



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

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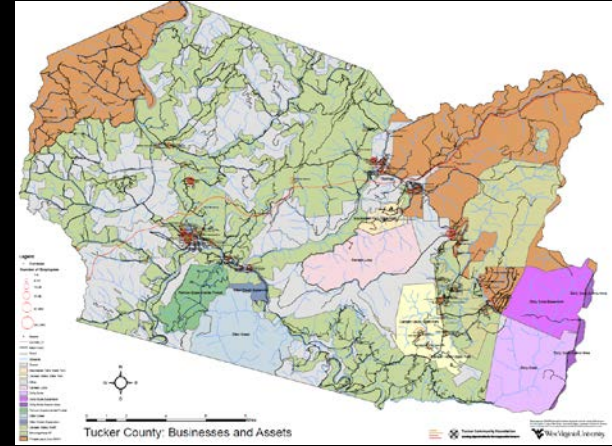
Michael Dougherty, West Virginia University Extension

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



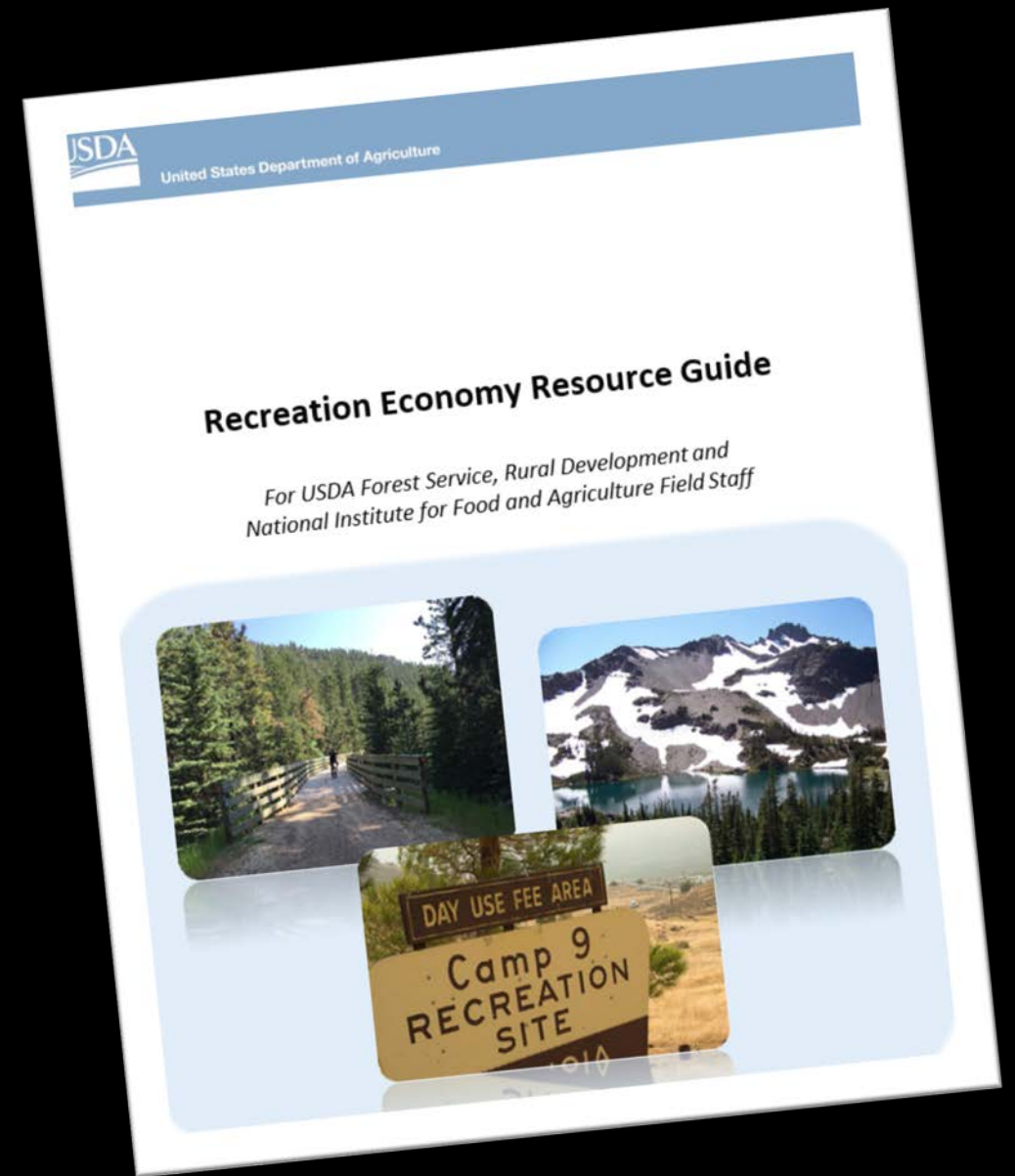
2018 One USDA

- **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

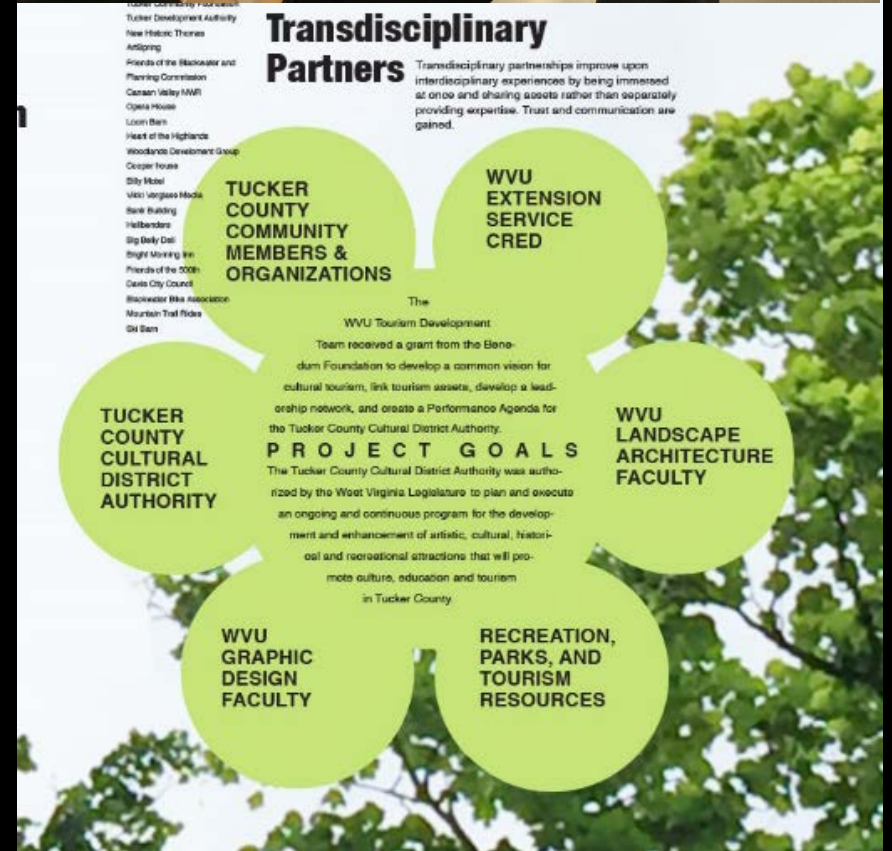
- US Forest Service
- WVU Extension
- USDA Rural Development
- Davis College of Agriculture, Natural Resources and Design



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



Rural Tourism Development: A Transdisciplinary Approach to Participatory Tourism Planning

Doug Arbogast, Daniel Eades, Michael Dougherty
WVU Extension Service
Community Resources & Economic Development
Peter Butler, Landscape Architecture
Eve Faulkes, Graphic/Social Impact Design

Most rural destinations in West Virginia can be considered at early stages of Butler's (1985) Tourism Lifecycle model. Participatory planning offers some un-theorized impacts of tourism development such as origin identity or interest of tourists by locals (Osney, Jancovic & Uysal, 2002). Tourism literature is increasingly calling for more mixed methods approaches and multiple perspectives, which several authors have claimed will result in a better understanding of the tourism phenomenon studied (Photopoulou & Jamal, 2007; Lane 2008).
Tourism are increasingly seeking out rural destinations that maintain a historical legacy of the (State of the American Traveler).

Preliminary findings

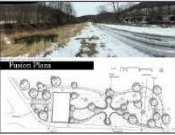
- Challenges include lack of collaboration and partnerships, and lack of support for entrepreneurs
- Locally connected network of tourism stakeholders
- Need for cultural tourism coordinator to connect assets and organizations
- Cultural and heritage assets are less known and utilized than nature and adventure-based assets
- Residents and visitors want managed growth to preserve authenticity and uniqueness
- Need to better represent and share the cultural identity of each community and the county as a whole
- Need for better informed and educated tourism employees
- Site design will help to fill in the gaps
- Need to partner with surrounding counties



Previous experiences



Identify for WV city of Weston by graphic design services in previous project.



Let's work to make the community a better place

Methodology

- First Impression Assessment
- Comprehensive online map of cultural tourism assets
- Key Interest Interviews
- Resident attitude survey (targeted to 2,500 households)
- Visitor preference survey (collocated at festivals and events)
- Landscape design/visioning of sites targeted for development
- Economic impact analysis (tourism and development support)
- Identify and design cultural identity for communities and county
- Strategies for Zoning/Smart Growth/Design Guidelines

Cultural Tourism Asset Mapping

- Accommodations (0)
- Activities (31)
- Agriculture (0)
- Agribusiness (0)
- Community (0)
- Cultural Venue (7)
- Festivals & Events (14)
- Food & Drink (2)
- Historical Site (22)
- Recreation Area (14)
- Public Service (21)
- Generic Sites (2)
- Shopping (0)
- Visitor Center (2)
- Courts (1)
- Education
- State Park Land
- National Forest Land
- National Historic Park
- Private Land

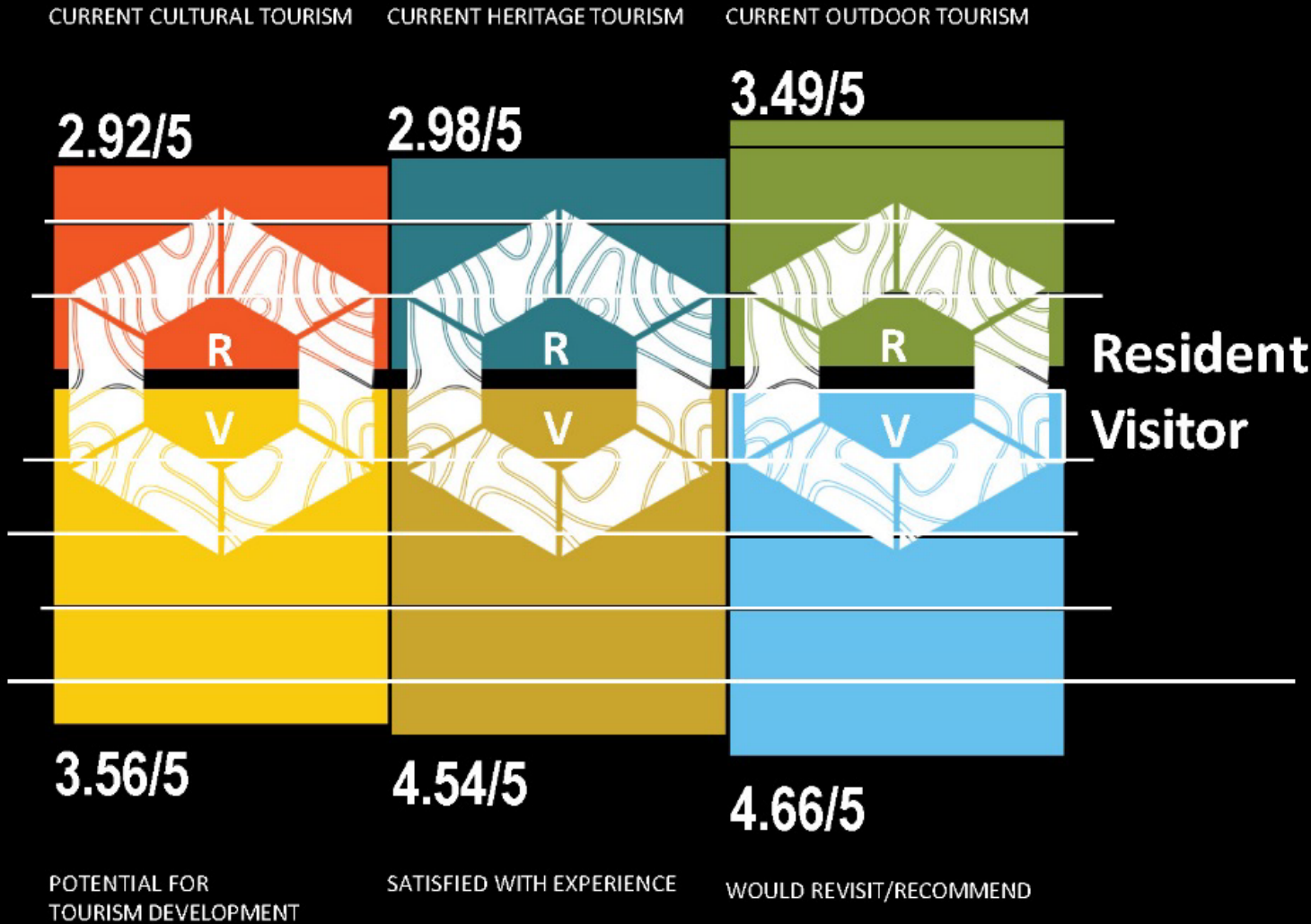


Transdisciplinary Partners

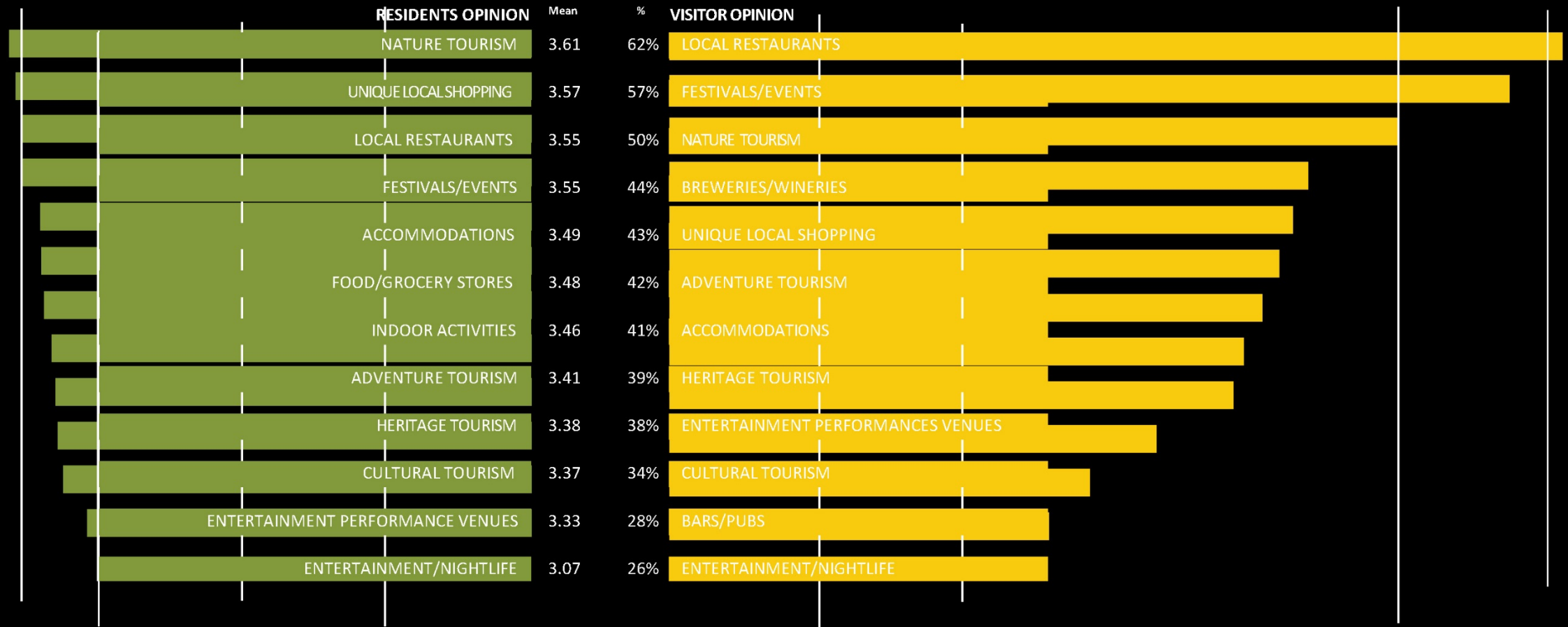
Transdisciplinary partnerships improve upon interdisciplinary experiences by being immersed at once and sharing spaces rather than sequentially providing expertise. Trust and communication are gained.



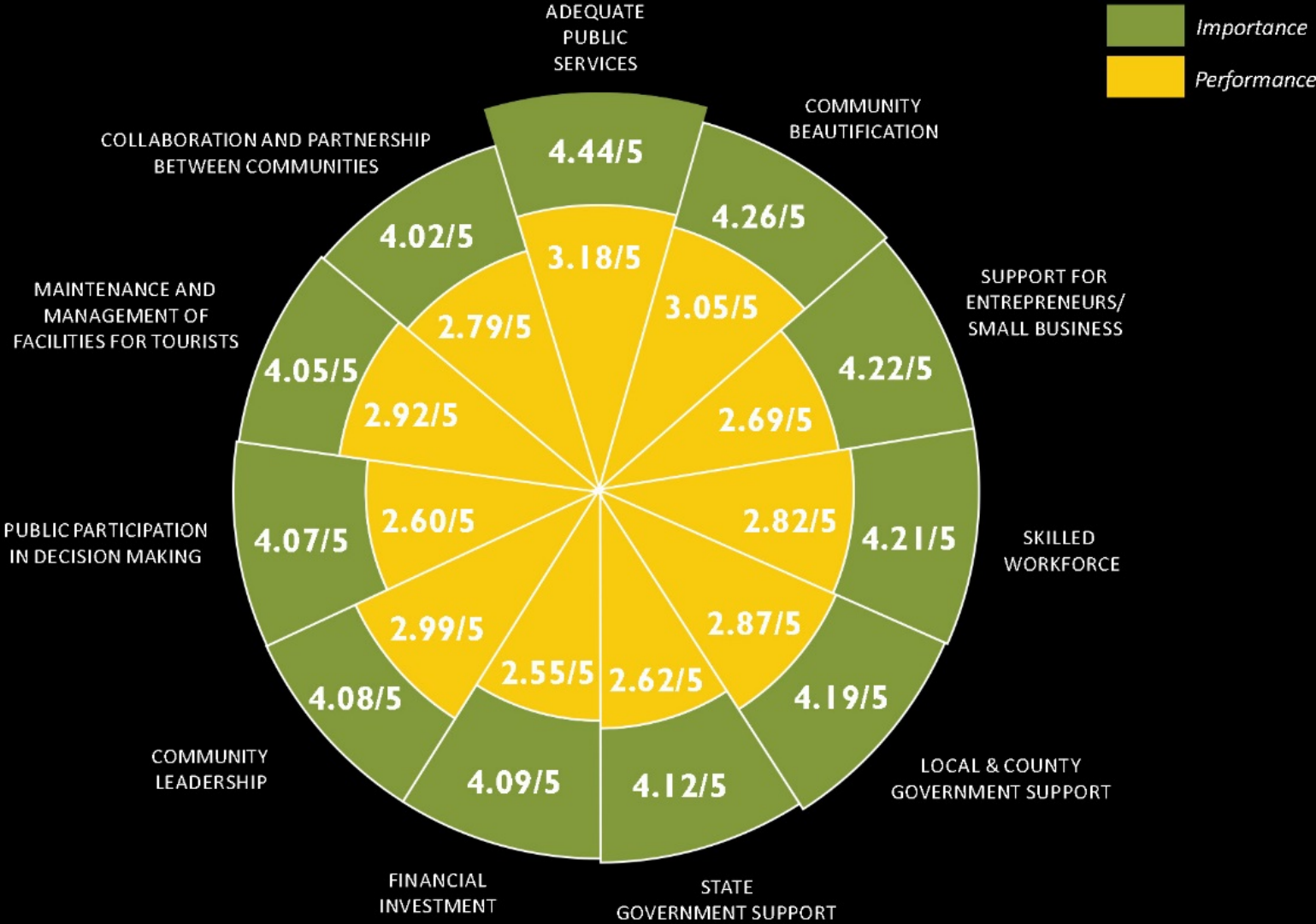
Utilization of assets and potential



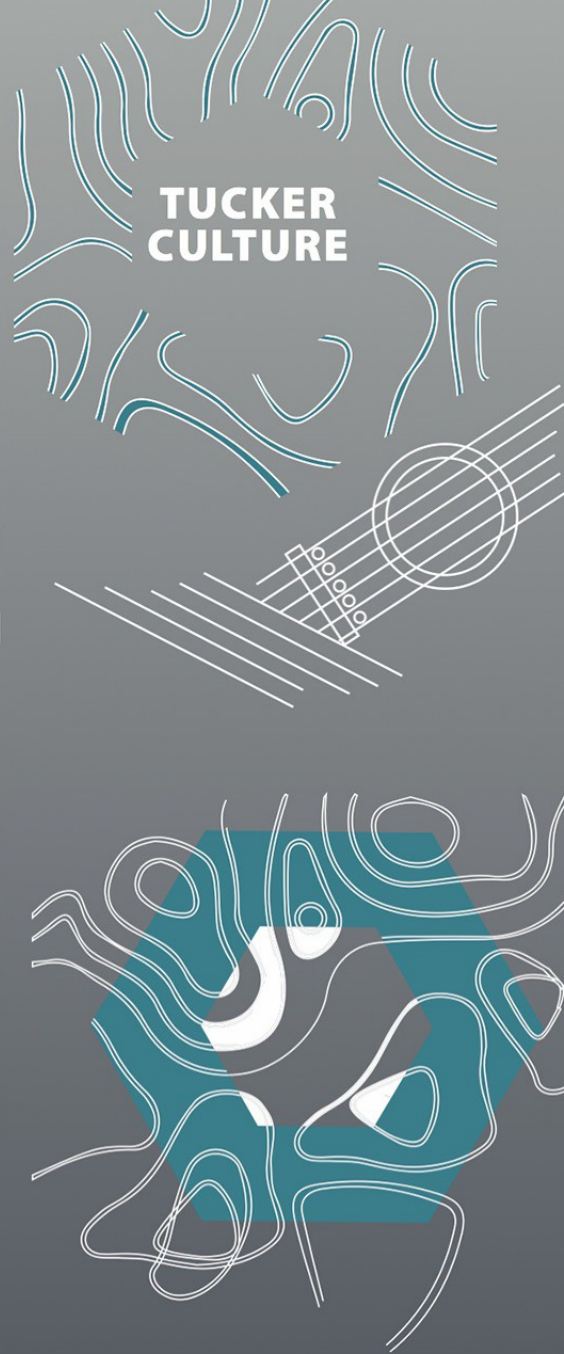
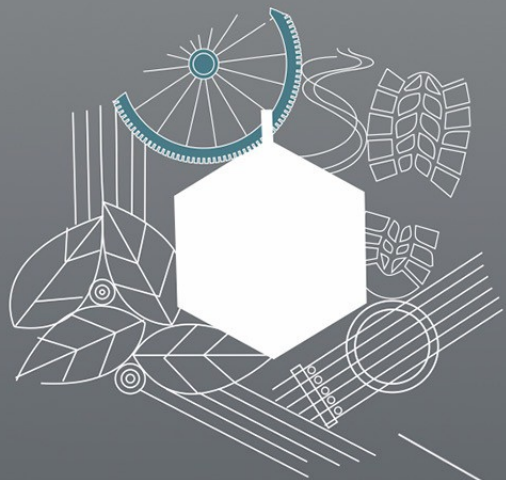
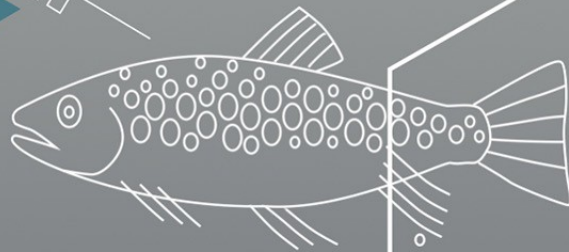
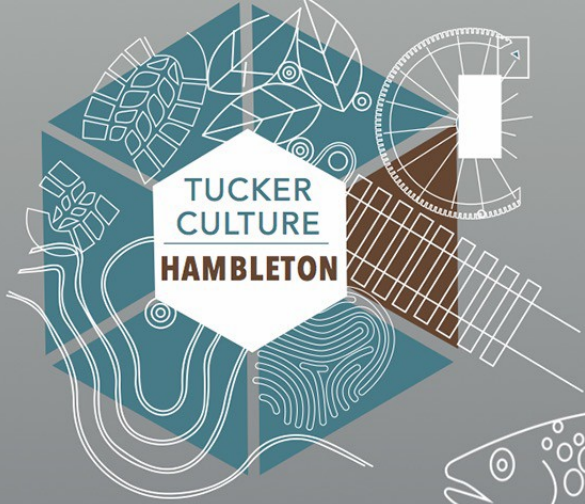
Tourism opportunities that should be developed



Importance and performance of tourism attributes









TUCKER CULTURE

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



THOMAS
TUCKER CULTURE



CANAAN VALLEY
TUCKER CULTURE



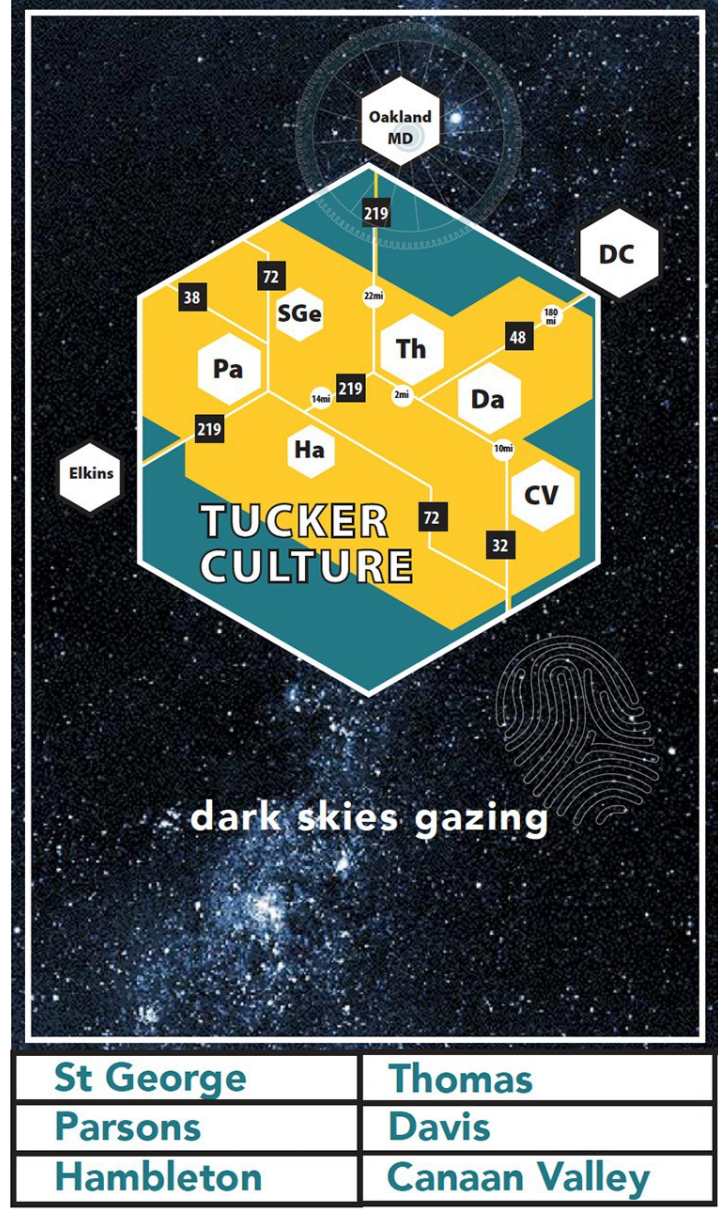
PARSONS
TUCKER CULTURE



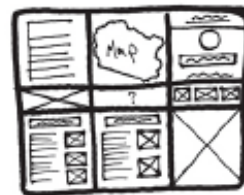
DAVIS
TUCKER CULTURE



TUCKER CULTURE







IMMERSE YOURSELF

We began this project by taking a field trip to my hometown of Tucker County, so 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, mouths went by before we actually started our project. We were given 3 brochures to redesign and rebrand. I started by getting inspired by old Boy Scout handbooks, and trail guides. I responded 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 show 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, knowledge of the area and pictures, to create a vibe I thought embodied Tucker County Culture.

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 selected mine to be carried 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

Cultural Tourism and Recreation

Identify tourist 'areas and sites of interest' within the community/county.

Identify and list *other* recreational, natural, cultural, historic, and industrial landscapes with a focus on culture, heritage, and recreation.

Where would you bring a visitor to your community? Where would you bring a visitor within the county?

Where do you recreate in your community? Are there walking routes that you use regularly?

What do you perceive as barriers to exercise?

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

Identifying Gaps

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

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

Identifying Priorities

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

What are priorities for the county in recreation and cultural tourism development? *Identify particular project 'sites' and 'corridors' for mapping*

Identifying Character/Themes

What are character defining features of your community?

What are charactering-defining features of Tucker County? *Organize as Social, Natural, Cultural or Historic features.*

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

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?

Tucker District Authority

The TDA's Mission is to plan and execute an ongoing and continuous program for the development and enhancement of artistic, cultural, historical and recreational attractions that will promote culture, education and tourism in Tucker County.

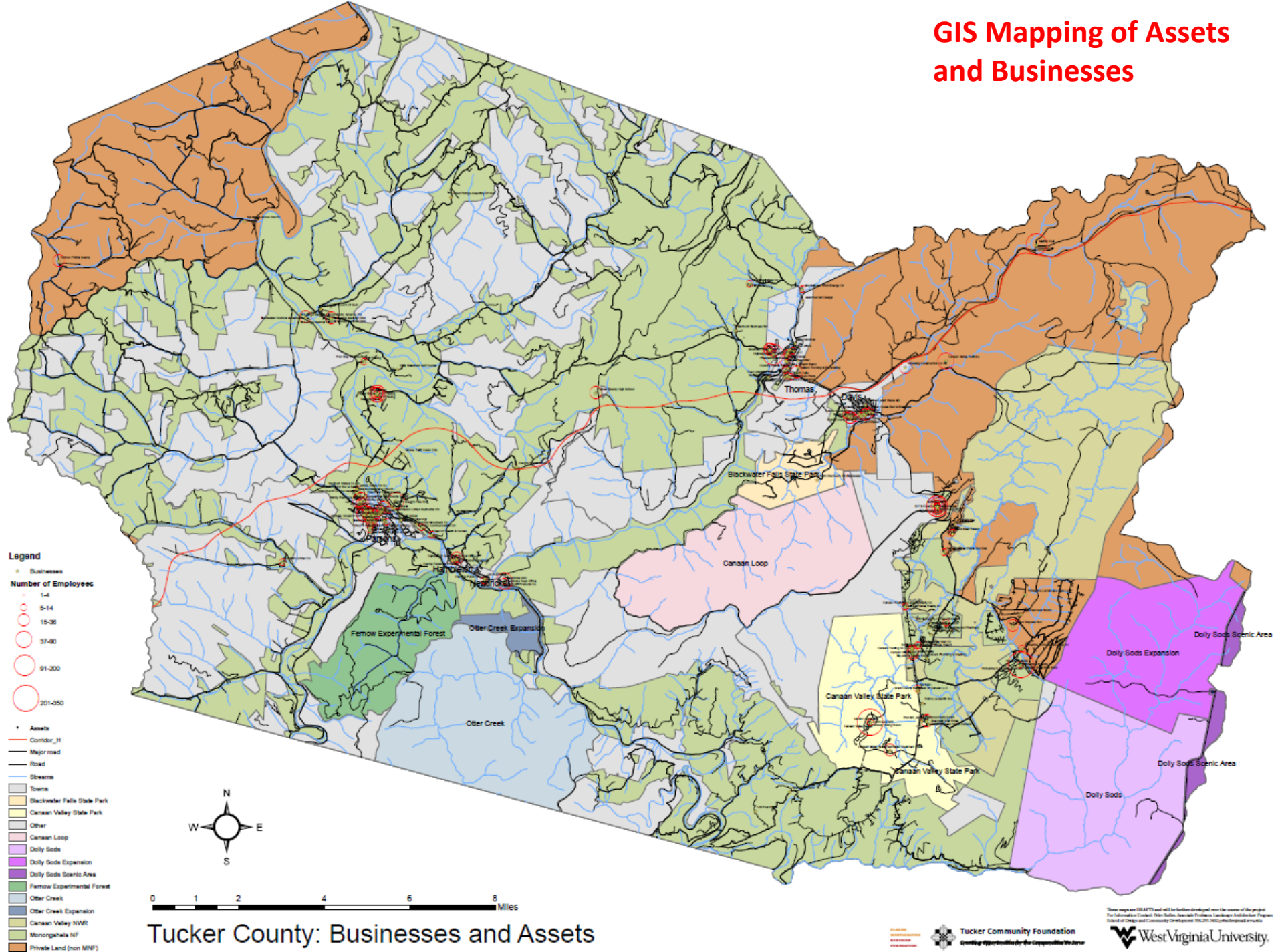
Please Return Completed Surveys to:
Peter Butler, Landscape Architecture Program, WVU,
PO Box 6108, Morgantown, WV 26506-6108
Contact at 304.293.5462 or peter.butler@mail.wvu.edu
or leave with the PRO ON TRAC Office

The project is supported through the Tucker County Cultural District Authority, the Tucker Community Foundation, and the Benedum Foundation.

CLAUDE
WORTHINGTON
BENEDUM
FOUNDATION



GIS Mapping of Assets and Businesses



Tucker County: Businesses and Assets

<http://arcg.is/0ebX04>



Six main locations were chosen by our students throughout Marlinton:

1. Open Space along Secondary Stream

(Ross Acampora, Nick Collins, Bradley Legg and Shelbe West)

2. Primary Downtown Development

(Christopher Claeysen, David Dare, Shane Dushay, Jake Mellott, Amanda Quigley and Thomas Raines)

3. Greenbrier Riverfront

(AL Zahraa ALAbraa, Tyler Bailey, Paul Gallo and Tyler Gray)

4. Marlinton Mountain

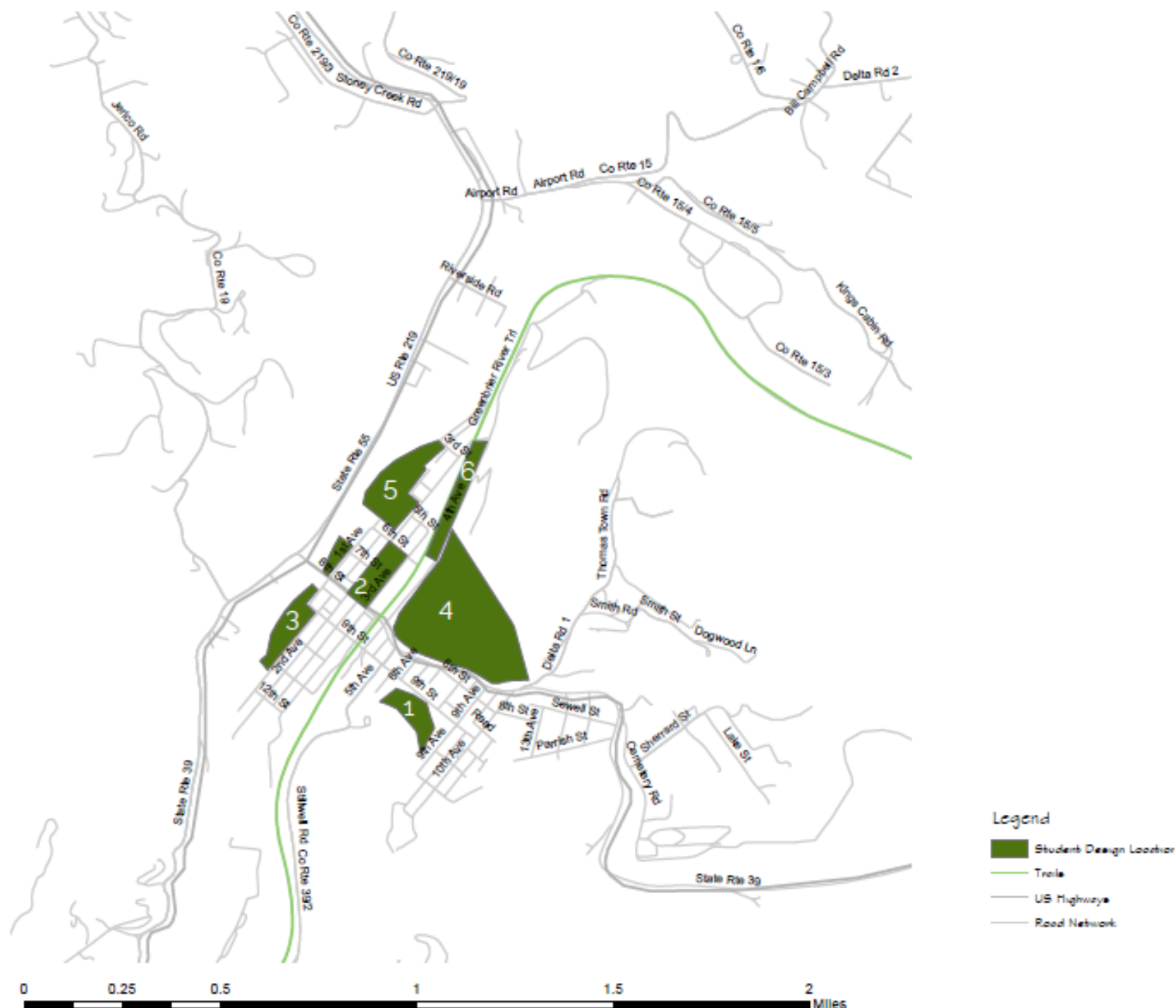
(Nick Oxendale and Charles Withers)

5. Riverfront County Property

(Nick Ashton, John Good, John Hendrickson, Charlton Jenks, Lucas Klase, Jacob Shuff and Brayden Strausser)

6. Rail Trail Wetland

(Matt McHale and John Sinko)

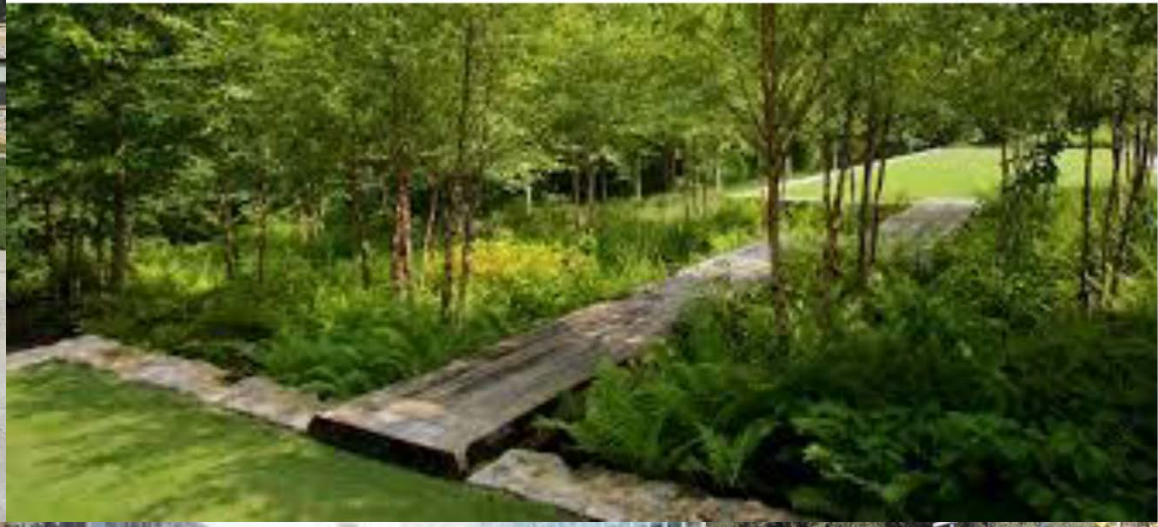




Opera house project

Community Engagement Lab: WVU Landscape Architecture





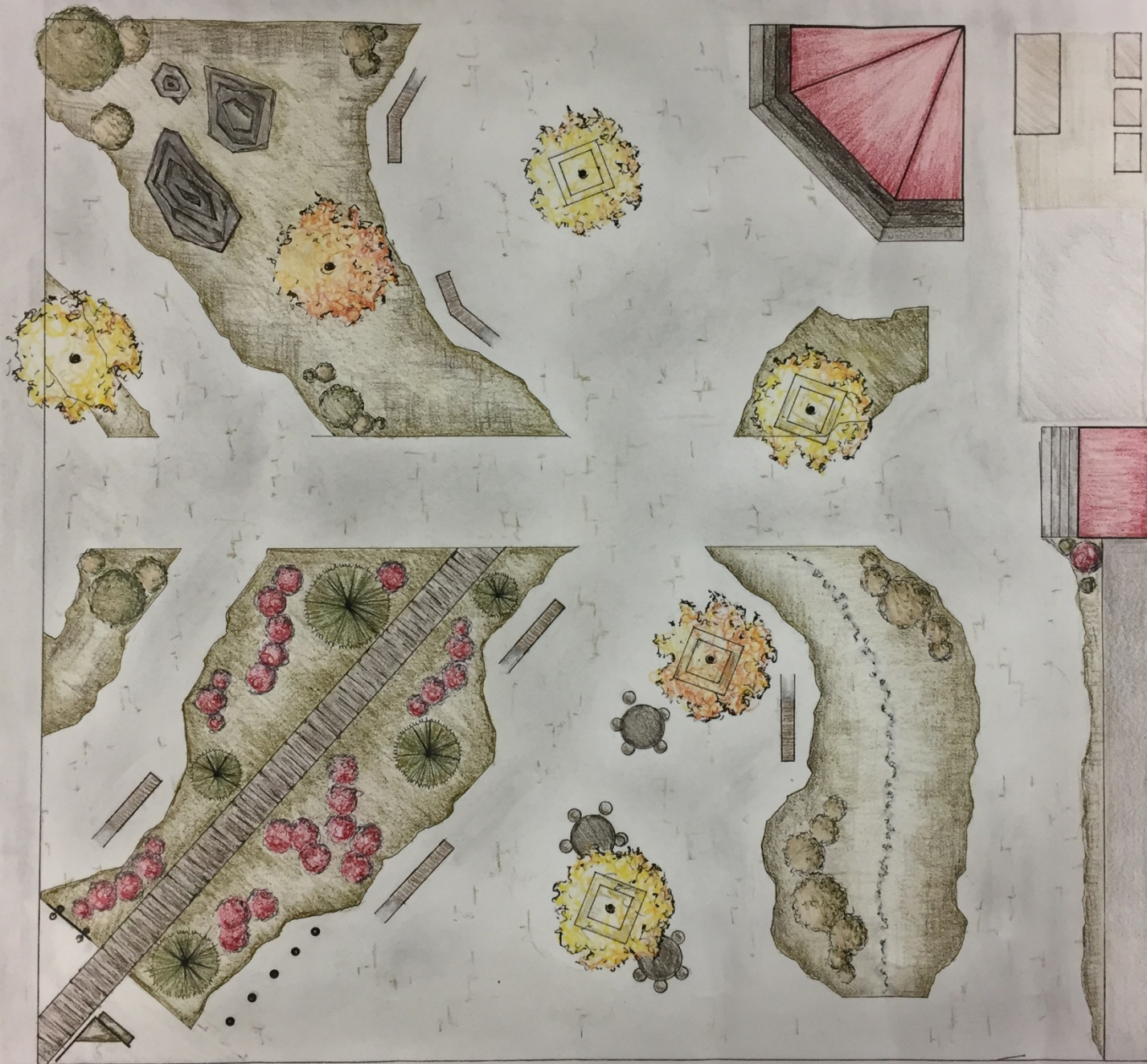
- Green space- include native species
- Benches
- Pollinators / butterfly garden
- Open for all ages
- Inviting - bring/buy lunch and hang out
- Bat boxes
- Cool/unique climbing/sitting forms- frog,turtle
- Usable space
- Where kids can play and be kids (in other words- tough and durable)
- Place to 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

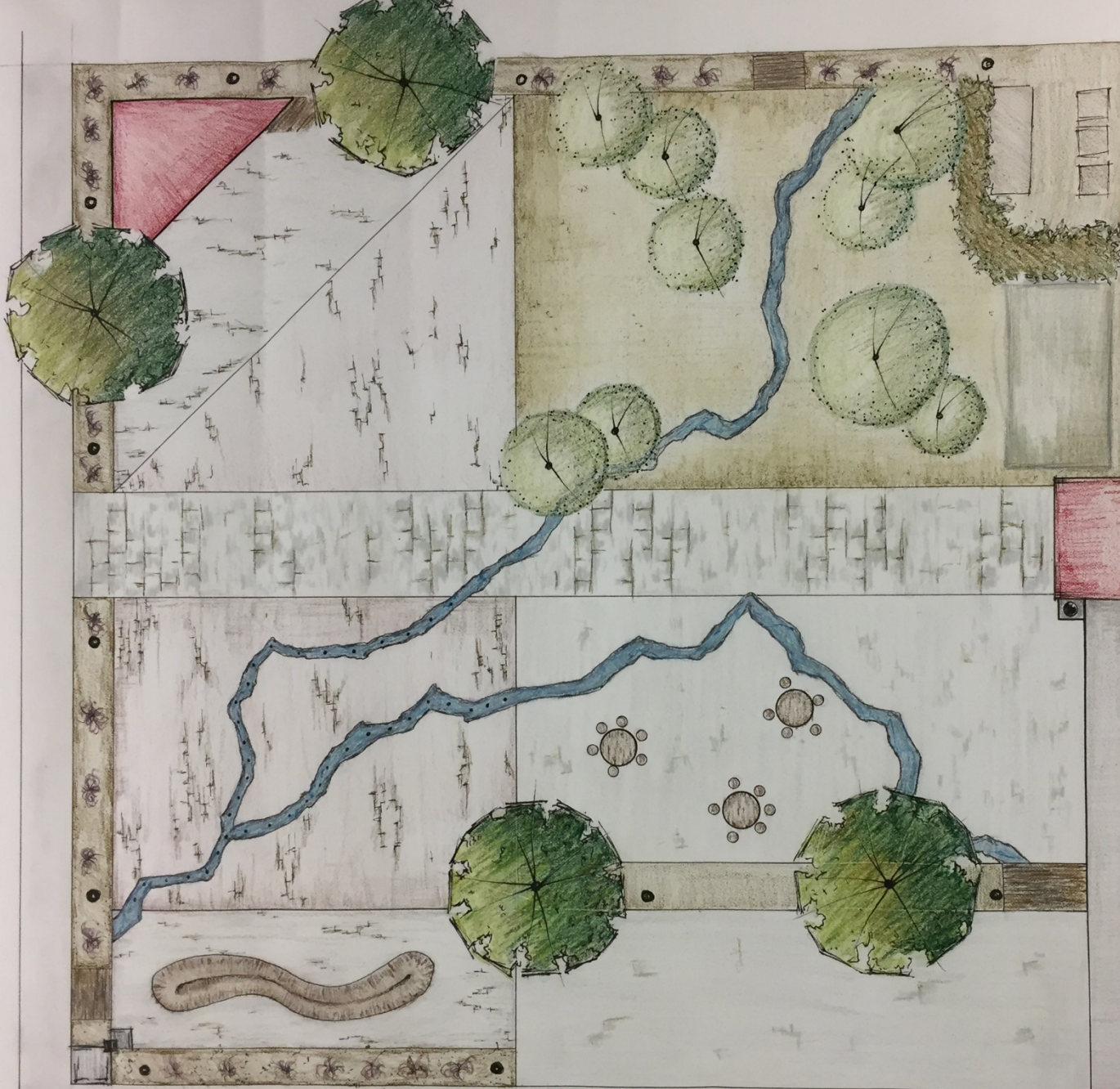






This plan demonstrates the different ecosystems found in Pocahontas County; Riparian, Upland Mountains, and the Cranberry glades using native plants and materials to educate visitors. Both the riparian area and the 'glades' act also stormwater management.

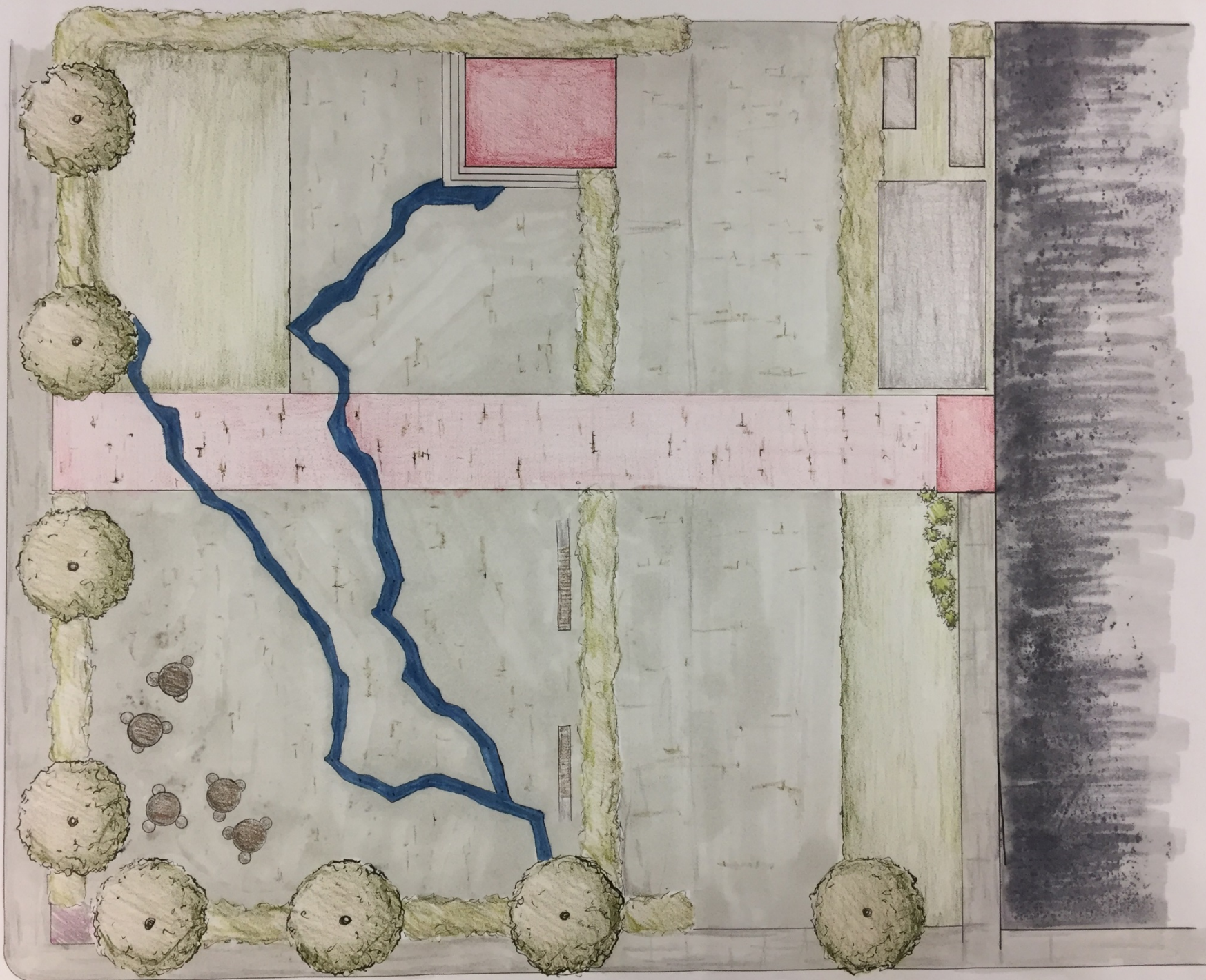
Wayfinding devices, mapping can be found in the South-west corner and an updated phone booth equipped with USB ports that are solar powered allows trail users and other visitors to charge cell phones or other devices. Posts to lock your bicycle on are also located in this area. Moveable tables and chairs 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 and 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.



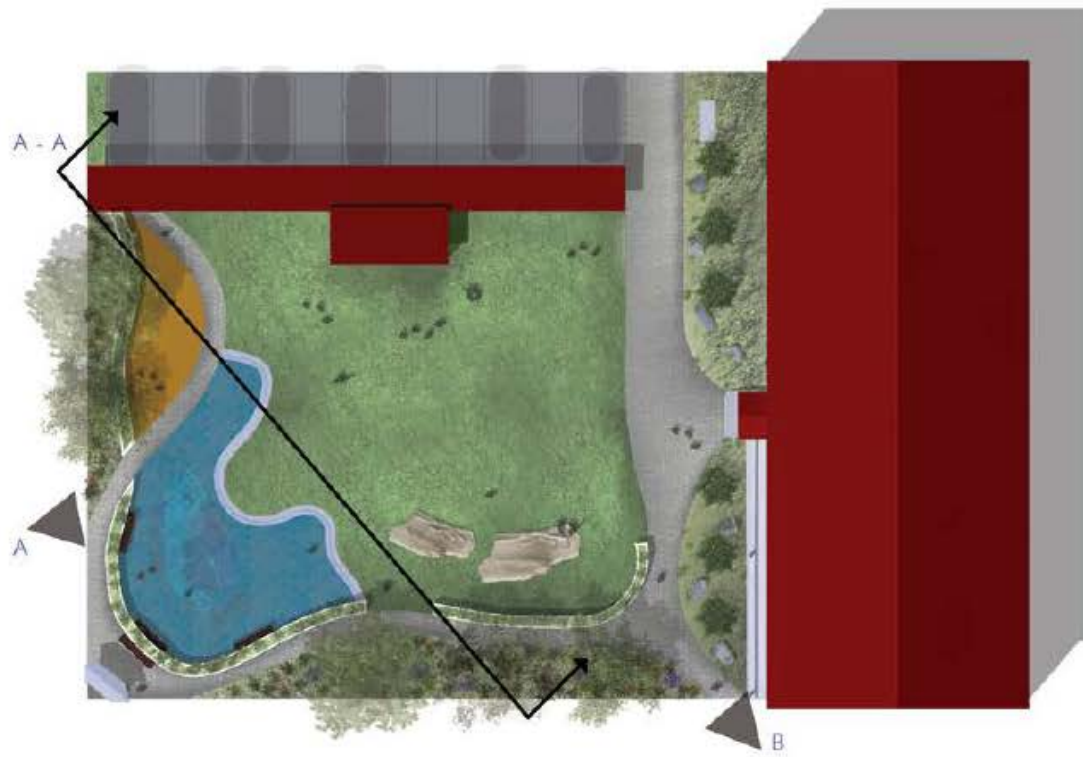
This plan imagines an entrance on the side that can be pulled up to the side entrance with 4 ADA parking spaces.

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.

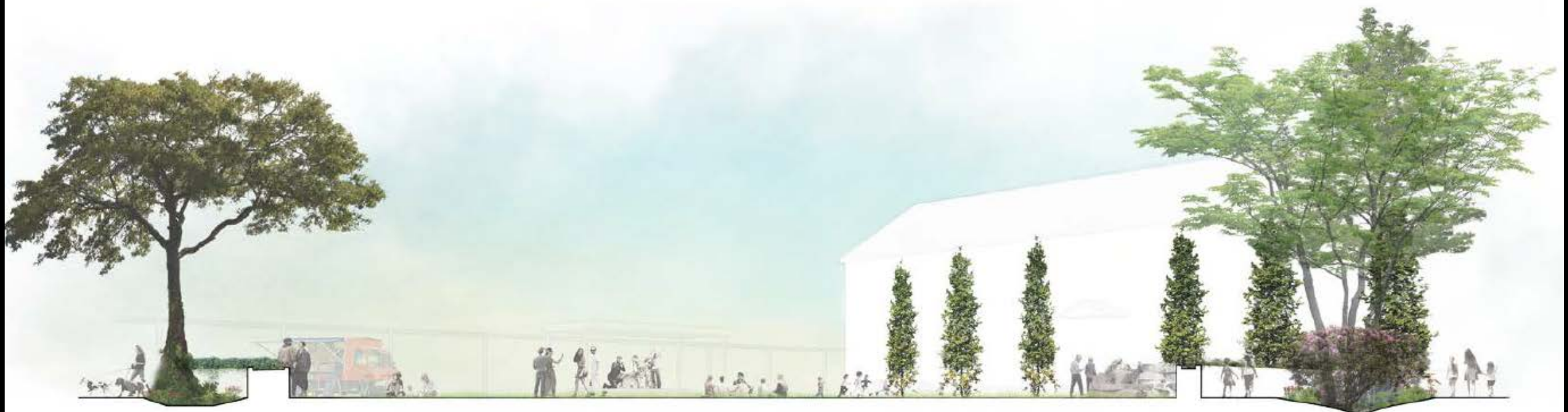
MASTER PLAN





The planting palette for the Marlington 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.

SECTION A-A





PERSPECTIVE A (LOCATER MAP PG. 6)

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.

<https://mountainmessenger.com/gov-justice-announces-land-and-water-conservation-grant-awards-for-greenbrier-and-pocahontas-counties/>





PERSPECTIVE B (LOCATER MAP PG. 6)



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

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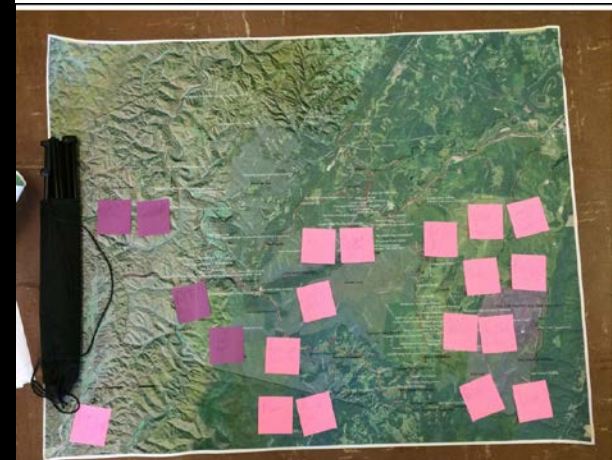
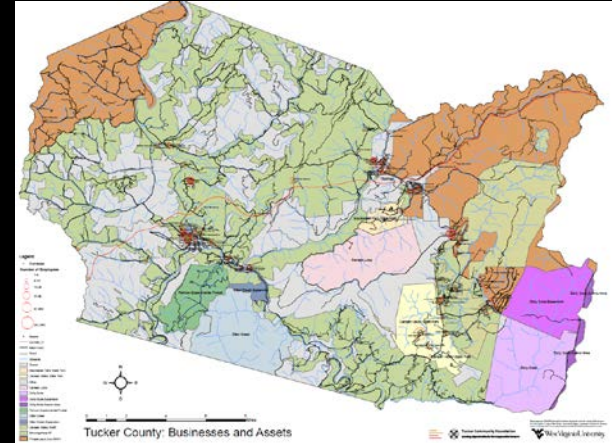
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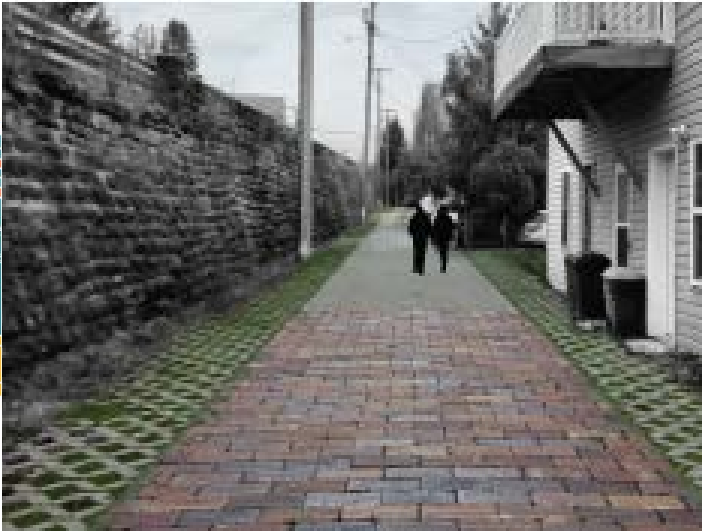
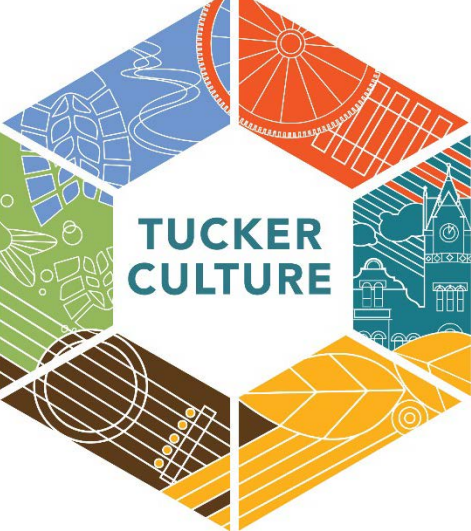
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Support provided by USDA NIFA Hatch Multi-state; Claude Worthington Benedum Foundation; WVU Community Engagement Grant





Trans-disciplinary Approach to Tourism and Community Planning- Monongahela National Forest

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