Trans-disciplinary Collaborations and Partnerships in Rural Development- Communities of the Monongahela National Forest

Peter M. Butler, Associate Professor & Extension Specialist. Landscape Architecture Program. Director, School of Design and Community Development. West Virginia University. pebutler@mail.wvu.edu

Doug Arbogast, West Virginia University Extension
Carly Clevenstine, West Virginia University Landscape Architecture
Michael Dougherty, West Virginia University Extension
Daniel Eades, West Virginia University Extension
Eve Faulkes, Graphic Design, West Virginia University
Cindy Sandeno, National Forest Service

Keywords: Trans-disciplinary, Planning, Cultural Tourism, Extension, Development
2018 One USDA

• Modernizing USDA mission support activities to be more efficient and effective by utilizing enterprise solutions;
• Serving customers and improving the delivery of USDA’s core missions;

2017 USDA Recreation Economy Resource Guide

One USDA and Recreation Economies in WV

• US Forest Service
• WVU Extension
• USDA Rural Development
• Davis College of Agriculture, Natural Resources and Design
Academic Context...trans-disciplinary

‘laboratories’
collaborative
cultivating relationships
robust approach
scaffolding

CRED- Extension...Economics, Graphic Design, Landscape Architecture, Planning, Recreation Parks and Tourism Resources, Public History, Public Administration, Land Use Law Clinic...
Communities of the Mon National Forest

‘transitional’ - ARC
timber and coal and coking industries
corridor H - Washington, D.C.
heritage and recreation...Monongahela National Forest

complicated social, political, and environmental context
Monongahela National Forest

Methods and Products- Quantitative & Qualitative
Visitor and resident survey administered
Themes and goals in cultural tourism
Planning with a focus on heritage, art, music and outdoor recreation
Design workshops – graphic and landscape
Online GIS participation

Rural Tourism Design Team/Community Engagement Lab

Team: Composition
Extension economist - small business survey
Tourism specialist – TCCDA capacity building/partnerships
Planner - comprehensive planning
Design faculty - visioning workshops / service-learning studio courses

Scaffolding of outputs to the community
Utilization of assets and potential

- **Current Cultural Tourism**: 2.92/5
- **Current Heritage Tourism**: 2.98/5
- **Current Outdoor Tourism**: 3.49/5

**Residents**

- **Potential for Tourism Development**: 3.56/5
- **Satisfied with Experience**: 4.54/5
- **Would Revisit/Recommend**: 4.66/5

**Visitors**
## Tourism opportunities that should be developed

<table>
<thead>
<tr>
<th>Residents Opinion</th>
<th>Mean</th>
<th>%</th>
<th>Visitor Opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nature Tourism</td>
<td>3.61</td>
<td>62%</td>
<td>Local Restaurants</td>
</tr>
<tr>
<td>Unique Local Shopping</td>
<td>3.57</td>
<td>57%</td>
<td>Festivals/Events</td>
</tr>
<tr>
<td>Local Restaurants</td>
<td>3.55</td>
<td>50%</td>
<td>Nature Tourism</td>
</tr>
<tr>
<td>Festivals/Events</td>
<td>3.55</td>
<td>44%</td>
<td>Breweries/Wineries</td>
</tr>
<tr>
<td>Accommodations</td>
<td>3.49</td>
<td>43%</td>
<td>Unique Local Shopping</td>
</tr>
<tr>
<td>Food/Grocery Stores</td>
<td>3.48</td>
<td>42%</td>
<td>Adventure Tourism</td>
</tr>
<tr>
<td>Indoor Activities</td>
<td>3.46</td>
<td>41%</td>
<td>Accommodations</td>
</tr>
<tr>
<td>Adventure Tourism</td>
<td>3.41</td>
<td>39%</td>
<td>Heritage Tourism</td>
</tr>
<tr>
<td>Heritage Tourism</td>
<td>3.38</td>
<td>38%</td>
<td>Entertainment Performances Venues</td>
</tr>
<tr>
<td>Cultural Tourism</td>
<td>3.37</td>
<td>34%</td>
<td>Cultural Tourism</td>
</tr>
<tr>
<td>Entertainment Performance Venues</td>
<td>3.33</td>
<td>28%</td>
<td>Bars/Pubs</td>
</tr>
<tr>
<td>Entertainment/Nightlife</td>
<td>3.07</td>
<td>26%</td>
<td>Entertainment/Nightlife</td>
</tr>
</tbody>
</table>
Importance and performance of tourism attributes

- Adequate Public Services: Importance 4.44, Performance 3.18
- Community Beautification: Importance 4.26, Performance 3.05
- Support for Entrepreneurs/Small Business: Importance 4.22, Performance 2.69
- Skilled Workforce: Importance 4.21, Performance 2.82
- Local & County Government Support: Importance 4.19, Performance 2.87
- State Government Support: Importance 4.12, Performance 2.62
- Financial Investment: Importance 4.08, Performance 2.55
- Community Leadership: Importance 4.07, Performance 2.60
- Public Participation in Decision Making: Importance 4.05, Performance 2.92
- Maintenance and Management of Facilities for Tourists: Importance 4.02, Performance 2.79
- Collaboration and Partnership Between Communities: Importance 4.44, Performance 3.18
Multi-faceted
Connected
Community-minded
Sharing
Mining/lumber/RR heritage
Independent
Mountain culture
Farming
Nature
Outdoor recreation
Fishing
Skiing
Hiking
Biking
Stargazing
Creative/Making
Entrepreneurial
Microbreweries
Good food/company
Arts and Music
Historic Architecture
Contain growth
IMMERSE YOURSELF
We began this project by taking a field trip to my hometown of Tucker County, as my classmates could get an idea of how special this place really is. The goal was to get immersed in the community by not just visiting different places but by interviewing locals.

BRAINSTORMING
After our field trip, our minds were filled with ideas before we actually started our project. We were given 3 hectic weeks to redesign and rebrand. I started by getting inspired by old Boy Scout handbooks and trail guides. I connected to their rustic look and nature inspired feel. I wanted my brochures to be "old trail guide meets modern design".

PROTOTYPING
After getting inspired, I started sketching and came up with a layout I liked. I really wanted to showcase the beauty of Tucker County, but it was important for me to not just show the scenery, but to show people using and enjoying it. I used my inspiration, integrated of the area, and pictures, to create a vibe I thought associated Tucker County perfectly.

FINAL DESIGN
After our first attempts, we had a Skype meeting with our clients and got feedback on what was and wasn’t working for each design. Later, they sent a detailed list of what they still wanted changed and asked me to be ready on further. Right now, I’m in the process of making some changes and designing the last 2 brochures all the way through.

BROCHURE DESIGNS
Community Workshops

Tucker County WV Cultural Tourism Planning 'Drop in and Contribute'
Activities and Questionnaire

Identifying Gaps
What are some 'gaps' or 'voids' that you perceive in your community in relation to recreation and heritage themed site development?

What are character-defining features of Tucker County? Organize as Natural, Cultural or Historic themes?

What would be the value to the community in addressing these 'gaps' or 'voids'?

Where are places that are 'sacred' to your community? What are threats to these 'sacred places'? What are opportunities in preserving them?

Identifying Priorities
What are priorities for recreation and cultural tourism development in your community?

What is a story about your community that you would like to share with visitors? Where would you take them to show them the story?

Identifying Character/Themes
What are character-defining features of your community?

Are there opportunities for enhancing the environment of your community for recreation and physical activity?

Tucker District Authority
The Tucker District Authority is pleased to conduct an ongoing and inclusive process for the development and enhancement of an active, cultural, historical and recreational district with strong economic and environmental development opportunities in Tucker County.

Tourism Development Survey
For further Landscape Architecture Program, WVU
PO Box 618, Morgantown, WV 26506-0618
Contact: 304-293-4386 or glackin@wvufa.org
www邢eiriiiiic.png

The project is supported through the Tucker County Cultural District Authority, the Tucker Community Foundation, and the Mountaineer Foundation.
http://arcg.is/0ebXO4
Six main locations were chosen by our students throughout Marlington.

1. **Open Space along Secondary Stream**
   (Ross Acampora, Nick Collins, Bradley Legg and Shelbe West)

2. **Primary Downtown Development**
   (Christopher Gaeyssen, David Dare, Shane Dushey, Jake Mellott, Amanda Quigley and Thomas Raines)

3. **Greenbrier Riverfront**
   (Al Zahraa Al Abraa, Tyler Bailey, Paul Gallo and Tyler Gray)

4. **Marlington Mountain**
   (Nick Oxendate and Charles Withers)

5. **Riverfront County Property**
   (Nick Ashton, John Good, John Hendrickson, Charlton Jenkins, Lucas Klase, Jacob Shuff and Brayden Strausser)

6. **Rail Trail Wetland**
   (Matt Mc Hale and John Sinko)
Opera house project

Community Engagement Lab: WVU Landscape Architecture
• Green space - include native species
• Benches
• Pollinators / butterfly garden
• Open for all ages
• Inviting - bring/buy lunch and hang out
• Bat boxes
• Cool/unique climbing/sitting forms - frog, turtle
• Usable space
• Where kids can play and be kids (in other words - tough and durable)
• Place to hang out and play music
• Informal jam sessions
• Urban edge-infill/Repair grid (grid activation)
• Programmable density
• Gateway to forest and public lands
• Orientation point - connecting residents and visitors to the heritage/history and landscape
• Regional theatre potential/out of town try-outs venue
• Water feature – interactive fountain
• Skateboard friendly
• Farmer’s market
• Mountain music trial
• Instrument rental
• Easily maintained
• No dark corners that would encourage unwanted activity.
• Thoughtful lighting (aesthetically pleasing)
• Small wall or natural wall to separate from road to set aside
• Flooding materials that can withstand/hosed down
• Good acoustics
• Outdoor film screening
• Not a concrete community
• Pollinator garden
• Recycling education
• Bi-weekly classes-gardening, music
This plan demonstrates the different ecosystems found in Pocahontas County; Riparian, Upland Mountains, and the Cranberry glades using native plants and materials to educate visitors. Both the riparian area and the 'glades' act also stormwater management.

Wayfinding devices, mapping can be found in the South-west corner and an updated phone booth equipped with USB ports that are solar powered allows trail users and other visitors to charge cell phones or other devices. Posts to lock your bicycle on are also located in this area. Moveable tables and chairs are repeated in each master plan in order to allow for flexibility or adaptation of the space. Large boulders or man-made climbing rocks can be used as seating or a natural area for children to climb and play.
This plan looks at making the space very versatile and adaptable. With the exception of the North-east corner of the plan, all areas with permeable paving can also support cars to allow for farmers markets, food trucks, parking (in winter), etc. Four ADA parking can be found with close access to the ADA ramp that is already on the site.

Bioswales line the edges of the site to collect stormwater both on and off the site as well as have information on their importance and ways they can be implemented even on personal property. In the North-east corner on the plan different native trees are identified (for educational purposes) are spaced close to each other to create a 'forest'-like atmosphere as well as a place where people can place hammocks or tree swings to relax an listen to music.

A pavement pattern in the shape of two rivers in the area that merge - run through the site and in the South-west corner there is a 'splash zone' with fountains of water rising up from the 'river'. Worked into the permeable pavement in this area are mosaics of aquatic life found in the region. An updated phone booth equipped with USB ports that are solar powered allows trail users and other visitors to charge cell phones or other devices.
This plan imagines an entrance on the side that can be pulled up to the side entrance with 4 ADA parking spaces.

Bioswales line the edges of the site to collect stormwater both on and off the site as well as have information on their importance and ways they can be implemented even on personal property. In the north-west corner a lawn and 'dancing space' provide an atmosphere and places to hang out while listening to a band. A pavement pattern in the shape of two rivers in the area that merge - run through the site and in the South-west corner there is a 'splash zone' with fountains of water rising up from the 'river'.

Worked into the permeable pavement in this area are mosaics of aquatic life found in the region. An updated phone booth equipped with USB ports that are solar powered allows trail users and other visitors to charge cell phones or other devices.
The planting palette for the Marlinton Opera House features a variety of native plants from West Virginia. Groundcovers replace this mulch-less design, while other plants should be encouraged to spread by dividing once a season. Flowers have been limited around splash zone and play area to decrease chances of bee stings with barefooted children. Limestone rocks should be used in the planting beds with the Canaan Firs and the Purple Cliff-Brake ferns which are dependent on limestone rich soil or rocks. On-site rain gardens allow for infiltration and vegetation used in this area can tolerate moist or wet soils for periods of time. Although certain plants will take a while to become established these native plants will require little to no maintenance once mature. However, the Canaan Firs will need to be shaped and trimmed in order to keep the windows of the opera house visible and to allow natural light to come through. Labeled plants will help educate and inspire the local community and visitors about the uses and cultivation of native vegetation.
November 24, 2018
Gov. Justice announces land and water conservation grant awards for Greenbrier and Pocahontas counties

Town of Marlinton: The $86,391 grant award for the Town of Marlinton will include the development of a new gateway park for the Town of Marlinton. The new Discovery Junction will adjoin the Marlinton Opera House with an outdoor pavilion, picnic and landscaping improvements. These improvements will serve to guide and direct visitors to the area’s recreational resources including the Greenbrier River Trail and Monongahela National Forest besides staging local farmers markets and other community events.

Trans-disciplinary Collaborations and Partnerships in Rural Development- Communities of the Monongahela National Forest

Peter M. Butler, Associate Professor & Extension Specialist. Landscape Architecture Program. Director, School of Design and Community Development. West Virginia University. pebutler@mail.wvu.edu

Doug Arbogast, West Virginia University Extension
Carly Clevenstine, West Virginia University Landscape Architecture
Michael Dougherty, West Virginia University Extension
Daniel Eades, West Virginia University Extension
Eve Faulkes, Graphic Design, West Virginia University
Cindy Sandeno, National Forest Service

Support provided by USDA NIFA Hatch Multi-state; Claude Worthington Benedum Foundation; WVU Community Engagement Grant
Trans-disciplinary Approach to Tourism and Community Planning- Monongahela National Forest

Peter M. Butler, Associate Professor & Extension Specialist. Landscape Architecture Program. Director, School of Design and Community Development. West Virginia University. pebutler@mail.wvu.edu

Doug Arbogast, West Virginia University Extension

Carly Clevenstine, West Virginia University Landscape Architecture

Michael Dougherty, West Virginia University Extension

Daniel Eades, West Virginia University Extension

Eve Faulkes, Graphic Design, West Virginia University

Cindy Sandeno, National Forest Service

Keywords: Trans-disciplinary, Planning, Cultural Tourism, Extension, Development