge architecture that has come to define Prestonsburg.

After crossing the Rainbow Arch Bridge, the trail continues along Branham St. back to Central Ave., in order to avoid potentially dangerous pedestrian and vehicular interactions along Lake Dr.

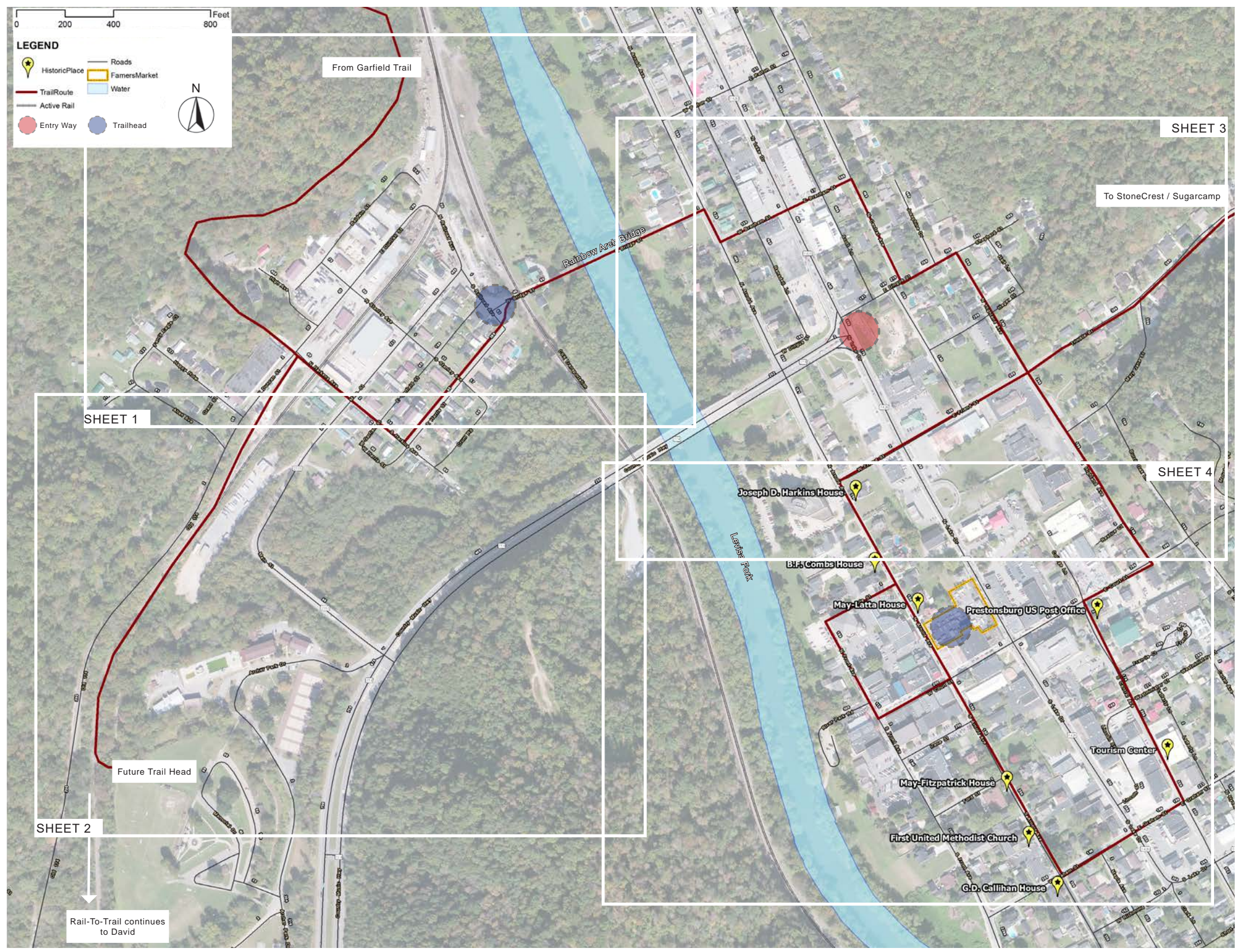
FINAL DESIGN: TRAIL ROUTING

Locating the route along side streets allows for bike lanes to be painted on the street and mitigates vehicular traffic interference. The trail route continues to Trimble Branch Road where the route splits again. The route along Trimble Branch Road utilizes the existing street to connect downtown Prestonsburg with the recreational assets at Stone Crest and Sugar Camp.

Trail users can continue straight along Highland Ave. to begin the Historic Prestonsburg loop. The loop connects historical and culturally significant assets in the district including the Prestonsburg Post Office, the Tourism Center, May-Fitzpatrick House, Joseph Harkins House, and Billy Ray's. There is particular emphasis on Court St. which features an abundance of historical architecture. Another trailhead is proposed at the current Prestonsburg Farmer's Market. This new trailhead features organized parking, renovated farmer's market space, and a collection of different gathering and outdoor dining spaces.

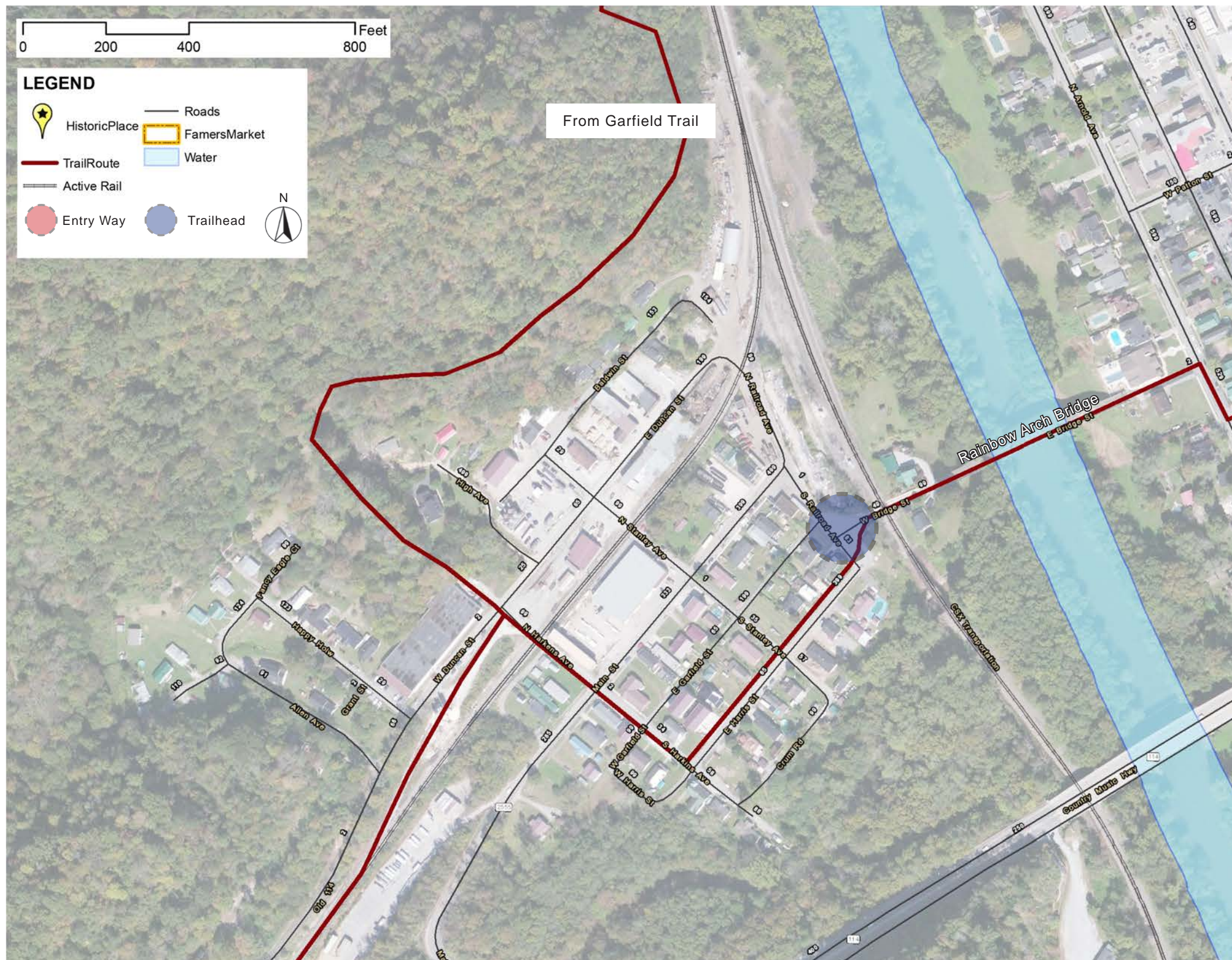
The following pages include the final conceptual master plan sheet index followed by the 4 sheets depicting the proposed location of the trail.

**FINAL DESIGN:
MASTER PLAN
Sheet Index**



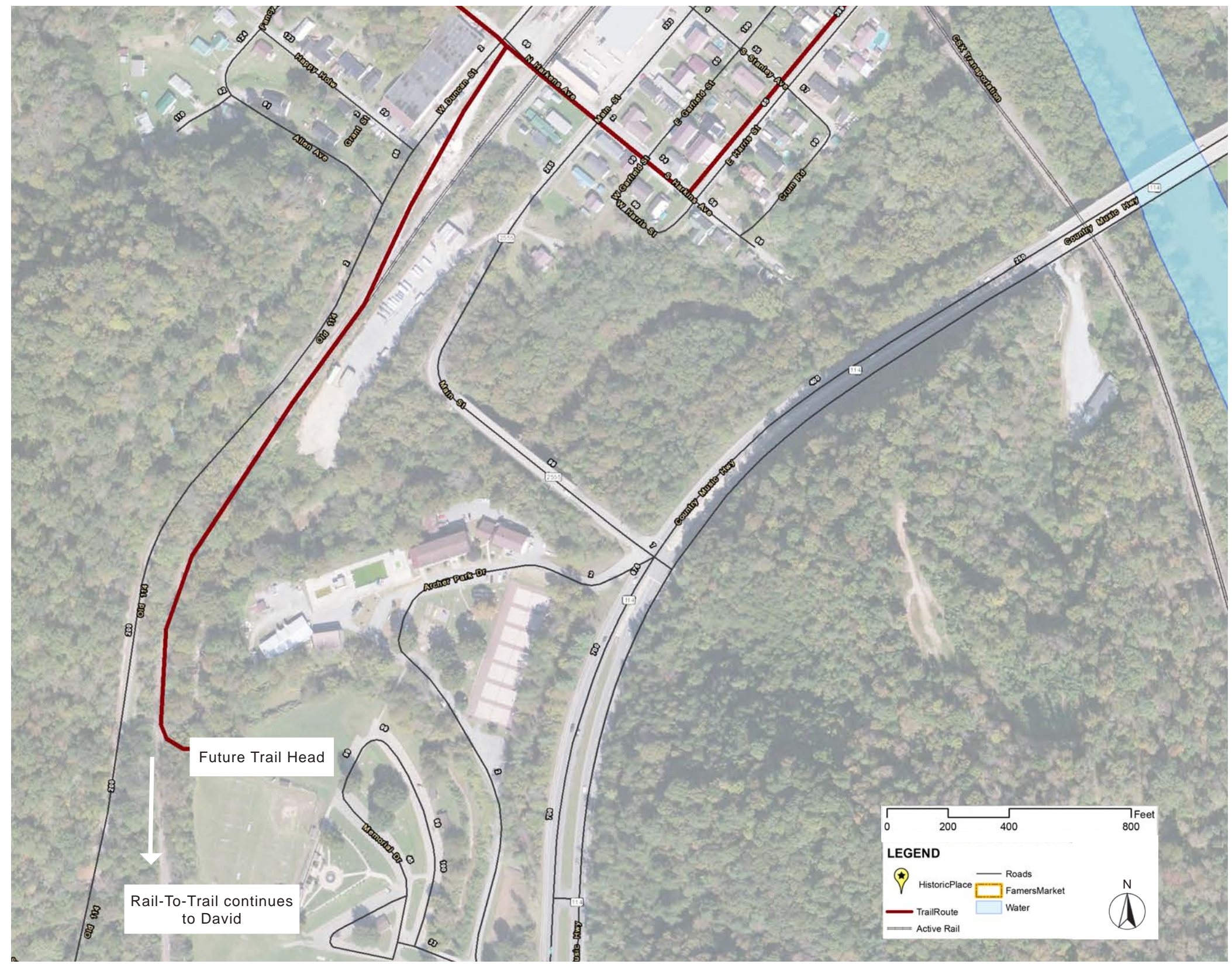
**FINAL DESIGN:
MASTER PLAN
Sheet 1
(Garfield Trail Area)**

The linkages in the western side of Prestonsburg begin at the existing Garfield Trail. Currently, the trail ends at an active industrial lot between a CSX Rail line and N. Railroad Ave. The proposed trail master plan bypasses this problematic intersection of industry and recreation by rerouting the trail just behind the residential property lines on Baldwin Street and connects the trail to the City grid at the intersection of Duncan Street and Harkens Avenue. This strategy provides a safer crossing for pedestrians and establishes direct access to a proposed rail-to-trail route along an abandoned CSX railway track that connects Prestonsburg with Archer Park and eventually with David, KY.

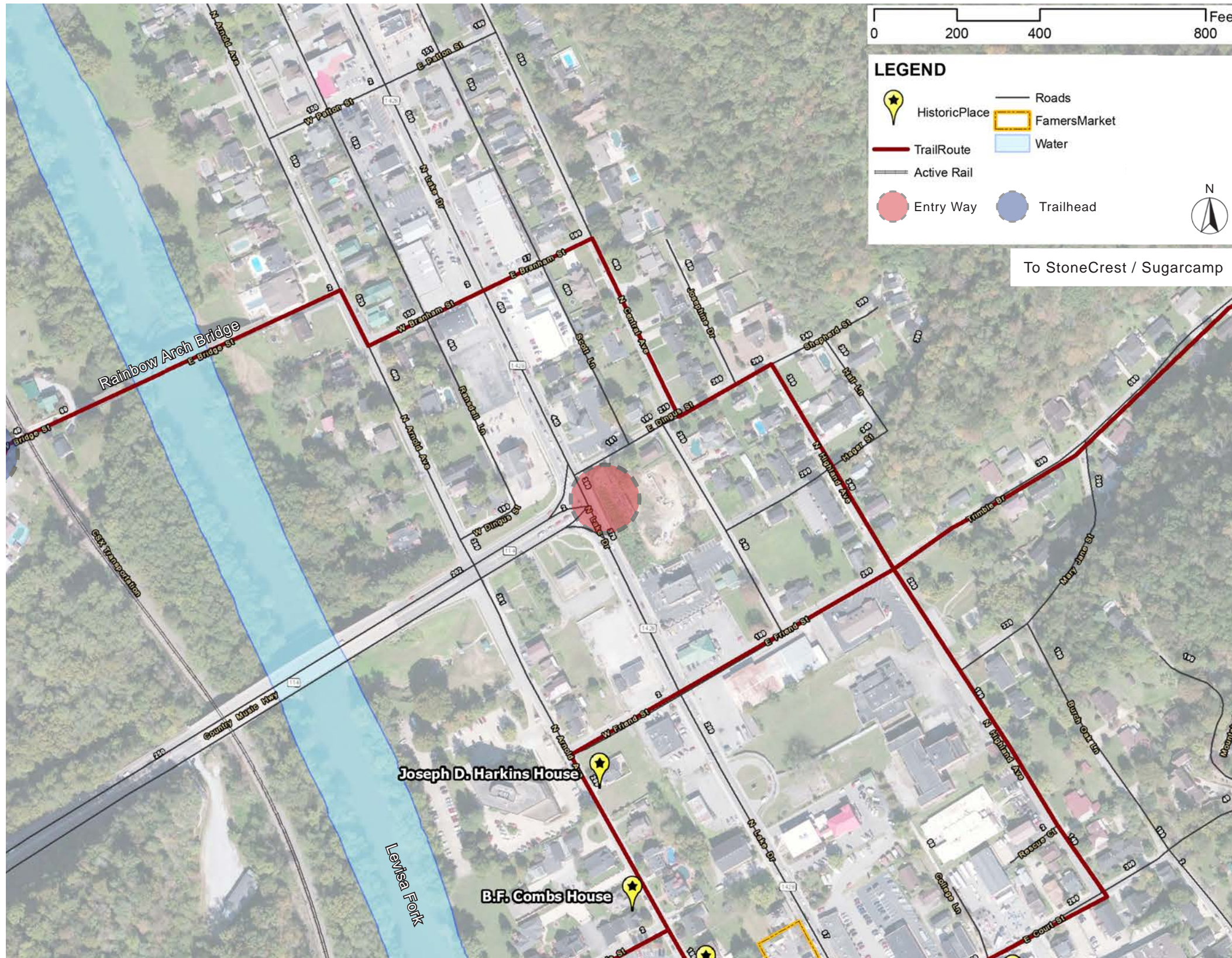


**FINAL DESIGN:
MASTER PLAN
Sheet 2
(Archer Park/David Bound)**

At the intersection of Duncan St. and Harkens Ave., the trail splits into two with the southern route heading towards Archer Park/David and the eastern route heading towards Rainbow Arch Bridge and downtown Prestonsburg.



**FINAL DESIGN:
MASTER PLAN
Sheet 3
(Downtown Bound)**

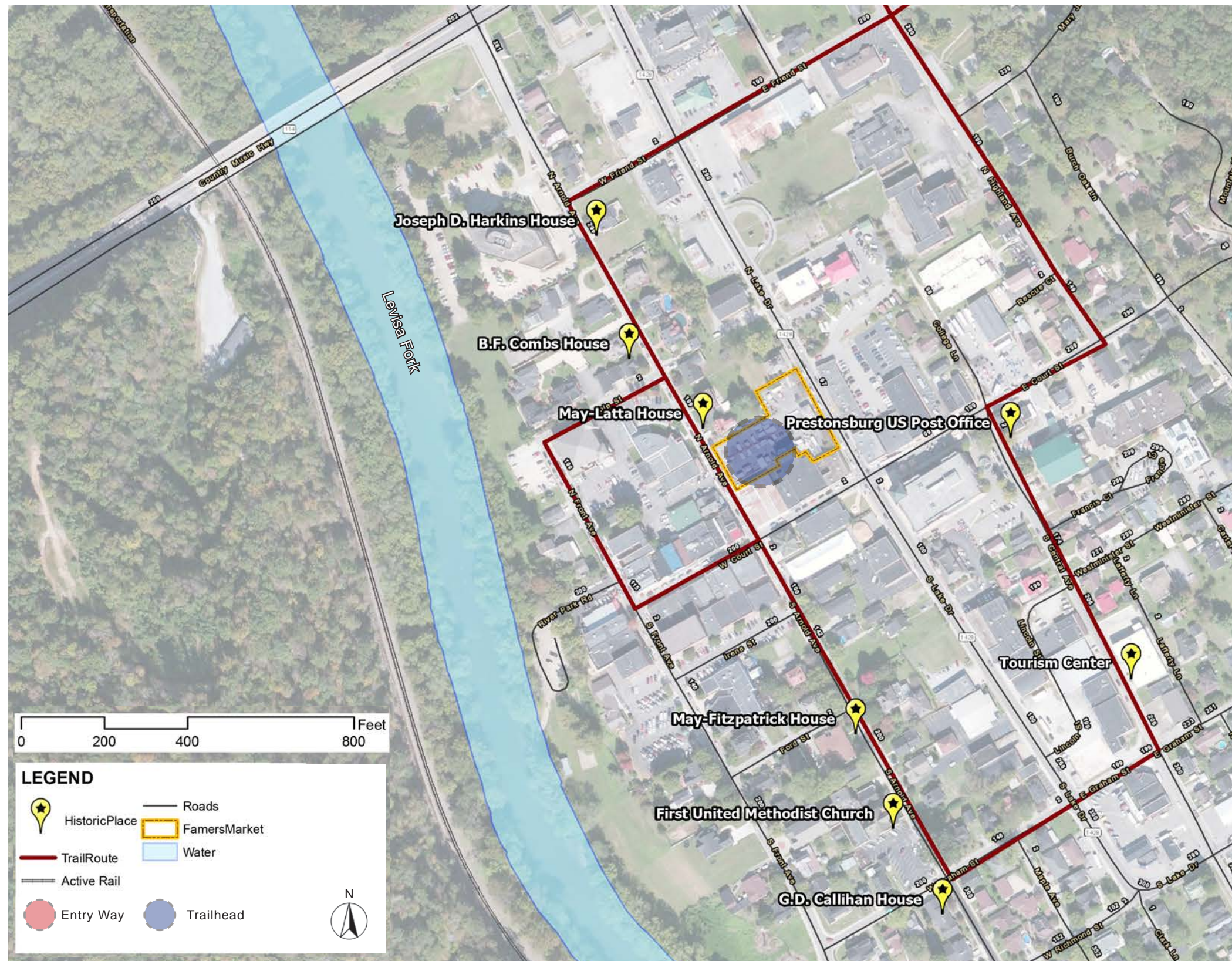


The downtown-bound route follows Harkins Ave. and Harris St. with a sidewalk that accommodates pedestrians and striped area in the road for bicyclists. When the trail route reaches the intersection of Harris St. and Railroad Ave., there is a trailhead for both Garfield Trail and the newly planned rail-to-trail adjacent to the Rainbow Arch Bridge. The trailhead features a parking lot for about 10 cars, signage, and picnic shelter with restrooms. From the trailhead, the trail continues along Bridge St. where it crosses the Levisa Fork on the restored Rainbow Arch Bridge. The bridge orients the visitors toward downtown while providing a scenic view of the river and displaying the unique bridge architecture that has come to define Prestonsburg.

After crossing the Rainbow Arch Bridge, the trail continues along Branham St. back to Central Ave., in order to avoid potentially dangerous pedestrian and vehicular interactions along Lake Dr. Locating the route along side streets allows for bike lanes to be painted on the street and mitigates vehicular traffic interference. The trail route continues to Trimble Branch Road where the route splits again. The route along Trimble Branch Road utilizes the existing street to connect downtown Prestonsburg with the recreational assets at Stone Crest and Sugar Camp.

**FINAL DESIGN:
MASTER PLAN
Sheet 4
(Downtown)**

Trail users can continue straight along Highland Ave. to begin the Historic Prestonsburg loop. The loop connects historical and culturally significant assets in the district including the Prestonsburg Post Office, the Tourism Center, May-Fitzpatrick House, Joseph Harkins House, and Billy Ray's. There is particular emphasis on Court St. which features an abundance of historical architecture. Another trailhead is proposed at the current Prestonsburg Farmer's Market. This new trailhead features organized parking, renovated farmer's market space, and a collection of different gathering and outdoor dining spaces.

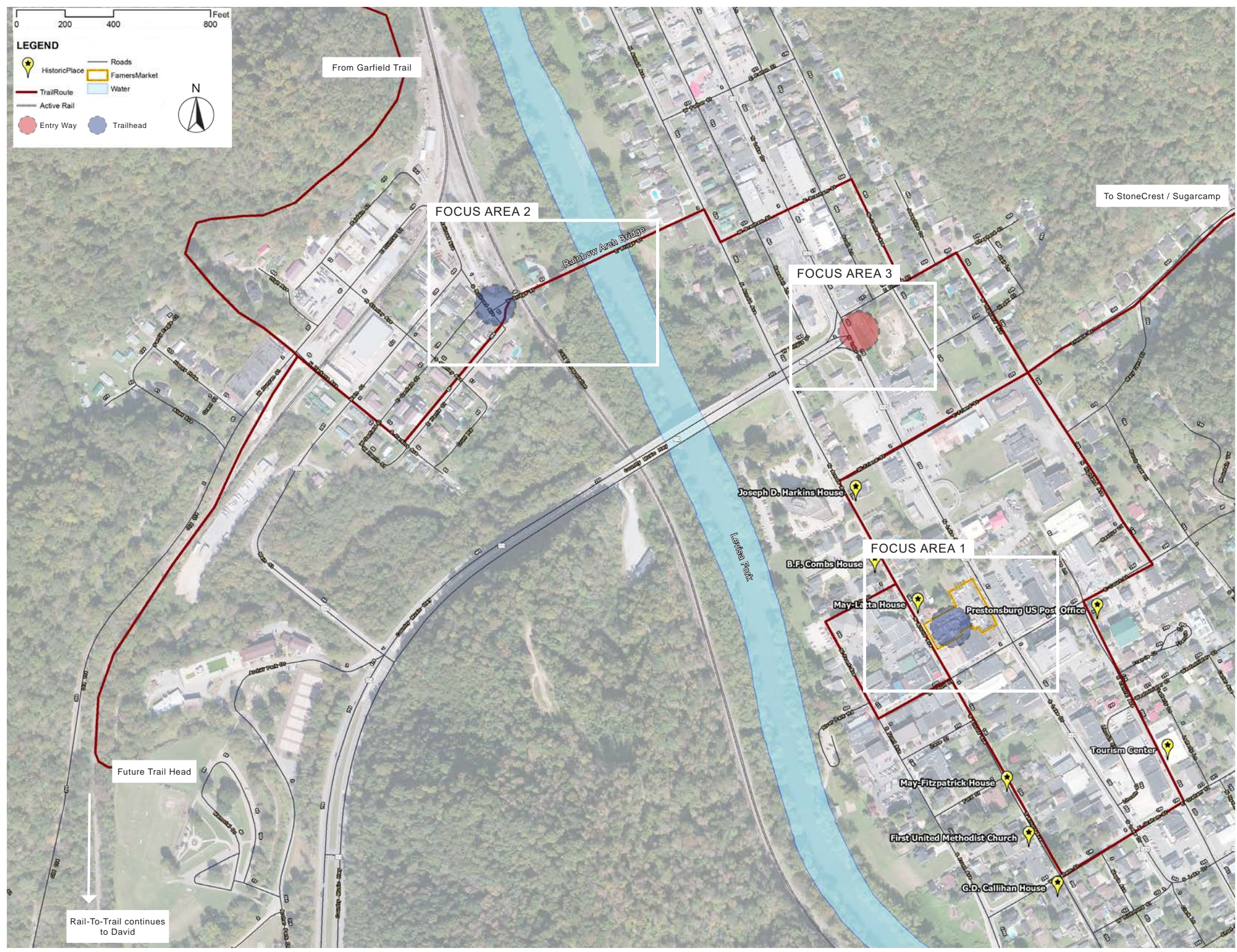


FINAL DESIGN: FOCUS AREAS

CDAC also focused on three areas along the trail to develop more focused concepts. These include the Farmer's Market area, Rainbow Arch Bridge area and the entry to the City of Prestonsburg.

A map of the locations of these areas can be found on page 23. These designs each focus area can be found on the subsequent pages.

**FINAL DESIGN:
FOCUS AREA LOCATIONS**



Focus Area 1: Farmer's Market
- Renovated event structure
- Trailhead facilities in downtown

Focus Area 2: Rainbow Arch Bridge
- Shelter and picnic area
- Trailhead in West Prestonsburg

Focus Area 3: City Entry
- Welcoming gateway
- Aesthetic improvements
- Signage system recommendations

FOCUS AREA 1: FARMER'S MARKET AREA

The farmer's market property is located between N. Arnold Ave. and N. Lake Drive near W. Court Street. This concept aims to improve the qualities of the existing farmer's market space while maintaining its current function and fostering additional flexibility. The improvements to the farmer's market site becomes an important node along the proposed larger trail system design.

The new Prestonsburg Farmer's Market area is developed with transportation and circulation system for pedestrians, bicyclists, and personal vehicle, supporting all means of access for visitors from the greater Prestonsburg area. It also offers space for public gatherings as well as more private, informal gatherings.

As a new economically and socially active spot in the heart of downtown Prestonsburg, the proposed farmer's market could potentially spur activity around the downtown proper as well as provide a meaningful addition to the City's open space network.

This farmer's market concept incorporates economic and social values that parallel with the "Kentucky Trail Town" certification program. Specific areas that are addressed include farmer's market as a cultural asset, downtown merchandise as an economic asset, and trailhead facilities as trail physical elements.

Parking and Circulation:

The current parking lot is slightly unorganized and inefficient for its intended function. In the updated plan, the two small parking areas to the northeast and southwest corners of the property have been reorganized into one larger, more structured parking area.

Vehicle circulation has been reorganized to accommodate existing traffic directions on both N. Arnold Ave. and N. Lake Drive, with a one-way entrance into the farmer's market parking lot from N. Arnold Ave. and one from N. Lake Dr., one on each street. Parking for vendors is located along the proposed structure in the middle of the site with access.

FOCUS AREA 1: FARMER'S MARKET

Farmer's Market Structure:

The proposed farmer's market structure creates a more formal atmosphere, increasing marketability and function. Vehicles would park directly adjacent to the proposed farmer's market structure to unload products. The structure features restrooms and storage units for items that are used for temporary events at the farmer's market, such as tables and chairs. The proposed structure is aligned on the same axis as the existing stage on the eastern edge of the site, along N. Lake Drive.

The linear shape of the proposed structure allows for new lawn space where asphalt currently exists. Permanent seating walls proposed around the lawn underneath the structure can be used by spectators during various performances or scheduled events. This proposed structure provides a flexible and adaptive place for gathering during both the farmer's market or everyday, informal gathering. See perspective on page 29.

Signage:

An important criteria of the state's trail town certification process is clear and appropriately scaled signage. Signage is necessary to guide visitors around the city, directing them to places to eat, stay, recreate, and learn additional information about their Prestonsburg visit. CDAC's proposed signage icons incorporate graphic elements of current Prestonsburg marketing efforts, showing the identity of the City with the unique architectural character of Rainbow Arch Bridge. The proposed signage provides people with directions, trail/town maps, and other relevant information such as local history. Further, it is important that all signage is graphically consistent across the city.

Appropriately-scaled signage is proposed in this master plan for people in cars, walking, and on bicycles. Signage is proposed at the northwest corner along Arnold Ave., the entrance into the farmer's market structure, as well as in front of the existing stage along N. Lake Drive.

FOCUS AREA 1: FARMER'S MARKET

Elevated Seating Terrace:

In front of the parking bay in the southwest portion of the farmer's market site is an existing retaining wall. The wall is made of concrete and is roughly four feet tall. The wall serves to meet the existing grade of the buildings to the south along West Court Street. The land above the retaining wall and between the existing buildings is currently underutilized as a small patch of mowed grass. As part of the redevelopment of the current farmer's market site, this existing land is proposed to be converted into an outdoor seating area. A perspective of this proposed elevated seating terrace can be found on page 30.

The elevated outdoor seating area features planting, tables and chairs, as well as an access walkway for the back doors of the existing buildings. The space is intended to be semi-public and utilized by small groups of people and people working in the adjacent buildings. The elevated area boasts a quality viewing spot to the proposed farmer's market structure and related activities. For location, this space feels more secluded and set back from the busy public farmer's market.

Perspective 1, Stage and Lawn Area:

Perspective 1 on page 29 shows the heart of the farmer's market area. Here, the existing stage, proposed lawn, and proposed farmer's market structure come together to create a socially vibrant space for the City. The structure and open space can be used for everyday public events such as concerts and market days.

The lawn is large enough for people to feel comfortable spreading out and close enough to the stage for quality viewing. The permanent seating walls are visible on the periphery of the lawn. The seating walls can be oriented toward the stage or the under-roof space of the proposed farmer's market structure.

Perspective 2, Elevated Seating Terrace:

Perspective 2 on page 30 highlights the semi-public space above the existing retaining wall. Tables and chairs, as well as

FOCUS AREA 1: FARMER'S MARKET

lush plantings, are proposed between the back of the existing buildings along West Court Street. This elevated terrace provides an excellent opportunity for employees working in the buildings to gather outside as well as for the general public use.

The terrace's location, slightly removed from the central activities and elevated above the parking lot, lends itself to smaller group or those that wish to be engaged in more passive ways.

**FOCUS AREA 1:
FARMER'S MARKET
Conceptual Master Plan**

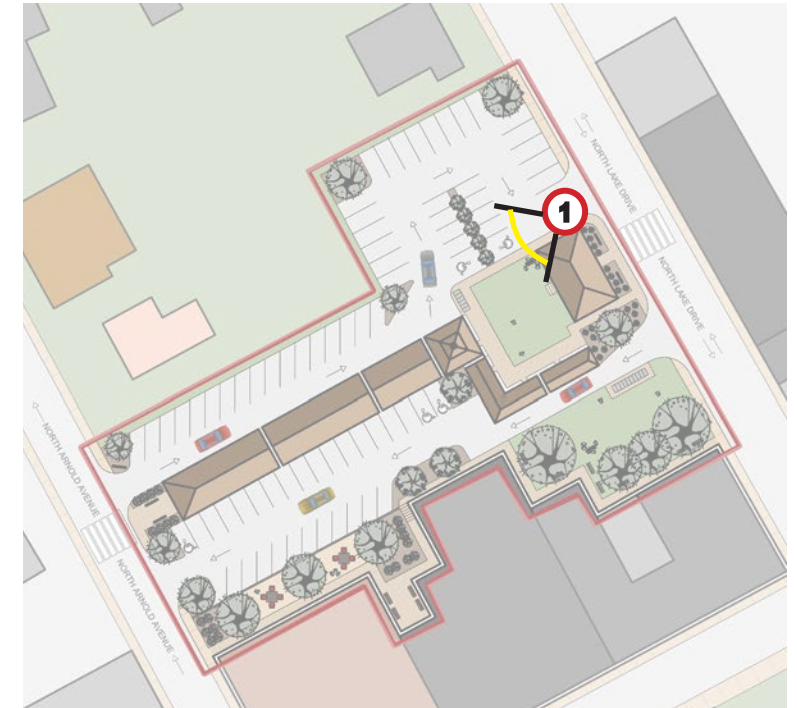
1. Signage & ornamental planting
2. Stage (existing)
3. Expanded parking
4. Lawn
5. Bike racks
6. Walkway
7. Trailhead facilities (restroom, storage)
8. Farmer's market shelter
9. Vendor vehicle parking/stands
10. Raised terrace with outdoor seating & retaining wall
11. Pedestrian-scale signage & entry plaza
12. Vehicle signage



**FOCUS AREA 1:
FARMER'S MARKET**
Perspective 1



After



Before

**FOCUS AREA 1:
FARMER'S MARKET**
Perspective 2



After



Before

FOCUS AREA 2: RAINBOW ARCH BRIDGE TRAILHEAD

Introduction

Prestonsburg has an opportunity to make the Rainbow Arch Bridge a one-of-a-kind trail destination if the bridge was renovated and opened to pedestrians and bicyclists. The proposed Rainbow Arch Bridge trailhead creates an access point to the iconic Prestonsburg Rainbow Arch Bridge (see perspective on page 35). Currently, the distinctive bridge is hidden behind residential lots and railroad activity. This plan proposes a trailhead parking area, a picnic shelter with restrooms, and pedestrian and bicycle access to the bridge. The trailhead concept can be found on page 33.

Parking Area:

As rail operations are reduced, an increasing number of rail lines are closed and converted to recreational trails. The property between the rail line and Railroad Ave. currently is open with grasses and weeds growing.

The proposed concept for the area north of the intersection of Railroad Ave. and W. Bridge St. proposed about 10 parking spaces. The parking lot is single loaded to keep visitors a safe distance from the active rail line. A dense vegetative planting screens the railroad from the parking lot. A fence line beyond the vegetative screen further ensures visitor's safety. The parking lot is located immediately adjacent to the Rainbow Arch Bridge trail entrance, providing quick access for visitors.

Signage and Shelter:

Signs, located at the corner of Railroad Avenue and W. Bridge St., are visible both from the street and from the parking area to direct visitors to the bridge. The graphically cohesive icons, painted on pavers and signs, keep visitors on the designated trail and direct them to the parking or restrooms. Beyond the signs there is a picnic shelter that draws architectural inspiration from the farmer's market structure downtown. The existing sloped lawn behind the shelter can be used for picnicking. Trail-goers now have everything that is needed to relax, refill water, use the restroom, or navigate the Prestonsburg area (see perspective on page 34).

FOCUS AREA 2: RAINBOW ARCH BRIDGE TRAILHEAD

Pollinator Garden:

On the northwest side of the shelter is a proposed pollinator garden planted with species that attract various pollinator insects, particularly bees and butterflies. Plants should be selected that have different bloom cycles. This provides a long period of food for the insects but also creates consistent color throughout the growing season for people visiting the trailhead. Considering the nature of this site, species should be selected that enjoy partial to full sun and intermediate dry conditions. The garden creates consistent seasonal views and an excellent learning opportunity about the importance of preserving important pollinator species. Below are a few pollinator species that are native to Kentucky.



Blue Mistflower
Conoclinium coelestinum



Large Leaf Wild Indigo
Baptisia alba var. macrophylla



Hairy-jointed Meadow-parsnip
Thaspium barbinode



Fragrant Sumac
Rhus aromatica



Giant Hyssop
Agastache scrophulariifolia



Maryland Senna
Senna marilandica



Narrowleaf Mountainmint
Pycnanthemum flaxuosum



Scarlet Bee Balm
Monarda didyma



Sideoats Grama
Bouteloua curtipendula

**FOCUS AREA 2:
RAINBOW ARCH BRIDGE
TRAILHEAD**
Conceptual Master Plan



**FOCUS AREA 2:
RAINBOW ARCH BRIDGE
TRAILHEAD**
Picnic Shelter: Perspective 1



After



Before

**FINAL DESIGN:
RAINBOW ARCH BRIDGE
TRAILHEAD**
Pedestrian Access: Perspective 2



After



Before

FOCUS AREA 3: CITY ENTRANCE AND SIGNAGE

Clear and informative signage is a crucial component for any municipality, specifically for those attempting to obtain Trail Town certification in Kentucky. Local businesses benefit from this signage as it helps visitors traveling by vehicle, foot, or bicycle locate areas of retail and commercial businesses and better navigate on the trail. A high-quality signage system can be expanded to include interpretive panels. Interpretive signage is an opportunity to educate trail users about Prestonsburg, such as its history or the river's ecology.

The CDAC team incorporated existing city marketing and branding efforts into the signage concepts. To supplement Prestonsburg's existing identity as Star City, derived from the City's five arterial roads, the CDAC team used the Rainbow Arch Bridge as inspiration for an alternative signage and marketing strategy. The colors are consistent with that of the existing city branding. The specific icons for different recreational facilities vary across the city but follow a coherent graphic style (page 38).

Scale is also an important consideration for Prestonsburg signage. "Scale" refers to a sign's composition with respect to its intended audience. For example, interpretive text and images on a small sign (less than 24"x36") might be appropriate for a pedestrian moving slower on a sidewalk. The same sign would not be appropriate or effective to convey information to a moving vehicle due to obvious safety concerns.

The CDAC team recommends that the existing large billboard type of signage at the intersection of Lake Drive and Route 114 be converted to a clear sign that informs visitors of where various destinations are located in Prestonsburg. Additionally, a new signage framework for pedestrians would incorporate with various destinations along the proposed trail system, such as the farmer's market trailhead (see page 39).

These signage recommendations for Prestonsburg reflect previous city efforts and serve to identify Prestonsburg as a unique trail town destination, educate visitors, and provide clear wayfinding for the City of Prestonsburg.

**FOCUS AREA 3:
CITY ENTRY AND SIGNAGE
Welcome Signage Renovation**



Before





After

**FOCUS AREA 3:
CITY ENTRY AND SIGNAGE
Icon Palette
Color Standards**



PRESTONSBURG KENTUCKY



 RGB: 184, 214, 115
CMYK: 31, 0, 71, 0
 RGB: 53, 101, 124
CMYK: 83, 53, 37, 13

**FOCUS AREA 3:
CITY ENTRY AND SIGNAGE
Signage Examples**



Billboard Signage for Vehicle



Signage for Pedestrians

PART 3: ANALYSIS AND PRELIMINARY DESIGN

ANALYSIS AND PRELIMINARY DESIGN: Prestonsburg Context Analysis

To better understand city assets, “character” areas around the city were identified that grouped aspects of the areas such as general character, accessibility, walkability, location, recreation opportunities, service business, and trail connection potential.

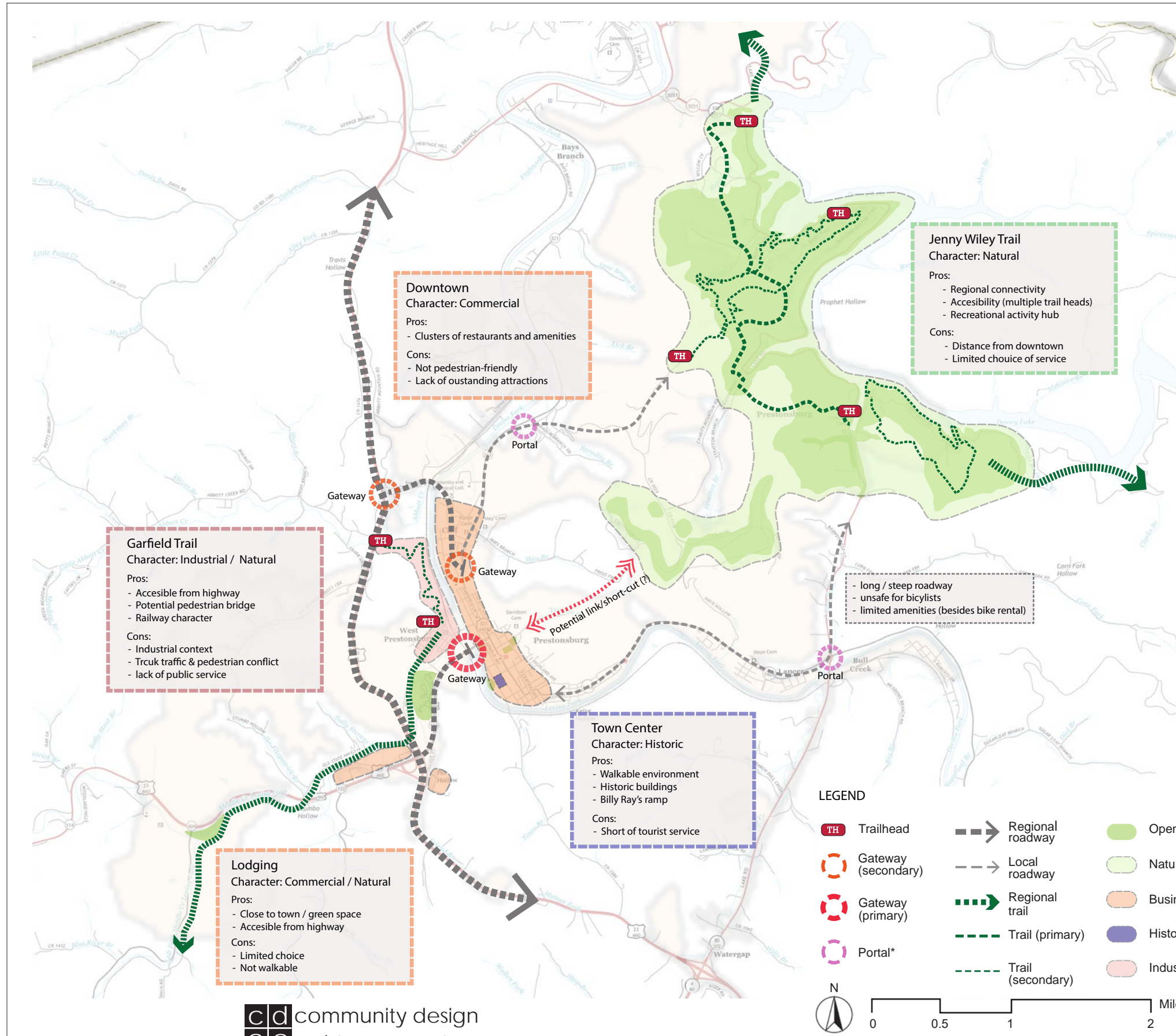
In addition, connectivity among the different character areas and key nodes were considered as necessary components of a healthy trail town. The identified connection gaps and weak nodes became areas for the team to focus on in more detail.

Taking the opportunities of existing and upcoming trails, the downtown historic district played an important role in successfully bridging different character areas and became an essential hub of the trail system. Constraints included a lack of pedestrian scale amenities, busy roads and highways, and steep topography.

Definitions:

- “Trailhead”: the area where users can access the trail, look at kiosk maps, and in some instances stop for a picnic and restrooms.
- “Gateway”: the point at which people enter downtown

(See “Trail Towns: Capturing Trail-Based Tourism” in Appendices)



ANALYSIS AND PRELIMINARY DESIGN: TRAIL ROUTING

In addition to trail gaps between key areas in Prestonsburg, the preliminary trail route was also based on existing points of interest, public property, topography, pedestrian safety, the overall character of the route, and potential experiences for the users. If it was necessary to cross private property, the proposed route was located on the edge of the property in order to have the lowest possible level of intrusion.

The proposed route was divided into segments shown on different maps (sheets), since the trail covered a vast area.

Sheet 1:

At the south end of Garfield Trail, the existing trail ends at a metal scrap yard with a view toward another scrap yard behind a fence. The potential trailhead is currently an unsafe intersection with heavy truck traffic, a sharp turn, and no sidewalk.

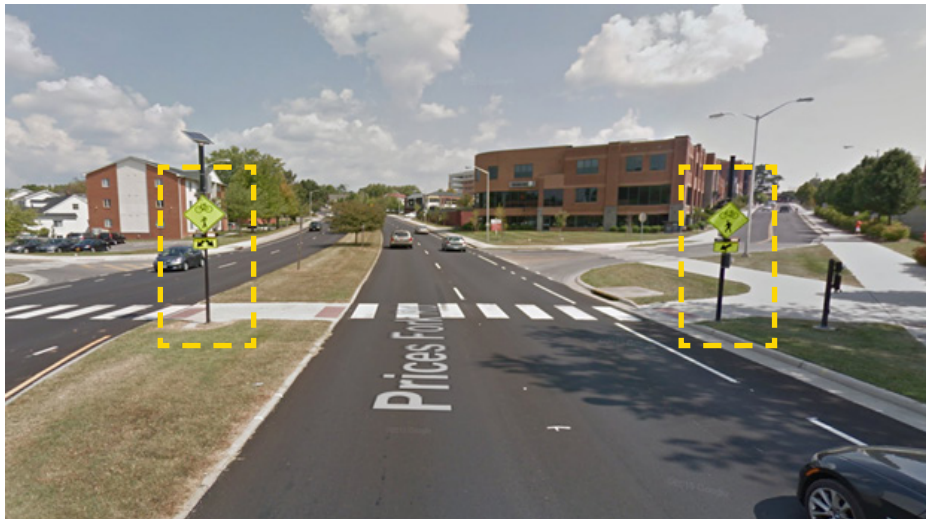
A safer alternative route brings the Garfield Trail through “Fitzpatrick Properties”, Harris Whitaker Cemetery (Happy Hollow), and Christian Appalachian Project (non-profit) parcels, along property lines and appropriate topography, to Duncan Street.

The CDAC team recommends a trailhead to be located in the area off of Main Street (Sheet 1 and near #5). From this new trailhead, the route could follow the closed CSX rail track southwest as far as David, passing Archer Park and Middle Creek.

If the trail continued from Garfield Trail by the metal scrap yard along Railroad Ave, it would go through the property of unknown ownership then either go across the Rainbow Arch Bridge all the way to Billy Ray’s, or run along the active rail line further down south until the next pedestrian bridge at Billy Ray’s (see Sheet 2).

ANALYSIS AND PRELIMINARY DESIGN: TRAIL ROUTING

Once over the Rainbow Arch bridge, the trail route follows the sidewalks of N. Arnold Ave. before crossing the busy and potentially dangerous intersection of N. Arnold Ave with Route 114. Safety measures would need to be taken to slow/stop vehicular traffic that ensure a safe pedestrian crossing (see image below). In the image below from Blacksburg, VA, a pedestrian crossing is signaled with flashing lights that are automatically engaged when a pedestrian approaches the road.



In addition, it is recommended that the billboards at the Route 114 and N. Lake Drive intersection be redesigned and reorganized so that business information is safer for drivers to read as well as providing improved the aesthetics of this primary gateway and entrance into Prestonsburg.

Sheet 2:

After crossing the Route 114 bridge, the trail turns toward the riverfront at the First Commonwealth Bank parking lot and runs through the back of private properties, requiring an easement.

The trail continues along the narrow sidewalk along N. Front St until it intersects with W. Court St. The alternative route could follow Railroad Ave, cross/go under the 114 bridge, then run between the rail line and the river. This requires permission from CSX. To link to Billy Ray's and downtown, it's possible to cross the river with a new pedestrian bridge at the site of former toll

ANALYSIS AND PRELIMINARY DESIGN: TRAIL ROUTING

bridge. Both routes would merge as one at Billy Ray's, then go along Court St. The southwest corner of the intersection of Court St. and Lake Dr. could be developed as another gateway to the downtown and trails. Additional city parking would enhance visitors access to this trail.

Considering the opportunity of linking downtown to other distanced attractions, such as Stone Crest Golf Course and Jenny Wiley State Resort Park, a possible route could continue from Court St. and run behind City Hall via College Lane, and pass the park on N. Highland Ave heading towards Stone Crest Golf Course. Adjacent land ownership and the steep edge along Trimble Branch must be taken into consideration.

Sheet 3:

After going by the park, the trail traverses the land to limit grading during construction and minimize runoff over the life of the trail. The trail is also located adjacent to property lines to mitigate and any conflict with private land owners. Kanawha Enterprise Inc. and the Kuss Thomas N Estate must grant permission to cross their properties. An open space opportunity was identified near the flat area between Prestonsburg and Lancer along S. Lake Dr. This space has to potential to become a new recreational asset if the bridge still exists and land ownership allows. An alternative route follows the power lines at the edge of forest line. Both routes would meet at the open area near Crestwood Dr. A possible trailhead with picnic shelter could be located here though vehicle parking is limited.

The trail splits again towards the Sugarcamp Trail and Jenny Wiley Trail. The Jenny Wiley route runs just within the woods to avoid conflict with the golf course and golf balls. The Stone Crest area becomes a key intersection between the downtown and recreational amenities in the northeast portion of the city.

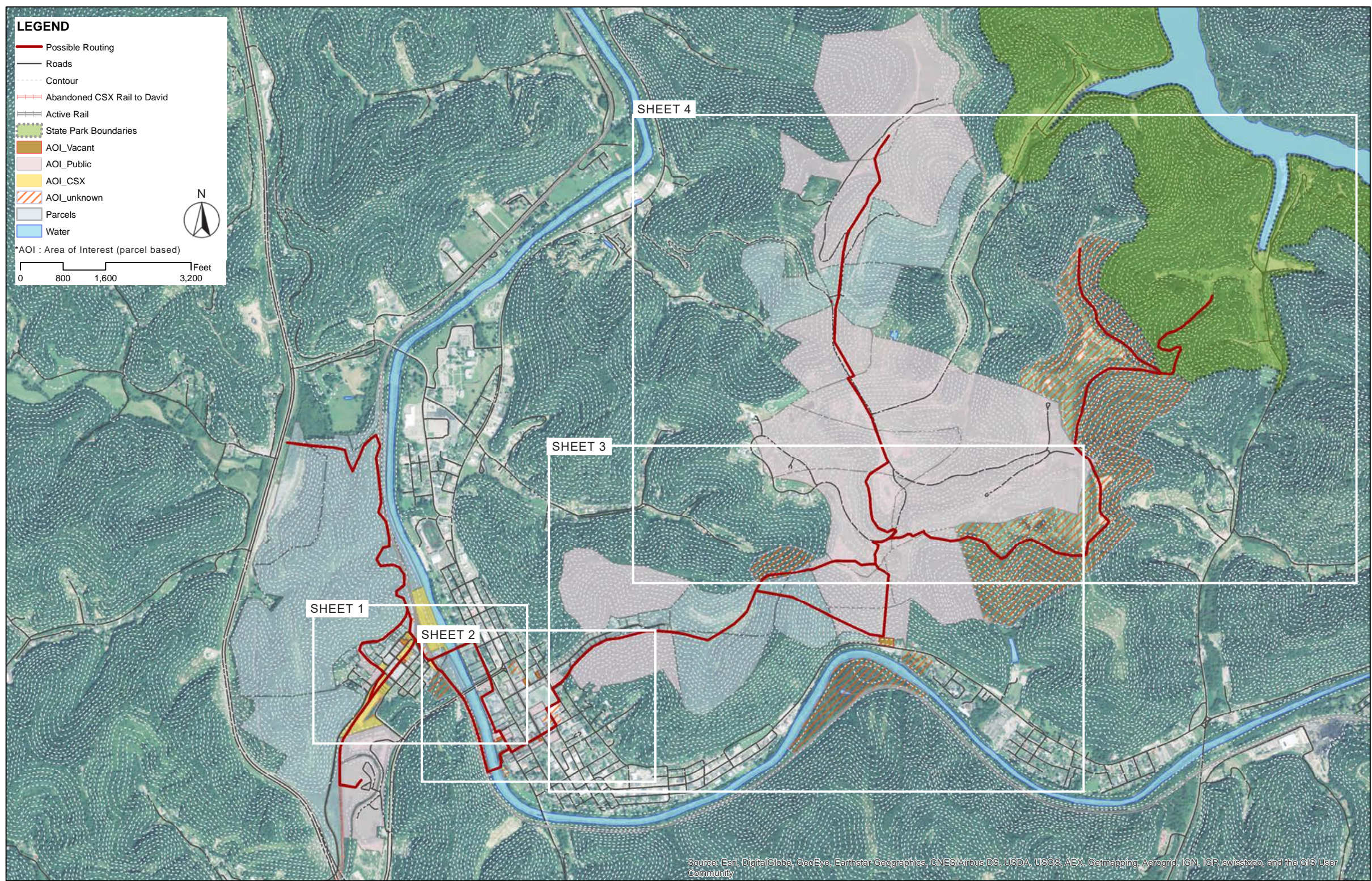
Sheet 4:

This trail connection has the opportunity to link Prestonsburg with outside areas which increases access to the popular horse park, golf course, and baseball fields. Although the road has no sidewalk, the trail could be located within the road's right-

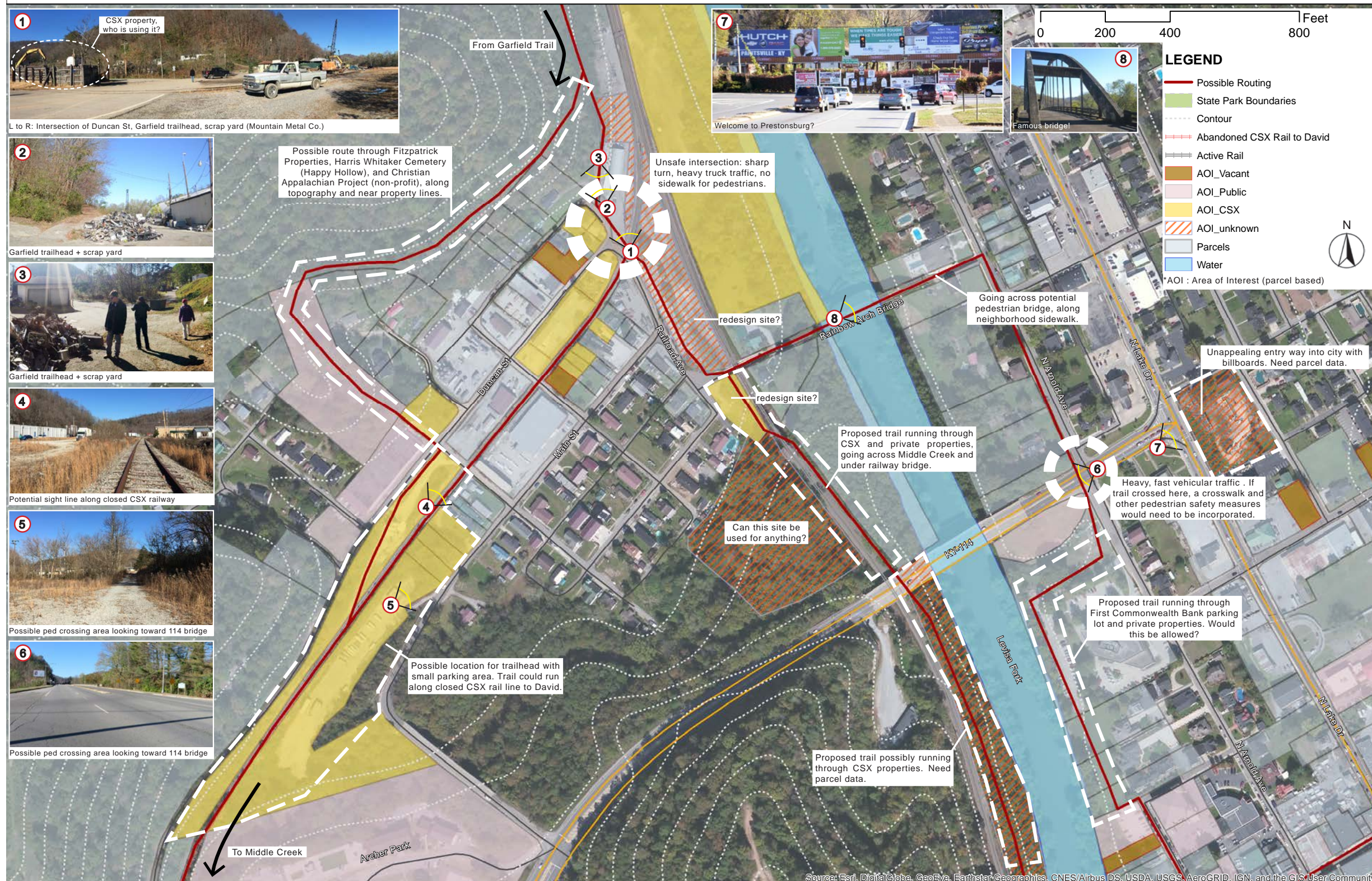
ANALYSIS AND PRELIMINARY DESIGN: TRAIL ROUTING

of-way after receiving approval from KYDOT. There are many opportunities for new scenic vistas as this area is high enough to look over portions of the city. This land is primarily open to the public with the exception of a small portion of private land that must be traversed in order to reach the Sugarcamp Trailhead. These two parcels of private property are owned by Irene Spralin and W JR / Debra Burke.

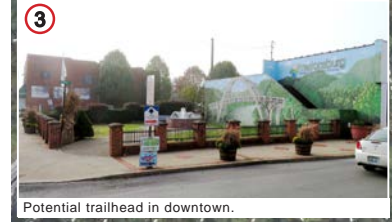
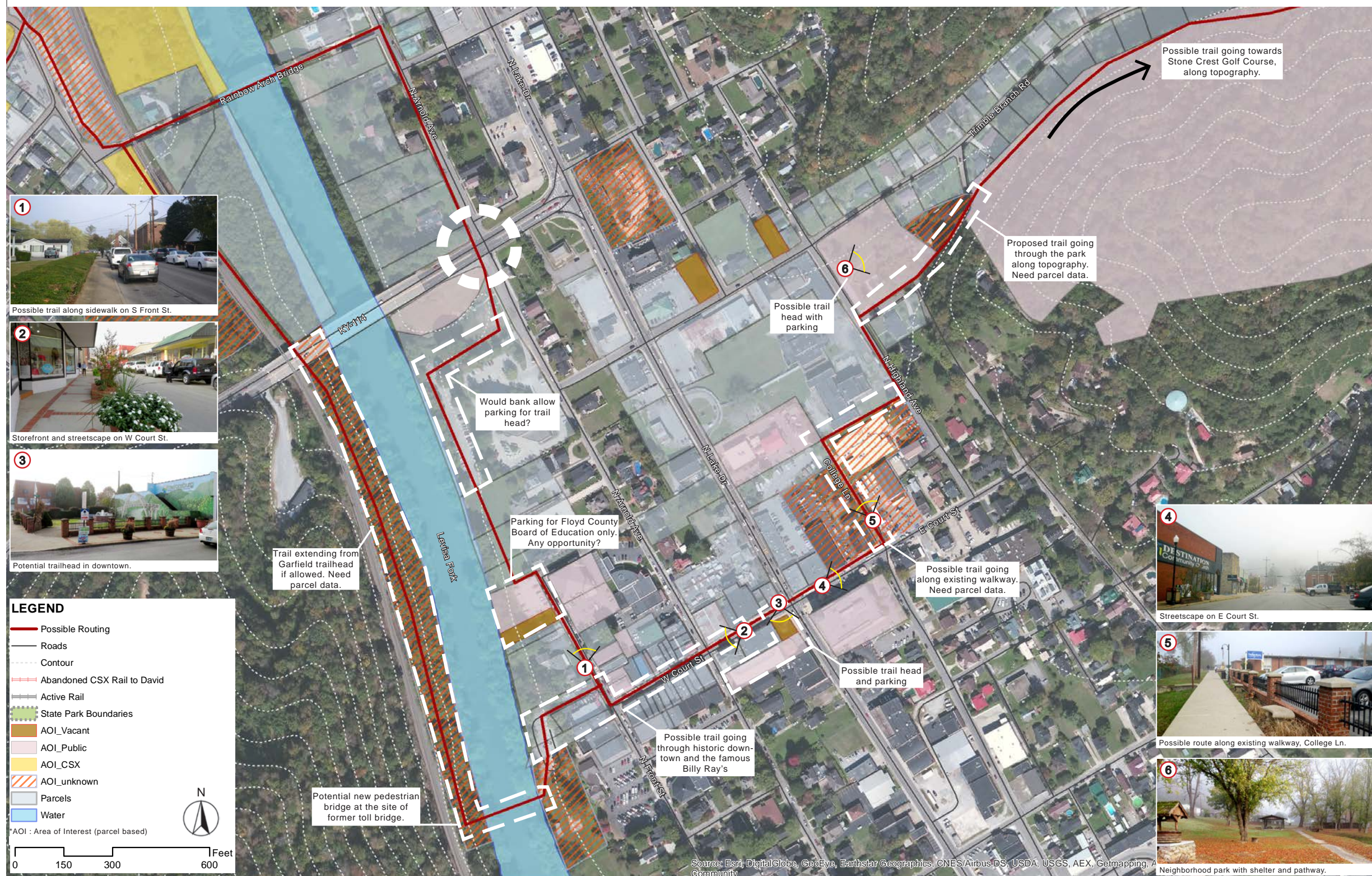
**ANALYSIS AND
PRELIMINARY DESIGN:
TRAIL ROUTING**
Master Plan
Sheet Index



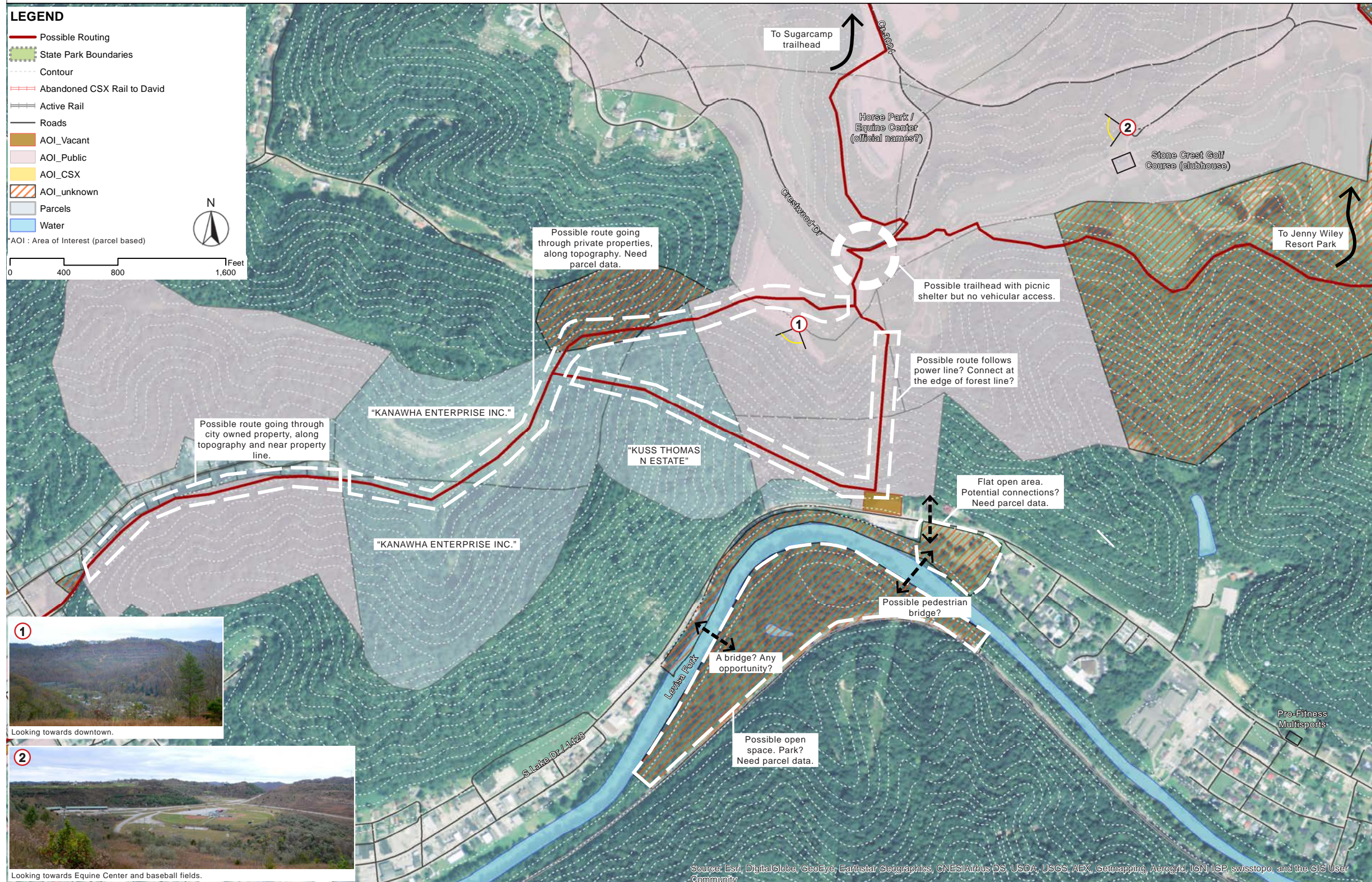
**ANALYSIS AND PRELIMINARY DESIGN:
TRAIL ROUTING**
Master Plan Sheet 1



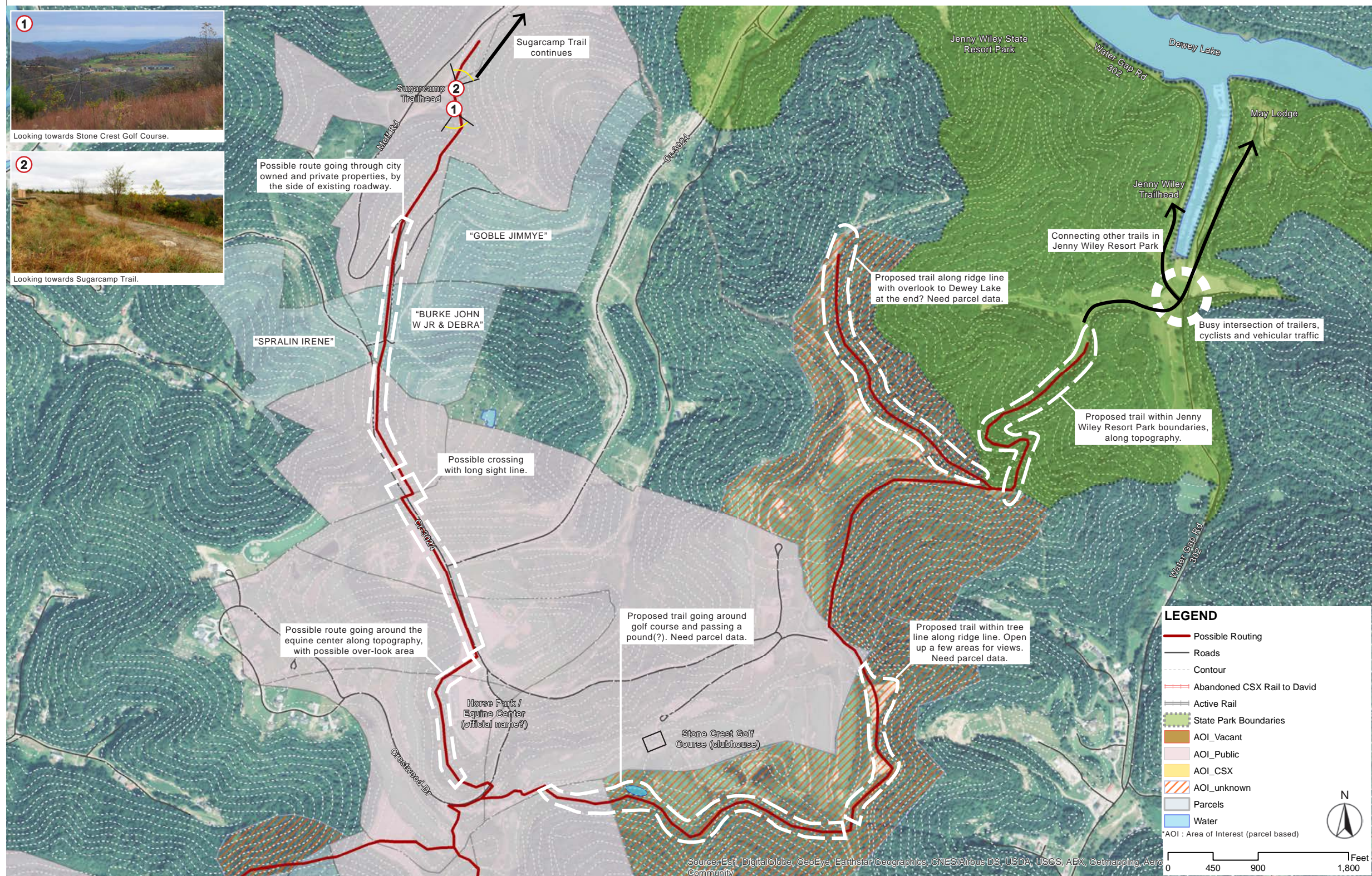
**ANALYSIS AND PRELIMINARY DESIGN:
TRAIL ROUTING**
Master Plan Sheet 2



**ANALYSIS AND PRELIMINARY DESIGN:
TRAIL ROUTING**
Master Plan Sheet 3



**ANALYSIS AND PRELIMINARY DESIGN:
TRAIL ROUTING**
Master Plan Sheet 4



Possible route going through city owned and private properties, by the side of existing roadway.

"GOBLE JIMMYE"

"BURKE JOHN W JR & DEBRA"

"SPRALIN IRENE"

Possible crossing with long sight line.

Possible route going around the equine center along topography, with possible over-look area

Proposed trail going around golf course and passing a pond(?). Need parcel data.

Proposed trail within tree line along ridge line. Open up a few areas for views. Need parcel data.

Proposed trail along ridge line with overlook to Dewey Lake at the end? Need parcel data.

Connecting other trails in Jenny Wiley Resort Park

Busy intersection of trailers, cyclists and vehicular traffic

Proposed trail within Jenny Wiley Resort Park boundaries, along topography.

PART 4: CASE STUDIES

**CASE STUDY:
BUFFALO INDUSTRIAL
HERITAGE PARK**
Buffalo, New York

Designer: Trowbridge Wolf Michaels
Landscape Architects, LLP
Ithaca, New York

Project: Buffalo Outer Harbor Parkway
Industrial Heritage Trail
Buffalo, New York

Awards: 2014 Built Design, Professional
Design Award - American Society of
Landscape Architects, New York Upstate
Chapter



Image 1: Agricultural history has long been a tradition of this area. Agricultural industries have been considered in this design in the form of artistic representations of grain silos within the landscape. Although not actually functioning silos, they allow people to make a visual connection with the histories of this place and learn more through the provided signage.



Image 2: Industrial pioneers of the area are forever remembered in the engraved stone walkway. In addition, traces of the logging industry are remembered in the seating opportunities. The benches have an in-process quality that respects the manufacturing and industrial processes once present in this area.



Image 3: Here, lush plantings are mixed with the hard lines of industrial manufacturing products. An existing railway line is artfully included in the curvilinear steel tracts constructed flush to the wooden walking path. Similar industrial benches are also used.

Traveling down the arterial road in Buffalo that serves this site and trail network, a juxtaposition of historic industrial land uses and the contemporary park are seen contrasting each other on either side of this roadway. For pedestrians and vehicular travelers alike, this landscape has been designed and placed in a location that is surrounded by industrial heritage and history.



Image 4: Native plantings and industrial-relevant materials have been chosen for this design. The plant and building materials reflect an aging and historic industrial use. As part of the industrial significance, steel artistic sculptures representing grain silos pay homage to the industries of the past in this area.



Informational and wayfinding signage is included in this site design. The signage both informs a visitor of this landscape where design elements are located within the site, as well as historically relevant information that pertains to the site design.

Grain was transferred from the Great Lakes to the railroad network and the Erie Canal to the world. To store the grain, the American grain elevator was invented here – a form of industrial architecture that came to characterize the waterfront.

The design palette inspired by steel, grain and ecology is rooted in the site's industrial past while utilizing contemporary forms and construction technologies.

Situated on Buffalo's Outer Harbor on the Lake Erie waterfront, the Outer Harbor Parkway is a transformational project for the City's formerly industrial waterfront.

The Industrial heritage trail is the recreational, cultural and historic spine that links parks and interpretative sites along the boulevard's 3.5 mile length.

The trail celebrates the area's rich history and puts in place an armature of recreational amenity for future development.

Buffalo's waterfront has a formidable history: Home to the Lackawanna and Bethlehem steel industries, steel innovation and production occurred on a massive scale. Buffalo's Outer Harbor was pivotal in forwarding grain to national and international markets.

**CASE STUDY:
LAFAYETTE HERITAGE
TRAIL PARK
Tallahassee, Florida**



“Since the bridge opened, there have been crowds of people coming out to explore the new arrival. The bridge connects two different parks in Tallahassee, making it very unique to the area.”

“There is also a new geocache that can be reached from the bridge, adding some extra interest to the spot.”



Contractor: Nature Bridges, JD James Inc. (Tallahassee-based, specializes in top down timber construction and building in sensitive environments)

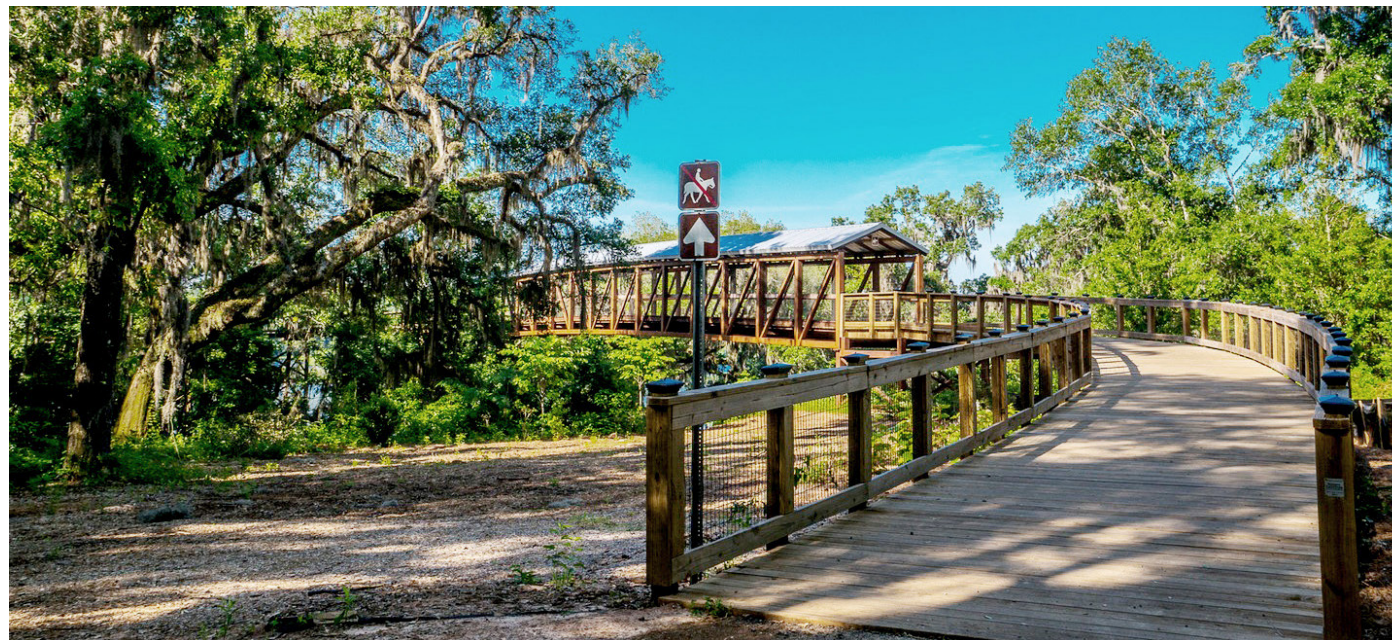
Funding: \$250,000 federal recreational trails grant; \$500,000 from Blueprint 2000; remainder from the City sales tax extension dollars

Total Cost: approximately \$1.3 million

The Canopy Walkway grand opening was held on March 4, 2014. The walkway provides a safe connection over the CSX railroad tracks between Lafayette Heritage Trail Park and J.R. Alford Greenway. It is much more than just a bridge though. It is great experience and a destination that people want to go to. Built in harmony with nature, the walkway weaves through the trees and provides incredible, bird’s eye views.

This project has been in the works for 15 years and completes a critical connection in the Tallahassee-Leon County’s Greenway Master Plan, linking more than 1,600 acres of the greenway system.

Lafayette Heritage Trail Park, along with adjacent Tom Brown Park, is bounded on the north by the Lake Lafayette system, stretching from Weems Road to Chaires Cross Road. Within the Park are the Cadillac Mountain Bike Trail, a Shared Use Trail, and a Paddling Trail. To literally bridge a gap in the network and safely connect the City’s Lafayette Heritage Trail Park and Leon County’s J.R. Alford Greenway, the City of Tallahassee has started work on a pedestrian bridge over the CSX railroad tracks.



Users may access the Canopy Walkway from Lafayette Heritage Trail Park, located at 49000 Heritage Park Blvd. It is roughly a two mile hike or bike ride to the walkway from the park’s main entrance, which is accessed by taking Conner Blvd. to Heritage Trail Park Blvd. The walkway can also be accessed from the J.R. Alford Greenway, located at 2500 Pedrick Road.



The southern walkway spans 585 feet and rises up 40 feet to meet the bridge. After crossing the 133-foot, prefabricated box truss, weathering steel bridge, the northern walkway takes visitors 130 feet back down to solid ground. From there, it’s a short walk to the greenway’s parking lot, just over a quarter mile. The bridge also has a metal roof and wooden boardwalk.

PART 5: APPENDICES

Prestonsburg, KY:
Trail Town Conceptual Master Plan

APPENDICES
Stakeholder Meeting Notes

Prestonsburg, KY
Stakeholders Committee Meeting
Wednesday, November 9, 2016 from 1:30pm – 3:00pm
Prestonsburg City Hall

Present from Prestonsburg:

Kathy King Allen, Joe Campbell, Micha Curnette, Don Fields, Miranda Hicks, Austin King, Cliff Latta, Brooke Lemonds, Mitchell Pearson, Julian Stone, Les Stapleton, Denise Thomas, Josh Turner

Present from CDAC:

Austin Chase, Elizabeth Gilboy, Joe Niland, Xiaofei Shi

Introductions: Les Stapleton and Elizabeth

General Discussion:

- The vision of the project has shifted recently as the town has built close to 20 miles of biking trails North of town. There is a desire to integrate these trails into the overall trail plan concept. Les noted that he would take the CDAC team to the trails after the meeting.
- There is a desire for the town to be bike friendly. There is a coordinator for a streetscape and biking pedestrian framework plan. The coordinator is Troy Hearn. Troy works with the State of Kentucky to produce biking plans for communities. He stressed the importance of having a plan in place since any repaving must consider that plan. The road from Prestonsburg to the Battlefield used to have a bike lane. Now it has rumble strips.
- There is discussion / clarification that CDAC's work is purely conceptual and not a deliverable ready for construction.

A. Vision

- The Committee listed words that describe Prestonsburg or their vision of Prestonsburg and what makes the town unique from surrounding towns.
 - Welcoming
 - Attractive
 - Energetic
 - Variety of trails
 - Historic
 - Active
 - Activity in historic downtown
 - Sleepy
 - Location is biggest asset (lots of things to do within driving distance of downtown).
 - Envision young people moving back (Prestonsburg has an issue with retaining young residents in town). Average age is about 45.
 - Convenience
 - Need to focus on image coming into town. Signage is missing.
 - Too cluttered coming into town. Have a lot of signage, but it is not effective because it is too cluttered.
 - Prestonsburg has a bit of everything

Prestonsburg, KY:
Trail Town Conceptual Master Plan

APPENDICES
Stakeholder Meeting Notes

- Prestonsburg has not experienced the sprawl of adjacent towns such as Paintsville and Pikesville. Prestonsburg has managed to maintain a charming core. The town is not industrial, rather it is safe and clean. The flat land has not been developed into industrial parks.
- Some Assets: Potential rock climbing, Science Center, golf, equine center, Jenny Wiley State Park, lake, Red River Gorge, Breaks Park
- Prestonsburg is more charming than nearby towns. They are a safe, attractive town.
- Prestonsburg is content remaining a bedroom community to the adjacent industrial towns. This gives Prestonsburg a unique and charming character. Town envisioned as an after 5pm gathering place.

B. Inventory of Town Assets

1. All known trails:

- Already 'trail town', just not officially. Have a lot of trail town assets without the connections or distinction
- The town is in negotiations with CSX to purchase parts the rail line in town. The plan is to connect the town to the Beverly Ann Coal Tipple and up to the Dawkins Trail. This route passes through land owned by the coal company and through some private tracts of land. It would run to David (school?) and have a trailhead there.
- The other former rail in town is now completely erased in the landscape and passes through residential neighborhoods.
- Les will send the CDAC team a PDF of scanned property maps to help the team with the conceptual trail routing.
- Bike Lanes
 - Don has a map of the most popular biking routes in town.
 - Can use the mapping service Strava to find concentrations of bikers in town. The App can track biking and pedestrian routes

2. Natural Features

- Cave system
- Lake overlook at the Park
- Natural Bridge
- 2 Indian trail markers
- Geological formations on top of the ridges (untapped as a trail resource)
- Spradlin Branch
- Two natural tunnels

3. Points of Interest

- Historical sites – one trail has 2 Indian trail markers
- The Stonecrest golf course will remain open. Meanwhile, the Jenny Wiley course is closing down

APPENDICES Stakeholder Meeting Notes

4. Cultural
 - People:
 - Jenny Wiley
 - Bert Colmes
 - Boyd Holbrook
 - Artists:
 - Russell May (local artist)
 - John Rosenburg
 - Beau Acket

5. Structural Assets
 - German Bridge (a camping area not a bridge)
 - Prestonsburg would like to connect the equine center with the German Bridge region
 - Garfield Place
 - Mayhouse
 - West Prestonsburg Bridge
 - Follow up with the Miranda to collect a list of the historic structures in town.

6. Special Events:
 - There is a weekly 5k event that runs through the back streets of the town. The route is a figure 8 circuit that begins at Trimble Park.
 - The Jenny Wiley Festival features a parade, concerts and events on Court Street in the downtown.
 - There is annual Christmas Parade.
 - Battle at Middle Creek
 - Moonshine tour
 - Tree lighting/star lighting
 - The Planetarium runs weekly events January through September. The Planetarium is the most advanced of its kind in the US.

7. Downtown Parks/Open Space
 - Fountain by intersection of Court Street and Lake Drive.
 - Shelter/stage behind Billie Ray's
 - Gazebo by 114
 - Benches throughout town
 - Nice library downtown
 - Picnic Spots
 - Archer Park
 - Trimble Branch
 - Shelter at boat ramp
 - River Park by boat ramp
 - National Battlefield
 - Gazebo on Front St

APPENDICES

Stakeholder Meeting Notes

8. Public Restrooms
Don't have any

9. Entertainment Venues
- Jenny Wiley Resort State Park
 - McGuire's Brickhouse
 - Outdoor music at Archer Park is in progress
 - Live music is common throughout the downtown on weeknights and weekends.
 - Community College Campus sometimes hosts events.
 - Lizzy B's
 - The Lodge
 - Mt Art's Center

C. Inventory of Amenities

1. Businesses

- There is a mixed perception of the relationship between tourists and business owners in downtown. The shops in the downtown often sell clothes and items that tourists, or at least hikers, are now looking to purchase. Shop owners are looking for tourists who will buy their products.
- The general consensus is that there is no need to confine tourists to a particular section in town.
- Businesses
 - Bike shop – Sells, rents, repairs, kayaks
 - No tack shop
 - Coffee shop
 - Groceries – Food City, Family Dollar
 - Hospital 5 miles from downtown
 - There is a clinic about 1 mile away.
 - No specialty item stores. A potential specialty item is Kentucky Coffee
 - No outdoor clothing shops (boots outerwear, etc)
 - Food City
 - Family Dollar
 - Hibbets Sporting Goods
 - The Farmers Market is successful. The market sells out on a weekly basis. The market takes place in a parking lot on Lake Drive.
 - Restaurants
 - Mcguires
 - Billy Rays
 - Sandy's
 - Pig in a Poke
 - Lizzie B's
 - Hotels
 - There are no Bed and Breakfast's
 - Wiley Inn

Prestonsburg, KY:
Trail Town Conceptual Master Plan

APPENDICES
Stakeholder Meeting Notes

- Brookshire Inn
- Comfort Suites
- Super 8
- German Bridge camping
- Medical
 - Hospital 5 miles down the road; medical clinic 1 mile down the road

D. Where do visitors park?

- Not enough parking. There is a public parking lot across from and one block over from City Hall. Are there better or more efficient way for parking?
- Farmers Market Lot
- There is a discussion that the parking in downtown if not adequate for work week traffic
- There may be a need to provide a framework plan for restructuring parking in the downtown.

E. Where are the main entryways into town?

- US 23 /460 is a primary entrance
- Route 114
- The city is known as the Star City because of the five routes that come into town.

Potential Issues

- Vacant Lands
 - Vacant Lands are sporadically located throughout the downtown. (The CDAC team later learned that there is an estimated 15% residential vacancy rate in the town.)
 - Les Stapleton will produce a map that locates the vacant properties in town.
- Bicycling
 - The layout of the town is narrow enough that a bike share program could potentially work
 - Motorists need to be made more aware of bicyclists in the downtown. Currently there is no signage to indicate bicyclists.
 - There should be a route to connect Jenny Wiley Park with the downtown.
 - The four-mile ride is currently dangerous and features no bike lanes or signage
 - The route to Mid Creek Battlefield now features rumble strips which makes the route difficult to ride.
 - 321 is the most popular bike route
 - Mountain Parkway (114) will have a bikeway
 - Need to connect Jenny Wiley to Prestonsburg (4 miles?) with a lane. It's very dangerous.
- Sunday Law
 - The Law that prevents alcohol from being sold on Sunday's is likely to be overturned. There are questions about how this might affect the state of the town in relation to becoming a trail town.

Prestonsburg, KY:
Trail Town Conceptual Master Plan

APPENDICES
Stakeholder Meeting Notes

- Want a trail to go from the equine area to the German Bridge camping area.
- Boat ramp 8 miles down the road could have primitive camping. Near Johnson/Floyd line.
- There is a new boat ramp about 8 miles outside of town near the Johnson / Floyd County line.
- Could we have golf carts or plug-in cars to run around town?

Summary of Information Needed from Prestonsburg:

- Bike route and plan maps from Troy Hearn
- Where exactly the trail head at the David end would be on the CSX route from Prestonsburg to David
- Map of CSX Beverly Ann Tipple to Dawkins
- Scanned maps showing property boundaries
- Map of most popular biking routes in town (Don)
- Note on a map the locations of the natural tunnels
- Note on a map the locations of the ridges that could be an untapped trail resource
- Note on a map the trail that has the Indian trail markers
- Historic district boundary map
- List and location map of vacant properties in town
- Note on a map the location of the boat ramp that is 8 miles down the road and could be an opportunity for camping
- Where exactly is the German Bridge campground
- Historical Society contact information
- The routes and locations for trails trail heads, and anything that Les has in his head!

“TRAIL TOWNS: CAPTURING TRAIL BASED TOURISM”

The following pages are extract from the original document that could be found:
<http://atfiles.org/files/pdf/Trail-Towns-Guide.pdf>

TRAIL TOWNS

— Capturing Trail-Based Tourism —



A GUIDE FOR COMMUNITIES IN PENNSYLVANIA

“TRAIL TOWNS: CAPTURING TRAIL BASED TOURISM”

TRAIL TOWNS

— Capturing Trail-Based Tourism —

A GUIDE FOR COMMUNITIES IN PENNSYLVANIA

A project of Allegheny Trail Alliance

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*

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Dedicated in memory of Steering Committee member

JOE BENDEL

(1931 - 2003)

Mayor of McKeesport and Civic Leader

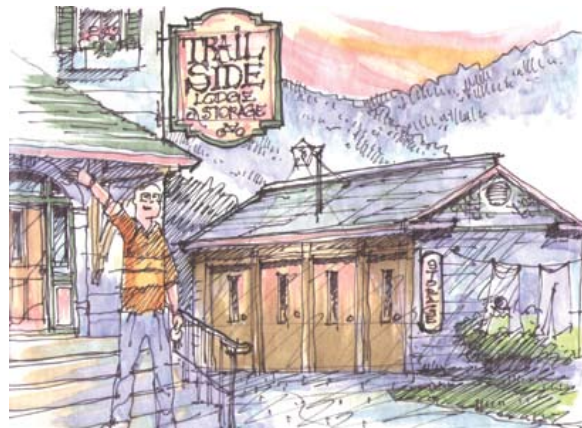
“TRAIL TOWNS: CAPTURING TRAIL BASED TOURISM”

W E L C O M E

Recreational 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.



“TRAIL TOWNS: CAPTURING TRAIL BASED TOURISM”

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.

“TRAIL TOWNS: CAPTURING TRAIL BASED TOURISM”

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.



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.”

“TRAIL TOWNS: CAPTURING TRAIL BASED TOURISM”

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 street-lights, 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.



“TRAIL TOWNS: CAPTURING TRAIL BASED TOURISM”

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: _____

Prestonsburg, KY:
Trail Town Conceptual Master Plan

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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, 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.: _____

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

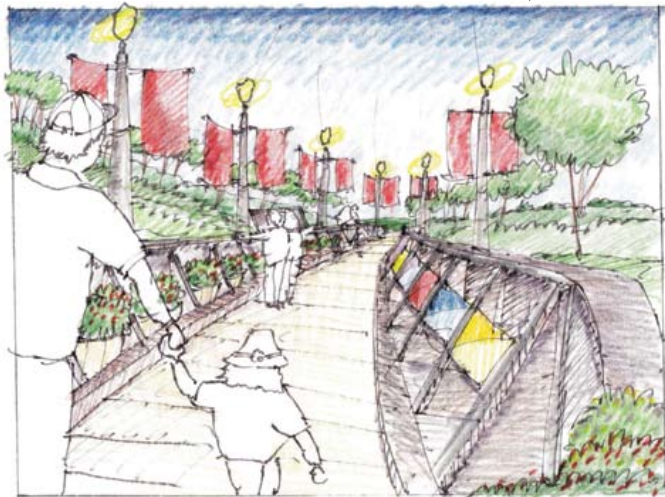
1. If a downtown/business district revitalization organization already exists, the **Catalyst** should call the **Downtown Contact** person to discuss the Trail Town concept and how it can be integrated into the on-going efforts. The **Trail Liaison** also should be at this meeting.

- 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.

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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.

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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.

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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.



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.

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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 A1.

3. Trail Geography

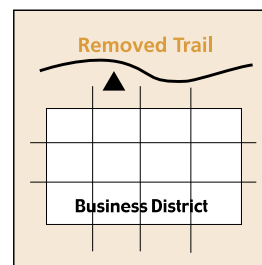
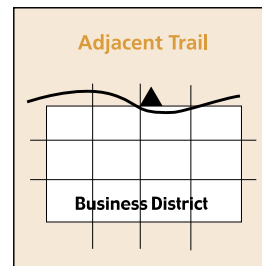
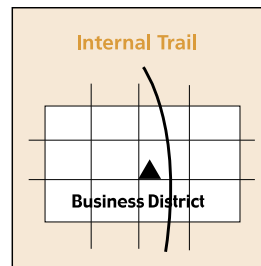
An important element you will need to assess is your physical trail-to-town relationship. You will need to understand both the linear distance and elevation challenges that exist between the trail and your town's business district. The linear distance can be described in one of the following three ways:

- 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.



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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.

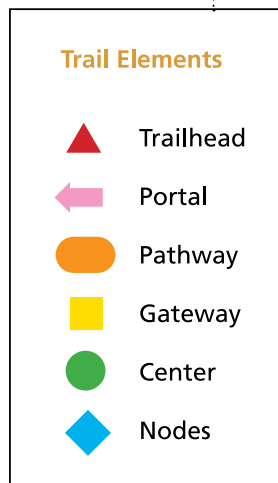
Another aspect of geography that should be analyzed is RANGE, which refers to distance from other nearby trailheads as well as distance from other sites or attractions that bring in tourists. As the range between trailheads increases, the more likely goods and services will be welcomed by trail users. 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.



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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.

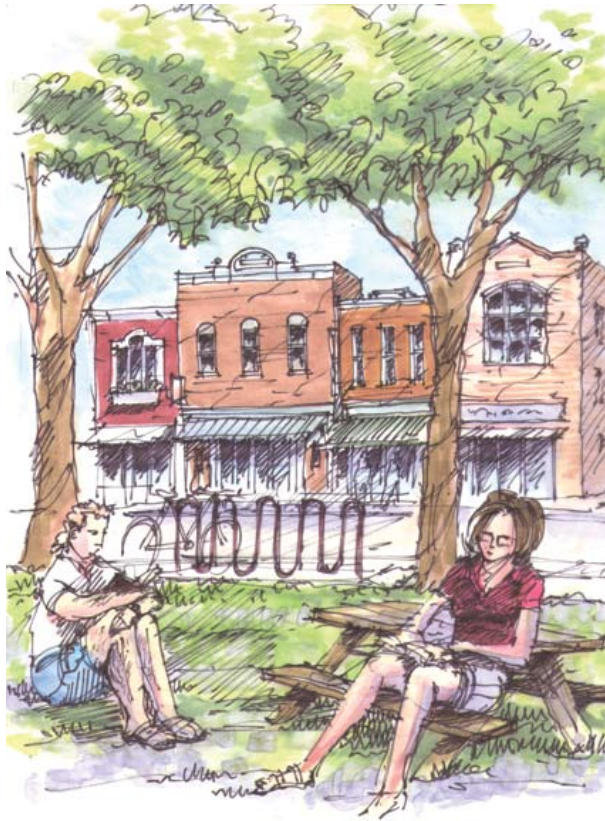
The Pathway: The Pathway is the corridor that links the Portal at the Trailhead to the center of your community. The Pathway may be relatively short, or in some cases extend for a few miles. The trail user follows the Pathway to get to the various visitor and businesses in your community. It is the route 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.



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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.

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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.



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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.



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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.

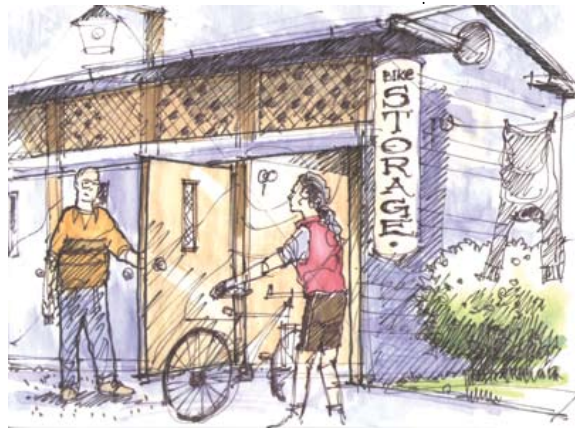
It is important to consider two basic elements in order to understand your customer base. The first of these elements is the socio-economic characteristics of the individual customer base. Many trail tourists are affluent and well-educated.

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 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.



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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.

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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 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.



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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.



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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.

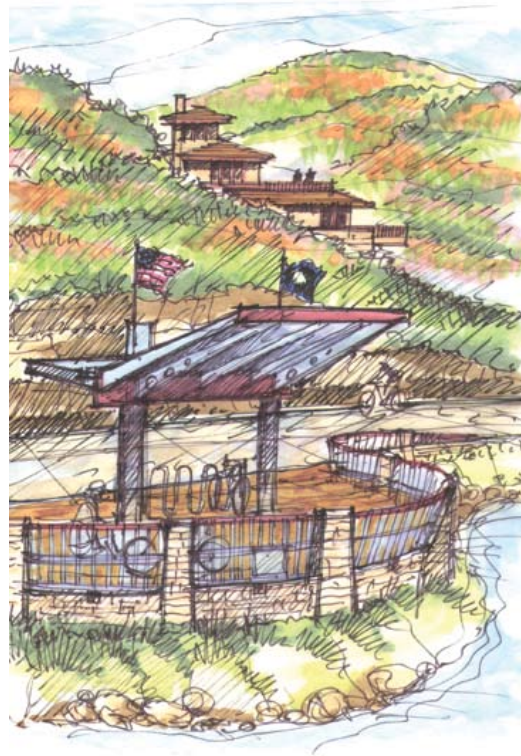
Your organization can brainstorm and draft your Trail Town Master Plan. Developing a plan for your town is essential because it becomes a blueprint for action, but it does require time, thoughtful consideration and debate, and prioritization.

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.



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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 lampposts topped with a Hershey 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.

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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.



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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.

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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	RiverWater 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

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TRAIL TOWNS

Self-Assessment for

YOUR COMMUNITY NAME

NAME

DATE

BOOK NO.

“TRAIL TOWNS: CAPTURING TRAIL BASED TOURISM”

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 lightning 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).

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.

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/YTPCD.pdf](http://ftp.dot.state.pa.us/public/pdf/YTPCD.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.

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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) 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 Tandem 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.

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TRAIL TOWNS SELF-ASSESSMENT CHECKLIST

Traffic & Access Issues Checklist

General Access Between Trail and Town		YES	~	NO
T1	What is the distance between the business district and the trail? In blocks or miles:			
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"/>
Signs		YES	~	NO
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"/>
Safety		YES	~	NO
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"/>

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Parking		YES	~	NO
T29	Is there sufficient on-street parking?	<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"/>
T31	Are sidewalks free from cars exiting driveways and parking lots?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
T32	Are there bike racks?	<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"/>
T34	Are bike racks placed in easy-to-find places?	<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"/>
T36	Are bike racks simple enough for the rookie rider to use correctly?	<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"/>
T38	Are there hitching areas for horses?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Business Checklist

Operations		YES	~	NO
B1	Is the central business district easily identified?	<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"/>
B3	Are downtown businesses clustered in a compact area?	<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"/>
B5	Are the merchandise and store clean and well kept?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B6	Do businesses cross-promote?	<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"/>
B8	Do businesses encourage window-shopping?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Accommodation & Amenities		YES	~	NO
B9	Do businesses offer out-of-town shipping for large items?	<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"/>
B11	Do businesses offer information on the town/region?	<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"/>
B13	Do employees answer questions in a friendly manner?	<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"/>

Signs		YES	~	NO
B15	Are businesses' signage clearly visible and well-designed?	<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"/>
B17	Do businesses clearly indicate that they're opened?	<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"/>

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Does your town have the following types of food service?		YES	~	NO
B19	Outdoor vending machines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B20	Grocery, or portable food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B21	Coffee shop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B22	Ice cream	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B23	Family-style restaurant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B24	Fast food or chain restaurant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B25	Informal café with wait service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B26	Bar or tavern	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B27	Restaurant with liquor service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Does your town offer the following retail services?		YES	~	NO
B28	Bike rental	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B29	Bike equipment and repair	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B30	Convenience/quick stop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B31	Drug store	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B32	24 hour ATM	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B33	Bookstore	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B34	Laundromat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Does your town offer these services and amenities?		YES	~	NO
B35	Hotel or Inn	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B36	Bed and Breakfast	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B37	Motel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B38	Nearby camping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B39	Emergency medical service available	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B40	Family medical services available	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B41	Shuttling service to nearby town (max 25 miles)	<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"/>
B43	Taxi service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B44	Public park or green area	<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"/>
B46	Map/town information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B47	Calendar of events	<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"/>
B49	Sufficient trash cans in town	<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"/>
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"/>
B52	Does the town organize or promote town-to-town bike rides?	<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"/>

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- | | | | | |
|-----|--|--------------------------|--------------------------|--------------------------|
| B54 | Are these places open on weekends? | <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"/> |
| B56 | Is the town linked to trail events and happenings? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Design Checklist

Visual Appearance

- | | | YES | ~ | NO |
|----|---|--------------------------|--------------------------|--------------------------|
| D1 | Is there a sense of place and/or a unique identity to downtown? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| D2 | Does the town appear economically healthy? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| D3 | Does the town feel safe? | <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"/> |
| D5 | Are walls and storefronts kept free of graffiti? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Buildings & Parking

- | | | YES | ~ | NO |
|-----|--|--------------------------|--------------------------|--------------------------|
| D6 | Are all buildings occupied? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| D7 | Is there evidence of building code enforcement? | <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"/> |
| D9 | Are historic buildings restored and recognized? | <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"/> |

Store Fronts

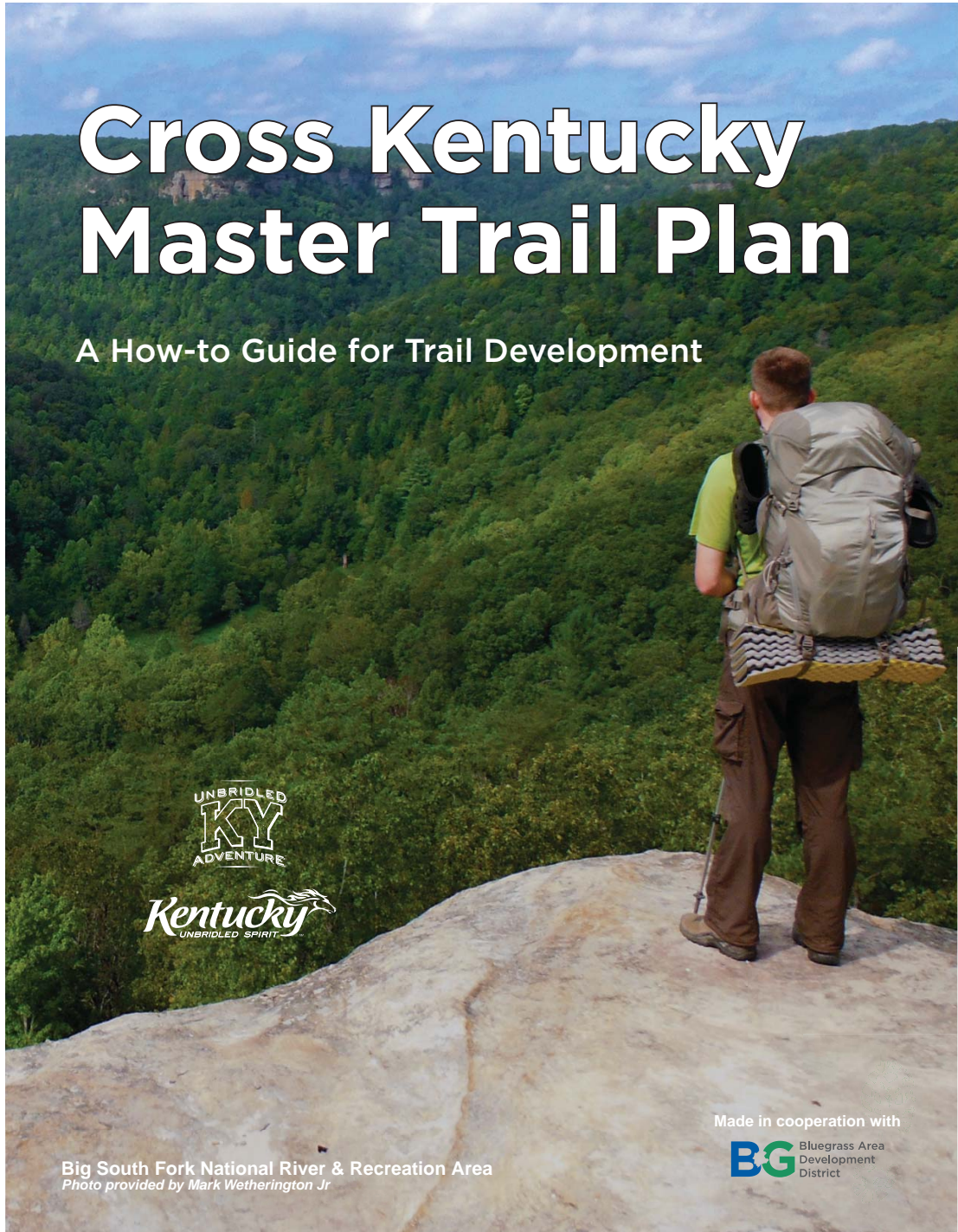
- | | | YES | ~ | NO |
|-----|---|--------------------------|--------------------------|--------------------------|
| D11 | Are store windows clean? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| D12 | Are store windows lit at night? | <input type="checkbox"/> | <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"/> |
| D14 | Do stores have attractive window displays? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| D15 | Do stores have flowers? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Streetscape & Amenities (street furniture)

- | | | YES | ~ | NO |
|-----|---|--------------------------|--------------------------|--------------------------|
| D16 | Are there enough benches? | <input type="checkbox"/> | <input type="checkbox"/> | <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"/> |
| D18 | Are parks/green spaces well placed and used appropriately? | <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"/> |
| D20 | Are street trees used effectively? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| D21 | Do restaurants offer outdoor seating? | <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"/> |
| D23 | Are there banners & hanging baskets? | <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"/> |
| D25 | Does the town use human-scale night lighting? | <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"/> |

“CROSS KENTUCKY MASTER TRAIL PLAN”

The following pages are extract from the original document that could be found:
http://bgadd.org/wp-content/uploads/2015/10/Trails_Plan_Complete.pdf



“CROSS KENTUCKY MASTER TRAIL PLAN”

Vision

Jane Beshear, Kentucky’s First Lady, has a vision to be able to travel across Kentucky on foot, by bicycle, or by horseback. The Tourism, Arts, and Heritage Cabinet’s Office for Adventure Tourism was provided an opportunity to create the Cross Kentucky Master Trail Plan for non-motorized trails to help realize that vision.

A trail can be as subtle as a game path through dense undergrowth or as prominent as the Wilderness Trail. Trails can guide travelers toward special locations. They open up innumerable possibilities and create the potential for memorable experiences. They can bring communities together and carry us far from home. Users on these trails reap the physical, mental, and social benefits of increased health and wellness while actively enjoying the beauty of each unique community across the state.

Kentucky’s varied landscape and numerous existing trails created an opportunity and a need to acquire input from area development districts and local communities in order to outline anticipated routes; a north-south route, an east-west route, a northern route, and a central Kentucky route. These routes will also tie into the trail systems of surrounding states to create an interstate trail system. A Trails map is included within this document showing proposed corridors for each general route.

Cross Kentucky Trails routes are envisioned to provide interconnection between existing long-distance trails, state and national park trails, forest trails, and Kentucky towns. The trails on the map are strategically located to serve travelers on long excursions. The scale of the First Lady’s vision makes it necessary to create a plan that will help identify assets and challenges, inspire opportunities, energize local efforts, and help shape the future of trails in Kentucky.

The Cross Kentucky Trails serve as ‘interstate trails’ from point A to point B with the specific trail alignments to be determined by local communities. Communities not on or near the ‘interstate trails’ can connect into them at any point they wish. Multi-county efforts will involve evaluation of old county roads, easements, public lands, private lands, and other locations to make connections.

The goal of these trail connectivity projects is to inspire communities across the State of Kentucky to become Trail Towns. The Kentucky Trail Town Program is an official tourism development designation available to communities through the Office for Adventure Tourism. The “Trail Town” designation is given to those communities that have met specific criteria as set forth by Adventure Tourism. These criteria include proximity to trail systems, public recreational destinations, and which integrate cultural, historical, and agricultural elements into the overall experience of visiting the community. Currently, several communities have applied to become Kentucky Trail Towns. Many of these communities are located near federal lands, state parks, and forest areas and will eventually serve as portals into the recreation areas and as connection points to other proposed routes within this plan. Trail Towns will provide trail services and entertainment options to visitors along the trails. Five communities are designated as Kentucky Trail Towns, specifically, Dawson Springs, Stearns, Livingston, Morehead and Olive Hill.

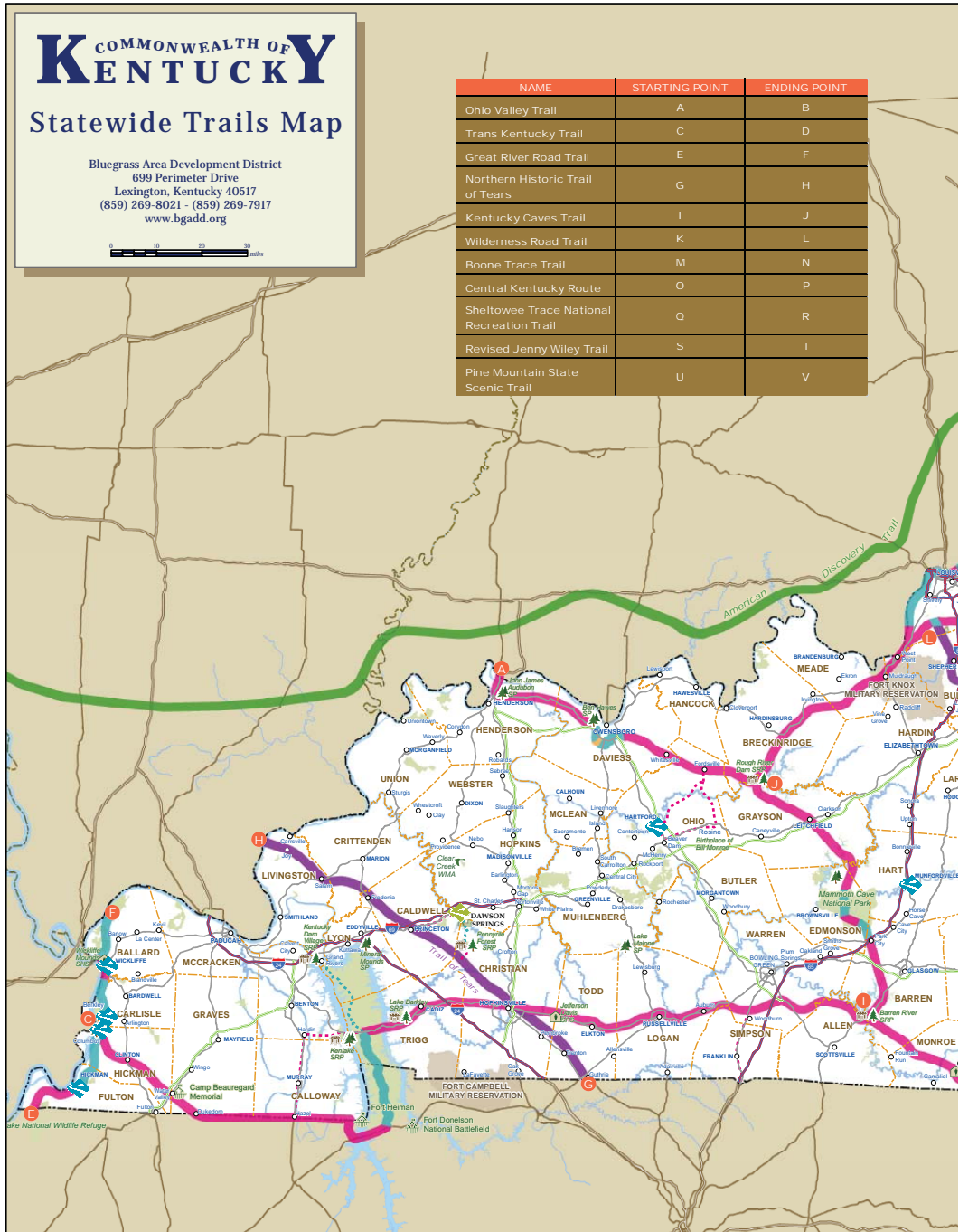
This document will serve as a template to expand existing trails and create new trail systems. Organizations and communities may also refer to this document as a starting point to align their efforts to build trail networks and tie into the Cross Kentucky Trails which will serve as statewide arterial connectors between numerous points all over the state.

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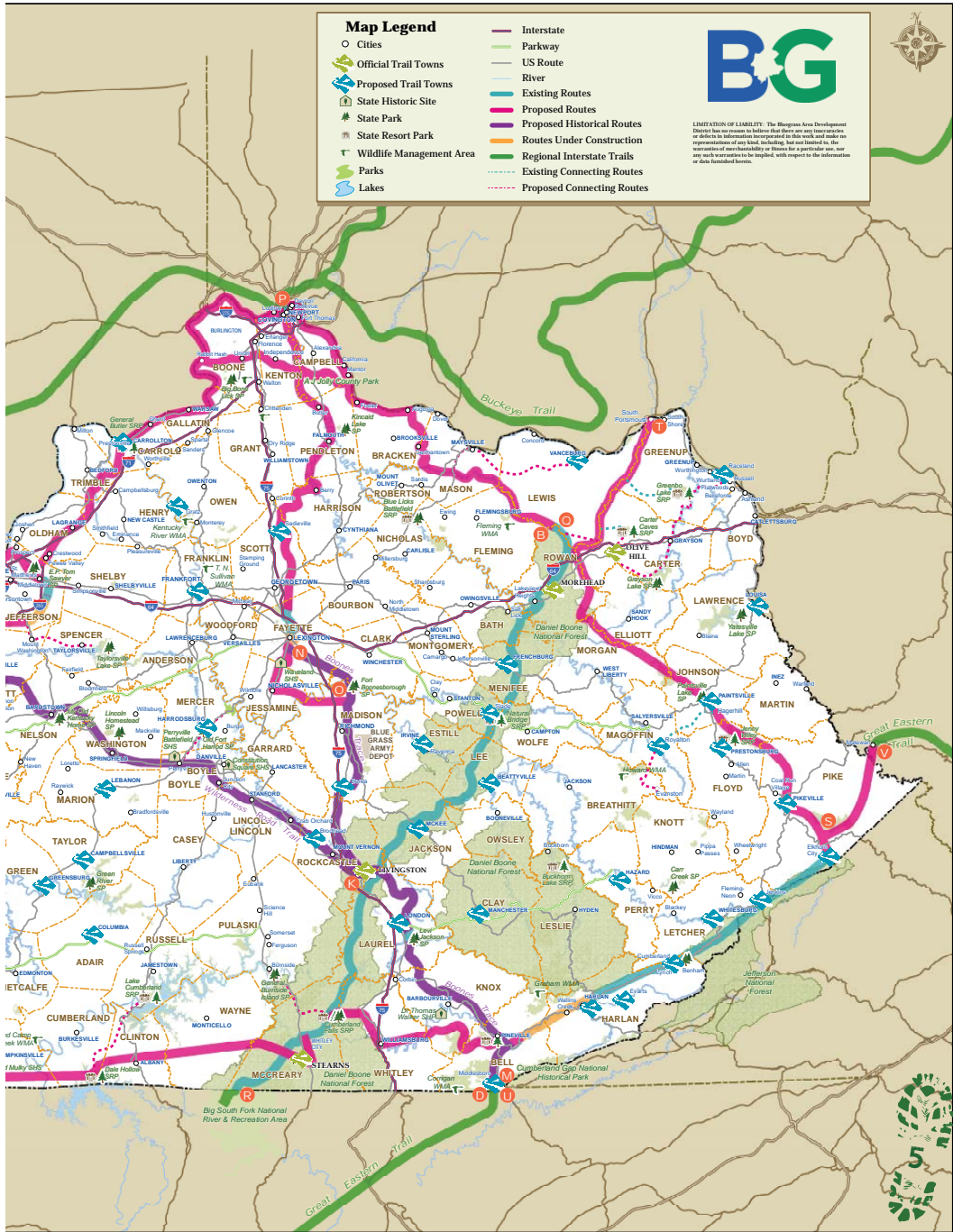


Prestonsburg, KY:
Trail Town Conceptual Master Plan

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Prestonsburg, KY:
 Trail Town Conceptual Master Plan
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Land Acquisition

A critical and often challenging step in the trail planning process is acquiring public access to lands owned or managed by a variety of different parties. Lands along the proposed route may be owned or managed by an assortment of national, state, local, corporate, and private parties. It is better when landowners are involved in the trail development process from the beginning rather than approached after all studies and plans are complete.

Land acquisition involves two steps:

- Identifying the route
- Public Agreements

IDENTIFYING THE ROUTE

An important facet of trail or route planning is laying down several optional routes. These routes should be placed on a map with a generalized location denoting that proposed locations are general in nature. The multiple routes should then be ranked initially with best, good, last choice. As the process continues and as the committee begins working with land owners this initial ranking will change.

IDENTIFY LANDOWNERS

Once the general locations for the future trail are mapped and before the organization moves forward with a trail project, an “inventory” of property owners should be created. Landowners in the proposed route can be identified by the Property Valuation Administrator (PVA) in each county. Some PVA offices provide an online searchable database, whereby searches can be per-

formed by parcel number, address, owner’s name, township name, neighborhood, or property class group. For counties that are not online, requests can be made over the phone, in person or in writing. The process of identifying the total number of property owners will be directly proportionate to the size of the trail project and can inevitably turn into a lengthy process for longer trails. This is where having multiple options for trail locations will be important as you will also find a large mix of people interested and disinterested in providing trail access across their property.

Copies of the tax parcel maps for each parcel of land in the project corridor can be gathered at the PVA’s office. Requests for this data from Property Valuation Assessors can be cost hundreds of dollars depending on the number of parcels and length of the trail. These maps will show the boundaries of individual parcels. The current owner’s address and the parcel number should also be collected from the PVA’s office, so that the chain of title on each separate parcel can be checked. The organization or committee should collect individual parcel information on each owner/parcel within and adjacent the corridor. This information should be placed in a file and further supplemented with all documentation related to correspondence with the owner and any other additional pertinent information.

Once collected this information may provide the organization with a better sense of how many landowners will need to be contacted. The information may also give the organization better insight as to the best route for the trail (and may change the initial route ranking) based on the number of landowners or type of landowners with whom the committee or organization will need to negotiate. The committee may find it easy to negotiate with fewer owners with larger parcels of land than larger numbers of owners with smaller parcels.

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However, ultimately this will be dependent on each individual landowner’s feelings towards granting access or selling a portion of their property for this type of project.

The organization should also verify there are no other entities—such as Kentucky Fish & Wildlife, or other state or federal agencies—that have an interest in or rights to the property. If there are other interested entities it may be necessary to obtain additional permissions or agreements. Trail groups should also research and determine if mineral rights are held by the primary landowner or by someone else. Extraction operations could limit access to or destroy trails regardless of any other agreements or permissions.

INITIAL CONTACT/ MEETING WITH LANDOWNERS

After the organization has collected landowner’s names and addresses from the PVA, it should contact and arrange to meet with each landowner. These meetings should be an introduction to the vision and project. The owner should be shown a map of what is being considered for the particular trail. If applicable, the organization may choose to show them the overall Trail Master Plan for Kentucky and how the proposed trail corridor that will affect their property fits into the larger picture. If known by the meeting date, the owner should be given a list of the person(s) who will be responsible for the trail plan, construction, maintenance and management. Please note that providing an atmosphere of active listening is important to the landowner and concerns and comments should be written down and addressed at a later meeting. Based on property owners comments and concerns the organization may need to adjust the proposal.



EXAMPLE LANDOWNER CONCERNS WITH POSSIBLE ANSWERS

The organization should expect landowners to have concerns. Some possible concerns the organization should be aware of and ready to provide answers and reassurance are:

“Can I be held liable if someone has an accident?”

The landowner may be concerned that they could be held liable for accidents, injuries, or deaths that may occur within the trail corridor crossing their property. The organization should be able to discuss in general terms liability protection. The owner should be given a copy of KRS 411.190 which explains how they are protected. KRS 411.190 was created in 1966 and was most recently amended in 2002 in order to encourage property owners to make land and water areas available to the public for recreational purposes. The statute states that the landowner is not responsible for keeping the land safe for entry or recreational use or for warning of dangerous conditions. The statute also states the landowner is not responsible for and will not incur liability for any injury to a person or a person’s possessions. The statute does say the landowner should not have willful or malicious intent to harm a person on their property and that they will

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not be protected from liability via 411.190 if they charge admission to their property for recreational use. However, if the landowner were to receive compensation for leasing their land to the state or a subdivision of the state for recreational purposes, it is not considered “charge for admission” and the landowner is still protected under the above statute.

A copy of **KRS 411.190** can be found under **Appendix B**.

“They’re trying to take my land”

The landowner might be concerned that their land could be taken from them. This is not the case nor will that happen. Property owners have several options to allow the public to access their land. They may grant access to their land for recreational use by formal or informal agreement as follows:

- a. The owner can enter into a land use agreement with the organization, committee or State – refer to Appendix F.
- b. Sell or donate an easement to give the public access to a specified portion of the property (trail path) and the grantee the right to use that area to construct, develop, man-

age, maintain, operate, improve, and finance the designated land for recreational activities, preferably in perpetuity. However, a specific timeframe may also be used to alleviate property owner concerns.

Under a land use agreement or easement the owner maintains all rights as owner of the property, including the right to sell, lease, mortgage their property, pass it on to their heirs, and use the property for any purpose not inconsistent with the agreement.

“It will reduce the value of my land!”

The landowner may be concerned that their land will be reduced in value. This is not the case according to research. National studies show property values typically increase slightly or remain the same. One study, written by two researchers at the University of Cincinnati provide some of the first quantifiably evidence that home buyers are willing to pay a premium to live within 1,000 feet of a trail. The Study shows on average the increase was nine (9) dollars for every foot closer to the trail entrance, ultimately up to a \$9,000 premium (<http://www.uc.edu/news/NR.aspx?id=14300>, article written by Dawn Fuller). Another study from central Indiana focuses on the

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fact that location is not only a huge issue on property values, but also choices made by public jurisdictions also greatly affect value. The Indiana project uses three models to evaluate prices and effects on property. It concludes by stating, “Location. Location. Location. This cliché clearly is an exaggeration: the structural characteristics of a piece of real estate affect its price. But the cliché is useful from a policy perspective for it underscores the important fact that public choices can create or diminish property values in particular places. Policy makers in Central Indiana must make difficult choices regarding investment of scarce dollars to provide essential public goods and services. Good decision-making requires consideration of all relevant factors, including the effects of public choices on property values.”

(<http://www.brucefreemanrailtrail.org/pdf/lindseypropvalues.pdf>, Center for Urban Policy and Environment, December, 2003).

“Will this keep me from developing my land as I choose?”

The landowner may fear that the trail will impose conservation restrictions that will limit future opportunities to sell or develop land for profit. As stated previously, pri-

vate landowners have several options for allowing public access to their land. Land use agreements and easements can be modified to meet the needs or concerns of the owner. The land use agreement or easement can be entered into for a period of time. For example, the agreement could be made incrementally on a year-to-year basis with automatic renewals unless either party gives written notice to the other party a minimum of thirty days prior to expiration of the existing agreement. Transfer of Development Rights (TDR's) may also be an option for areas that have zoning in order to mitigate the lost development potential on the property.

“How will this affect my personal privacy?”

The landowner might be concerned about how the trail will affect their privacy and safety. The organization should work with the landowner to minimize the trail's impact by siting the trail away from areas of concentrated use or concern such as residences and agricultural fields. Locate trails along property boundaries wherever and whenever possible. This minimizes the total impact on the property owner by reducing total acreage of land used while preserving their privacy and security. The organization and landowner should consider natural barriers and topography when

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deciding where the trail should be placed. Landscaping and fencing are other alternatives for providing separation between landowner and trail users.

The organization should also educate trail users of trail use ethics. It should be stressed that public use of private lands is a privilege and personal stewardship is expected. Trail users should be directed, via signage, printed materials, and other information sources, to respect private property by entering and exiting at designated points and staying on designated trails. The organization should also have a trail management plan that includes safety plans before opening the trail to the public. A partnership between the organization and law enforcement authorities, such as the county sheriff or local police, would be beneficial and help overall trail security with active trail monitoring.

PERMISSION TO ENTER AND RESEARCH PRIVATE PROPERTY

At the initial meeting with the landowner, the organization should ask the landowner to allow the organization's representatives to enter the property in question. Obtaining a site survey of the historical and natural features on the property will help determine if the parcel should be included in the trail alignment. The landowner or the landowner's representative should always be present when the organization conducts work onsite. This will protect the organization and allow the

owner to see exactly what is occurring on the property. Active owner involvement may also help build a relationship of trust between the organization and the owner and promote interest in the project. The landowner should be consulted about areas of concern on the property that may negatively affect the siting of the trail. The organization's representatives should only enter the property on dates and times agreed upon with the landowner.

An example of a **permission form and liability waiver** is attached as **Appendix D**.

REQUEST TRAIL LOCATION ON PROPERTY

After the organization has conducted research as to the ideal location of the trail and established a relationship with the landowner, the next step is to ask the owner to open a portion of their land for the trail. There are several different options for a landowner who is interested in granting access to their property for a trail. The organization may find that each of the landowners it is working with has different wants and concerns. Because of this, the organization will most likely use different types of agreements tailored to meet the needs of landowners.

PUBLIC AGREEMENTS

The organization has multiple agreement options to propose to each property owner. Each agreement type has advantages and disadvantages, and will affect the property owner in different ways. While each property owner along the entire length of the trail may technically enter into a different type of agreement, it should be noted that managing, main-



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taining and monitoring each individual agreement or contract will ultimately be the organization's responsibility. The difficulty of this task increases as both the total number of agreements and number of types of agreements increase.

TRAIL ACCESS ALTERNATIVES

Informal Agreement (also called a Parole Contract) - An informal agreement with a landowner can be both a written or verbal agreement. It is not recorded nor sealed by a notary and does not follow a set form as prescribed by law. While the agreement is binding it is the hardest agreement type to find and hold someone in breach. This is not the most ideal agreement for the organization. This option gives the landowner the ability to cancel the agreement at any time. A long-term agreement is preferred, but an informal agreement may be a good way to introduce the organization to the landowner. As the relationship grows and the landowner is more confident with the organization and the trail, the owner may consider committing to a more permanent agreement. This agreement does not allow community use of Recreational Trail Program funds as federal monies cannot be used for short term use trails.

Revocable Written Agreement - A revocable written agreement is an agreement which can be revoked or where one party revokes or takes back a privilege. A contract that has been formed can only be cancelled or revoked if agreed upon by both parties. A court may also order the revocation of an agreement for illegality, unfairness, or if some other legal right was violated. While revocation may seem fairly straightforward there are additional laws and rules that govern when a contract may or may not be revoked. Again, this is not the most ideal agree-

ment for the organization, but may be a good start for some landowners prior to signing a more permanent agreement. A revocable agreement can be written to give permission for one or more particular activities on a specific area of land. However, it is important to note that a revocable agreement does not allow the use of Recreational Trail Program funds as Federal monies cannot be used for short term leases or agreements.

Land Use Agreement - A Land Use Agreement may be entered into by any owner or owners and any governmental entities including a state government agency, city, county, urban-county government, consolidated local government, unified local government, or charter county. The agreement shall be a contractual arrangement that authorizes the public to utilize the owner's land for a recreational purpose. The allowable recreational purpose or purposes may include but are not limited to all-terrain vehicle riding, public hunting, nature conservation, biking, rock climbing, hiking, and horseback trail riding and may be limited in scope by the terms of the agreement. It may specify that the governmental entity or entities may be responsible for the maintenance and upkeep of the land. A land-use agreement is required to have certain provisions in order to be enforceable and effective. The agreement must contain a precise legal description detailing that extents of land included in the agreement along with all legal names of all parties to the agreement. The terms of the agreement will need to set forth total years and months the agreement will be in effect along with a note detailing whether there will be an option to renew after first term. Confirmation of whether the agreement extends beyond the surface to include mineral or subterranean rights shall be included. Provision must also be set forth detailing how the property will be used and which party will be



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responsible for real estate taxes during the terms of the agreement. Unless otherwise agreed by the parties, the agreement may be terminated by either party at any time for any reason if thirty (30) days' notice is given. (adapted from KRS 148.795) This agreement does not allow community use of Recreational Trail Program funds as Federal monies cannot be used for short term use trails.

Easement - An easement is a legal document which establishes certain rights and land uses on a specific area of land. Landowners retain full title to the land and are able to sell, lease and pass the property on to heirs. An easement is recorded with the property deed at the county clerk's office. Easements are a good alternative because each easement can be adapted to meet the needs and concerns of the landowner. Easements can be permanent or term limited with the ability to renew. An easement survives transfer of land ownership and is generally binding upon future owners until it expires on its own terms. There are two types of voluntary easements most commonly used by private landowners for trail development: right-of-way easements and conservation easements. Usually between a county and land owner, these types of easements can be considered for Federal Recreational Trail Program funding.

Right-of-Way Easement - A right-of-way easement establishes the right to use a particular area of land for one or more specific recreational purposes. The easement can restrict the uses of the trail corridor, for example, only allowing hiking. The easement can also specify management requirements, like landscape screening. It is important to note that this "right-of-way easement" is not associated with the "dedication of right-of-way" of a portion of property by a property owner to a government jurisdiction. A right-of-way easement is a private

agreement between two or more persons or entities that grant access across a property.

Conservation Easement - A conservation easement permanently protects land from subdivision and intensive development. A conservation easement does not necessarily give the public access to the land, but it can be written to include that privilege. The organization would be interested in conservation easements that also allow public access to a portion of the land for a trail. Conservation easements may be desirable to landowners because they are a way for landowners to make a personal contribution towards the preservation of the area's unique character and natural resources for future generations. Conservation easements are also desirable because they offer substantial estate and income tax benefit. To qualify for tax benefits, the easement must be made in perpetuity and donated "exclusively for conservation purposes" to a qualified recipient, as defined by Internal Revenue Code Section 170 (h). The code states that "the term conservation purposes means the preservation of land areas for outdoor recreation by, or the education of, the general public." If applicable, local land trusts can give more information about conservation easements. In order to make sure the transaction is completed correctly, the services and advice of a lawyer and accountant (and other applicable professionals) is highly recommended. Compensation from the organization to the property owner may be necessary as this type of easement has been viewed as an exaction, or taking in that the property owner loses all future use and develop-ability of that portion of their property (which may also split their property depending on trail location).

Sale, Donation, or a Combination - Land can be sold or donated to the organization. Full ownership of the land, known



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as fee simple interest, is transferred to the organization. Depending on the financial situation of the organization, it may not be in a position to purchase the land at full market value. The organization may be able to work with the landowner to facilitate a bargain sale. A bargain sale occurs when a donor sells the property for less than the fair market value. Other options the organization may pursue if they are not in the current financial position to purchase the property at full price would include a lease purchase or right of first refusal. A lease purchase may be beneficial because the owner continues to receive income from the property and the organization is able to use the right-of-way without having to provide the full purchase price up front. Ownership of the property is transferred to the organization at the end of the lease term. A right of first refusal is a long term sale method where the organization pays a nominal fee to the landowner in order to have the first chance to buy the land should it come up for sale. Both bargain sales and total donations may offer significant income, property, and inheritance tax benefits for the landowner. Total donations offer the maximum tax advantage to landowners because they may be able to claim a tax deduction based on the full appraised value of the donated land. The landowner may also realize estate tax benefits. A bargain sale may entitle the landowner to an income tax deduction and a reduction in capital gains tax. Capital gains must be calculated on the sale part of the transaction. Again, seek the advice of tax and legal professionals.

Life Estate - A life estate is the ownership of land for the duration of a person's life. A landowner can choose to donate property to the organization while maintaining the right to use and enjoy the benefits of ownership, including income derived from rent or other uses of the property for the rest of their life. The property

cannot be left to heirs, but would transfer to the organization as named in the life estate agreement.

Examples of the **above types of agreements and easements** are attached in **Appendix F**.

TRAIL ACCESS THROUGH PUBLIC LANDS

The organization may find additional challenges while working to acquire trail connections through State or Federal lands. Developing trails on Federal or State lands definitely requires additional time due to stricter regulations, dealing with other entities who have leased the land, additional required permits, required studies, and the potential need for public meetings. One such regulation is the National Environmental Policy Act (NEPA), which requires Federal agencies to integrate environmental values into their decision making processes by considering the environmental impacts of their proposed actions and reasonable alternatives to those actions. Meet NEPA requirements usually involves obtaining an Environmental Assessment or more detailed Environmental Impact Statement.

It is important to note here that use of Federal funds to construct trails, access on waterways, or use of public lands all require NEPA studies.

An example **memorandum of agreement** used for trail access, management and maintenance on public land is attached as **Appendix G**.

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These public agencies should be contacted directly when identified as property owners or as land managers in proposed trail locations:

- Kentucky State Parks
- Kentucky State Forest
- Kentucky Department of Fish & Wildlife
- U.S. Forest Service
- National Park Service
- U.S. Army Corps of Engineers



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Cross Kentucky Master Trail Plan Routes

The Cross Kentucky Master Trail Plan contains eleven (11) major routes. Two (2) of the routes run from the eastern side of the state to the western side. Seven (7) routes run north to south across the state. The two (2) remaining routes run east to west through portions of the state.

The plan also describes connector trails that start or end along one of the main routes. Seventeen (17) connector trails are identified within the Plan. These routes represent general connections between two points of reference. The actual design, location, and final constructed route will be decided by local communities or organizations. Final location will ultimately depend on landowner willingness, existing trail utilization, local citizen desires, interconnectivity of the trail to neighboring cities and counties, funding, and other various other concerns.

NAME	MILES	STARTING POINT	ENDING POINT	CONNECTOR TRAILS
Ohio Valley Trail	430 (49 exist- ing)	A North of John James Audubon State Park/ across Ohio River	B Northern End of Sheltoewe Trace National Recreation Trail	2
Connector Trails				
	43 (loop)	Fordsville, KY	Fordsville, KY	
	34	2 miles from unincorporated Murphysville, KY through Maysville, KY	Vanceburg, KY	
Trans Kentucky Trail	370 (27 exist- ing)	C Columbus-Belmont State Park	D Cumberland Gap National Park	5
Connector Trails				
	31	Hazel, KY - to Hardin, KY	Land Between the Lakes North/South Trail at US 68	
LBL North/South Trail	31 existing	Land Between the Lakes North/South Trail at US 68	Tip of LBL National Recreation Area at Barkley Canal	
	17	Woodburn, KY through Franklin, KY	TN border	
	23	Dale Hollow Lake Wildlife Management Area	Lake Cumberland State Resort Park	
	19	Cumberland Falls State Resort Park	General Burnside Island State Park	
Great River Road Trail	56 (34 exist- ing)	E Reelfoot National Wildlife Refuge, TN, KY	F Ballard Wildlife Management Area	0



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Prestonsburg, KY:
Trail Town Conceptual Master Plan

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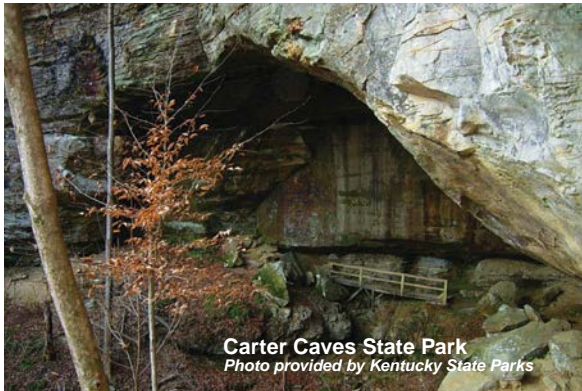
NAME	MILES	STARTING POINT	ENDING POINT	CONNECTOR TRAILS
Northern Historic Trail of Tears	90	G Guthrie, KY	H Unincorporated community of Joy, KY	1
Connector Trails				
	24 (4 existing)	From Route through Pennyrite Forest State Resort Park	Princeton, KY	
Kentucky Caves Trail	70	I Barren River Lake State Resort Park	J Rough River State Resort Park	0
Wilderness Road Trail	115	K Livingston, KY	L Louisville, KY	1
Connector Trails				
	16	Perryville, KY	Shaker Village of Pleasant Hill	
Boone Trace Trail	159 (4 existing)	M Cumberland Gap National Historic Park	N Lexington, KY	0
Central Kentucky Route	123 (12 existing)	O Livingston, KY	P Butler, KY (connects to Ohio Valley Trail at Butler)	0
Sheltoewe Trace National Recreational Trail	307 existing	Q Northern end of Daniel Boone National Forest/ Northeast of Morehead, KY	R Big South Fork National River and Recreation Area, TN	1
Connector Trails				
	5 to 10	Sheltoewe Trace	Revised Jenny Wiley	
Revised Jenny Wiley Trail	129	S Fishtrap Lake	T Unincorporated community of South Portsmouth, KY	3
Connector Trails				
Dawkins Line Rail Trail	Currently 18, 36 when 2 nd phase complete	Unincorporated Hagerhill, KY through Royalton	1 mile south of unincorporated Evanston, KY	
(Simon Kenton Trail is existing)	57 (7 existing)	Revised Jenny Wiley	Raceland, KY	
Mike Tygart Trail	17 existing	Greenbo Lake State Resort Park	Revised Jenny Wiley	
Pine Mountain State Scenic Trail	120 (82 existing)	U Middlesboro, KY	V Matewan, W.VA	0

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Revised Jenny Wiley Trail: 129 miles

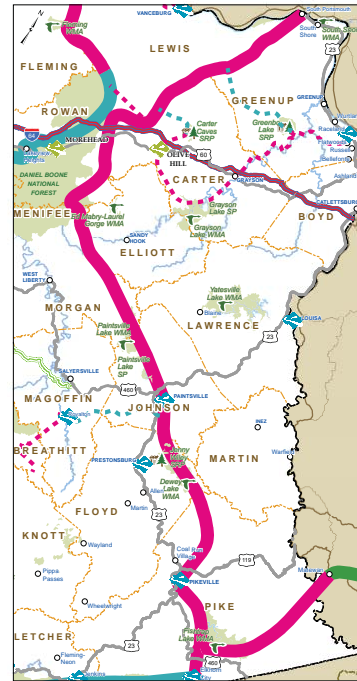


The Jenny Wiley Trail begins at Fishtrap Lake Wildlife Management Area ('S) and passes through the hills of eastern Kentucky for approximately 129 miles in a mostly north-northwest direction ending in the unincorporated community of South Portsmouth ('T').

The original Jenny Wiley Trail was a 163 mile cross-country backpacking trail that crossed portions of nine counties. It was constructed in 1980 by the FIVCO Area Development District in cooperation with more than 200 land owners who granted permission for the trail to cross their property. The Kentucky Department of Parks took over the trail in 1981. The trail was closed in the late 1980's.

Plans to revise the Jenny Wiley Trail are being led by a volunteer-based organization, the Jenny Wiley Trail Conference, which is dedicated to reopening, preserving and managing the natural, scenic, historic, and cultural resources of the Jenny Wiley Trail. The new Jenny Wiley Trail would look similar to the original trail in the northern district where portions of the trail can still be found. Two (2) connector trails are suggested in this area to augment the Revised

Jenny Wiley Trail. The first is a 17 mile existing trail, known as the Mike Tygart Trail, which would connect users to Greenbo Lake State Resort Park. The second connector would connect Carter Caves State Resort Park, Grayson Lake State Park and two proposed Trail Towns, Olive Hill and Raceland. This connector would be approximately 57 miles in length, seven (7) miles of which correspond with the existing Simon Kenton Trail. The trail will continue in a mainly south/southeast direction, skirting close enough to the Sheltoewe Trace to allow for a five to eight mile connector trail.



“CROSS KENTUCKY MASTER TRAIL PLAN”

The trail will pass through Paintsville Lake State Park, the proposed Trail Town of Paintsville, Jenny Wiley State Resort Park, Dewey Lake, Pikeville, which is also a proposed Trail Town and end at Fishtrap Lake where it will connect into the Pine Mountain State Scenic Trail. A connection to the Dawkins Line Rail Trail. The first 18 mile length of the Dawkins Line Rail Trail opened in June 2013. The 18 mile section features 24 trestles and a Gun Creek Tunnel which is 662 feet long. When the second phase of the Dawkins Line Rail Trail is complete it will be 36 miles, the largest rail-to-trail in the state of Kentucky. The Kentucky Department of Parks will manage the Dawkins Line. The southern end of the Jenny Wiley Trail would add significant length to the original.

The Jenny Wiley Trail honors the memory of the courageous pioneer, Jenny Wiley, and offers a route through the same type of terrain Jenny would have traveled to escape her captors.

The trail would connect users to numerous state parks, lakes, the Pine Mountain State Scenic Trail and Sheltoewe Trace National Recreational Trail, both connecting directly to the Great Eastern Trail. These connections would make the Jenny Wiley a truly unique attraction.

Cross Kentucky Master Trail Plan
A How-to Guide for Trail Development



“APPLICATION PROCESS FOR TRAIL TOWN DESIGNATION”

The following pages are extract from the original document that could be found:
<http://krta.ky.gov/docs/3-ApplicationProcess.pdf>



APPLICATION PROCESS FOR TRAIL TOWN DESIGNATION

The Kentucky Trail Town Program is an official tourism development designation available through application to the Office for Adventure Tourism.

The criteria to receive designation from the state, in summary, are as follows:

- Close proximity to a national or state park, forest or recreational areas and near trail systems including water trails
- Integration of cultural, historical and agricultural elements into the overall experience
- Intent to be part of the Cross Kentucky Trail system

Overview of application process:

- Notification of interest to the Office for Adventure Tourism by completion of the following:
 - 1) Letter of Intent to Begin Trail Town Assessment
 - 2) Application for Kentucky Trail Town Designation

Benefits to becoming a Kentucky Trail Town:

- Eligibility of marketing dollars for matching funds through the Kentucky Department of Travel and Tourism
- Designation in state maps and visitor guides and on the Adventure Tourism website and other state tourism marketing materials
- Highway signage designating the community as a Kentucky Trail Town
- Proclamation from the governor designating it as an official Kentucky Trail Town
- Public ceremony with state and local officials for announcement of designation and unveiling of the signage
- Window decals for participating businesses

Upon receipt, the Office of Adventure Tourism will provide a Kentucky Trail Town folder and the assessment process will begin.

“APPLICATION PROCESS FOR TRAIL TOWN DESIGNATION”

APPLICATION PROCESS FOR TRAIL TOWN DESIGNATION (CONT.)

Required steps:

- Complete Assessment 1 – Your Trail – and Assessment 2 – Your Town. Office of Adventure Tourism to visit and assist as needed.
- Prepare a Plan of Action based on assessment findings and integrate the area’s history, culture, geography, agritourism and arts components into the Kentucky Trail Town experience. Prepare a timeline to accomplish it and work toward completion.
- Prepare a map of community trail connections needed to connect to the major trail system from your town and a timeline for completion of those trails (for promotional purposes and guide for trail users).
- Develop a summary paragraph description of the planned experience each activity participant can expect.
- Take project to all community groups, schools and churches to develop community awareness. Request their help to make YOUR town trail friendly. List groups met with in your Plan of Action steps.
- Complete Trial Run. The Office of Adventure Tourism will help organize.

Material to be submitted for Certification:

- Plan of Action summary to date and report on Trial Run.
- Completed Assessments.
- City and/or county letters of support voted on by council and fiscal court, local tourism commission, chamber of commerce, extension office and arts organization, plus any other letters of support and copy of minutes.
- Maps showing connectors to town/trail system, mileage, points of interest, and town and trail services.
- Photo documentation of improvements.



“APPLICATION PROCESS FOR TRAIL TOWN DESIGNATION”



LETTER OF INTENT TO BEGIN TRAIL TOWN ASSESSMENT

(Note: Sample of letter to send to the Office for Adventure Tourism to request participation in the Trail Town Community development, assessment and certification program.)

Elaine H. Wilson
Executive Director
Office for Adventure Tourism
Kentucky Trail Town Program
500 Mero Street, 24th Floor
Frankfort, KY 40601

Dear Ms. Wilson:

I am chairman/president of the (name the committee/city/organization) in (city), Kentucky, and we would like to participate in the Kentucky Trail Town community development assessment and certification program.

We believe we meet the criteria to participate since we are near (name, trail system or recreational area) and are located such to be a Kentucky Trail Town gateway to that resource.

We understand that designation and benefits associated with being a Kentucky Trail Town depend on our success as a community in addressing the assessment findings and completing trail connections to the greater trail system.

Please contact me as soon as possible to begin the process.

Signed by committee or group chair

And by

The Mayor of your town

Date

“APPLICATION PROCESS FOR TRAIL TOWN DESIGNATION”



APPLICATION FOR TRAIL TOWN DESIGNATION

Primary Contact:

City to Participate in Kentucky Trail Town:

Contact Address:

Contact Phone:

Contact E-mail:

List Reasons for Wanting to Participate in Kentucky Trail Town:

List Trail Systems and/or Recreational/Areas Your Community Will Tie Into:

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Authorizing Official

Date

Submit this completed form with your letter of intent to begin Trail Town Assessment to:

Elaine H. Wilson
Executive Director
Office for Adventure Tourism
Trail Town Program
500 Mero Street, 24th Floor
Frankfort, KY 40601

Elaine.wilson@ky.gov

Fax: (502) 564-1512