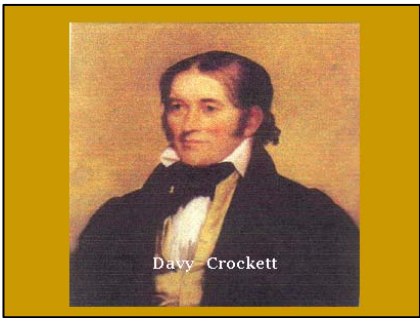


PART ONE – VISION AND STRATEGIES



THE EAST TENNESSEE CROSSING BYWAY

TENNESSEE'S WILDERNESS ROAD – US25E

CORRIDOR MANAGEMENT PLAN



ADOPTED MAY 2008 BY THE EAST TENNESSEE CROSSING BYWAY PARTNERSHIP

This document is a companion to the second section of our Corridor Management Plan, *Part Two-Application Requirements*

This plan for the US25E corridor was prepared based on the preferences of the local people of Claiborne, Grainger, Hamblen, Jefferson and Cocke Counties.

This document is prepared according to the submittal requirements specified by the National Scenic Byways Program.



DEDICATION

This plan, and the initiative and vision that it represents, are dedicated to Mr. Charles Frank 'Chuck' Davis.

Chuck envisioned the potential for a 25E byway. He led us with his energy, humor and intelligence. Chuck passed away in April of 2006, just prior to starting this planning process and we miss him greatly. In fact, we never formally replaced him as chairman, we just continued on in his name.

We dedicate this plan and the wonderful benefits that will flow from this byway to his memory.



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This plan was funded with a grant from the Federal Highways Administration, National Scenic Byways Program. Fiscal and project management assistance was provided by the East Tennessee Development District. The document was prepared by the East Tennessee Crossings Byway Partnership with consulting assistance from John Whiteman of Whiteman Consulting, LTD and Judy Walden of Walden Mills Associates.

SECTION I. INTRODUCTION

This Plan presents the major directions that the East Tennessee Crossing Byway will pursue in the years ahead to define itself as a new travel destination and to extend the Wilderness Road Heritage Highway National Scenic Byway in Kentucky on to Tennessee. The core resources that will make this byway eligible for the national program are reviewed first followed by the goals, objectives and vision for this corridor. The majority of the document presents the specific actions and strategies that the byway organization will pursue in partnership with local governments, businesses, institutions, citizen groups and other interested entities. Part Two of this plan contains resource inventories and other materials required for national designation.



PHYSICAL RESOURCES OF NATIONAL SIGNIFICANCE

To qualify for the America's Byways designation, a byway must have resources of regional and/or national significance. The following resources have already-designated national significance along this byway, due to the ownership or classification by a federal land management agency:

- Cumberland Gap National Historic Park
- Great Smoky Mountains National Park
- Cherokee National Forest

OTHER SITES AND FACILITIES HAVE NATIONAL SIGNIFICANCE DUE TO THEIR CONNECTION TO THE ABOVE FACILITIES AND/OR DUE TO THE UNIQUE NATURE OF THEIR INDIVIDUAL STORIES:

Wilderness Road sites and history – The Wilderness Road is the most important historical quality of this byway. There are a number of sites, structures and stories in this region that connect with that core quality.

- Bean Station historical site and future park
- Virginia’s Wilderness Road State Park
- Crockett’s Tavern, in Morristown
- Warrior Path/Buffalo Trail as precursor to Wilderness Road
- Daniel Boone history
- Davy Crockett history
- Dixie Highway
- Civil War history
- Thunder Road history



Abraham Lincoln Memorial Library and Museum – The Lincoln Library and Museum at Lincoln Memorial University has one of the most extensive Lincoln collections in the nation. The establishment of this University and Museum as a gift to Eastern Tennessee for its allegiance to the Union during the Civil War makes this a resource of certain regional and national significance.

Tennessee Valley Authority Lakes – Douglas, Norris and Cherokee Lakes were the first reservoirs built in the system. The TVA story exists nowhere else in the nation, except in this region.

INTRINSIC QUALITIES OF REGIONAL SIGNIFICANCE

IN ADDITION TO RESOURCES THAT ARE CLEARLY OF NATIONAL SIGNIFICANCE, THERE ARE OTHER RESOURCES AND STORIES THAT HAVE DISTINCT REGIONAL SIGNIFICANCE. THEY INCLUDE THE FOLLOWING:

Quality of the fishing – the three reservoirs of the corridor – Norris, Cherokee and Douglas – offer some of the finest bass fishing in the southeastern United States. The region is host to five major fishing tournaments a year.

The Tennessee Hardwood Forests – southern Kentucky and Eastern Tennessee have one of the most diverse ecosystems in the nation. The southern and northern forest systems meet and intermingle in this region, creating one of the richest hardwood forests in America.

Industrial history and rebirth of region –This economic change is a compelling story of a region seeking and finding economic stability after 100's of years of economic struggle.

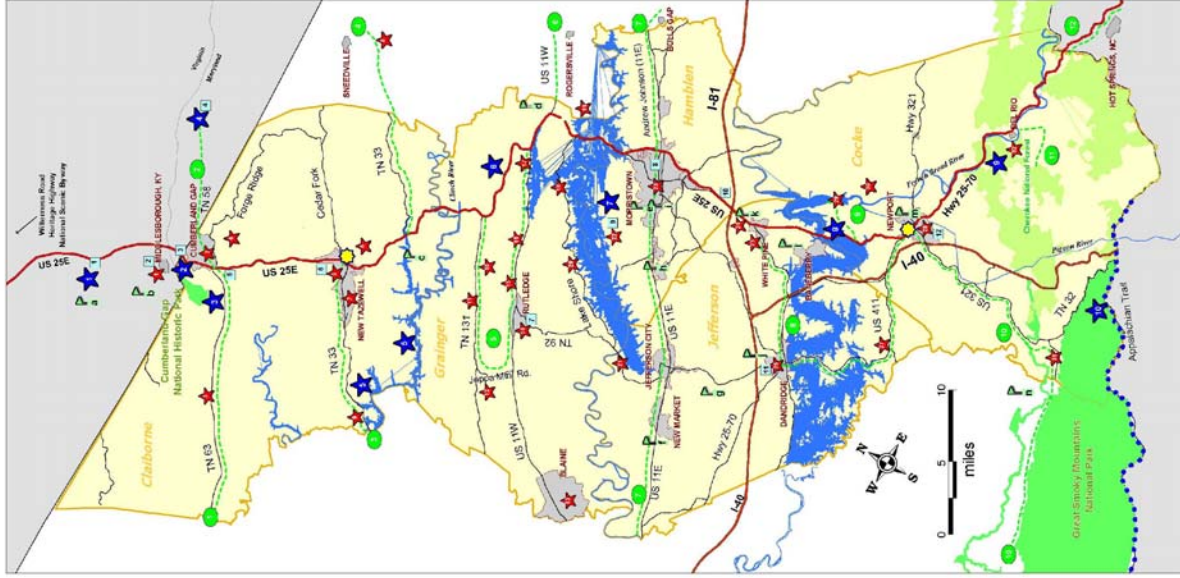
Rivers and history: French Broad, Pigeon, Nolichucky, Holston, Clinch and Powell

Music – the area has an active and rich musical heritage including a number of country and bluegrass stars and a heritage of gospel music.

Melungeon Culture



Tennessee Wilderness Road The East Tennessee Crossing Byway



Ten Stars of the Crossings

- 1. Pine Mountain State Resort Park
- 2. Carter and Gisp National Historic Park
- 3. Lincoln Memorial Museum at Linden Memorial University
- 4. Wilderness Road State Park, VA
- 5. Norris Lake
- 6. Clinch Mountain Overlook, Bean Station
- 7. Cherokee Lake, Panther Creek State Park
- 8. Douglas Lake and the Fritch Broad River Nature Center
- 9. Cherokee National Forest
- 10. Great Smoky Mountains National Park

Fun and Interesting Places in the Crossings

- 1. Historic Middleborough, Kentucky
- 2. Town of Cumberland Gap, TN - logging, logging artifacts, mining
- 3. Highway 63 - good and great, coffee and soul music
- 4. Chancing - Heavy machinery and BBQ
- 5. Tazewell historic area - dining, antiques, state gas station from Thurston Road movie
- 6. Townsend Civil War site
- 7. New Townsend - live music, dining, shops
- 8. New Townsend - live music, dining, shops
- 9. New Townsend - live music, dining, shops
- 10. Clinch Mountain Winery - local wines in a beautiful setting
- 11. Fritch Broad River - old fashioned general store with first deep-sea fishing
- 12. Fritch Broad River - old fashioned general store with first deep-sea fishing
- 13. Fritch Broad River - old fashioned general store with first deep-sea fishing
- 14. Town of Kingsport - historic buildings, shops, dining, travel, festival
- 15. Vandy Valley Inn - Tennessee Artisan
- 16. River Inn - local produce, dining, events, back to the farm
- 17. Bean Station Civil War site
- 18. German Creek Resort - logging, boating, events, hunting site for mountain heritage fair
- 19. Town of Bean Station - dining, lodging, access to Cherokee Lake
- 20. Bean Station - dining, lodging, access to Cherokee Lake
- 21. Cherokee Lake Dam - TVA interpretive site, restaurants, picnic area, walking trail
- 22. Panther Creek State Park - swimming, boating, walking and fishing trails
- 23. Panther Creek State Park - swimming, boating, walking and fishing trails
- 24. Great Smoky Mountains National Park - historic buildings, shops, dining, travel, festival
- 25. Cherokee Lake Dam - TVA interpretive site, restaurants, picnic area, walking trail
- 26. Panther Creek State Park - swimming, boating, walking and fishing trails
- 27. Bean Station - dining, lodging, access to Cherokee Lake
- 28. Historic Downtown Elizabethton - dining, lodging, shops, historic walking tour
- 29. Historic Downtown Elizabethton - dining, lodging, shops, historic walking tour
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- 100. Clinch Mountain Winery - local wines in a beautiful setting

Scenic and Heritage Tours: Drive through the Crossing

- 1. Shenandoah Tour, TN/VA
- 2. Wilderness Road Park Tour, TN/VA
- 3. Norris Lake Tour, TN/VA
- 4. Clinch Mountain Overlook, TN/VA
- 5. Clinch Mountain Overlook, TN/VA
- 6. Clinch Mountain Overlook, TN/VA
- 7. Clinch Mountain Overlook, TN/VA
- 8. Clinch Mountain Overlook, TN/VA
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- 100. Clinch Mountain Overlook, TN/VA

Quit Train - The Smoky Mountain Club Trail and the Appalachian Club Trail both extend throughout our region.

Golf Courses

- a. Vandy Valley Golf Course
- b. Woodbine Country Club
- c. Woodbine Golf Course
- d. Clinch Mountain Golf Course
- e. Clinch Mountain Golf Course
- f. Clinch Mountain Golf Course
- g. Clinch Mountain Golf Course
- h. Clinch Mountain Golf Course
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Information Centers

- 1. Pine Mountain Kentucky State Resort Park
- 2. Elizabethton, KY Tourist Office
- 3. Clinch Mountain Overlook
- 4. Wilderness Road National Historic Park
- 5. Clinch Mountain Overlook
- 6. Clinch Mountain Overlook
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Critical Directional Signage



THE BYWAY STORY AND BYWAY EXPERIENCE

THE EAST TENNESSEE CROSSING BYWAY TELLS THE STORY OF ...

The history of the Wilderness Road in Tennessee and its role in shaping the development of this region and the shaping of the nation. The byway will clarify the nature of Appalachian culture and the ways in which this culture impacted the nation as a whole through its attitudes towards life, music, crafts, politics and leadership.

WHAT IS THE EXPERIENCE WE WANT THE WORLD TO HAVE?

VISITORS TO THIS BYWAY SHOULD LEAVE SAYING....

We never had so much fun learning about history!

We never had a better lakeside vacation!

We never had a better mountain/forest vacation!

This is one of the most beautiful, friendly places I've ever traveled. This place combines outdoor recreation with interesting learning better than anywhere I've ever been.

I want to come back.

GOALS FOR BYWAY

PRESERVE OUR HERITAGE, CULTURE, AND ASSETS

IMPROVE OUR ECONOMY

INCREASE LOCAL PRIDE

BUILD A NATIONAL REPUTATION FOR OUR REGION

INCREASE REGIONAL COOPERATION AND PLANNING

OBTAIN FUNDING FOR INVESTMENTS

OBTAIN NATIONAL BYWAY DESIGNATION AND
LINK TO THE WILDERNESS ROAD HERITAGE
HIGHWAY NATIONAL SCENIC BYWAY IN
KENTUCKY



BYWAY OBJECTIVES

BECOME A MODEL RURAL REGION FOR AMERICA

PROJECT A STRONG APPEALING IMAGE FOR THE BYWAY THAT STRENGTHENS THE IMAGE OF THE ENTIRE REGION

LINK THE BYWAY STORY TO THE LARGER STORY OF THE WESTWARD MIGRATION ACROSS AMERICA

ATTRACT NEW TOURISTS AND NEW RESIDENTS

PROVIDE THE US25E TRAFFIC WITH REASONS TO STAY LONGER; DISTRIBUTE VISITORS AROUND THE REGION

ORGANIZE THE REGION

OFFER A VARIETY OF EXPERIENCES

MEET THE NEEDS OF VARIOUS MARKET SEGMENTS – THINK ABOUT WHAT THE TRAVELER WANTS, NOT JUST WHAT WE HAVE TODAY

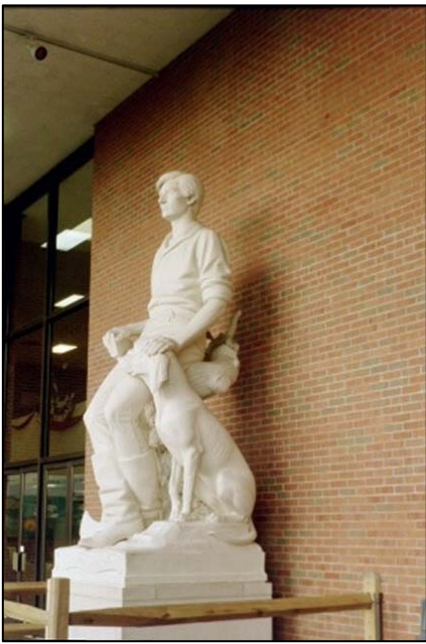
CREATE SPACES AND PLACES THAT PROMOTE THE REGION

ENCOURAGE A FULL RANGE OF DINING AND LODGING

EAST TENNESSEE CROSSING VISION

Please note: The following statements are intended to *raise the bar*. They are intended to make us think about how this corridor could achieve national recognition and offer travel experiences in line with any of the most popular similar destinations in America. It is intended to make us stretch our thinking. When you read a statement that may seem out of reach, first ask yourself, ‘If we were really trying to do that, how could we do that? What would it take to do that?’

THE CROSSING IN TEN YEARS



In five to ten years, the US25E byway and corridor will be nationally known as the East Tennessee Crossings National Scenic Byway – Tennessee’s Wilderness Road

Our corridor will be known as the premier destination in the United States to have great Appalachian adventures and to learn about the heritage of our nation from the perspective of the Appalachian Frontier and Appalachian culture. Our corridor will exemplify the best of Appalachia. It will be the standard bearer for the New Appalachia.

Our work, in partnership with other similarly-oriented destinations in the region, will create a new appreciation for the role of Appalachia in the development of our country. Appalachia’s distinct culture and the movement of people through Appalachia to the West will be recognized as having as much to do with shaping America’s personality as other ‘birth of America’ destinations and events.

From a recreation perspective, the corridor will be seen as a gateway to and an extension of the Great Smoky Mountains. The corridor will offer great water-based adventures that extend out from the Smokys. The corridor will be an extension of Cocke County’s ‘Get Real’ program in terms of offering a non-crowded, non-commercialized Smoky’s and Eastern Tennessee experience.

From a heritage travel perspective, we will reach a level of fame that will make our corridor of equal renown to destinations such as Plymouth Rock, Gettysburg, Jamestown, and Ellis Island. When people think of exploring American history, the East Tennessee Crossing Byway will be a top ten choice as a travel destination.

Specifically, our fame will be built on the following experiences and qualities:

- The Ten Star Network: Within a 100 mile corridor, visitors will find the following ten amazing recreation and heritage resources:
 1. Pine Mountain Kentucky State Resort Park (across the border in Kentucky) –Working in partnership with KY, VA and NC will only be beneficial to everyone and it will, recognize the related experiences that you all offer.
 2. Cumberland Gap National Historic Park
 3. Lincoln Memorial University’s Lincoln Library and Museum
 4. Wilderness Road State Park in Virginia
 5. Norris Lake
 6. Clinch Mountain Overlook and Bean Station Historical Park
 7. Cherokee Lake, Morristown and Panther Creek State Park
 8. French Broad River Natural Heritage Corridor and Douglas Lake
 9. Cherokee National Forest, and
 10. Great Smoky Mountains National Park





Old drawing of Boone and Bean

These destinations will be the backbone of this great American byway experience. Visitors to these public resources will experience:

- pathways that became the Wilderness Road and its impact on America,
- Native American history,
- the great migration of people through the Cumberland Gap and through Tennessee to the West,
- history and stories of Daniel Boone, Davy Crockett and other famous Americans,
- the impact of Appalachian culture on American music, crafts, arts, language and politics, and people will be able to see, hear, touch and feel all of these cultural expressions along our byway,
- the Tennessee Valley Authority's impact on rural America and energy science,
- history and current day productivity of agriculture in the Great Valley of Tennessee,
- Fun outdoor recreation and adventure that appeals to the full range of travelers, as well as fun cultural destinations, all interwoven between nationally significant heritage resources,
- Up front and close contact with real musicians, artisans, farmers and other residents of the region,
- unique scenic and environmental conditions of Appalachia, and
- re-growth and blossoming of Appalachia in the 21st century.



- Our byway will link to other regionally significant Appalachian heritage experiences and destinations including:
 - Kentucky Wilderness Road Heritage Highway National Scenic Byway,
 - The Appalachian Quilt Trail and Smoky Mountain Quilt Trail
 - The Bridge to Bridge Civil War Tour
 - Tennessee Parkway Highway 321
 - The Museum of Appalachia in Norris, TN
 - The East Tennessee Historical Society Museum in Knoxville
 - Kentucky Artisans Heritage Trail and Heritage Area
 - The Crooked Road, Virginia's Country Music Heritage Highway
 - The Blue Ridge Parkway

Together, all of these resources will create a name for this distinct cultural zone of the United States. The image will be similar to the image of the Mississippi Delta, New England or the Southwest, as a place with a distinct living culture and heritage that is enriching to all visitors.

- Within this system, visitors will find unusual downtowns and accommodations that mesh with history and the landscape. These will be meshed together into an Inns and Cabins of the Crossing Network.
 - Pine Mountain Resort Parks lodge
 - Quaint lodging in and around the Town of Cumberland Gap, beneath the towering Pinnacle Rock
 - Cabins and B&B's within the Clinch River Valley extending from Wilderness Road State Park to the Clinch Mountain Overlook including Kyle's Ford River Place
 - Houseboats, cabins, luxury inns and cabins around the TVA Heritage Reservoirs

- All forms of lodging in and around the Great Smoky National Park, and
 - A full range of lodging and dining along the French Broad River Corridor including the historic town of Dandridge, the reborn village of Chestnut Hill, historic downtown Newport, the small town charm of Del Rio, TN and the historic resort town of Hot Springs, NC.
- And the recreational experiences will be the best of the Eastern United States, including:
- Premier white water rafting and kayaking
 - Hiking
 - Bird watching
 - Cycling and mountain biking
 - Canoeing
 - Boating of all types
 - Award winning lake fishing
 - High quality fly fishing at the dam tail-waters, and
 - Horseback riding.





- The East Tennessee Crossing Trail Network will extend from north to south and east to west throughout the corridor. Visitors will be able to explore the following trails:
 - Cumberland Gap National Historic Park and connect to the Wilderness Road State Park in VA and to the Pine Mountain State Resort Park in Kentucky.
 - The extensive trail system in Harrogate and Cumberland Gap, TN.
 - The Clinch and Powell River Valleys
 - Clinch Mountain Overlook and Historic Bean Station Trail System in Bean Station, TN
 - The Norris Lake Trail
 - The Morristown Greenway Trail
 - The Panther Creek State Park
 - Cherokee Lake Trails
 - French Broad River Heritage, Hiking and Canoeing Trail and Douglas Lake
 - Town of Dandridge Historic Walking Trails
 - Great Smoky Mountain National Park with the Appalachian Trail
 - The Cherokee National Forest Trails
- Finally, our downtowns will all blossom and offer great shopping, food and experiences.
 - The Town of Cumberland Gap, TN will further strengthen its antique character. Remaining buildings needing restoration will receive that investment and support.
 - Harrogate, TN will develop a town center that will offer shopping and dining to residents, college students and visitors.
 - Tazewell will see the success of a streetscape program along its main corridor and reinvestment in historic old towns of Tazewell and New Tazewell.

- Bean Station will see a new town center spring up around its Bean Station Heritage Park. The history of this important area will drive the construction of a modern replica of the original Bean Station Tavern which will serve as an anchor for a shopping and commercial area that will reflect the area's heritage. Nearby upscale inns at German Creek and the Tate Inn will draw visitors interested in luxury lodging and upscale shopping.
- Morristown will continue its downtown revival. Soon it will be the corridor's primary downtown for shopping, fine dining and entertainment.
- White Pine will be reshaped by new businesses and new investment.
- Historic downtown Dandridge will fully become one of Tennessee's premier historic downtown destinations.
- Newport will continue its revitalization and become a must-see heritage destination along the corridor. Its embrace of Appalachian culture, music, crafts, moonshining and theatre will give it a distinct and fun character, all enhanced by its riverside location.
- Del Rio will be boosted by its new visitors center and the focus on the Christy Story.
- Del Rio, Newport and Dandridge will all be connected by the French Broad River Adventure Corridor program. This will encourage boat rides between the towns, integrated interpretation and partnered productions and events (e.g., a series of Davy Crockett theatre productions, nature observation and classes along the French Broad.)



- Finally, we will brand our corridor and project a new image that integrates the five counties along our byway into a unified travel destination in the minds of travelers.
 - The driving concept behind the marketing of this byway is that one can find fun, adventure and interesting experiences throughout this corridor.
 - The core experiences that will be promoted are the following:
 - Fun, ‘real’ mountain and water adventure in the south interwoven with interesting heritage experiences and quality dining and lodging
 - Fun water and boating activities and exploration on the reservoirs interwoven with interesting heritage experiences and quality dining and lodging
 - Nationally important heritage experiences in a unique network of parks and heritage sites, all within great natural beauty and with good quality recreation services and facilities.
 - *East Tennessee Crossing – Tennessee’s Wilderness Road National Byway* will one day be the official marketing name for the corridor. In the short run, it will be referred to as the East Tennessee Crossing Highway.
 - This name will be used on all maps, advertisements, promotional collateral, interpretive signage and other promotional materials and media kits.
 - The idea of *crossing* will be woven into promotion and marketing. The term ‘crossing’ will be used in a variety of ways. *Cross over to the fun of East Tennessee...Cross over to the past...Cross the paths that shaped America...*
 - The corridor will be connected together through the use of three concepts:
 - The Ten Stars – ten top quality parks, heritage sites and regionally specific experiences and places,
 - A series of driving tours that create a web of side routes which extend stay and spread expenditures, and

- A network of over 30 fun and interesting destinations along the byway
- Part of the branding will encourage the use of a casual name to reference the region. We will encourage the use the *Crossings Road* or *Crossings Byway* or *Crossings Highway*. For example, Knoxville residents might talk about making a day or weekend excursion to the *Crossings* (e.g., 'Come on, let's drive out to the northern end of the Crossings and do some hiking and hear some music tonight at one of those great little places out there.')

Together, this vision and these resources and experiences will make us one of the premier rural travel destinations in the Southeast. All of these efforts and promotion will also further encourage the economic revitalization of our region and help support a 21st Century Appalachian Renaissance.

SECTION II. STRATEGIES TO CONSERVE THE INTRINSIC QUALITIES FOR THE FULL BYWAY

FULL BYWAY HISTORIC RESOURCE CONSERVATION STRATEGIES

THE MAJORITY OF THE HERITAGE RESOURCES OFFERED TO VISITORS ALONG THE BYWAY FALL INTO THE FOLLOWING CATEGORIES:

Federal and state heritage and recreation parks – Assuming continuity of ownership and management philosophy, the resources are well-protected under this situation.

Institutionally owned and managed resources – this category covers resources such as the Lincoln Museum at Lincoln Memorial University and Civil War resources operated by the Bridge to Bridge Civil War Association. These resources are also well protected.

Locally-owned and managed heritage resources – This category includes local and county parks, museums, local historic districts and structures owned by local preservation organizations. The Crockett Tavern is a good example in this category. These resources are well protected.

The other historic resources are sites and structures that are in private ownership and are not oriented toward visitation or preservation. These are the most likely to be reused in ways that might erode the authenticity of the site or structure.

ACTION 1: ESTABLISH A CROSSING BYWAY ORGANIZATION (CBO) THAT SERVES THE ENTIRE CORRIDOR, COOPERATES WITH EXISTING ORGANIZATIONS, HAS THE ABILITY TO BE SUSTAINABLE AND RAISE FUNDING. COST: \$75,000 PER YEAR FOR ONE PERSON, OFFICE COSTS AND \$100,000 FOR MARKETING. USE AN EXISTING GOVERNMENT OR NOT-FOR-PROFIT ORGANIZATION AS FISCAL ADMINISTRATOR. WORK CLOSELY WITH EXISTING TOURISM ORGANIZATIONS SO AS TO NOT DUPLICATE EFFORTS. SAME WITH COMMUNITY DEVELOPMENT ORGANIZATIONS. ENTITY: CROSSING BYWAY PARTNERSHIP

ACTION 2: WORK WITH THE STATE HISTORIC PRESERVATION OFFICE AND THE NATIONAL TRUST FOR HISTORIC PRESERVATION ON A SET OF ADVISORY GUIDELINES ON WAYS TO PRODUCTIVELY USE PROPERTIES THAT HAVE HISTORIC VALUE. DESCRIBE THE NATIONAL REGISTER OF HISTORIC PLACES AND THE PROCESS FOR INVENTORY, INCLUSION AND RESULTING TAX BENEFITS. COST: \$10,000 FOR GUIDEBOOK AND PRINTING. BASE MOSTLY ON EXISTING MATERIALS. ENTITY: BYWAY GROUP WITH LOCAL PRESERVATION GROUP OBTAINING GRANT FROM STATE PRESERVATION OFFICE OR FOUNDATION.

ACTION 3: SUPPORT LOCAL COMMUNITY EFFORTS TO INVENTORY HISTORIC AREAS AND ESTABLISH NATIONAL REGISTER DESIGNATIONS. COST: GENERAL OUTREACH BY STAFF PERSON. ENTITY: BYWAY ORGANIZATION.

ACTION 4: AWARD AN ANNUAL RECOGNITION FOR BEST HERITAGE PROJECT IN THE CORRIDOR EACH YEAR. COST: PART OF ANNUAL BYWAY CONFERENCE AND AWARD CEREMONY. ENTITY: BYWAY ORGANIZATION.

DOWNTOWNS HAVE GOOD HISTORIC RESOURCES, BUT THE STATE OF PROMOTION AND PROTECTION VARIES:

Dandridge – high level of protection and promotion, national historic district, Main Street Program, tours, historic inns, events focused on history

Newport: not a focus for elected officials, but needs to be. Some movement to protect historic buildings, need for national register district, need for overall strategy to use the heritage resources to boost the local economy

Morristown: great historic neighborhoods, good historic downtown, need for more private investment, need for more promotion of the neighborhoods, need for better gateway avenue into the downtown, need to revitalize the 2nd story sidewalks, need to integrate the industrial heritage into the overall picture of the community; need to find a better home for the Crockett Tavern – surrounding area is very built-up and inappropriate for the history of the structure

Tazewell – has two nice historic commercial areas that have been bypassed by main road, need to focus some public investment in areas, draw visitors, draw private investment, need for streetscape program in highway commercial areas

White Pine – Community needs a couple of destinations, need to create pedestrian area, byway link to Dandridge will help to slow traffic down, need for signage program, interpretive tour of historic neighborhoods

Town of Cumberland Gap – Well preserved, active historic village, needs better promotion through byway, more customers will ensure the health of this town

ACTION 5: DEVELOP A SET OF HISTORIC DOWNTOWN REVITALIZATION GUIDELINES. BASE ON THE MAIN STREET PROGRAM AND VARIOUS EXISTING NATIONAL TRUST DOCUMENTS. USE THE BYWAY TO ENCOURAGE DOWNTOWN PROTECTION AND REVITALIZATION, GOOD BUILDING REUSE PATTERNS, STREETScape IMPROVEMENTS. COST: \$10,000 FOR BOOK AND PRINTING. ENTITY: ABCO WITH LOCAL DOWNTOWN GROUP AND STATE PRESERVATION OFFICE OR OTHER.

NATURAL RESOURCE CONSERVATION STRATEGIES

Major natural resources of the corridor are the waters, the hardwood forests and the farming landscape (and thus the farming economy)

Reservoir water is TVA managed; little action is needed here. Much of the French Broad River runs through the National Forest.

Villages along the water should seek to open their water edges to recreation, leisure, small businesses, and events

More water-oriented businesses should be encouraged on Douglas Lake

Forests – large amounts in national parks, state forest and in national forest. Remaining is privately owned and managed. Quality of hardwoods provides incentive for owners to manage their timber. Resource should remain a part of the landscape for a long time. No urgent need for any type of action from the byway.

The farming economy is relatively strong – given state of farming in many places. More consumption by travelers will help local farmers. The stronger the local agricultural economy, the longer the farmed landscape will stay intact.

ACTION 6: INTEGRATE BYWAY ACTIVITIES WITH AGRI-TOURISM EFFORTS IN THE REGION. COST: STAFF TIME AS PART OF CBO. ENTITY: CBO AND COOPERATIVE EXTENSION/ RCD'S

ACTION 7: ESTABLISH A SET OF BYWAY SHOPS ALONG THE CORRIDOR THAT SELL LOCALLY PRODUCED ITEMS, INCLUDING FARM GOODS. ESTABLISH A BRANDING PROGRAM FOR PRODUCTS FROM THE APPALACHIAN CROSSING. COST: SEE ESTIMATES FOR EACH OF THE FACILITIES ALONG THE BYWAY: ENTITY: CBO IN COOPERATION WITH LOCAL BUSINESSES, CHAMBERS OF COMMERCE AND OTHER RELEVANT ORGANIZATIONS.

RECREATIONAL RESOURCE CONSERVATION STRATEGIES

There are few, if any, threats to the quality of the recreational resources along this byway.

TVA lake resource is already managed by TVA, state parks and county parks

There is a need for more marinas and casual water access

Hiking and cycling trails largely under National Park Service and Forest Service management. Concessions managed by same.

Need for cycling and walking trails throughout corridor; most will be county or town owned and managed

Investments needed in cycling lanes; once in place, they will be permanent and low maintenance

Angling and hunting resources are either public managed or there is incentive for private sector to continue good management of resources in order to satisfy owners and/or customers

ACTION 8: WORK WITH LOCAL RESOURCE AND CONSERVATION DISTRICTS AND SIMILAR ENTITIES ON PROGRAMS TO ENCOURAGE LANDOWNERS TO INVESTIGATE SMALL SCALE TOURISM BUSINESSES THAT ARE BASED ON NATURAL RESOURCE BASE. FOR EXAMPLE, SYSTEM OF PRIVATE LAND ACCESS POINTS FOR BIRDERS AND WILDLIFE WATCHERS. COST: STAFF TIME. USE BYWAY GRANTS TO HELP WITH MARKETING OR OTHER ASPECTS OF PROGRAMS. ENTITY: CBO AND LOCAL GROUPS.

ACTION 9: BE A STRONG PARTNER IN EFFORTS TO EXPAND TRAILS AND DEVELOP NEW TRAILS IN ALL THE COUNTIES ALONG THE CORRIDOR. SPECIAL EMPHASIS SHOULD BE PLACED ON TRAILS THAT WILL RUN ALONG RIVERS AND RESERVOIRS, TRAILS THAT ACCESS HERITAGE RESOURCES AND TRAILS THAT CONNECT BYWAY RESOURCES. COSTS COULD BE VERY HIGH, BUT THE FUNDS SHOULD COME FROM SOURCES SUCH AS THE NATIONAL RECREATIONAL TRAILS PROGRAM OR

SIMILAR PROGRAMS. BYWAY FUNDS CAN BE USED TO HELP WITH PROJECTS. ENTITY: CBO. SEEK ASSISTANCE FROM NATIONAL PARK SERVICE'S RIVERS AND TRAILS PROGRAM.

CULTURAL RESOURCE CONSERVATION AND ENHANCEMENT STRATEGIES

Music: cultural resources in music will be strengthened by more visitation, more attendance at performances, and more purchases of local music. Byway could also encourage and promote more local musicians through festivals and events. Byway might help to develop more venues for small scale performances.

Crafts and Art: The byway should be a strong promoter of locally made arts and crafts. Identify and promote local artisans. Encourage local entities to display and sell these goods.

Byway interpretation will help to raise awareness of Melungeon communities and other Appalachian cultural subgroups

Byway should reach out to Native American groups to measure their interest in participating in byway programs

Byway can play major role in promoting the overall Appalachian heritage of the region

Byway can help to put a positive image on this culture and thus increase pride among local people.

Promotion of crafts and arts will help to preserve heritage

ACTION 10: DEVELOP A SERIES OF BYWAY VISITOR, INTERPRETIVE AND GIFT SHOP FACILITIES THAT INCLUDE PERFORMANCE VENUES AND SPACE FOR SALE OF LOCALLY MADE CRAFTS. WHEN POSSIBLE, AND IN MOST CASES, THESE FACILITIES SHOULD BE PART OF EXISTING VISITORS CENTERS, CHAMBERS OR LOCAL BUSINESSES THAT ARE WILLING TO PARTNER WITH THE BYWAY EFFORT. WHEN THESE ALTERNATIVES ARE NOT FEASIBLE, CONSIDERATION SHOULD BE GIVEN TO BYWAY-INITIATED CENTERS WHICH ARE THEN MANAGED BY SOME OTHER ENTITY. COST: ASSUME \$100,000 FOR ANY VISITOR CENTER. ASSUME THAT FOUR SUCH CENTERS WILL BE NEEDED ALONG THE BYWAY. ASSUME THAT ANOTHER \$500,000 WILL BE NEEDED FOR UPGRADES AND INVESTMENTS IN EXISTING CENTERS. ENTITY: CBO AND LOCAL PARTNERS

ACTION 11: DEVELOP A MAJOR VISITORS CENTER AT THE CLINCH MOUNTAIN OVERLOOK SITE. ASSUME A COST OF \$4 MILLION FOR THE FULL CONSTRUCTION AND CONTENT INVESTMENTS.

ACTION 12: DEVELOP A SERIES OF SEVEN SMALLER SCALE INTERPRETIVE PANELS ALONG THE BYWAY COVERING TOPICS SUCH AS CHEROKEE CULTURE, MELUNGEON CULTURE, MUSIC, FARMING, TVA, RIVER HISTORY OR OTHER TOPICS. COST: ASSUME \$10,000 PER PANEL OR \$70,000 TOTAL. ENTITY: CBO INITIATES WITH EITHER BYWAY OR TRANSPORTATION ENHANCEMENT FUNDING

SCENIC RESOURCE CONSERVATION STRATEGIES

GENERALLY SPEAKING, THE HIGH SCENIC QUALITY OF THIS BYWAY WILL BE QUITE STABLE INTO THE FORESEEABLE FUTURE DUE TO THESE FACTORS:

The major scenic factors that are a part of this byway's experience are the views from publicly owned viewing points. These include views from within the Cumberland Gap National Historical Park (e.g., The Pinnacle), from atop Clinch Mountain and from points within the Cherokee National Forest. These viewing spots and their vistas will not significantly change for many years.

The landscape in national parks, national forest and state forest will not change due to public ownership. This is mainly the case for the southern third of the byway which runs through the Cherokee National Forest.

The landscapes surrounding the TVA lakes will not change significantly due to the careful land use policies of the TVA to protect water quality.

The new alignment of US25E south of Tazewell will create a limited access highway through a farming landscape. Landscape altering change will likely come slowly to this area.

Much of the highway is four-lane, limited access in its design. The rights of way are wide. And, this region has dense vegetation. These factors mean that much of the byway has built-in protectors for the immediate landscape.

Much of the land within the view-shed of the byway is under private ownership. The majority of that land is used for low density housing, farming and forestry. No regulatory approaches are recommended for impacting how people use their property. Consideration might be given to a set of advisory guidelines for property owners on ways to manage the scenic landscape along the byway.

ACTION 13: DEVELOP A CONCISE GUIDEBOOK ON MANAGING THE SCENIC QUALITY OF YOUR PROPERTY. THIS WOULD BE ADVISORY ONLY AND WOULD MAKE SUGGESTIONS SUCH AS WELL DESIGNED BUFFER LANDSCAPING OR WELL-PLACED SIGNAGE. POINTERS ON THINKING ABOUT THE SITING OF HOMES BY PROPERTY DEVELOPERS SO AS TO PROTECT AS MUCH SCENIC QUALITY AS POSSIBLE. COST: \$10,000. ENTITY: CBO

ARCHEOLOGICAL RESOURCE PROTECTION STRATEGIES

Perhaps the biggest management challenge will be keeping people away from known archeological sites.

No actions are recommended.

No promotion of the few known archeological sites is recommended.

SECTION III. STRATEGIES TO PROMOTE THE RESOURCES OF THE FULL BYWAY

The following discussion and recommendations are designed to encourage more and higher value tourism visitation to the byway corridor and communities. It is inherent in these recommendations that the critical resources of the byway are being supported by the overall tourism program, rather than being destroyed by tourism.

The byway needs a system of signage along its entire length.

ACTION 14: DEVELOP AN INFORMATION AND ORIENTATION SIGN SYSTEM. AT KEY LOCATIONS ALONG THE BYWAY, THERE IS A NEED FOR SIGNS THAT BOTH PROVIDE INTERPRETIVE INFORMATION AND PROVIDE INFORMATION ON OTHER NEARBY ACTIVITIES, DOWNTOWNS AND EXPERIENCES. COST: IT IS ESTIMATED THAT EACH SIGN WILL COST ABOUT \$2000 AND APPROXIMATELY 30 PANELS WILL BE NEEDED FOR A TOTAL COST OF \$75,000. ENTITY: CBO

ACTION 15: DEVELOP A SYSTEM OF BYWAY IDENTIFICATION SIGNS FOR THE BYWAY. THESE WILL CONSIST OF THE NATIONAL LOGO AND WILL BE PLACED ON THE EXISTING STATE PARKWAY SIGNS. COST: \$6000 WITH FUNDING FROM NATIONAL BYWAY PROGRAM. ENTITY: CBO

THE REGION NEEDS TO ORGANIZE ITSELF AROUND MAJOR DESTINATIONS AND ACTIVITIES AND PROMOTE THEM AS AN INTEGRATED SYSTEM.

ACTION 16: OFFICIALLY DESIGNATE A COLLECTION OF MAJOR DESTINATIONS AS AN INTEGRATED SYSTEM, SUCH AS THE TEN STARS OF THE CROSSING. SEE MAP. ALL SITES WILL WORK TO CROSS PROMOTE EACH OTHER.

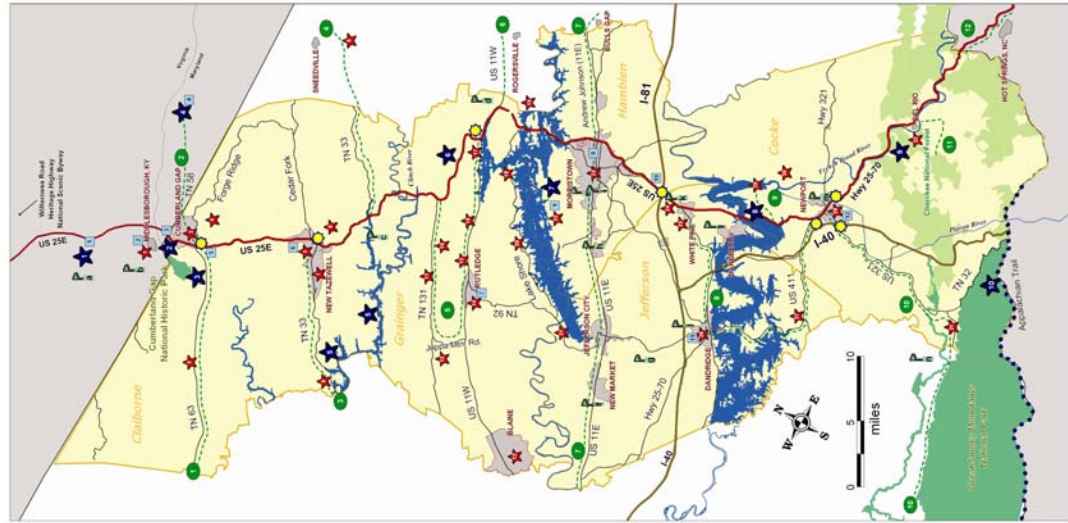
1. Pine Mountain State Resort Park, Pineville, KY
2. Cumberland Gap National Historic Park
3. Lincoln Memorial Museum
4. Wilderness Road State Park, VA
5. Clinch Mountain Overlook and Bean Station Heritage Area
6. Norris Lake
7. Cherokee Lake and Panther Creek State Park, TN
8. French Broad Heritage and Adventure Corridor and Douglas Lake
9. Cherokee National Forest
10. Great Smoky Mountains National Park

Cost: \$8000. design, printing and promotional costs only. Entity: CBO and individual sites.

ACTION 17: THE REGION NEEDS A SYSTEM OF SCENIC SIDE TOURS TO DISPERSE VISITORS AND LENGTHEN STAY. SEE THE TOURS INDICATED ON THE ATTACHED MAP. DEVELOP A SYSTEM OF SIGNS AND MAPS FOR SCENIC SIDE TOUR ROUTES. COST: \$80,000 FOR 12 ROUTES. ENTITY: CBO WITH BYWAY FUNDING.

1. Highway 63
2. Highway 33 to Norris Lake
3. Highway 33 to Sneedville
4. Grainger County Farmlands and Crafts Drive
5. The Quilt Trail
6. Rogersville Excursion
7. The Civil War Tour, Bull Run Drive
8. Historic Dandridge and Chestnut Hill Tour
9. Rankin Bottoms Drive
10. Cosby Tour
11. Christy Tour
12. Hot Springs Resort Tour

Tennessee Wilderness Road The East Tennessee Crossing Byway



- Ten Stars of the Crossings**
1. Pine Mountain State Resort Park
 2. Cherokee National Historical Park
 3. Lincoln Memorial Museum at Clark Memorial University
 4. Wilderness Road State Park, VA
 5. Norris Lake
 6. Clinch Mountain-Cokeco, Blaine Station
 7. Cherokee Lake, Panther Creek State Park
 8. Cherokee National Forest
 9. Great Smoky Mountains National Park

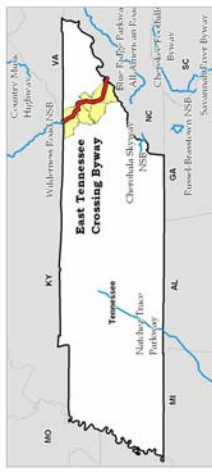
- Fun and interesting Places in the Crossings**
1. Heists Motorsports, Kentucky
 2. Town of Cumberland Gap, TN - shopping, lodging, antiques
 3. Highway 63 - good antique, coffee and local made
 4. Crockett - Henry's exciting great BBQ
 5. Tipton Inn and Spa - dining, antiques, class gas station from
 6. Tusculum College, TN
 7. New Tazewell - local made, dining, shops
 8. Ayles Ford Bergshire - dining, general store, education center, historic home, Swainville "Home of George and Jimmy Smith"
 9. Clarksville, TN - dining, shopping, lodging
 10. Appalachian State - dining, shopping, lodging
 11. Appaloosa Junction - old fashioned general store with hot dog stand
 12. Wolf Pen - local produce with historic marketplace and antique stores
 13. Town of Blaine - Chick Mountain Bluegrass Festival
 14. Home of Heritage - historic buildings, shops, dining, tourism
 15. Woody Valley Farm - Tennessee Apples
 16. Miller Farms - local produce, dining, events, Back to the Farm
 17. Bear Station-Cokeco site
 18. Bear Station-Cokeco site
 19. Town of Blaine Station - dining, lodging, access to Cherokee Lake
 20. Lake Stone Cove agriculture and scenic views - local produce, dining, and antique shops
 21. The Village Inn - TN - antiques, art, restaurants, scenic views, walking trails
 22. Panther Creek State Park - swimming, boating, walking and fishing trails
 23. Dining with a view - dining, shopping, lodging, scenic views, historic neighborhoods, shops, cultural events, live music
 24. Great Smoky Mountains National Park - dining, shopping, antiques, and many other events, fun for locals and visitors
 25. Village of White Pine - local dining and events
 26. Historic Downtown Clarksville - dining, lodging, shops, walking trails, local produce, scenic views, trails, Clay County history
 27. Bear Cove - Factory and historic gift shop, history tours
 28. Historic Downtown Newport - a walkable downtown with 1000's of historic homes, shops, dining, events, live music
 29. The Stone Center for the Labor-Management Education Center - networking, dining, and more
 30. Raven Bottom Wildlife Area - One of the most significant bird watching areas in the state. Completed interpretive displays by Audubon Society
 31. Sipes Barnwood estate, Ridge
 32. Hiking in the Smokies - 1,000s of miles on the Virgin River
 33. Hiking in the Smokies - 1,000s of miles on the Virgin River
 34. Hiking in the Smokies - 1,000s of miles on the Virgin River

- Ten Stars of the Crossings**
1. Stonehill Trail, TN
 2. Hays Lake Trail, TN
 3. Hays Lake Trail, TN
 4. Outcumber Trail, Swainville, TN
 5. Canebrake County Farmstead Trail, TN
 6. Appaloosa Trail, US 11W
 7. Ridge to Ridge Canebrake Trail, Blaine, TN
 8. Appaloosa Trail, US 11W
 9. Appaloosa Trail, US 11W
 10. Back to the Great Smoky Mountains, US 321
 11. Dining and Del Rio Trail, TN
 12. 1st Bridge, N.C. - Report Trail, US 411
- Golf Trails** - The Smoky Mountain Golf Trail and the Appalachian Golf Trail both extend throughout our region.
- Golf Courses**
1. Watauga Valley Golf Course
 2. Madison County Club
 3. Watauga Golf Course
 4. Cherokee Golf Course
 5. Madison County Club
 6. Mountain County Club
 7. Panther Creek Golf Course
 8. Madison Golf Course
 9. Mountain Golf Course
 10. Mountain Golf Course
 11. Mountain Golf Course
 12. White Pine Golf Club
 13. Stone Mt. Country Club
 14. Bent Creek Golf Course

- Information Centers**
1. Pine Mountain State Resort Park
 2. Cherokee National Historical Park
 3. Cumberland Gap National Historic Park
 4. Wilderness Road Virginia State Park
 5. Lincoln Memorial Museum
 6. Tipton Inn and Spa
 7. National Information Center
 8. National Information Center
 9. Panther Creek State Park
 10. US 411
 11. Jefferson County Chamber of Commerce
 12. Cooke County Tourism Office

- Critical Directional Signage**
- Visitor Services**
- Interpretive Facilities**

Location of Proposed Byway in State and Location of Nearby National Byways



ACTION 18: DEVELOP A TVA HERITAGE RESERVOIR TOUR. THIS IS LISTED AS ONE OF THE TEN MAJOR EXPERIENCES, BUT IT DOES NOT YET EXIST. ORGANIZE WATER-RELATED OR LAND-BASED EXPERIENCES INTO A SYSTEM FOR THIS TOUR. POTENTIAL COMPONENTS INCLUDE THE HAMBLEN COUNTY BOAT DOCK AT CHEROKEE LAKE, THE GERMAN CREEK RESORT, THE PLANNED TATE INN FACILITY AND THE BEAN STATION ISLAND PARK. THESE FOUR SITES CAN ALL BE REACHED BY WATER OR LAND, ALL HAVE A STORY TO TELL ABOUT THE TVA RESERVOIRS, THREE OF THE SITES COULD RENT BOATS TO BYWAY TRAVELERS OR RUN TOURS FROM THEIR DOCKS. OTHER IDEAS SHOULD BE CONSIDERED. COST: \$20,000 FOR SIGNAGE, BROCHURE AND AN AUDIO PRODUCT. ENTITY: CBO AND EACH OPERATION.

ACTION 19: DEVELOP A FRENCH BROAD HERITAGE AND ADVENTURE CORRIDOR WITH ASSOCIATED EXPERIENCES. DEL RIO, THE FRENCH BROAD RIVER, NEWPORT, RANKIN BOTTOM, DOUGLAS LAKE AND DANDRIDGE ALL NEED TO BE BROUGHT TOGETHER INTO AN EXPERIENCE THAT RANKS HIGH ON THE 'FUN FACTOR' AND ALSO PROVIDES AN EDUCATIONAL, REAL EXPERIENCE IN LINE WITH COCKE COUNTY'S GET REAL PROMOTIONAL EFFORT. COST: \$40,000 FOR PLANNING; \$20,000 IN PROMOTIONAL COSTS. ENTITY: CBO AND TOWNS AND SITES

ACTION 20: USE TOURISM PROMOTION TO PROMOTE THE OVERALL COUNTY AND TO ENCOURAGE MORE INDUSTRIAL/HIGH WAGE JOBS TO LOCATE IN THE COUNTY.

- a. This recommendation applies to all the counties.
- b. Obtain corporate sponsorship for some interpretive signage. Tell the stories of why companies chose to relocate to Eastern Tennessee.
- c. Design some interpretive panels with a specific orientation toward the industrial rebirth of the region.

- d. Through promotion, collateral, signage and frontline service training, send the message that this is a growing, dynamic region.

THE REGION NEEDS A SYSTEM OF ACTIVITY, INTERPRETIVE, INFORMATION AND PERFORMANCE VENUES AS INDICATED ON THE ATTACHED CORRIDOR MAP, FUN AND INTERESTING PLACES TO GO. EACH PLACE WILL HAVE ITS OWN SET OF ACTIONS AND INVESTMENT REQUIREMENTS, AS INDICATED BELOW.

1. Historic Middlesborough, Kentucky
2. Town of Cumberland Gap, TN – shopping, lodging, antiques, hiking
3. Highway 63 – good antiques, coffee and local music
4. Canoeing
5. Old Tazewell historic area – dining, antiques, class gas station from movie, Thunder Road
6. Tazewell Civil War drive
7. Old Tazewell – local music, dining, shops
8. Norris Lake – boating, fishing, dining, lodging
9. Clinch Mountain Winery – local wines in a beautiful setting
10. Petticoat Junction – old fashioned general store with local whittling away on the front stoop
11. Joppa Pottery – local potters with a national reputation and national clientele
12. Town of Blaine – Clinch Mountain Bluegrass Festival

13. Town of Rutledge – historic buildings, shops, dining Ritter Farms – produce to public, frequent events including Tomato Festival and Bluegrass Festival
14. Windy Valley Farm – Tennessee Alpacas
15. Ritter Farms – local produce, dining, events
16. Bean Station Island Park – interpretive and nature walk onto island
17. Tate Inn – lodging, boating, events, launching site for reservoir heritage tour
18. German Creek Resort – lodging, boating, events, launching site for reservoir heritage tour
19. Town of Bean Station – dining, lodging, access to Cherokee Lake
20. Lake Shore Drive agritourism route – local greenhouses, farms and other agri-businesses
21. Cherokee Lake Dam – TVA interpretive site, restrooms, picnic area, walking trails
22. Panther Creek State Park – swimming, boating, walking and hiking trails
23. Downtown Morristown – dining (from fine to fast), full range of lodging options, grand historic neighborhoods, shops, cultural events, live music, greenway walking trail, birthplace of Davy Crockett
24. Great Smokys Agricultural Exposition Center – horse shows, livestock shows and many other events that are fun for locals and visitors alike
25. Village of White Pine – local dining and services
26. Historic Downtown Dandridge – dining, lodging, shops, historic walking tour, boat tours, scenic drives, theatre, Davy Crockett history
27. Bush Bros. factory and restored historic destination village of Chestnut Hill – future site for dining, events, lodging, heritage tours, shops and family fun

28. Historic Downtown Newport – a riverside downtown straight from the 1920’s with a great local theatre company, good shops and the only place to taste legal moonshine in Tennessee. Newport is the base camp for all the outdoor adventures offered by the Great Smoky Mountains – whitewater rafting, hiking, camping, horseback riding and more.
29. Rankin Bottom Wildlife Area – One of the most significant bird watching areas in the state.
30. Del Rio and the Christy Story – This lovely little hamlet still echoes with the places and people of the famous tale of a young woman who traveled into Appalachian as part of mission program. Also hear live music in local venues and explore the surrounding Cherokee National Forest.

BUILD THE ATTRACTIONS, INTERPRETATION AND SERVICES AT THE NORTHERN END OF THE BYWAY TO MAKE THE LOCAL WILDERNESS ROAD EXPERIENCE AS WELL-KNOWN AS PLYMOUTH ROCK, THE LIBERTY BELL OR OTHER ICONIC 'BIRTH OF AMERICA' DESTINATIONS.

ACTION 21: SUPPORT AND COORDINATE WITH GRAINGER COUNTY ON THE CLINCH MOUNTAIN OVERLOOK FACILITY AND ON A BEAN STATION ATTRACTION. THESE WILL ADD AN IMPORTANT WILDERNESS ROAD DIMENSION TO THE AREA.

ACTION 22: WORK WITH WILDERNESS ROAD STATE PARK IN VIRGINIA. THIS PARK IS EXCELLENT AND ITS STORY IS CRITICAL TO THE OVERALL WILDERNESS ROAD EXPERIENCE.

ACTION 23: LOOK FOR OTHER MEANS TO BROADEN THIS OVERALL EXPERIENCE. FOR EXAMPLE, SUPPORT EFFORTS TO DEVELOP A TRAIL FROM THE VA WILDERNESS ROAD STATE PARK TO THE HENSLEY SETTLEMENT IN THE NATIONAL PARK. SUPPORT INTERPRETIVE GUIDE SERVICES.

ACTION 24: WORK WITH THE WILDERNESS ROAD NATIONAL BYWAY IN KENTUCKY TO EXPAND ALL THE ABOVE CONCEPTS TO MAKE THIS A TRI-STATE DESTINATION. THE MOST RELEVANT PORTIONS OF THAT ROAD EXTEND SOUTHWARD FROM LEVI JACKSON WILDERNESS ROAD STATE PARK IN LONDON, KY. THEY INCLUDE PINE MOUNTAIN STATE RESORT PARK, THOMAS WALKER STATE HISTORIC SITE, AN UPCOMING WILDERNESS ROAD MUSEUM IN PINEVILLE, AND THE COMMUNITIES OF BARBOURVILLE AND MIDDLESBORO, KY.

ACTION 25: SUPPORT THE OVERALL PROMOTION OF LINCOLN MEMORIAL UNIVERSITY AS A CENTER FOR EDUCATION AND COMMUNITY DEVELOPMENT.

Encourage LMU in its consideration and pursuit of an Appalachian Heritage Center (or similarly themed facility). At the most broad economic development level, this Center should offer both an academic and a tourism-oriented perspective on the great westward migration that passed through this area and the Appalachian heritage it created. For example, the Center could sponsor research, publications and seminars on this heritage as well as sponsor a major genealogical research component similar to the Ellis Island National Park Service site in New York City. Visitors would be able to track information about their predecessors who passed through or lived in the area.

Extend the impact of the LMU Abraham Lincoln Library and Museum. The Abraham Lincoln Library and Museum is one of the gems along the byway. The byway group should find ways to tell more of the Lincoln story at other locations along the byway.

ACTION 26: ENCOURAGE THE REVITALIZATION OF TAZEWELL'S AND NEW TAZEWELL'S OLDER/HISTORIC COMMERCIAL AREAS. ENCOURAGE STREETScape IMPROVEMENTS ALONG THE NEWER COMMERCIAL CORRIDOR SECTIONS OF TAZEWELL AND NEW TAZEWELL.

ACTION 27: THE MAIN STREET SECTION OF TAZEWELL HAS A GOOD PEDESTRIAN FEEL AND REMOVE THE VISITOR FROM THE TRAFFIC OF 25E. SUPPORT CHAMBER OF COMMERCE EFFORTS TO RELOCATE THEIR OFFICES AND VISITORS CENTER TO THIS AREA. PARTNER WITH THE CHAMBER FOR A BYWAY INFORMATION/ORIENTATION FACILITY.

ACTION 28: ENCOURAGE THE REVITALIZATION OF DOWNTOWN NEW TAZEWELL. SOME NEW INVESTMENT IS OCCURRING. THIS PROCESS SHOULD BE SUPPORTED. SEEK A DESTINATION EXPERIENCE THAT CAN HELP DRAW PEOPLE TO THIS AREA.

ACTION 29: DIRECT MORE VISITORS TO THE TOWN OF CUMBERLAND. PROMOTE THE HISTORIC VILLAGES OF EASTERN TENNESSEE. LINK CUMBERLAND WITH DANDRIDGE AND OTHER TOURISM-READY HISTORIC VILLAGES.

a. The Town of Cumberland Gap lies directly next to a National Park; it should be constantly booming with visitors. Examine signage. More closely link the new interpretive facility on North Cumberland Drive with the Town (currently, there is no information or indication that one is a short walk along a boardwalk or a 1 minute drive to the downtown.) More strongly promote the existing trailhead and interpretive site in the Town. Find another use that can draw visitors.

b. The Town of Cumberland Gap is one of two tourism-ready historic downtowns along the corridor. The other is Dandridge. Morristown and Newport will join those ranks in the near future. Rutledge could become tourism-ready with a few more businesses. Rogersville is also tourism-ready, but lies off the corridor somewhat. White Pine will need some time to become a destination village.

Promote the Historic Villages of the Byway as a way to draw people interested in historic lodging, antiques, architecture and history.

ACTION 30: SUPPORT AND PROMOTE THE LOCAL MUSIC SCENE AND LOCAL/REGIONAL MUSICIANS.

- a. Promote the live music venues in Claiborne County.
- b. Claiborne County has a significant country music story to tell. Create an interpretive or other experience that pulls that story together as a destination.

ACTION 31: DIRECT MORE VISITORS TO NORRIS LAKE. EXPAND THE ECONOMIC IMPACT OF NORRIS LAKE FOR THE COUNTY. GET PEOPLE OUT ON THE WATER.

- a. Norris Lake is the economic generator for tourism in Claiborne County. There are ample lodging and recreation experiences. The byway should seek to strongly promote this lake and the other lakes as major recreation centers in the Southeast.
- b. Work with marina operators to ensure that any type of visitor who wants to get near or on the water, can find the appropriate way to do that. In other words, what types of access, boats, trails, and lookouts can make the lakes universally enjoyable? What can be done to make these lakes more novel and promotable?

ACTION 32: DEVELOP A BEAN STATION ATTRACTION. BEAN STATION SHOULD BE AS COMMON A NAME AS FORT BOONESBOROUGH. THE PROPOSED WALKING BRIDGE TO THE CIVIL WAR BATTLE SITE LYING ABOVE THE ORIGINAL TAVERN SITE IS A GOOD START AND WILL BE A GREAT AMENITY. BUT THERE IS A NEED FOR SOMETHING MORE SUBSTANTIAL. MAKE INVESTMENTS RELATED TO BEAN STATION A PRIORITY. BRING THIS STORY AND PLACE BACK TO LIFE.

- a. Tell Civil War, Wilderness Road and TVA stories through the Bean Station walking bridge interpretive project.

- b. Pursue concepts of working with a hotelier to build a replica of the Tavern. This will require a public-private partnership with public funds invested.

ACTION 33: CREATE A STRONG AGRICULTURE AND HERITAGE TOURISM PROGRAM IN GRAINGER COUNTY.

- a. Create farm tours. Move people through the County to farmstands, cattle operations, greenhouses, alpacas, crafts and other related attractions.
- b. Create a Petticoat Junction/Winery tour.
- c. Promote local music venues and music events.

ACTION 34: SUPPORT THE GERMAN CREEK RESORT AND TATE’S INN IN THEIR EFFORTS TO CREATE A PRIVATE LAKESIDE DESTINATION AREA. IDENTIFY PUBLIC INVESTMENTS THAT CAN ENHANCE THIS AREA.

- a. These two projects are creating a new type of lakeside traveler environment on Cherokee Lake. This grouping should be built on with additional private and public investments to make this part of the byway a more upscale destination experience.

ACTION 35: WORK WITH THE KINGSWOOD SCHOOL TO FIND PARTNERSHIPS THAT CAN BENEFIT THE SCHOOL, THE COUNTY AND THE TRAVELER.

- a. Explore the potential for a traveler’s wayside park at the Schools administration building area.
- b. Explore the potential for a walking trail on some portion of the School’s property. Please note that any such trail must mesh with the School’s primary mission of caring for and educating its children.

ACTION 36: GET PEOPLE OUT ON THE WATERS OF CHEROKEE LAKE.

- a. Work with marina operators to ensure that any type of visitor who wants to get near or on the water, can find the appropriate way to do that. In other words, what types of access, boats, trails, and lookouts can make the lakes universally enjoyable? What can be done to make these lakes more novel and promotable?

ACTION 37: BOOST THE LAKEWAY'S PROFILE AS A PREMIER FISHING DESTINATION. THIS IS A MAJOR STRENGTH OF THIS PART OF THE BYWAY; IT SHOULD BE USED AS A MAJOR PROMOTIONAL ASSET. FIND WAYS TO MAKE THE FISHING AND BOATING RESOURCES MORE ACCESSIBLE TO THE AVERAGE VISITOR.

- a. Expand the concept of what this fishing destination can mean to travelers. In other words, the fishing is already excellent and therefore the intense anglers are probably happy with the experience. How can we meet the needs of other parts of this market – wives? children? Occasional anglers? Newcomers to the sport? People who've never been on a boat? People who want to fish from the banks? People who want to have a great meal at the end of the day? What markets are now not having their needs met?

ACTION 38: DIRECT TRAVELERS TO DOWNTOWN MORRISTOWN AND THUS STRENGTHEN THE DOWNTOWN ECONOMY. MORRISTOWN HAS A POTENTIALLY GREAT DOWNTOWN, BUT IT HAS CHALLENGES THAT MUST BE ADDRESSED:

- a. Define the best possible route into the downtown and use signage and front line directions to make visitors use that route. Many routes into the downtown are strip commercial, a bit rundown or very industrial. Which route is best?
- b. The surrounding historic neighborhoods of Morristown are great, but not necessarily obvious to travelers that enter the downtown from the wrong direction. Make the historic neighborhoods part of the entranceway into the downtown.
- c. Create an audio walking/driving tours of the historic neighborhoods.

- d. Encourage people to park in areas that put the best face on the downtown. Immediately direct them to interesting shops and eating.
- e. Recruit new businesses to the downtown.
- f. Do something interesting on the upper level of the walkways until private investment repairs those buildings and puts more tenants into the vacant spaces.
- g. Create some type of heritage visitor attraction in the downtown. Install a heritage exhibit in the Rose Center or some other facility to keep people in the downtown longer. Consider a Civil War theme. Perhaps the industrial rebirth of the city and region. Perhaps the Crockett story.

ACTION 39: BUILD ON THE BRIDGE TO BRIDGE CIVIL WAR TOUR AND CREATE AN EVEN STRONGER CIVIL WAR EXPERIENCE.

- a. Make an audio tour for the Bridge to Bridge experience.
- b. Consider a Civil War attraction in downtown Morristown.
- c. The newly acquired Longstreet House will be a central anchor in the tour experience.

ACTION 40: LINK THE CROCKETT TAVERN TO OTHER CROCKETT SITES IN THE REGION. CREATE A STRONGER CROCKETT TRAVEL EXPERIENCE. PEOPLE ARE VERY DRAWN TO THE DAVY CROCKETT STORY; EXPAND ITS IMPACT.

- a. Consider a downtown interpretive installation.
- b. Consider some type of theatrical performance related to Crockett – see Dandridge’s one-man show.

ACTION 41: CONSIDER THE DEVELOPMENT OF A NASCAR-ORIENTED MUSEUM/ATTRACTION.

- a. It has the potential to draw another travel segment to the byway. It will open other new avenues for tourism.

ACTION 42: MAKE DANDRIDGE A CENTRAL DAVY CROCKETT DESTINATION. CREATE STRONG PARTNERSHIPS WITH OTHER CROCKETT SITES AROUND THE REGION AND THUS PRODUCE A MORE COHESIVE CROCKETT TRAVEL EXPERIENCE.

- a. Support and promote the Davy Crockett one-man theatre production.
- b. Consider a similar production that might be performed in other areas.

ACTION 43: DEVELOP A VISIT THE HISTORIC TOWNS TOUR. LINK DANDRIDGE WITH THE TOWNS OF CUMBERLAND AND ROGERSVILLE. EXPAND THIS TO MORRISTOWN, RUTLEDGE AND NEWPORT AS THE TOURISM-READINESS OF THOSE DOWNTOWNS IMPROVES.

- a. Promote the restaurants of each village in the other villages.
- b. Promote the shops and activities in a similar manner.

ACTION 44: CONSIDER BYWAY DESIGNATION FOR 25W/113 TO CONNECT DANDRIDGE TO WHITE PINE.

- a. The byway group should discuss the potential benefits of designating this portion of the road as a state byway and then as part of the overall national byway.

ACTION 45: PULL MORE TRAFFIC FROM I-40/I-80 INTO DOWNTOWN DANDRIDGE.

- a. If National Byway designation is obtained, the byway may be able to obtain an America's Byways sign at the Dandridge exit. This will bring more people into downtown Dandridge without decreasing visitation to any other byway communities. It will more quickly travelers off the interstates.
- b. Strengthen downtown Dandridge by attracting more visitors. Encourage more investment in historic structures. More visitation will increase the likelihood of downtown private investment.

ACTION 46: PROMOTE THE GREAT SMOKIES AG EXPOSITION CENTER TO TRAVELERS.

- a. This facility has a great lineup of horse events and other ag-related events. Visitors will love these events, but they are not currently promoting to that audience. Promote this facility all along the byway.
- b. The Expo Center site is large. Are there ag-related tourism facilities that might be placed at that site?

ACTION 47: DIRECT TRAVELERS TO JEFFERSON CITY. JEFFERSON CITY HAS HISTORIC BUILDINGS AND IS CLOSE TO THE CHEROKEE DAM.

ACTION 48: ENCOURAGE THE REVITALIZATION OF DOWNTOWN NEWPORT THROUGH THE BYWAY PROGRAM. TAKE ADVANTAGE OF THE BYWAY INTERSECTION OF 321 AND US25E.

- a. Find ways to draw I-40 exit travelers into the downtown. Signage will be needed at Exits 432 and 435. A promotable attraction will also be needed.
- b. Establish an attraction/visitors center at the intersection of 25E and 321 (perhaps the Memorial Building) or nearby. Make this the center of gravity for visitors – that is, it will become a must-see location for all byway travelers. This location will direct visitors into the downtown.
- c. Make it very clear where a visitor can park in downtown Newport. This is not clear today and it is a real hurdle for a traveler. One passes too quickly through the downtown and then it is difficult to turn around.
- d. Work to market downtown Newport to tourism-oriented businesses. The downtown has great potential, but too few tourism-oriented businesses to entertain more visitors. Go to small businesses within the greater region and sell them on opening a store in Newport.

- e. Pursue recommendations of the Downtown Newport Guidelines for Downtown Development and Design.
 - i. Encourage redevelopment along the river.
 - ii. Implement a downtown-wide streetscape design effort (benches, planters, etc.)
 - iii. Develop Fruit Jar Alley.
 - iv. Develop the railway depot as a visitor destination.

ACTION 49: BUILD ON EXISTING OUTDOOR RECREATION ACTIVITIES AND PROMOTE OTHERS SO AS TO MAKE COCKE COUNTY A BETTER-KNOWN PREMIER OUTDOOR RECREATION DESTINATION IN TENNESSEE.

- a. Cocke County’s Natural Alternative concept is strong. The county’s tourism website is the best along the byway. Its rafting industry is strong. Cosby is a gateway to the National Park. The County has the national forest and the state forest surrounding it. All of this should make it to the top of the list of outdoor recreation areas in the Eastern U.S....but it just doesn’t show up on that list.
- b. Find a new name for the southern end of the byway. This may spring from the byway’s overall name or it might be different.
- c. Cocke County needs a place that is the anchor for its character and experiences. See above recommendations on major center near 25E and 321.
- d. Consider a Great Smokies Outdoor Recreation Center or similar concept at the 435 Exit. Play off the National Park’s name and presence, but draw people to you first, before they travel down 321 to Cosby.

ACTION 50: DEVELOP AND PROMOTE RANKIN BOTTOMS.

- a. This area has significant birding and nature education potential. Birding is a rapidly growing nature tourism sector.
- b. Develop an interpretive exhibit for the area.
- c. Prepare an overall development plan for the area.

ACTION 51: MAKE THE CHRISTY STORY AND DEL RIO ONE OF THE CENTRAL HERITAGE ATTRACTIONS IN SOUTHEASTERN TENNESSEE.

The Christy story already draws visitors. Elevate this experience through the new visitor center in Del Rio.

ACTION 52: SUPPORT THE DEVELOPMENT OF THE BUSH BROS/CHESTNUT HILL VILLAGE TOURISM PROJECT

a. This project is modeled on corporate destinations such as Kellogg, Michigan and Hershey, PA. It would have great benefits for Cocke and Jefferson Counties and for the byway.

ACTION 53: RAISE THE COUNTY'S IMAGE AS AN AUTHENTIC APPALACHIAN HERITAGE DESTINATION.

- a. Build on the Christy Story, the County's Get Real and Natural Alternative programs and other heritage and cultural resources and more cohesively package Appalachian heritage. Make the County an Appalachian heritage destination that links to the Museum of Appalachia, Pigeon Forge, etc. – but in Cocke County, you see the real thing.
- b. Prepare an audio and mapped heritage tour using the Christy story and Christy sites as the anchor. Expand to other attractions in the county and along the byway.
- c. The area has many quality artisans and craftspeople. Their products need to be brought together in one place near Newport.

ACTION 54: GET PEOPLE OUT ON THE WATER. PROMOTE BETTER PUBLIC RECREATIONAL ACCESS ON DOUGLAS LAKE. PROMOTE FRENCH BROAD CANOEING.

a. Why aren't there as many marinas on Douglas Lake as on Norris and Cherokee? How can we get more people out on Douglas Lake?

ACTION 55: USE THE NEWPORT THEATRE GUILD TO DRAW MORE PEOPLE TO THE DOWNTOWN. THIS IS A HIGH QUALITY GROUP AND IDEAS SHOULD BE EXPLORED ON HOW THEY CAN ASSIST WITH OVERALL DOWNTOWN DEVELOPMENT.

IMPLEMENTATION PLAN

The organizations that will be the core groups and individuals to participate in corridor management plan implementation are the following.

Cocke County Tourism, City of Newport, Cocke County government, citizens of Del Rio, Jefferson County government, City of White Pine, Jefferson Co Chamber, City of Dandridge, Morristown Chamber, City of Morristown, Hamblen County, Lakeway Area Metropolitan Transportation Planning Organization, Grainger County Chamber, Grainger County government, Clinch Powell Resource and Conservation District, City of Tazewell, City of New Tazewell, Claiborne County government, Claiborne Chamber, Lincoln Memorial University, Claiborne Hospital, and the East Tennessee Development District. In addition, we have had involvement and commitments to assist from a variety of public and private organizations include Cumberland Gap National Park, Cherokee National Forest, Great Smoky Mountains National Park, Tennessee Valley Authority, Tennessee Department of Transportation, Tennessee Wildlife Resource Agency and various tourism businesses and private institutions with a connection to the byway's mission and vision.

The Implementation plan that follows is the top 20 actions – not in order of priority – that we will pursue in the coming years. It is followed by a listing of the other longer term actions identified in the above strategies.

TABLE 1: FIVE YEAR IMPLEMENTATION TABLE FOR TOP 20 ACTIONS

Action	Entities Involved	Who's in Charge	Timeline	Measurement
1. Establish Crossings Partnership	All groups are involved	Cocke Co. tourism direction is current chair	Ongoing	Presence of organization and completed actions each year
2. Advisory design guidelines	ETDD, Morristown city, County government planning depts., LAMTPO	ETDD with field work by communities	Create draft by end of 2010	Physical draft with input from community
3. Inventory historic areas	Local groups organized by each city and county	County planning departments	Complete by end of 2010	Physical forms completed, similar to National Register inventory process
4. Give award for best heritage project	All partners	CBP steering committee will solicit and choose	Hold first conference in fall of 2009	Holding conference and giving award
5. Develop historic revitalization guidelines	Participants in inventory process, #3	ETDD and local governments	Complete by end of 2012	Completion of document
6. Pursue agri-tourism	Counties with agriculture	Grainger County Chamber	Create promotional product by end of 2009	Brochure, map, tour or similar product
7. Sell local products in shops and visitors centers	CBP Steering Committee with local economic development groups or RCD's	Jefferson County Chamber	2010	Launch program with local products for sale
8. Encourage new tourism businesses	CBP and local economic development groups	Claiborne County Chamber	2009	Phase One: Identify target business types in each county

Action	Entities Involved	Who's in Charge	Timeline	Measurement
9.Expand trails	All partners	Hamblen County and Morristown; regional planning organizations	2010	Create trail plan for the corridor
10.Create series of retail, performance venues	All partners	Culture Subcommittee of CBP focused on this issue; partner with economic development and humanities organizations	2012	Creation of model facility along the byway
11. Develop Clinch Mt. Overlook	CBP	Grainger County with assistance from Claiborne and Hamblen	2009	Create draft development plan with concepts and potential funding sources to approach
12.Develop seven interpretive panels	CBP	Interpretive Subcommittee of CBP	2009 to 2012	Complete interpretive planning in 2009; seek funding in 2009; design and install by 2012
13.Guidebook on managing scenic quality	CBP with ETDD assistance	CBP Subcommittee on Scenic Maintenance	2013	Create draft of document
14.Orientation and information signage system	CBP	Interpretive Subcommittee of CBP with assistance from LAMPTO	2010	Create plan for signage system; begin to seek funding
15.Byway wayfinding signs and techniques	CBP	Interpretive Subcommittee of CBP with assistance from LAMPTO	2010	Create plan for signage and system; begin to seek funding

Action	Entities Involved	Who's in Charge	Timeline	Measurement
16.Promote the Ten Stars of the Crossing	CBP	CBP Marketing Subcommittee	2009	Creation of map and brochure; encourage cross-promotion along the byway
17.Develop system of side tours	CBP	CBP Marketing Subcommittee	2009	Creation of map and brochure; draft individual tour brochures
18.Develop TVA heritage tour	CBP	CBP Interpretive Subcommittee with TVA	2010	Draft concept and create draft map and brochure
19.Develop French Broad River Corridor	Cocke County and CBP	Cocke County Tourism	2009	Find funds and create plan for corridor
20.Use byways to promote region in general	CBP and local economic development groups	Local Chambers of Commerce	2009	Find ways to promote region and local industry through byway promotion

TABLE 2: LONG RANGE ACTIONS FOR FULL BYWAY

Action	Entities Involved
Action 21: Clinch Mountain Lookout project	CBP and local counties
Action 22: Work with Wilderness Road State Park in Virginia on mutual projects	CBP
Action 23: Trail development to Wilderness Road SP	CBP, National Park, Claiborne County
Action 24: Work with KY Wilderness Road National Byway to create tri-state designation around Wilderness Road	CBP and all partners
Action 25: Support Lincoln Memorial University as cultural and heritage center	CBP and University
Action 26: Encourage Tazewell revitalization	CBP, city, county
Action 27: Support Claiborne Chamber as major information center for northern end of byway	CBP and Claiborne Chamber
Action 28: Encourage revitalization of New Tazewell	City and CBP
Action 29: Direct more visitors to Town of	Town and CBP and Claiborne

Cumberland Gap	County
Action 30: Promote the local music scene	CBP, counties and local music promoters and venues
Action 31: Direct more visitors to Norris Lake	CBP and chambers; use side tours
Action 32: Develop a new Bean Station attraction	CBP, Grainger County, Bean Station, local businesses
Action 33: Create stronger agri-tourism program in Grainger County	CBP and county
Action 34: Support new resort developments on lakes	CBP and partners as they arise
Action 35: Work with Kingswood School to create heritage project	CBP, County and School
Action 36: Encourage more water recreation on Cherokee Lake	CBP, County and marina operators
Action 37: Boost Lakeway's profile as fishing destination	CBP – promote via the byway nationally
Action 38: Direct travelers to downtown Morristown	CBP and City

Action 39: Create stronger Civil War experience	CBP, Civil War preservation groups, county and city of Morristown
Action 40: Create Crockett Experience tour	CBP and counties and chambers
Action 41: Consider NASCAR –type attraction	Relevant partners
Action 42: Strengthen Dandridge’s Crockett experience	CBP, city, chamber, local groups
Action 43: Develop a historic village tour	CBP, Cumberland, Dandridge and other interested villages
Action 44: Consider byway designation for 25W/113 to Dandridge	CBP and Dandridge
Action 45: Signage for Dandridge for I-80/I-40	CBP, TDOT, Dandridge
Action 46: Promote the Great Smokies Exposition Center to byway travelers	CBP and Expo Center promotions
Action 47: Direct travelers to Jefferson City	CBP and city
Action 48: Encourage revitalization of downtown Newport	CBP and city
Action 49: Build French Broad Corridor	CBP, Cocke County, TVA and

experience	others
Action 50: Promote Rankin Bottoms	CBP and representatives for Bottoms
Action 51: Build the Christy Story into a more substantial attraction	CBP, Del Rio, Cocke County, Christy property representatives and owners
Action 52: Support the Bush Brothers heritage destination	CBP and Bush Bros.
Action 53: Raise the image of Cocke County as the real experience	CBP and County
Action 54: Encourage more water recreation on Douglas Lake	CBP, TVA, Cocke County, Jefferson County, Dandridge
Action 55: Build the role of the Newport Theatre Guild in byway promotion	CBP and Guild and County

CONCLUSION

This plan represents the work of many people for many years, and yet it is just the beginning of our longer term journey to define, enhance and promote our heritage to travelers and ultimately to those who follow us by living and working in Eastern Tennessee.

We hope that this byway will be one the many platforms upon which a prosperous future is built for this wonderful place that we call home.



PART TWO: NATIONAL BYWAY APPLICATION REQUIREMENTS



APPLICATION REQUIREMENTS

THE EAST TENNESSEE CROSSING - TENNESSEE'S WILDERNESS ROAD

THE US25E CORRIDOR MANAGEMENT PLAN



Adopted May 2008 by the East Tennessee Crossing Byway Partnership



This document is a companion to the first section of our Corridor Management Plan, *Part One- Vision and Strategies*.

This plan for the US25E corridor was prepared based on the preferences of the local people of Claiborne, Grainger, Hamblen, Jefferson and Cocke Counties.

This document is prepared according to the submittal requirements specified by the National Scenic Byways Program.

DEDICATION

This plan, and the initiative and vision that it represents, are dedicated to Mr. Charles Frank 'Chuck' Davis.

Chuck envisioned the potential for a 25E byway. He led us with his energy, humor and intelligence. Chuck passed away in April of 2006, just prior to starting this planning process and we miss him greatly. In fact, we never formally replaced him as chairman, we just continued on in his name.

We dedicate this plan and the wonderful benefits that will flow from this byway to his memory.



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This plan was funded with a grant from the Federal Highways Administration, National Scenic Byways Program. Fiscal and project management assistance was provided by the East Tennessee Development District. The document was prepared by the East Tennessee Crossings Byway Partnership with consulting assistance from John Whiteman of Whiteman Consulting, LTD and Judy Walden of Walden Mills Associates.

INTRODUCTION: MATERIAL FOR NATIONAL DESIGNATION

This document presents, in sequential order, the information required for national byway designation. Our intent here is to present the information in an easy-to-access format that will allow application reviewers to quickly find and review the material. Part One of this plan is the material that the East Tennessee Crossing Byway Partnership will be using in their day-to-day work. It represents their working document of strategies and actions. This document is reference information that will support their many activities.

1. Map for Corridor
2. Assessment of Intrinsic Qualities
3. Strategy for maintaining intrinsic qualities
4. Carrying out the plan- individual, agency, organization responsibilities for plan implementation
5. Enhancing existing and accommodating new development
6. Ongoing public participation
7. Road's safety record
8. Commercial traffic
9. Minimize anomalous intrusions
10. Compliance with signage laws
11. Sign placement
12. Marketing
13. Modifying the roadway
14. Interpretation
15. Organization
16. Organizational Development
17. Stewardship

OVERVIEW OF SIGNIFICANCE

The Wilderness Road was the principal route for westward migration in the United States from 1790 to 1840. In other words, for the 50 year period following the American Revolution, and its definition of freedom for the new country, this route was the path for opportunity for those seeking land away from the Eastern Seaboard. This route was critical to the beginnings of westward expansion, to the defeat and subsequent ill-fated policies towards Native Americans, to Manifest Destiny, to the development of the frontiersman ethic and myth, to the basis for the Wild West, and to the establishment of the American concept of private property as a fundamental right for the average man. In many ways, the Wilderness Road, the Cumberland Gap and the 'wild west' of Tennessee and Kentucky represent a story that is as critical and fundamental as Plymouth Rock or Jamestown. Yet, this is a story that has many layers yet to be told and it is a story poorly understood by many Americans.

Along with the specific history associated with the Wilderness Road period, the 25E route served important purposes for travel during the rule of the Cherokee prior to European arrival, during the Civil War and then as one of the early north-south routes between Florida and the upper Mid-west – the Dixie Highway and Thunder Road.

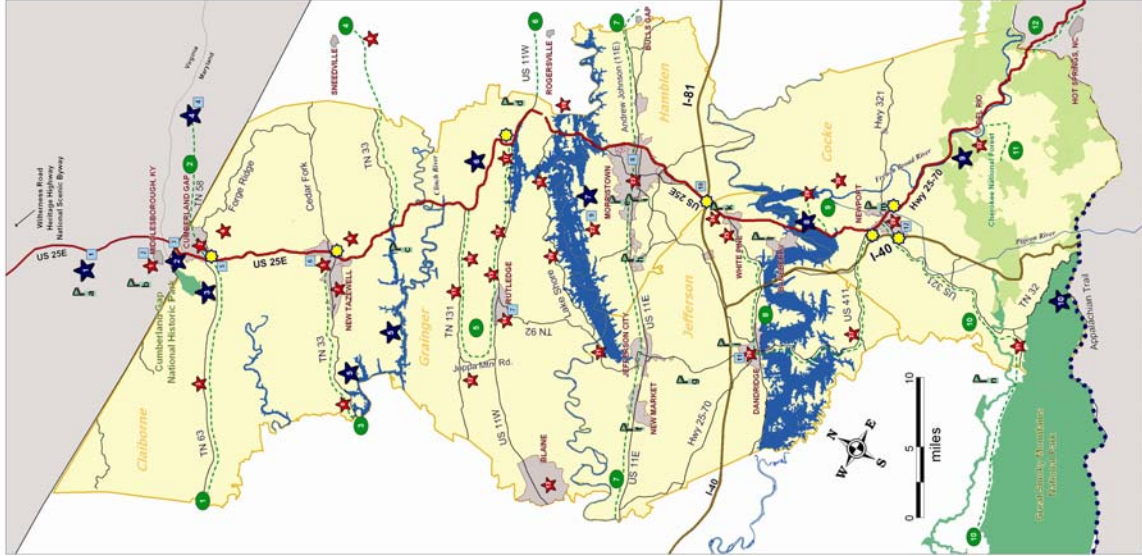
Connected with the history and importance of 25E as a travel route are the stories of how this region grew and developed its own distinct culture, one which today, stands out as being one of the few distinct and intact regional cultures in the United States.



View from Cumberland Gap towards the lands of Kaintuck.

REQUIREMENT 1: MAPS OF THE CORRIDOR

Tennessee Wilderness Road The East Tennessee Crossing Byway



Ten Stars of the Crossings

1. Pine Mountain State Resort Park
2. Cumberland Gap National Historical Park
3. Fort Loudoun State Park
4. Western North Carolina State University
5. Norris Lake
6. Clinch Mountain Overlook, Bear Station
7. Cherokee Lake, Panther Creek State Park
8. Douglas Lake and the French Broad River Nature Corridor
9. Cherokee National Forest
10. Great Smoky Mountains National Park

Fun and Interesting Places in the Crossings

1. Historic Middleborough, Kentucky
2. Town of Cumberland Gap, TN - shopping, lodging, antiques, history
3. Highway 63 - good antiques, coffee and local meals
4. Carvers - Henry's catering and BBQ
5. Panther Head Inn - dining, antiques, class gas station from 1930s
6. Railroad Civil War drive
7. New Railroad - local music, dining, shops
8. Aylesford Riverstone - dining, shopping, scenic views, outdoor center, historic's atrium, Stonehenge - rooms of elegant great, Jimmy Martin
9. Bunkers - dining, dining, lodging
10. Clinch Mountain View - dining in a beautiful setting
11. Railroad Junction - old fashioned general store with horse stop
12. Apple Innery - class parties with a national reputation and scenic views
13. Town of Blaine - Church Mountain Buggies Festival
14. Town of Roanoke - historic buildings, shops, dining, Tomato Festival
15. White Valley Farm - Tennessee Apples
16. Cannonville - dining, shopping, scenic views, back to the farm
17. Bear Station Civil War site
18. German Creek Resort - lodging, building, events, searching site for reaper heritage tour
19. Town of Bean Station - dining, lodging, access to Cherokee Lake
20. Historic downtown Elizabethton - shops, dining, antiques, and art stores
21. Elizabethton - TVA Interpretive site, museum, picnic area, walking trails
22. Panther Creek State Park - swimming, boating, fishing and history trails
23. Historic Elizabethton - shops, culture events, live music, scenic overlook, shops, culture events, live music, greenway walking trail, Boyhood home of Gary Coates
24. Great Smoky Mountain National Park - scenic views, historic buildings, dining, shopping, scenic views, live music, scenic overlook, shops, culture events, live music, greenway walking trail, Boyhood home of Gary Coates
25. Village of White Pine - local dining and services
26. White Pine - local dining, scenic views, live music, history, scenic views, live music, scenic views, live music, scenic views
27. Shain Bros. Factory and historic gift shop, factory tours
28. White Pine - local dining, scenic views, live music, scenic views, live music, scenic views, live music, scenic views
29. Mountain Broom Wilderness Area - One of the most significant bird watching areas in the state. Occasional important bird areas by Audubon Society
30. Moore Brannock Wildlife Refuge
31. Hiking in the Smokies - Twelve outfalls on the Pigeon River
32. John Day's Cave - a natural cavern on the eastern side of the Appalachian as part of a recreation program. Also bear live music in the area and explore the surrounding Cherokee National Forest.

Scenic and Heritage Tours: Drives through the Crossing

1. Spencers' Tour, TN63
 2. Wilderness Road Park Tour, US68
 3. Clinch Mountain, TN62
 4. Cherokee Tour, TN62
 5. Grand County Parklands Tour, TN115, Joyce Win Hill and US11W
 6. Rogerville Tour, US11W
 7. Bridge to Bridge Civil War Tour to Bank Gap, US11E
 8. Historic Dandridge Tour, TN113, US25W, and TN62
 9. Return Blaine's Dining and Nature Trail
 10. Road to the Great Smoky Mountains, US67
 11. Clinch and the Old Tour, TN67
 12. Red Springs, VA. Repeat tour, US25E/63/90
- Quilt Trails - The Smoky Mountain Quilt Trail and the Appalachian Quilt Trail both extend throughout our region.

Golf Courses

- a. Westside Wines Golf Course
- b. Middlebrook Country Club
- c. Woodside Golf Course
- d. Churchville Golf Course
- e. Mountain Country Club
- f. Lost Creek Golf Course
- g. Mountain Club
- h. Mountain Golf Course
- i. Dandridge Country Club
- j. White Pine Golf Club
- k. Blaine Country Club
- l. Smoky Mountain Club
- m. Bear Creek Golf Course

Information Centers

1. Pine Mountain Kentucky State Resort Park
2. Middlebrook, KY Tourism Office
3. Cumberland Gap National Historical Park
4. Wilderness Road Virginia State Park
5. Lincoln Memorial Museum
6. Great Smoky Mountains National Park
7. Multiple Information Centers
8. Blaine Mountain Tourism Office
9. Panther Creek State Park
10. Elizabethton Convention Center
11. Jefferson County Chamber of Commerce
12. Cocke County Tourism Office

Critical Directional Signage



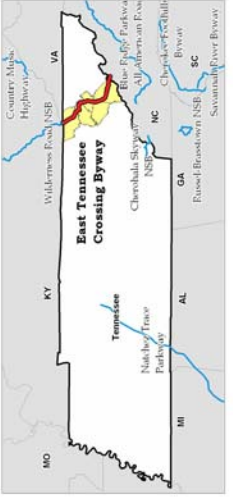
Visitor Services

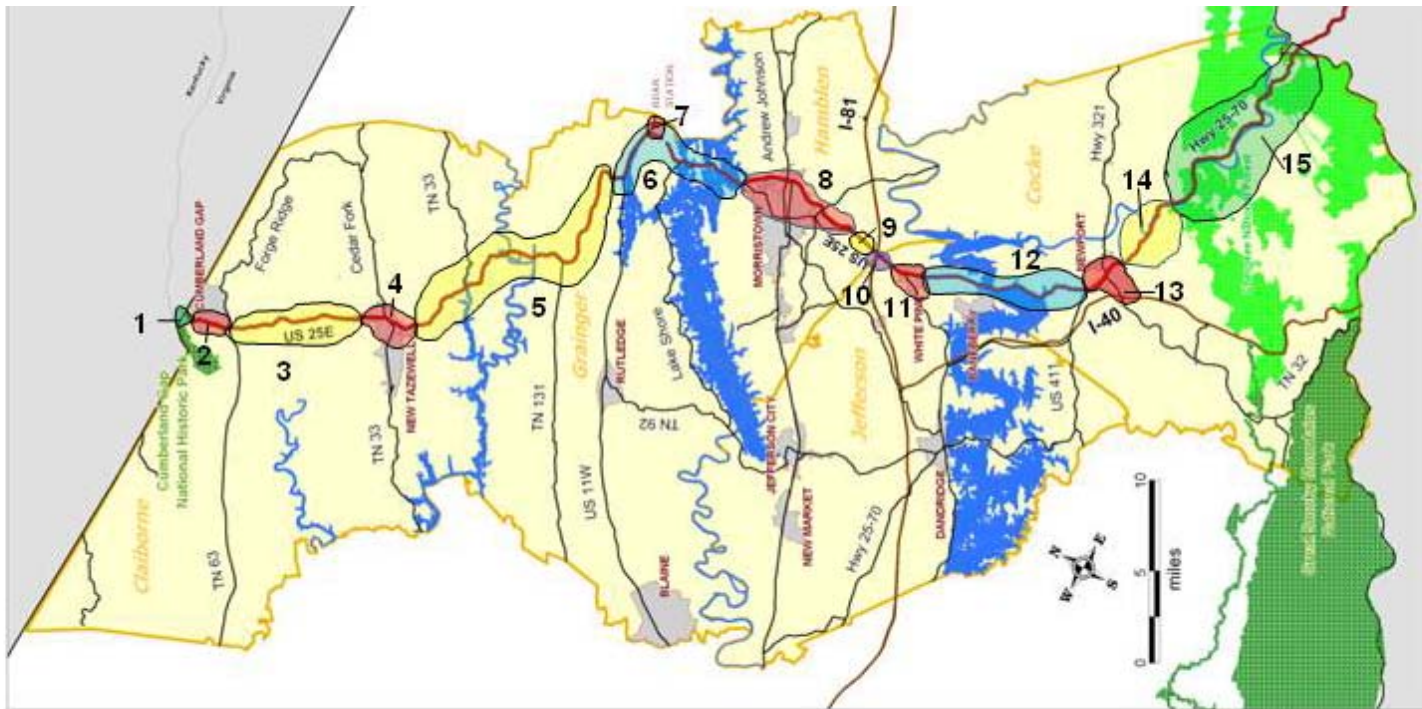


Interpretive Facilities









Location of Proposed Byway in State and Location of Nearby National Byways





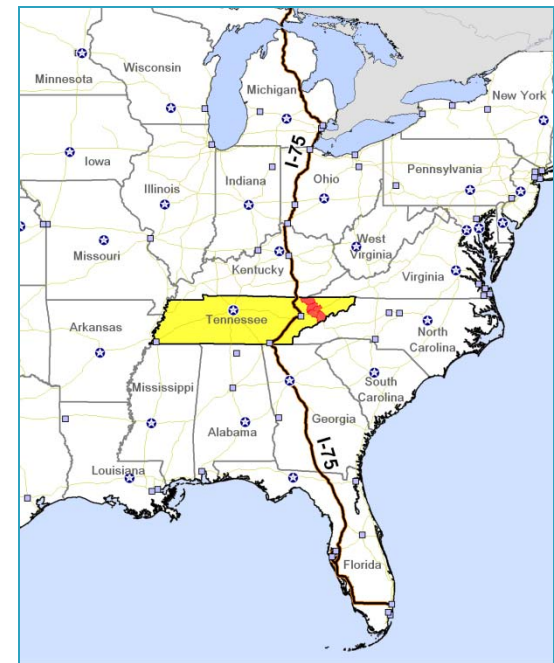
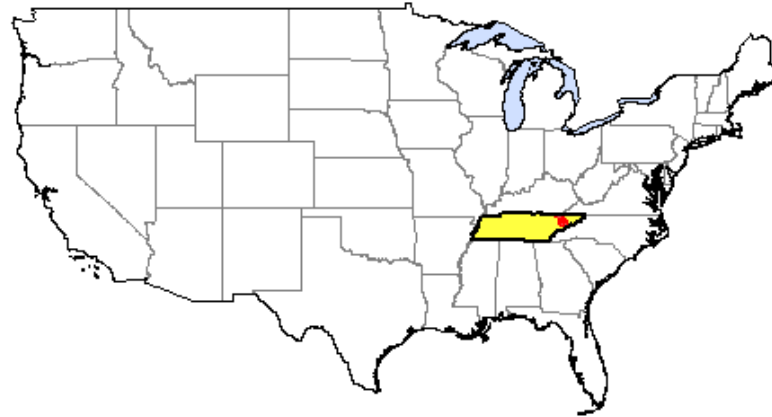
Land Use Character Along East Tennessee Crossing Byway

- | | | | | | |
|---|--|---|---|---|--|
|  | 1 Cumberland Gap National Historical Park |  | 6 Rural residential; lake views and uses |  | 11 Village of White Pine |
|  | 2 Harrogate town; university; Cumberland Gap village |  | 7 Bean Station town center |  | 12 Rural residential; lake views and uses |
|  | 3 Rural residential; farmland |  | 8 Morristown center; highway commercial; four lane |  | 13 Newport Town center; highway commercial to west |
|  | 4 Towns of Tazewell and New Tazewell: town centers, highway commercial uses |  | 9 Rural residential; farmland |  | 14 Rural residential along French Broad River; farmland |
|  | 5 Rural residential over Clinch Mountain; very small hamlets; farmland |  | 10 Interstate commercial |  | 15 Cherokee National Forest; hamlet of Del Rio |

REQUIREMENT 2: ASSESSMENT OF INTRINSIC QUALITIES

LOCATION OF THE BYWAY

The 83 mile long East Tennessee Crossings Byway is located in east of Interstate 75 and Knoxville.



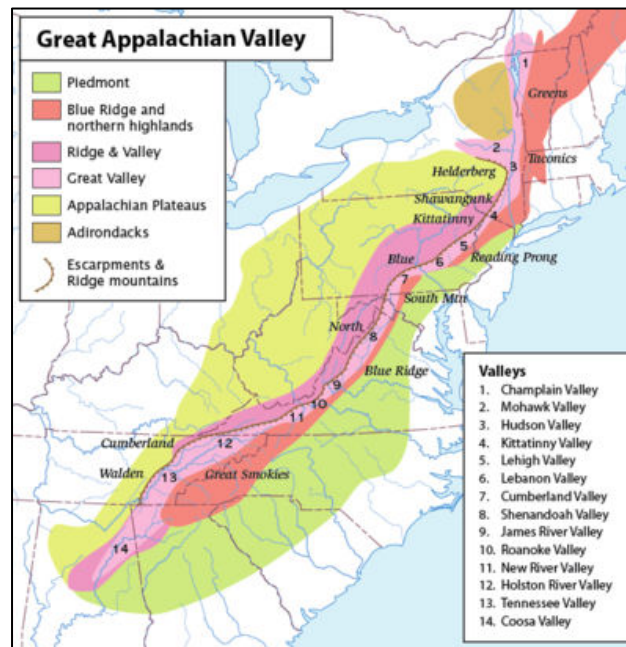
To the south, the byway begins at the North Carolina state line and continues north to the Kentucky border at Cumberland Gap National Historical Park. A portion of the route follows the historic Daniel Boone Wilderness trail through Cumberland Gap, a route that was also known as the Warriors' Path during the period of Native American control of the lands. Highway 25E was also part of the Dixie Highway which was the first Federal road to make a North-South connection in the Eastern United States. During Prohibition, the route gained fame as being Thunder Road, a corridor for south to north migration of people and moonshine. The route follows US25E through five counties in Eastern Tennessee: Claiborne, Grainger, Hamblen, Jefferson and Cocke. US25E extends to the north into Kentucky and becomes the Wilderness Road Heritage Highway National Scenic Byway. To the south, 25E extends into North Carolina and passes through Hot Springs, NC before heading southward towards Asheville, NC.



REGION'S PHYSIOGRAPHY

The byway encompasses unusually beautiful and diverse terrain including mountains, rolling hills, quaint villages, small cities, forests, fields and several large lakes/reservoirs. The region is part of the Great Valley, also called the Great Appalachian Valley. This Valley of Tennessee is one of the subsets of the Great Appalachian Valley that extends from Georgia to Canada. The Great Valley is one of the major landform features of eastern North America.

Great Appalachian Valley



VIEWS OF THE BYWAY

The following images summarize the typical landscapes and scenes that one views when driving this byway.

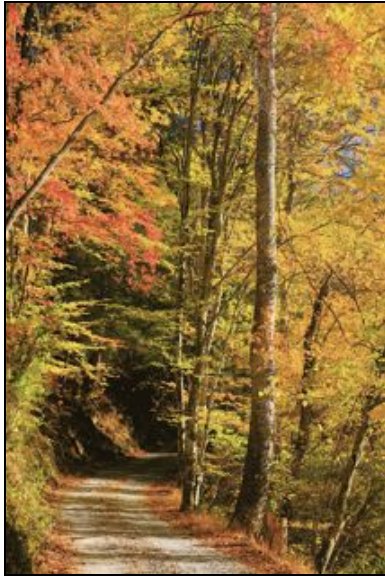
The well-maintained layout of the byway as it moves across the mountains



The river-following alignment of the byway on the French Broad River



Narrow side roads in the Cherokee National Forest



Trails in the National Parks



Views of rivers and river valleys



Mountain-hugging road segments



Long view of lakes and mountains



Tree-lined and tree-canopied touring roads



The Great Smoky Mountains rising in the south



The rolling folds of the escarpments – Pine Mountain, Clinch Mountain, Powell Mountain and others



Wide valleys of farms, fields and rural housing



Mist shrouded hollows



Quilt barns



The farm produce of Grainger County



The reservoirs in their many personalities



Nature preserves like Rankin Bottoms



Quaint villages and historic towns



Historic structures in town centers



And old buildings and structures that tell a story about America



THE PRIMARY BYWAY INTRINSIC QUALITY: HISTORY



This section profiles the significant historic intrinsic qualities along the byway upon which we believe national byway designation is merited. The foundation story for this byway is the historic intrinsic quality of the Wilderness Road. Designation of the East Tennessee Crossing Byway as a National Scenic Byway will extend the same intrinsic quality from the Kentucky Wilderness Road Heritage Highway National Scenic Byway.

The Wilderness Road was the principal route for westward migration in the United States from 1790 to 1840. In other words, for the 50 year period following the American Revolution, and its definition of freedom for the new country, this route was the path for opportunity for those seeking land away from the Eastern Seaboard. This route was critical to the beginnings of westward expansion, to the defeat and subsequent ill-fated policies towards Native Americans, to Manifest Destiny, to the development of the frontiersman ethic and myth, to the basis for the Wild West, and to the establishment of the American concept of private property as a fundamental right for the average man. In many ways, the Wilderness Road, the Cumberland Gap and the 'wild west' of Tennessee and Kentucky represent a story that is as critical and fundamental as Plymouth Rock or Jamestown. Yet, this is a story that has many layers yet to be told and it is a story poorly understood by many Americans.



View from Cumberland Gap towards the lands of Kaintuck.

Along with the specific history associated with the Wilderness Road period, the 25E route served important purposes for travel during the rule of the Cherokee prior to European arrival, during the Civil War and then as one of the early north-south routes between Florida and the upper Mid-west. Connected with the history and importance of 25E as a travel route, are the stories of how this region grew and developed its own distinct culture, one which today, stands out as being one of the few distinct and intact regional cultures in the United States.

The pages that follow provide an overview of the significance of these intrinsic qualities and their associated stories.

THE WILDERNESS ROAD:

DESCRIPTION AND SIGNIFICANCE

The Appalachian Mountains form a natural barrier for east-west travel from Pennsylvania to Georgia, thus blocking westward travel by the early pioneers of the British Thirteen Colonies. The mountains, with their long ridges, encouraged north-south travel. Consequently, settlers from Pennsylvania migrated south along the Appalachian valleys, such as Shenandoah Valley. In fact, American colonists did not attempt to cross the Appalachians or penetrate the interior wilderness for over 150 years after Jamestown was founded. Therefore, prior to establishment of the Wilderness Road,



American colonists were unable to cross the mountains from the east coast settlements into what is now Kentucky and Tennessee.

A few adventuresome frontiersmen, explorers, and surveyors ventured west, including Samuel Stalnaker, who told Dr. Thomas Walker how to find his way through the Cumberland Gap. Daniel Boone started the migration route west over the Wilderness Road in 1773 when he moved his and five other families to Kentucky. George Rogers Clark, who traveled the same road, called Boone's Trace, explored the interior in 1775. Very quickly, they were followed by settlers who began to take the Ohio River west to Warrior's Path, which led them south into the interior. That trickle of early settlers became a steady

stream of pioneers whose descendants would continue to migrate west until settlements spanned from coast to coast.

In 1785, as the fledgling country was taking form, the three million citizens of that new nation began hearing more about the rich land available at little cost in what would become Kentucky and Tennessee. Tales of Daniel Boone's excursions and settlements beyond the mountains spread rapidly, kindling the urge in many to take advantage of the easy terms for acquiring land. Other conditions, such as high taxes, crowded conditions in the seaboard states, and the economic

difficulties being experienced by nearly everyone following the war, added to the motivation to move west into Kentucky and Tennessee. Some of them went directly to their intended destination, but others spent some time in places along the way or decided not to continue the journey.

People leaving Philadelphia for Kentucky faced an 800 mile journey by way of the Cumberland Gap. They departed Philadelphia and traveled due west to Lancaster, Pennsylvania before turning south to York and Wadkin's Ferry on the Potomac River to reach Martinsburg (presently in Berkeley County, West Virginia). Continuing south, they forged ahead to Winchester (presently in Frederick county, Virginia), where they began to follow the Great Trading Path, a trail that had been used for untold generations by Indian traders. Following that path, they continued down the Shenandoah Valley through New Market and Staunton, and then moved further south across the western end of the James River to Fincastle. From there the path started to angle in a southwesterly direction at Fincastle through Draper's Meadows and on to the outpost called Fort Chiswell.

The Wilderness Road was steep and rough, and could only be traversed on foot or horseback. Still, thousands of people used it. In 1792, the new Kentucky legislature provided money to upgrade the road. In 1796, an improved all-weather road was opened for wagon and carriage travel.

Use of the Wilderness Road fell when the National Road was opened in 1818, allowing travel to the Ohio River on level ground from the East. At the same time, the steamboat first appeared on the Ohio River and Mississippi River, allowing travel both up and down the rivers.

During the Civil War, both the Union Army and the Confederate States Army used the Road. An early battle (Camp Wildcat), stymied the first attempt by the Confederates to seize control of neutral Kentucky. The Cumberland Gap changed hands four times throughout the war. The southern armies used the road for marches into Virginia. General Ulysses S. Grant came down the road for the Union campaign in Tennessee in 1864. Grant was so taken by the Road that he said, "With two brigades of the Army of the Cumberland I could hold that pass against the army which Napoleon led to Moscow".

A segment of the Wilderness Road was among the first roads in the United States to be paved. The old road from the town of Cumberland Gap, Tennessee to Middlesboro, Kentucky through the mountain pass was paved and completed on October 3, 1908. At that time, only about 680 miles of paved roads existed in the United States. Later, it was linked to the famous "Dixie Highway" that connected Detroit to Miami by a paved road. Its name was later changed to U.S. Highway 25. This new road brought a new industry, tourism, to the rural areas filling hotels and restaurants with travelers. Sources: Largely drawn from Robert L. Kincaid's book, *The Wilderness Road* (Harrogate, Tenn., 1955).

THE CUMBERLAND GAP

DESCRIPTION AND SIGNIFICANCE

Cumberland Gap (elev. 1600 ft./488 m.) is a pass across the Cumberland Mountains region of the Appalachian Mountains, also known as the Cumberland Water Gap. Cumberland Gap is located just north of the spot where the current-day states of Kentucky, Tennessee, and Virginia meet. The nearby town of Cumberland Gap, Tennessee takes its name from the pass.

The gap was formed by an ancient creek, flowing southward, which cut through the land being pushed up to form the mountains. As the land rose even more, the creek reversed direction flowing into the Cumberland River to the north. The gap was used by Native Americans and migrating animal herds.

The 12-mile long Cumberland Gap consists of four geologic features: the Yellow Creek valley, the natural gap in the Cumberland Mountain ridge, the eroded gap in the Pine Mountain, and Middlesboro crater, the 3-mile diameter impact crater in which Middlesboro, Kentucky is located.

The gap was named for Prince William Augustus, Duke of Cumberland, who had many places named for him in the American colonies after the Battle of Culloden. The explorer Thomas Walker gave the name to the Cumberland River in 1750, and the name soon spread to many other features in the region, such as the Cumberland Gap.

The gap is famous in American history for its role as the chief passageway through the central Appalachians. As the main east-west gap in the mountains, it was an important part of the Wilderness Road, an old Indian path which Daniel Boone widened with 35 axmen, thus opening up the western frontiers of Kentucky and Tennessee for pioneer settlement. In 1775, Daniel Boone, hired by the Transylvania Company led a company of men to widen the path through the gap to make settlement of Kentucky and Tennessee easier. The trail was widened in the 1790s to accommodate wagon traffic. It is estimated that between 200,000 and 300,000 immigrants passed through the gap on their way into Kentucky and the Ohio Valley before 1810.

U.S. Highway 25E passed overland through the gap before the completion of the Cumberland Gap Tunnel in 1996. The original trail was then restored.

The Gap is features in several American songs including "Mighty Joe Moon" on the album of the same name by American band Grant Lee Buffalo, "Wagon Wheel " by the southern folk band Old Crow Medicine Show, and Woody Guthrie's "Cumberland Gap" on his album, "Pastures of Plenty".



George Caleb Bingham painting of Daniel Boone leading settlers through the Cumberland Gap titled, 'Escorting Settlers Through the Cumberland Gap', 1851-1852

CUMBERLAND GAP NATIONAL HISTORICAL PARK

DESCRIPTION AND SIGNIFICANCE



*Cumberland Gap National Historic
Park Visitors Center*

Cumberland Gap National Historical Park covers an area that intersects the states of Kentucky, Tennessee and Virginia. The Park consists of 20,000 acres. Congressional legislation establishing the Park was passed in June of 1940. Land acquisition and park construction extended for almost 20 years. The Park was formally designated and opened in 1959.

Today the Park offers the experience of actually walking along a portion of the Wilderness Road that has been cleared and reclaimed to its original condition. Several trails that pass through the Park also follow original trail routings. Interpretation along these trails and the Road are excellent. The Park has a refurbished visitors center which includes new interpretive installations and a recently produced professional movie on Daniel Boone and the Cumberland Gap.

Although Cumberland Gap National Historical Park is primarily significant because of its historical importance, its geology is also noteworthy. The beautiful landscape is the result of tremendous earth stresses and erosion through the ages. Presumably this area was once inundated by a shallow sea. Various types of sediments including shells gravel, sand, mud, and calcium carbonate, accumulated and compacted into rock to form shale, sandstone, limestone, and conglomerate. Great earth disturbances then occurred and huge areas were uplifted, only to be eroded later to a plain near sea level. The extensive peat bogs formed on the lowlands were the forerunners of the coal beds of today.

Bisecting the Park at the Gap, U. S. Highway 25-E winds down the northwest side of the mountain in Kentucky. From the visitors center, four-mile Skyland Road wends its way up the steep mountain to the Pinnacle, site of an information shelter and a developed overlook. A short distance east of the Gap, U. S. Highway 58 leads through Virginia, paralleling the base of the mountain. Just off of this road and five miles from the Gap are located the Wilderness Road State Park, an amphitheater, and an adjoining picnic area.

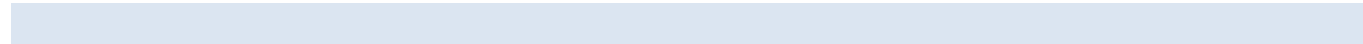
Other places of interest in the Park include Cudjo's Cave (on U. S. Highway 25-E just east of the Gap); the Tri-State Peak (south shoulder of the Gap) that can be reached via a three-quarter-mile hiking trail; the ruins of an iron furnace near the town of Cumberland Gap; Civil War fortifications and the Hensley Settlement, a conserved rustic settlement within the Park.



Pinnacle Rock and Tri-state Overlook

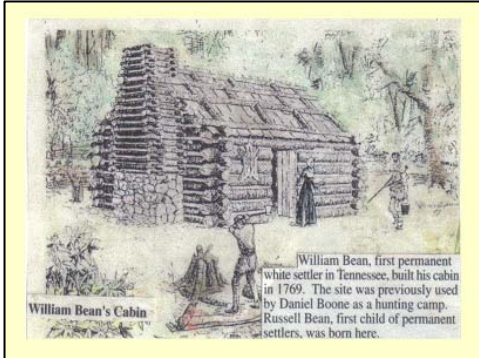
Fifty-five miles of trails lead to remote areas within the Park. One trail leads to White Rocks, an outstanding natural feature within the Park. From atop these giant, vertical cliffs, the view encompasses beautiful, broad Powell Valley, with its well-groomed farms lying more than 2,000 feet below. Fittingly, the Park's backbone trail terminates here., for it was the towering White Rocks that first attracted the attention of the pioneers who hacked out the Wilderness Road.

(Source: Lockett, William. 1964. *Cumberland Gap National Historical Park*. Tennessee Historical Quarterly, Vol XXIII, No. 4. Information updated by facts presented on Park's website at <http://www.nps.gov/cuga>)



BEAN STATION AND THE WILDERNESS ROAD

DESCRIPTION AND SIGNIFICANCE



A drawing of Bean's original cabin which then became Bean's Station

Bean Station is today a small community along 25E as well as a nearby historic site planned for an interpretive installation. Bean Station was named for the pioneering Bean family who settled here in the late 1700s, when this still wild and largely unexplored territory was part of North Carolina.

William Bean and Daniel Boone were the first white men known to have viewed the land around what is now Bean Station. On their way to Kentucky, they camped in the area in 1775, and followed a Native American trail known as the Cherokee's Great Warrior Path. The first permanent settlement is believed to have been established in 1776 by Robert Bean and William Bean II. The Beans were captains in the Revolutionary War, and were granted 3,000 acres of land along German Creek for their services.

Other settlers followed. James Ore, Robert Patterson, Robert Blair, and James McFarland are a few of the people who purchased land from the Bean family. Back then, as today, real estate prices varied widely, with land selling for 44 cents to \$1.50 an acre.

Sometime between 1787 and 1789, a fort was constructed at the intersection of the Kentucky Road and the Cherokee's Great Warrior Path to protect settlers from attacks by Indians, who were trying to push the white men from the territory. Located on what was then a major road for frontiersmen heading west, and travelers heading north and south, Bean's Station attracted many merchants and businessmen. The most notable of these was a two-story log tavern built by Thomas and Jenkins Whiteside sometime between 1811 and 1814. As the community continued to grow, so did the tavern. In 1825, the Whiteside brothers built a 40-room red brick addition to the tavern, bringing the total number of rooms to 52. With a spacious parlor and ballroom, and extensive wine cellar, the tavern was the largest inn between Washington D.C and New Orleans and was, for a short time, one of the most well-known places in Tennessee. (Source: www.beanstationtn.com) While the community was largely self sufficient, twice each year residents traveled by wagon to Knoxville. They bought seeds in the spring and sold their crops in the fall and purchased supplies for winter. The 45 mile journey took three days.

In December 1863, during the Civil War, Bean's Station was the scene of a fierce three-day battle between Union and Confederate forces. Both sides suffered heavy casualties. Records list 290 soldiers killed, 1,243 wounded, and 455 missing. As many as a quarter of the Union soldiers who died were killed inside the tavern.

WILDERNESS ROAD STATE PARK: A RE-CREATED STATION HOUSE AND FORT

DESCRIPTION AND SIGNIFICANCE

Wilderness Road State Park lies five miles east of Cumberland Gap and is adjacent to Cumberland Gap National Park as it runs eastward along Pine Mountain. The state park was purchased in 1993 and is approximately 200 acres that lie astride the original path of the Wilderness Road. Most notable in the park are the Karlan Mansion, built in the 1870s, and Martin's Station, a replica of a fort built there in 1775. (Source: http://www.dcr.virginia.gov/state_parks/wil.shtml)

Martin's Station was established in the spring of 1775 by Captain Joseph Martin of Albermarle County, Virginia, Martin's Station played a key role in the settlement of the American West.

Historic Martin's Station lives on today in the nation's most authentically re-created frontier fort. The hand-hewn structures were painstakingly built by historical interpreters using native materials and historically accurate tools.



*Interpreters recreate a raid on
Martin's Station at Wilderness Road
State Park*

Nestled at the base of the Cumberland Mountains in the southwest corner of Virginia, Wilderness Road State Park is home to this unique outdoor living history museum. The 200-acre state park has new new state-of-the-art visitor center featuring interpretive exhibits, a gift shop, and a theater showing the film "Wilderness Road; spirit of a Nation."

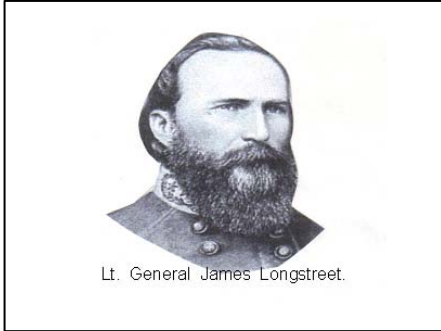
Other park facilities include a beautiful picnic area, three picnic shelters, a comfort station, a playground and a self-guided Indian Ridge Trail. The 1877 Karlan mansion, sits majestically on the park ground. The park also includes the Wilderness Road Trail, which roughly follows the route carved by Daniel Boone in April of 1775. A 10-mile hiking, biking and equestrian trail connects Wilderness Road State Park to Cumberland Gap National Historic Park.

Source: Wilderness State Park Brochure; and http://www.dcr.virginia.gov/state_parks/wil.shtml

THE DIXIE HIGHWAY: THE CIVIL WAR ALONG THE CROSSING

DESCRIPTION AND SIGNIFICANCE

Cumberland Gap



Lt. General James Longstreet.

Lt. General James Longstreet led Confederate troops in campaigns along the byway corridor.

The Old Wilderness Road cutting through the Gap was a natural invasion route. For the Confederacy, it led to the rich Kentucky bluegrass country to the north. For the Union, it led to the Northern sympathizers of East Tennessee, and to an opportunity to cut rebel supply lines. In late summer of 1861, the Confederacy seized the Gap and made it the eastern anchor of a defense line extending to the Mississippi River. Brigadier General William Churchwell was placed in command, and fortified the garrison during the fall of 1861. He built seven forts on the north facing slope, and cleared the mountains of all trees within one mile of each fort. Needed more elsewhere, the Confederates abandoned the Gap in June 1862.

Union Brigadier General George W. Morgan soon arrived to take possession of the Gap. The 20,000 men under his command began building nine south-facing batteries to repel an invasion. But none came. The Confederates, under Lt. General Kirby Smith by-passed the Gap with 12,000 men and moved into Kentucky, severing Morgan's supply line. Without food and still fearing an attack, General Morgan boldly led his men north through enemy territory to safety.

The Confederates returned to the Gap, cleared up the mess Morgan and his men left behind, and strengthened the forts. Many skirmishes took place, as Unionists from Tennessee raided the garrison. In September 1863, a Union force under Maj. General Ambrose E. Burnside moved toward the Gap. On September 7, the Yankees destroyed provisions stored at the Iron Furnace. Burnside also deceived the Confederate commander, Brig. General John W. Frazer, into believing that his force was stronger than it actually was. Believing his Confederates to be outmanned, and short of provisions necessary for a long seige, Frazer surrendered his garrison on September 9.

Lining up along the Harlan Road, the Confederates were amazed to see the small force to which they had surrendered. The Gap remained in Union hands until the end of the war. Except for a garrison inspected by Lt. General Ulysses S. Grant in January 1864, when he labeled the Cumberland Gap the "Gibraltar of America," there was little excitement. Meanwhile, the war fought to its end in the South and East.

By the end of the war the Gap had changed hands four times, yet no major confrontation took place here.

(Source: <http://www.townofcumberlandgap.com>)

Tazewell

In 1862, at the height of the U.S. Civil War, Confederate troops occupied Tazewell as part of the greater struggle for the strategic Cumberland Gap. When the Confederates evacuated the town in November of that year, a fire followed, destroying much of Tazewell

(Source: http://en.wikipedia.org/wiki/Tazewell,_Tennessee)

Bean Station

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(Source: <http://www.beanstationtn.com>)

Morristown

It was a center of some of the more strategic battles of the Civil War. It is and was the "Crossroads of Dixie," where the main roads from Knoxville to Baltimore and the famous Buffalo Trail from Cumberland Gap cross

Morristown and Hamblen County has a rich and well documented history in relation to the Civil War. The "From Bridge to Bridge" brochure and self guided driving tour brings that history to life with an information packed tour of our area's involvement in this great conflict. The tour encompasses a large area of the East Tennessee Valley. This area between the Strawberry Plains Bridge on the west and the Lick Creek Bridge to the east was the location of several pivotal battles during the War Between the States and numerous skirmishes in the period from the fall of 1863 until early 1865. Close to 50,000 troops from both armies were billeted here during the conflict. Highlights of the tour include, Arrow Hill - a private home used as a headquarters by both armies, Gen. James Longstreet's Russellville Headquarters, Rose Center and Bethesda Church & Cemetery, which served as a hospital and a smallpox quarantine during the war and now features an informational display concerning the area battles.

(Source: <http://www.morristownchamber.com/tourism/heritage.html>)

Rogersville

In November 1863, during the American Civil War, Rogersville was the site of a battle between occupying Federal forces and invading Confederate troops. Union forces were encamped just outside the town. The Confederates, led by Brigadier General William E. Jones, were able to surprise the Union forces and pursue them across the Holston River and into Greene County. The Confederates held the town for the remainder of the War.

Sentiment in Rogersville was divided between loyalists, many of whom supported the efforts by many to get twenty-six East Tennessee counties to secede from the State and re-join the Union. Other Rogersvillians saw President Lincoln's invasion of Tennessee as an unprecedented invasion of their homes and an incursion by Federal power; these people became strong Confederates.

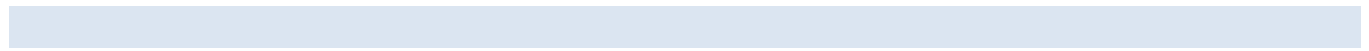
Partly because of the town's mixed loyalties, Rogersville was spared destruction during the war; indeed, many of the town's buildings were used by the different occupying armies.

(Source: http://en.wikipedia.org/wiki/Rogersville,_Tennessee)

Dandridge

On December 24, 1863, at the height of the American Civil War, a skirmish occurred at Dandridge as Confederate General James Longstreet and Union General Ambrose Burnside struggled for control of Knoxville. As Longstreet's army retreated to Morristown, a detachment of his army intercepted and routed a pursuing Union brigade just north of Dandridge. The Union troops were forced to fall back to New Market.

(Source: http://en.wikipedia.org/wiki/Dandridge,_Tennessee)



ABRAHAM LINCOLN MEMORIAL MUSEUM AND LIBRARY

DESCRIPTION AND SIGNIFICANCE



Abraham Lincoln Library and Museum

From its earliest days, Lincoln Memorial University began to receive and put on display Civil War and Abraham Lincoln memorabilia. In 1929, a room in Duke Hall of Citizenship was dedicated to house the growing collection. The Lincoln Room served as a showcase for the collection until the early 1970s.

In 1973, University President H. Y. Livesay and Chairman of the Executive Committee of the Board of Trustees Dr. Frank G. Rankin shared their dream of a permanent facility to house the Lincoln Collection. Colonel Harland Sanders, a trustee, responded by providing \$500,000 to construct the library and museum. The Board of Trustees secured another \$500,000, and on December 31, 1974, the University completed the building's fundraising campaign.

The Lincoln Room was retired and a few months later, groundbreaking for the Abraham Lincoln Library and Museum was held. The facility was completed in 1977. Today, the museum sees an average of 14,000 visitors per year.

Located on the beautiful campus of Lincoln Memorial University in Harrogate, Tennessee, the Abraham Lincoln Library and Museum houses one of the most diverse Lincoln and Civil War collections in the country.

Exhibited are many rare items - the cane Lincoln carried that fateful night at Ford's Theatre, two life masks, the tea set he and Mary Todd used in their home in Springfield, and numerous other artifacts. Approximately 30,000 books, manuscripts, pamphlets, photographs, paintings and sculptures tell the story of President Lincoln and the Civil War period in America's history.

(Source: www.lmunet.edu/museum/Index.html)

DAVY CROCKETT STORY

DESCRIPTION AND SIGNIFICANCE

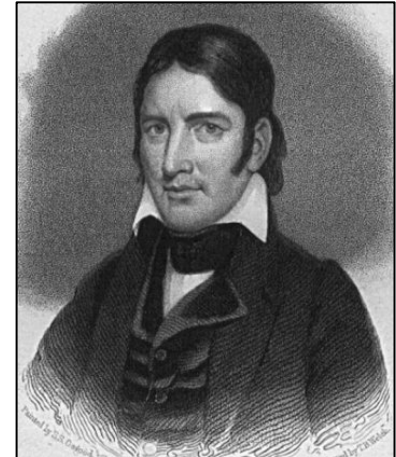
Colonel David Stern Crockett (August 17, 1786 – March 6, 1836) was a celebrated 19th-century American folk hero, frontiersman, soldier and politician; referred to in popular culture as Davy Crockett and often by the popular title "King of the Wild Frontier." He represented Tennessee in the U.S. House of Representatives, served in the Texas Revolution, and died at the Battle of the Alamo. His nickname was the stuff of legend, but in life he shunned the title "Davy" and referred to himself exclusively as "David".

According to Crockett's autobiography, his early years were filled with adventure, hardship, and traveling. He spent his boyhood in Morristown, TN at the site of the today's Crockett's Tavern Museum in that town. He lived there until approximately the age of ten when he ran away from home and began roaming from town to town in eastern Tennessee. During this period Crockett reports that he visited most of the towns and villages throughout Tennessee and learned the majority of his skills as a backwoodsman, hunter and trapper.

Around his 15th birthday Crockett returned home unannounced. During the years of his travels his father had opened a tavern and Crockett had stopped for a meal. He was unnoticed by his family but his older sister, Betsy recognized him and cried, "Here is my lost brother!". Much to Crockett's surprise, the entire family (including his father) were more than happy to see him and Crockett was welcomed back into the family.

Shortly afterwards Crockett became engaged to Margaret Elder and the contract of marriage (dated October 21, 1805) has been preserved by the Dandridge, Tennessee, courthouse. It is well documented that Crockett's bride-to-be changed her mind and married someone else.

On August 16, 1806, one day before his 20th birthday, Crockett married Mary (Polly) Finley in Jefferson County, Tennessee. They had two boys: John Wesley Crockett was born July 10, 1807, followed by William Finley Crockett (born 1809). They also had a daughter, Margaret Finley (Polly) Crockett in 1812. After Polly's death David remarried in 1815 to a widow named Elizabeth Patton and they had three children: Robert, Rebecca and Matilda.



On September 24, 1813, Crockett joined the Second Regiment of Tennessee Volunteer Mounted Riflemen for an initial term of ninety days and served under Colonel John Coffee in the Creek War, marching south into present day Alabama and taking an active part in the fighting, including the victory under Andrew Jackson at the Battle of Horseshoe Bend. He was eventually discharged from service on March 27, 1814. Crockett was elected Lieutenant Colonel of the Fifty-seventh Regiment of Tennessee Militia on March 27, 1818.

On September 17, 1821, Crockett was elected to the Committee of Propositions and Grievances. He lost his first run for Congress in 1824, but ran again in the next election. In 1827 he was elected to the United States House of Representatives. As a Congressman, Crockett supported the rights of squatters, who were barred from buying land in the West without already owning property. He also opposed President Andrew Jackson's Indian Removal Act, and his opposition to Jackson caused his defeat when he ran for re-election in 1831; however, he won when he ran again in 1833. As he explained, "I bark at no man's bid. I will never come and go, and fetch and carry, at the whistle of the great man in the White House no matter who he is."

David Crockett died at the Alamo on March 6, 1836.

THE DANIEL BOONE STORY:

DESCRIPTION AND SIGNIFICANCE

Daniel Boone (October 22, 1734 – September 26, 1820) was an American pioneer and hunter whose frontier exploits made him one of the first folk heroes of the United States. Boone is most famous for his exploration and settlement of what is now the U.S. state of Kentucky, which was then beyond the western borders of the Thirteen Colonies. Despite resistance from American Indians, for whom Kentucky was a traditional hunting ground, in 1775 Boone blazed the Wilderness Road through the Cumberland Gap and into Kentucky. There he founded Boonesborough, one of the first English-speaking settlements beyond the Appalachian Mountains.

Daniel Boone was originally from Pennsylvania and migrated south with his family along the Great Wagon Road. From an early age, Boone was one of the “long hunters”, so-called because of their long rifles and the long time they spent away from home on hunts in the wilderness. Boone would sometimes be gone for months and even years before returning home from hunts.

Though Daniel Boone’s name is always associated with the Gap, he did not discover the Wilderness Road. It was discovered in 1750 by Dr. Thomas Walker. In 1750, Dr. Thomas Walker, an investor in the Loyal Land Company, with five companions, made a famous exploration through the Cumberland Gap and into eastern Kentucky. The Loyal Land Company settled people in southwest Virginia, but not Kentucky.

Boone, however, was literally the trailblazer. Starting on March 10, 1775 Boone along with 35 axmen, hired by the Transylvania Company and Judge Richard Henderson of North Carolina, cut a trail through the forests and mountains into central Kentucky. Along with these workers, Boone marked a path to the Kentucky River, where he established Boonesborough. Despite occasional Indian attacks, Boone returned to the Clinch Valley and brought his family and other settlers to Boonesborough on 8 September 1775.

GREAT SMOKY MOUNTAINS AND GREAT SMOKY MOUNTAINS NATIONAL PARK

DESCRIPTION AND SIGNIFICANCE

The Great Smoky Mountains are a major mountain range in the southern part of the Appalachian Mountains, the second ridge line forming a north-south running mountain chain from the eastern seaboard and bordering the western side of the Blue Ridge Mountains. Also called the Smoky Mountains or the Smokies, they straddle the border between Tennessee and North Carolina, and are entirely west of the Eastern Continental Divide.



The landscape of Great Smoky Mountains National Park

The name of the area comes from the natural haze that often hangs over it. As in the neighboring Blue Ridge Mountains to the east, hydrocarbons produced by trees and other local vegetation, as well as higher humidity produce a bluish cast to the sky, even over short distances.

The highest point in the Smokies and the state of Tennessee is Clingmans Dome (6,642 feet, 2,024 meters), which is located within the national park. A paved road leads to within 300 feet (90 m) of the summit, and from there visitors can walk a trail to the top. A handicap-accessible tower is located at the summit, and on clear days visitors can see five states (Tennessee, North Carolina, South Carolina, Georgia, and Kentucky).

Several rivers rise from streams in the Smokies, including the Little Pigeon River, Oconaluftee River, Nantahala River and several others. The French Broad River actually originates in the Blue Ridge Mountains, and flows through Asheville, North Carolina, and across the northeastern end of the Smokies.

The Great Smoky Mountains National Park is the prominent feature of the mountains. It was established as a national park in the 1930s, and with over 10 million visits per year, it is the most-visited national park in the United States. Much of the range is also protected as the Nantahala National Forest, Pisgah National Forest, and Cherokee National Forest outside of the park.

Biological diversity is also a hallmark of Great Smoky Mountains. Over 10,000 species have been documented; scientists believe an additional 90,000 species may be present.

Extensive interpretation is available at Great Smoky National Park. Interpretative opportunities include:

- The Great Smoky Mountains Institute at Tremont is a year-round residential environmental education center in the Smokies which offers workshops and programs for everyone, from grade school children to Elderhostel groups and teachers. Programs include hiking, slide shows on flora and fauna, mountain music, living history, and wildlife demonstrations.
- The Smoky Mountain Field School, an outreach program of the University of Tennessee, offers a full schedule of workshops, hikes, and adventures for families and adults. Programs are frequently held on weekends and cover various aspects of natural and cultural history, including wildflowers, fireflies, black bears, Cherokee history, and orienteering.
- Ranger-guided programs on a variety of topics are offered spring through fall in the park.
- Historical Buildings: The park has one of the best collections of log buildings in the eastern United States. Nearly 80 historic structures—homes, barns, churches, schools, and grist mills—have been preserved in the park.

CHEROKEE NATIONAL FOREST

DESCRIPTION AND SIGNIFICANCE

The Cherokee National Forest is located in Eastern Tennessee and stretches from Chattanooga to Bristol along the North Carolina border. The 640,000-acre forest is the largest tract of public land in Tennessee. It lies in the heart of the Southern Appalachian mountain range, one of the world's most diverse areas. These mountains are home to more than 20,000 species of plants and animals. Each year millions of people visit Tennessee's Cherokee National Forest. It is a place of scenic beauty that provides opportunities for anyone interested in nature and history.

The Weeks Act of 1911 enabled the Federal Government to purchase private land from willing sellers in the southeastern United States. The majority of the land purchased was owned by large timber companies at one time. Most of this land was cutover, worn out, and in poor condition. The USDA Forest Service was given the challenging task of restoring these lands and making them productive again.

The present day Cherokee National Forest was originally made up of four principle purchase units that were located in southern Virginia, western North Carolina, north Georgia, and east Tennessee. These units made up what were to become the Unaka and Cherokee National Forests. The purchase that created Forest lands along this byway was the French Broad Purchase Unit. It totaled 128,698 acres in Madison County, NC and Cocke and Greene Counties, TN. This unit was transferred from the Unaka NF to the Pisgah NF in 1927.

Formation of the Present Day Cherokee National Forest occurred on July 19, 1936 when President Roosevelt combined the Tennessee portions of the Unaka and Cherokee NF's and the French Broad Division of the Pisgah, National Forest forming the Cherokee NF in its present form. The Unaka NF headquarters office in Bristol was moved to Cleveland where the Cherokee NF's headquarters had been set up in 1925. The CNF headquarters had been in Etowah from 1912 - 1919; Athens from 1919-1924; Knoxville 1925 and finally in Cleveland in 1925 to present.

(Source: <http://www.fs.fed.us/r8/cherokee/about/index.shtml>)

MARTHA SUNDQUIST STATE FOREST

DESCRIPTION AND SIGNIFICANCE

The Martha Sundquist State Forest is 2001 acres (810 ha). This tract of land was purchased in 2001 from International Paper Company (formerly Champion International Corporation), who owned the property since about 1930. Prior to that it belonged to the Lambs Gulf Company and is how the property became known as the “Gulf”. It is the only forest that occurs in the Blue Ridge province. It is located in eastern Tennessee, in Cocke County near the North Carolina-Tennessee border.

The Martha Sundquist State Forest “Gulf Tract” is surrounded by the Cherokee National Forest on three sides and consists of one drainage system. The Forest is composed of mature mountain and cove hardwoods. A harvest rotation schedule was developed and followed closely by the previous owners and large streamside management zones, some as large as 80 acres, have been established.

This tract is considered a wildlife management area and has special provisions for bear hunting. It will be used primarily for recreation, hunting, fishing, timber production, and demonstration.

(Source: <http://www.state.tn.us/agriculture/forestry/stateforest14.html>)

CLINCH MOUNTAIN

DESCRIPTION AND SIGNIFICANCE

Clinch Mountain runs through Tennessee and Virginia, lying in the ridge-and-valley section of the Appalachian Mountains. It runs in a general east-northeasterly direction from near Blaine, Tennessee to Garden Mountain near Burke's Garden, Virginia. It separates the Clinch River basin, to the north, and the Holston River basin, to the south.

Clinch Mountain is a long ridge, about 150 miles (240 km) in length. It runs generally southwest-northeast, with numerous curves. Its north-south extent is 97 miles (156 km), and east-west 172 miles (277 km). Due to its size it is sometimes called a mountain range or complex. According to peakbagger.com, Clinch Mountain Complex includes the sub-range of Knob Mountain, as well as four high point summits above 4,000 feet (Beartown Mountain, Flattop Mountain, Morris Knob, and Chimney Rock Peak).

Clinch Mountain is named after the Clinch River, which was named after an unknown pioneer. The earliest known reference to the name is in the journal of Dr. Walker: "Clinch's River, from one Clinch a hunter".

Clinch Mountain is part of the famous Wilderness Road which crossed Clinch Mountain at Moccasin Gap. Moccasin Creek flows through Moccasin Gap to join the Holston River to the south.

The Carter Family also immortalized the mountain in their 1928 song "My Clinch Mountain Home." A fiddle tune called "Clinch Mountain Backstep" is in the Appalachian folk repertoire.

Today, Clinch Mountain can be enjoyed from the Clinch Mountain Overlook, a TN DOT owned property on the southern side of the mountain top. One can easily see the Great Smoky Mountains, 80 miles to the south as well as Virginia to the east. The site offers parking for approximately 50 cars, a walking area, some interpretive signage and veteran's monument. The site is sufficiently large to accommodate a visitors center and interpretive facility with perhaps a café or restaurant incorporated. A private restaurant with cabins lies just up the slope at the very top of the mountain.



View to south from Clinch Mountain Overlook

THE FRENCH BROAD RIVER

DESCRIPTION AND SIGNIFICANCE

The French Broad River flows from near Rosman in Transylvania County, North Carolina, into Tennessee along the byway and into Douglas Lake, the TVA reservoir. Its confluence with the Holston River at Knoxville, Tennessee is considered to be the headwaters of the Tennessee River. It was originally named for being one of two broad rivers in western North Carolina. The one which flowed into formerly French colonial territory was named the French Broad, and the other which stayed in English territory (the American colonies) was named the English Broad, now just the Broad River. Another name for the French Broad River is the Agiqua River, commonly seen on old maps.



The French Broad River running along the byway

Just like the New River to the north, because the river flows across the Appalachian Mountains, it is often thought to be older than the mountains. In fact, it is thought to be the third oldest river in the world, after the Nile and New Rivers.

The Tennessee portion of the French Broad was designated a state scenic river by the Tennessee Scenic Rivers Act of 1968.

Approximately 33 river miles in Cocke County, Tennessee, starting at the North Carolina border and extending downstream to the confluence with Douglas Lake, are designated as Class III, Partially Developed. It offers excellent canoeing and rafting. The majority of the Great Smoky's rafting industry runs on the French Broad and its sister the Pigeon River.

In addition to its rich history and recreational assets, the lower portion of the river is also the site of a major hydroelectric dam development of the Tennessee Valley Authority. Known as Douglas Dam, it is one of the larger TVA developments on a Tennessee River tributary stream. Douglas, like many of the older TVA facilities in East Tennessee, was initially developed largely to meet the power demands entailed by World War II, particularly the Manhattan Project production facilities at Oak Ridge, Tennessee.

The river was also the subject of Wilma Dykeman's 1955 book *The French Broad*. The book brought public attention to concerns about the polluted condition of the river.

THUNDER ROAD: PROHIBITION, MIGRATION, MOONSHINE AND THE BEGINNINGS OF NASCAR

DESCRIPTION AND SIGNIFICANCE

During the Prohibition era of the 1920's and early 30's, the undercover business of whiskey, or "moonshine", running began to boom. More of a problem than secret manufacture of moonshine was the secret transportation of it. The common term for moonshine runners was "bootleggers". Bootleggers were "men who illegally ran whiskey from hidden stills to hundreds of markets across the Southeast.

As bootlegging boomed, the drivers began to race among themselves to see who had the fastest cars. Bootleggers raced on Sunday afternoons and then used the same car to haul moonshine Sunday night. Inevitably, people came to see the races, and racing moonshine cars became extremely popular in the backroads of the South. Bootlegging continued even after the end of the Prohibition era, because of the huge tax placed on whiskey upon repeal of the Volstead

Act in 1933. <http://www.new2nascar.com/history.htm>

Most bootleggers encountered inevitable federal pursuit with hopped-up cars, wired for speed by some wily mechanic. Those daring drivers were immortalized in the song "Thunder Road," with lyrics which had the drivers coming from Kentucky through Knoxville. When the U.S. alcohol prohibition was lifted in 1933, the owners of these first "racecars" watched their profitable businesses dry up. Since they had no reason to use them for 'runnin' shine' anymore and found themselves with time on their hands and a lot of money, many wanted to race their cars for pride and money. These races were popular entertainment in the rural Southern United States. Source: racination.com

OTHER SIGNIFICANT INTRINSIC QUALITIES: RECREATION AND CULTURE

CLINCH RIVER

DESCRIPTION AND SIGNIFICANCE

The Clinch River rises in southwestern Virginia and flows southwest through the Great Appalachian Valley, gathering various tributaries including the Powell River before joining the Tennessee River in East Tennessee.

Like the other rivers in the region, the Clinch River plays an important role in providing energy to the region. The river is dammed twice: by Norris Dam, the first dam built by the Tennessee Valley Authority (TVA); and by Melton Hill Dam, the only TVA dam with a lock not located on the main channel of the Tennessee River. It empties into the Tennessee River at Kingston, Tennessee. An important tributary of the Clinch River is the Powell River. The Clinch and Powell River drainage basins are separated by Powell Mountain.

The river has an interesting place in the region's history and economy. A peninsula located at the mouth of the Clinch River, called Southwest Point, was the site of an early frontier fort which has been recently reconstructed. The site was important to Native Americans. A treaty between the Cherokee and settlers was signed at Southwest Point, allowing the capital of Tennessee to be moved there. The Tennessee General Assembly technically fulfilled this requirement by meeting in Kingston for one day and voting to move the state capital elsewhere.

Before being dammed, the Clinch River was a major producer of freshwater mussels and pearls. The rivers of the southern Appalachians are still notable for their unusually rich mussel biodiversity. The mussels were an important food source for Native Americans and were later used by settlers as bait and hog feed. The freshwater pearl industry thrived throughout the southern Appalachians in the late 19th century and early 20th century. The Clinch River and the Emory River were considered the economic heart of the pearl industry, and the state of Tennessee was one of the top six states in the United States for pearl production. The mussel-based industries began to decline in the early 20th century and were effectively eliminated by the dams built by the TVA. Norris Dam on the Clinch River flooded one of the famous mussel areas near Young's Island.

According to the Nature Conservancy, The Clinch River watershed is the number one hotspot in the U.S. for imperiled aquatic species. Combined with the rare plants, mammals, birds, and insects that live in the watershed, the Clinch Valley and its rivers support 30 federally listed threatened or endangered species.

The river is also a significant recreational asset. The Clinch River above Clinton, Tennessee (tailwaters of Norris Dam) is stocked with rainbow trout and brown trout by the Tennessee Wildlife Resources Agency. This stretch of river is among the best trout fishing in Tennessee. The stocked fish are able to spawn here. The river is fished by wading fisherman when Norris Dam is not producing electricity and the water levels are low. Fisherman use small boats to fish for brown trout when the water is high.

POWELL RIVER

DESCRIPTION AND SIGNIFICANCE

The Powell River rises in Wise County, southwestern Virginia, U.S., and flows southwest through Big Stone Gap in the Cumberland Plateau into Tennessee to enter the Clinch River at Norris Dam, 20 miles (32 km) northwest of Knoxville, Tenn.

Approximately half of its total length of about 150 miles (240 km) is now an extension of Norris Reservoir, impounded by the dam.

The naming of the Powell River is an amusing story. The river was apparently named for a man called Powell who apparently carved his name into many of the trees of the area while accompanying the exploration party of Dr. Thomas Walker in the mid-18th century. His name appeared so frequently on trees in the valley of this river that later explorers and early pioneers came to call the stream "Powell's River" and the valley "Powell's Valley".

Along with the Clinch River, the Powell River is home to the most diverse fish and mussel fauna in the Upper Tennessee River Basin and is considered to have a great concentration of aquatic biodiversity.

The river is also adjacent to one of the last remaining cedar groves in the country. The Powell River Preserve is a 29-acre natural area located in Claiborne County bordering the Powell River. This small preserve occurs on moist calcareous slopes where wet seeps support large populations of state listed species. The most distinctive communities at the Powell River Preserve are the northern white cedar shrub community and white cedar mixed hardwood community. The shrub community is a discontinuous stand of shrubs and stunted trees that form a dense thicket around the rocky opening.

Because of the river's very rich aquatic biodiversity, it has been the focus of The Powell River Partnership, a coalition of federal, state, and local agencies and governments. The organization has worked for the past four years to improve water quality in the Powell River Watershed of southwest Virginia.

DESCRIPTION AND SIGNIFICANCE

Douglas Dam is a man-made dam on the French Broad River in the foothills of the Great Smoky Mountains operated by the Tennessee Valley Authority (TVA). Douglas Dam is a straight reinforced concrete gravity-type dam 1705 feet wide and 202 feet high classifying it as a large dam. Douglas Dam reservoir forms Douglas Lake. Douglas Lake has over 500 miles of shoreline and has a water surface of approximately 30,000 acres. The Lake stretches back through Jefferson County and Cocke County to its sources the French Broad River, the Pigeon and the Nolichucky River.

During World War II electrical power was needed for national defense purposes, specifically for the Manhattan Project atomic weapons plants in Oak Ridge, Tennessee. In 1941, President Roosevelt asked Congress to approve funding for Douglas Dam in east Tennessee. After the attack on Pearl Harbor, funding was quickly approved and the dam was built as a rush project. Construction of the dam began in February 1942 and was completed in March 1943. According to TVA "the construction of Douglas set a world record for projects of equivalent size.

Ten smaller saddle dams were also constructed at the same time as Douglas Dam. These saddle dams are a part of the Douglas Reservoir and contain the French Broad River from spilling into adjacent valleys and permit a higher water elevation than would otherwise be possible.

The town of Dandridge also played an interesting role in the history of the Douglas Dam. The town was named after first lady Martha Dandridge Washington. It was scheduled to be flooded by the creation of Douglas Dam. The citizens of Dandridge appealed to First Lady Eleanor Roosevelt, pointing out that this was the only place in the United States named for Martha Washington. Mrs. Roosevelt made certain that an earthen saddle dam was built to protect the town of Dandridge from flooding. This saddle dam is nearby the Jefferson County Courthouse.[2]

Douglas Lake is a popular recreational destination for up to 2 million visitors a year. Primary uses are fishing, boating, water skiing, camping, hiking and wildlife viewing. In addition to a number of private campgrounds, TVA maintains the Douglas Dam Headwater Campground and the Douglas Dam Tailwater Campground for public use.

Douglas Dam Headwater Campground offers walking trail, wildlife viewing area, bird-watching. The Trotter Bluff Small Wild Area, which is part of the campground, features walking trails through 30 acres of mature hardwood forest, limestone sinkholes, spring wildflowers, and vistas of the dam and tailwaters. The TVA created Trotter's Bluff Small Wild Area complete with a one-mile loop trail leading out to 400-foot Trotter's Bluff overlooking the French Broad River. The trailhead

begins in TVA's Headwater's Campground on the south side of Douglas Lake. Through a 1794 Revolutionary War land grant, William Trotter received 100 acres along the river. Trotter's son built a two-story Greek Revival-style brick house which was the finest example of antebellum architecture in Sevier County until inundated by the lake in 1942 after construction of Douglas Dam. Hernando Desoto is known to have visited the area in 1540.

HISTORY AND RECREATION INTRINSIC QUALITIES: THE TVA AND CHEROKEE LAKE

DESCRIPTION AND SIGNIFICANCE

Cherokee Lake covers 30,300 acres at full pool, is 59 miles long, and has 463 miles of shoreline. It attracts over 2.5 million visitors annually. It collects water from a 3,428 square mile watershed. Cherokee Lake is shared by Hawkins, Grainger, Hamblen and Jefferson Counties. The three major towns surrounding Cherokee Lake are Morristown, Jefferson City, and Rogersville.

Cherokee Lake is surrounded by gentle, rolling hills. To the northwest of Cherokee Lake is the Clinch Mountain Range. The summit of Clinch Mountain provides a breathtaking view of Cherokee Lake.

Cherokee Lake is one of the oldest of the TVA reservoirs. Construction on Cherokee Reservoir Dam was begun August 1, 1940 and was completed December 5, 1941. The dam is 175 feet high with a length totalling 6,760 feet.

Fish densities in Cherokee Lake are greater than most of the other TVA Reservoirs due to the high level which results in a dense forage base of Threadfin Shad, Gizzard Shad, and Alewife. A variety of fish attractors have been constructed over the years in an attempt to improve fishing for anglers. These include brush piles which are used by many game fish, and stake beds which are used primarily for concentrated crappie. The TVA has also planted Willow, Swamp Oak, Bald Cypress and River Birch in drawdown areas to create additional long lasting habitats.

Cherokee Lake is known for its Striped Bass fishing, but also offers Black Bass, Crappie, Walleye, Sauger, Sunfish, White Bass and Catfish. Large Mouth and Small Mouth Bass are not stocked in Cherokee Lake because of their great abundance. Of all the TVA lakes tested, Cherokee Lake has the highest score for large mouth bass.

The TVA provides a variety of recreational facilities at Cherokee Dam including a day use area with a swimming beach, picnic area and a year round boat launch ramp. The campground is open from April to September. There are no hookups for RV's but hot showers are available.

HISTORY AND RECREATION INTRINSIC QUALITIES: THE TVA AND NORRIS LAKE AND NORRIS DAM

DESCRIPTION AND SIGNIFICANCE

Norris Lake extends 73 miles up the Clinch River and 56 miles up the Powell River. It has 750 miles of shoreline, and 50 miles of island shoreline giving a total of 800 miles of shoreline. The maximum width of the lake is 1.2 miles with a surface area of 34,200 acres. The watershed area for Norris Lake covers 2,912 square miles.

Norris Dam is 265 feet high, and 1860 feet long and is located on the Clinch River at mile marker 79.8 in Campbell and Anderson County, Tennessee. The reservoir is 129 miles long. Norris Lake and the dam were named for George W. Norris, a U.S. Senator from Nebraska. The dam helps control floods in the area, generates electricity, and helps maintain navigation depth on the Tennessee River. Before reaching the Ohio River the water goes through nine different dams, generating electricity at each one.

Norris Dam holds a special place in TVA (Tennessee Valley Authority) history. It was the first dam built by the TVA. Construction started on October 1, 1933, only a few months after the agency was created. The completed dam helped moderate the disastrous Ohio and Mississippi flood of 1937. The construction of the Norris Project was a massive and arduous project. It incurred 16,977,720 man hours of labor. During the construction 8 men lost their lives, and 962 suffered injuries. The project relocated 2,899 families and caused the removal of 5,226 gravesites.

Norris Dam has the largest flood control storage of any TVA dam on a tributary of the Tennessee - at normal maximum pool the reservoir holds 2,040,000 acre feet of water. Norris' two hydroelectric generators turned out the first TVA electric power in the eastern end of the Tennessee Valley and the transmission line from Norris to the Wilson dam provided the first elements of the distribution system that later spread through most of the valley and beyond.

Norris Lake also has recreational significance. In addition to exceptional trout fishing and canoeing, there are two small wild areas on Norris Lake provide visitors with a mini wilderness experience. River bluff features spring and summer wildflowers and a three mile hiking trail. There are also museums, scenic hiking trails, an 18th century grist mill, and a handicapped access trail.

CULTURAL INTRINSIC QUALITY: THE SCOTS IRISH PEOPLE OF TENNESSEE

DESCRIPTION AND SIGNIFICANCE

One of the core cultural qualities of this byway, and Appalachia as a whole, is the heritage of the Scots Irish people who largely settled the region. This material provides a background for the various ways in which this culture expresses itself along the byway.

The story of the Scots Irish culture begins in the early 1600s, when England created what was basically a large plantation in Northern Ireland, pushing out the native Irish, and opening the area up for settlement by "true Englishmen". But it was remote territory, and not very many Brits were up to the hardships. Instead, the open settlement policy attracted poor people from the Scottish lowlands. It's only 30 miles from the lower coast of Scotland to the northern coast of Ireland and thousands made the move in search of a better life.

The Scots had strong personalities and deep religious convictions. After a few generations, they weren't really Scots anymore. But they weren't Irish either - they were Ulster Scots, later to be called Scots Irish. One of their defining traits was stubbornness and a dislike of externally imposed authority.

From 1717 to the American Revolution of 1776, more than 250,000 Ulstermen sailed to the North American ports of Pennsylvania, Delaware, South Carolina, and New York. The biggest wave of migration occurred in the four year period of 1725 to 1729, which made English rulers form a special investigative committee to see why the Ulster Protestants were leaving en masse from Northern Ireland.

The majority could only afford to make the trip to America by selling themselves as indentured servants. The practice was a kind of alternative slavery that contracted an individual for a period of four to seven years as a laborer in the colonies.

If the Ulstermen survived the journey and the brutal labor that followed, they were then released from the contract and allowed to settle in the new land. British rule, however, again began trying to exert itself in the American colonies and land ownership, which was a major issue with the Ulstermen, started becoming difficult and leading to a new migration beyond the British Proclamation line of 1758. The Proclamation restricted British subjects to the eastern side of the Appalachian Mountains and gave Native Americans sovereignty on the western boundary.

With the prices of colonial real estate soaring along with British taxes, the Ulstermen started moving into the frontier where land was cheap or could be "squatted" – a tradition that lasted for over one hundred years in America. The Ulstermen soon showed the colonists what kind of breed had originated in the rugged lands of Northern Ireland. The Ulstermen adapted quickly to the frontier and began to flourish. They became skilled woodsmen who coexisted with some Native American tribes and skillfully fought those who didn't want them there.

At first, the British welcomed the Ulstermen's presence in the backwoods as a buffer between the Native American tribes and the colonies. When the American Revolution began in 1776, many of the Ulstermen, who were now second and third generation settlers had risen to prominence in colonial governments. Many had signed the Declaration of Independence and, among the one third of the colonists who actually took up arms and fought the British, the biggest contribution came from the Ulster immigrants. In addition, many congressional representatives of Ulster origins would become major players in the establishment and signing of the U.S. Constitution – a document they believed would preserve their thirst for individual liberty and freedom from government interference.

While they considered themselves Americans, the British and other foreign colonists described them in a number of ways and one of those words was the compound term Scots-Irish – indicating they were Irish immigrants from the Ulster region. They brought with them the old hopes and dreams of owning land and answering to no one.

One of the highest concentrations of Scots-Irish were in the Carolinas and many, after fulfilling indentured service contracts, had been forced to migrate over the Southern Appalachians for new land. In 1772, it was Scots-Irish settlers who formed the first independent government in America at Watauga in what would become the state of Tennessee. They continued to settle in the Appalachian valleys beyond colonial rule and, although their loyalty was questioned by their adoptive country, the settlers proved themselves vital in the American Revolution's victories at Cowpens and Kings Mountain. In addition, they numbered many in the Regular Colonial Army.

The newly formed American government almost caused a rebellion among them in 1794, when then-President George Washington, taking a page from the British, decided to levy a tax on all whiskey made in the colonies. The incident that followed would become known as the "Whiskey Rebellion". It forced numerous Scots-Irish distillers over the Appalachians and into the Kentucky frontier away from Colonial rule and taxation laws they felt resembled those of the British.

As the years passed, the frontier settlers had a chance to do something their forefathers had only dreamt of in their native land. They began to put down roots in America and owned land that would remain in their families for generations to come.

Their numbers in America and particularly the Southeast continued to grow and flourish. They served in every capacity of their communities and, while they preserved their ancient Scots-Irish traditions, they considered themselves Americans.

The Ten Amendments to the Constitution were as sacred to them as the Ten Commandments and Scots-Irish settlers were always among the first to volunteer for military service to defend the liberties they represented.

The Scots-Irish Americans continued to flourish after the war and many kept the frontier tradition alive by migrating over the Mississippi and into the reaches of the American West. Their names became icons in the history of the nation. Among them were names like Crockett and Houston. In fact, every President from Tennessee was of Scots-Irish descent. The traditions remain stronger in Tennessee than in any other state. They remained isolated in the far reaches of the Southern Appalachians for years until an age old battle over real estate began again during the 1930s. As in Ireland and early America, they were given colorful nicknames like mountaineers and "hillbillies" – often relegating them to a second-class status as citizens. While their traditions have been both glamorized and stereotyped by Hollywood in films, the Scots-Irish values and traditions continue to influence America today.

Today about one in five Tennesseans can trace their roots to the Scots-Irish. In the 1990 figures for selective social characteristics for the State of Tennessee conducted by the U.S. Department of Commerce, Bureau of Census, it established that 197,942 Tennesseans were of Scots-Irish descent, 100,080 Scottish, and 875,771 Irish. With all figures totalled and the fact that most who claim Irish heritage were from the Ulster regions of Northern Ireland, it is estimated that more than 1 million of the state's total population of 6 million are descended from Scots-Irish ancestry.

One of the most notable preservations of the Scots-Irish traditions can be found in the native music of the region. The traditional folk songs can still be heard in Bluegrass music and eventually laid the groundwork for the growth of Country Music in Nashville.

The ancient art of making whiskey also continued in the Southern Appalachian region until after the War Between the States when the federal government started registering and taxing distillery operations. Kentucky and Tennessee evolved the art into distinct American styles that are now prominent brands worldwide. In true Scots-Irish fashion, it also gave birth to the underground "moonshining" operations that pervaded throughout the region for generations and was a thorn in the side of law enforcement.

CULTURAL INTRINSIC QUALITY: THE MELUNGEON SUBCULTURE

DESCRIPTION AND SIGNIFICANCE

Sneedville, TN, along the byway, is considered to be the center of Melungeon culture. This section describes this interesting group.

Melungeon is a term traditionally applied to one of a number of so-called "tri-racial isolate" groups of the Southeastern United States, found mainly in the Cumberland Gap area of central Appalachia: eastern Tennessee, southwestern Virginia, and eastern Kentucky. "Tri-racial" refers to populations of mixed European, sub-Saharan African, and Native American ancestry, and "isolate" refers to "genetic isolate," that is, a group that has maintained to some degree a distinct ethnic identity, though is not necessarily isolated in a geographic or cultural sense.

Melungeons are a highly controversial subject, and there is wide disagreement among secondary sources as to their ethnic, linguistic, cultural and geographic origins and identity. Whether Melungeons constitute a specific race or ethnicity at all is debatable, and they might more accurately be described as a loose collection of families of diverse origins who migrated alongside and intermarried with one another.

Melungeons are defined as having racially mixed ancestry, thus do not exhibit characteristics which can be incontrovertibly classified as being of a single racial phenotype. Most modern-day descendants of Appalachian families traditionally regarded as Melungeon are generally Caucasian in appearance, often, though not always, with dark hair and eyes, and a swarthy or olive complexion. Descriptions of Melungeons vary widely from observer to observer, from "Middle Eastern" to "Native American" to "light-skinned African American."

A common belief about the Melungeons of Eastern Tennessee is that they are an indigenous people of Appalachia, existing there before the arrival of the first white settlers. However, as evidenced by a range of tax, court, census and other records, the ancestors of the Melungeons followed the same migration paths into the region as their English, Scots-Irish, and German neighbors.

The likely background to the mixed-race families later to be designated as "Melungeons" was the emergence in the Chesapeake Bay region in the 17th century of what historian Ira Berlin (1998) calls "Atlantic Creoles." These were freed slaves and indentured servants of European, West African, and Native American ancestry (and not just North American, but also Caribbean, Central and South American Indian). Some of these "Atlantic Creoles" were culturally what today might be called "Hispanic" or "Latino," bearing names such as "Chavez," "Rodriguez," and "Francisco." Many of them intermarried

with their English neighbors, adopted English surnames, and even owned slaves. Early Colonial America was very much a "melting pot" of peoples, but not all of these early multiracial families were necessarily ancestral to the later Melungeons.

Modern anthropological and sociological studies of Melungeon descendants in Appalachia have demonstrated that they are culturally indistinguishable from their "non-Melungeon" white neighbors, sharing their Baptist religious affiliation and other features.

In spite of being culturally and linguistically identical to their white neighbors, these multiracial families were of a sufficiently different physical appearance to invite speculation as to their identity and origins. Sometime during the first half of the 19th century, the pejorative term "Melungeon" began to be applied to these families, thus effectively creating an ethnic group that did not previously exist. It would therefore be anachronistic to speak of "Melungeons" prior to that period.

The term "Melungeon" was traditionally considered an insult, a label applied to Appalachian whites who were by appearance or reputation of mixed-race ancestry, though who were not clearly either "black" or "Indian". In Southwest Virginia, the roughly synonymous term "Ramp" was also used, though this term has never shed its pejorative character. Thanks to a play created in Sneedville, TN, however, "Melungeon" began about the late 1960s to lose this negative connotation, and become a self-applied designation of ethnicity.

This shift in meaning was probably due largely to the presentation of playwright Kermit Hunter's outdoor drama *Walk Toward the Sunset*. This play about Melungeons was first presented in 1969 in Sneedville, Tennessee, the county seat of Hancock County. It makes no claims to historical accuracy, and portrays the Melungeons as an indigenous people of uncertain race who are wrongly perceived as black by the white settlers. Thanks to the increased interest in Melungeon history that this drama sparked, as well as its painting of Melungeons in a positive, even romantic, light, many individuals began for the first time to self-identify as Melungeons.



CULTURAL INTRINSIC QUALITY: SOUTHERN GOSPEL MUSIC

DESCRIPTION AND SIGNIFICANCE

Southern Gospel music originated at the turn of the century in the Southeastern United States with sacred quartet singing by white groups. The pioneer of this music was the Tennessee-resident James D. Vaughan, who created the first major white sacred quartet, then established a publishing company to make and sell books of the quartet music, including his own compositions. The James D. Vaughan Music Publishing Company, founded in Lawrenceburg, Tennessee, in 1902 grew to be one of the largest gospel music publishers in the country. In 1910, Vaughan made the critical commitment to sponsor a traveling gospel quartet to advertise and sell his songbooks and, as a result, the Southern Gospel Music industry was born.

Since that time countless Tennessee born Southern Gospel singers, musicians, performers, and teachers have strived to teach the gospel to the world through their music. Below is a partial list of some of these great Tennessee Southern Gospel groups and soloists who originated from and live near the byway.

- Blackwood Gospel Quartet- Based in Knoxville, TN
- Bread of Life- Quartet from East TN
- Carters- Trio from Ten Mile, TN
- Crystal River Quartet- Formed in Knoxville, TN
- Doyle Lawson & Quicksilver- Bluegrass gospel group from East TN
- Greater Vision- Trio from Morristown, TN
- Journeymakers- Family group from Tazewell, TN
- Kingdom Heirs- Dollywood quartet from Seveirville, TN
- Kings Servants- Knoxville, TN based quartet
- Kirk Talley- Soloist from Knoxville, TN
- Kyla Roland and Deliverance- Outstanding songwriter, singer, author from Morristown, TN
- Lauren Talley- Soloist and member of Talley Trio from Morristown, TN
- New Calvary Echoes- Family group from Powell, TN
- Oak Ridge Boys- Group started in Knoxville, TN close to Oak Ridge.
- Prophets Quartet- started 1959 in Knoxville, TN
- Talley Trio- Family trio from Morristown, TN
- Triumphant Quartet- Sevierville, TN based group, regular performers at Louis Mandrell Theater in Pigeon Forge, TN.
- Won by One- Trio from Knoxville, TN

CONCLUSION: IMPLICATIONS FOR RESOURCE MANAGEMENT AND PLANNING

Based on the above inventory and assessment, the following are major implications for the corridor management plan, the details of which are presented in our action plan, *Part One-Vision and Strategies*.

- **The Wilderness Road is one of the fundamental, history shaping places and periods in the American story, but it is still told in a very fragmented way.** The same can be said about Appalachian culture and history. Uniting the Wilderness Road Heritage Highway National Scenic Byway in Kentucky with the East Tennessee Crossing Byway will create a substantial and significant Wilderness Road and Appalachian experience. We hope that in the future, we can extend and expand this experience to include North Carolina and parts of Virginia.
- **The Crossing adds critical information and settings to the overall Wilderness Road story, including:**
 - The Abraham Lincoln Memorial Library and Museum
 - Wilderness Road State Park
 - Clinch Mountain Overlook
 - The places and stories of Bean Station
 - Extending the National Scenic Byway also links Cumberland Gap National Park with the Great Smoky Mountains National Park and Cherokee National Forest
 - The life and events of Davy Crockett
 - The Christy Story
 - More sections of the original Wilderness Road and Warrior's Path routing
 - The Crossing brings the traveler into the original lands of the Cherokee Nation and sets the stage for more interpretation on that history and culture.
 - Tennessee offers more places and stories on this region's role in the Civil War and the role of the Dixie Highway in that effort.
 - The Crossing opens up the story of Thunder Road and the migration of people from southern states toward northern states during Reconstruction and the early 20th century.
 - The history of the Tennessee Valley Authority is closely linked to that of Eastern Tennessee.
 - The TVA reservoirs today offer some of the most spectacular water recreation in the East.
 - The rivers of the region – Clinch, Powell, French Broad, Pigeon and Nolichucky -- offer a wide variety of recreation and nature experiences.
 - Renfro Valley offers a wonderful experience of on-stage mountain and country music. The Crossing offers a number of small scale, local live music venues where the visitor can experience the music up close and personal.
 - Expanding the Wilderness Road National Scenic Byway from Kentucky also provides the traveler with more shopping experiences, more historic villages and more dining and lodging opportunities.

- Many of the most significant resources are in public ownership and are thus not particularly threatened.
- We have rich history within our downtowns, but we need to continue to focus revitalization efforts in some of those areas. The byway can offer an important perspective on the importance of protecting and enhancing our history in these downtowns as a way to maintain distinctive character and appeal to travelers.
- Despite our rich outdoor resources, we have great opportunities to create a more substantial trail network in the region. The byway effort can help move us toward that goal.
- Our region has a wonderful opportunity to benefit from the way we are ‘bookended’ by two national parks and by Cherokee National Forest, and by our exceptional lakes and rivers. We want to promote the idea that we are a region of great natural and historic resources that works hard to both advance our economy while also protecting and preserving our heritage.

REQUIREMENT 3: STRATEGY FOR MAINTAINING INTRINSIC QUALITIES

Based on the review of significant intrinsic qualities from above, there are a number of critical issues that emerged and that will require maintenance and enhancement strategies:

1. Clinch Mountain offers an unusual opportunity to combine a dramatic, historic site with an interpretive approach that is physically connected to the stories it tells. The Overlook site is in public ownership, but surrounding lands are privately held and thus a partnership approach will likely create the best result for creating a visitors center and maintaining the integrity of this area.
2. We have an exceptional resource in Lincoln Memorial University. We will work to support their overall health and well-being in the region, and also partner with them to potentially create a center that studies and interprets Appalachian history and culture. This will be an important addition to the byway's experience.
3. Bean Station was one of the most important communities in the settlement of the West, yet its story is not well-told. Both the land and story must be enhanced and managed. We need to protect the remaining sites and resources but also create a substantial visitor experience that tells this story.
4. The byway offers a very good platform from which to talk about the story of the TVA, yet currently there is little interpretation on that topic adjacent to the route.
5. The environmental qualities of the French Broad, the Pigeon and the Nolichucky Rivers are exceptional. A strategy is needed to both protect and enhance these resources. We want to tie them together into an outdoor adventure corridor in Cocke County.
6. Generally speaking, there are few solid protections for the privately owned landscapes and historic structures along the Crossing. While a regulatory approach might be appropriate in some areas, if approved by landowners, a more broadly feasible strategy will involve voluntary design standards.
7. We have about two miles of the 83 which are highway commercial areas in need of streetscape improvements. We will use the overall byway concept to encourage our elected officials and business owners to pursue landscaping and architectural approaches that will enhance the overall byway experience.

REQUIREMENT 4: CARRYING OUT THE PLAN

Describe the agencies, groups and individuals who are part of the team that will carry out the plan, including a list of their specific, individual responsibilities. Also, a schedule of when and how you'll review the degree to which those responsibilities are being met.

The organizations that will be the core groups and individuals to participate in corridor management plan implementation are the following.

Cocke County Tourism, City of Newport, Cocke County government, citizens of Del Rio, Jefferson County government, City of White Pine, Jefferson Co Chamber, City of Dandridge, Morristown Chamber, City of Morristown, Hamblen County, Lakeway Area Metropolitan Transportation Planning Organization, Grainger County Chamber, Grainger County government, Clinch Powell Resource and Conservation District, City of Tazewell, City of New Tazewell, Claiborne County government, Claiborne Chamber, Lincoln Memorial University, Claiborne Hospital, and the East Tennessee Development District. In addition, we have had involvement and commitments to assist from a variety of public and private organizations include Cumberland Gap National Park, Cherokee National Forest, Great Smoky Mountains National Park, Tennessee Valley Authority, Tennessee Department of Transportation, Tennessee Wildlife Resource Agency and various tourism businesses and private institutions with a connection to the byway's mission and vision.

The Implementation Table that follows is the top 20 actions – not in order of priority -- from our detailed five year organizational responsibilities chart presented in *Part One-Vision and Strategies* (page 44).

IMPLEMENTATION TABLE				
Action	Entities Involved	Who's in Charge	Timeline	Measurement
1. Establish Crossings Partnership	All groups are involved	Cocke Co. tourism direction is current chair	Ongoing	Presence of organization and completed actions each year
2. Advisory design guidelines	ETDD, Morristown city, County government planning depts., LAMTPO	ETDD with field work by communities	Create draft by end of 2010	Physical draft with input from community
3. Inventory historic areas	Local groups organized by each city and county	County planning departments	Complete by end of 2010	Physical forms completed, similar to National Register inventory process
4. Give award for best heritage project	All partners	CBP steering committee will solicit and choose	Hold first conference in fall of 2009	Holding conference and giving award
5. Develop historic revitalization guidelines	Participants in inventory process, #3	ETDD and local governments	Complete by end of 2012	Completion of document
6. Pursue agri-tourism	Counties with agriculture	Grainger County Chamber	Create promotional product by end of 2009	Brochure, map, tour or similar product
7. Sell local products in shops and visitors centers	CBP Steering Committee with local economic development groups or RCD's	Jefferson County Chamber	2010	Launch program with local products for sale
8. Encourage new tourism businesses	CBP and local economic development groups	Claiborne County Chamber	2009	Phase One: Identify target business types in each county

Action	Entities Involved	Who's in Charge	Timeline	Measurement
9.Expand trails	All partners	Hamblen County and Morristown; regional planning organizations	2010	Create trail plan for the corridor
10.Create series of retail, performance venues	All partners	Culture Subcommittee of CBP focused on this issue; partner with economic development and humanities organizations	2012	Creation of model facility along the byway
11. Develop Clinch Mt. Overlook	CBP	Grainger County with assistance from Claiborne and Hamblen	2009	Create draft development plan with concepts and potential funding sources to approach
12.Develop seven interpretive panels	CBP	Interpretive Subcommittee of CBP	2009 to 2012	Complete interpretive planning in 2009; seek funding in 2009; design and install by 2012
13.Guidebook on managing scenic quality	CBP with ETDD assistance	CBP Subcommittee on Scenic Maintenance	2013	Create draft of document
14.Orientation and information signage system	CBP	Interpretive Subcommittee of CBP with assistance from LAMPTO	2010	Create plan for signage system; begin to seek funding
15.Byway wayfinding signs and techniques	CBP	Interpretive Subcommittee of CBP with assistance from LAMPTO	2010	Create plan for signage and system; begin to seek funding

Action	Entities Involved	Who's in Charge	Timeline	Measurement
16.Promote the Ten Stars of the Crossing	CBP	CBP Marketing Subcommittee	2009	Creation of map and brochure; encourage cross-promotion along the byway
17.Develop system of side tours	CBP	CBP Marketing Subcommittee	2009	Creation of map and brochure; draft individual tour brochures
18.Develop TVA heritage tour	CBP	CBP Interpretive Subcommittee with TVA	2010	Draft concept and create draft map and brochure
19.Develop French Broad River Corridor	Cocke County and CBP	Cocke County Tourism	2009	Find funds and create plan for corridor
20.Use byways to promote region in general	CBP and local economic development groups	Local Chambers of Commerce	2009	Find ways to promote region and local industry through byway promotion

REQUIREMENT 5: NEW DEVELOPMENT STRATEGY

Describe a strategy of how existing development might be enhanced and new development accommodated to preserve the intrinsic qualities of your byway.

As described in detail in Part One – Vision and Strategies document, the key actions we will pursue to achieve this objective are the following:

- Develop advisory historic preservation and design guidelines for historic properties.
- Develop advisory guidelines for the protection of scenic qualities on private property.
- Encourage the improvement of streetscapes in downtowns.
- Encourage the improvement of streetscapes and pedestrian and trail systems in highway commercial areas.

REQUIREMENT 6: ONGOING PUBLIC PARTICIPATION

Describe a plan for on-going public participation.

The public will be involved in our byway through a four-pronged approach that we will pursue:

1. We will build a very broad base of support from groups and individuals who may not want to attend monthly meetings or work on a regular basis, but who are nonetheless interested. We will convene annual Crossing Conferences at which we give out awards, convene discussion groups and give presentations on our region. From this pool of people will arise some who wish to be more involved.
2. We will hold regular monthly meetings at which the public is welcome.
3. We will identify community projects on which people and organizations can do minimal work, but nonetheless become involved in the byway. Hopefully, some of these people will gradually increase their time invested in the byway.
4. We will give regular updates to our elected officials and the press.

REQUIREMENT 7: ROAD'S SAFETY RECORD

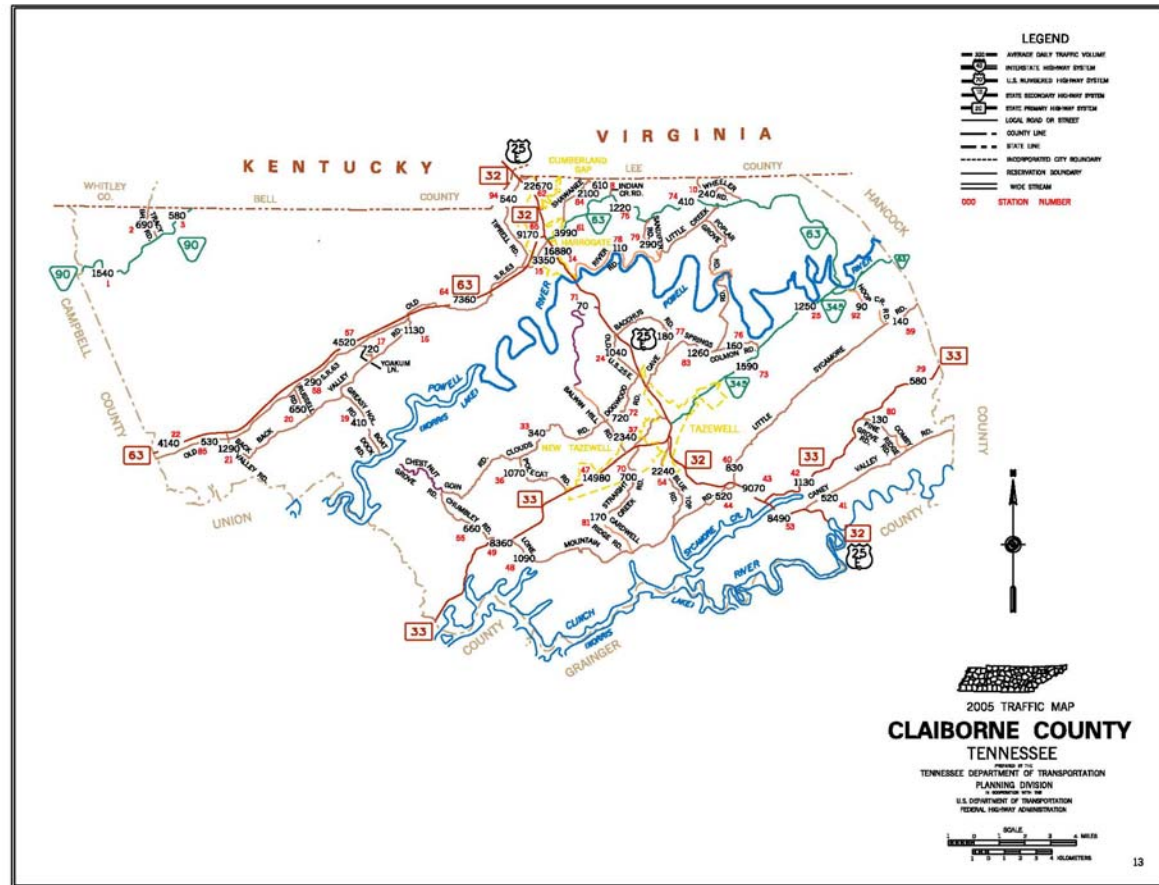
Provide a general review of the road's safety record to locate hazards and poor design and identify possible corrections.

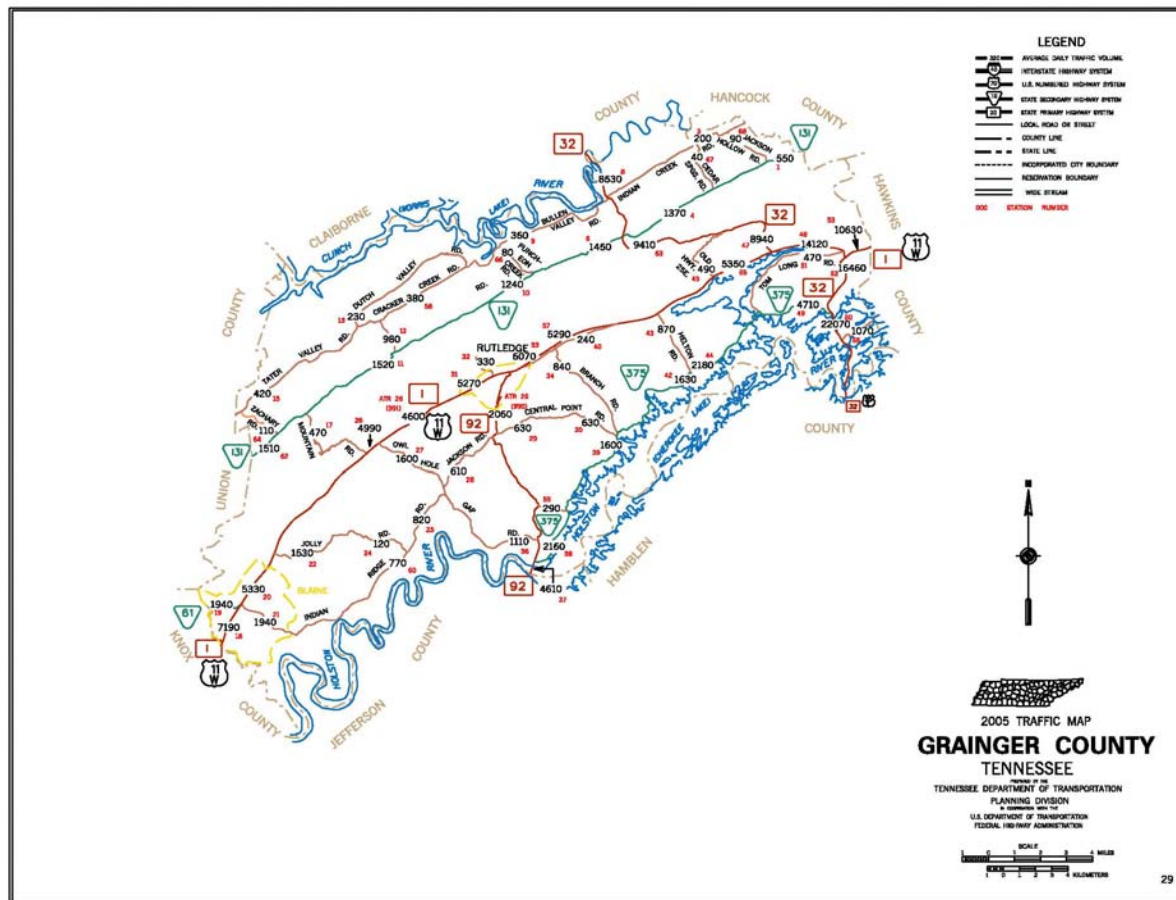
This road is very safe. Improvements over the last 20 years have transformed US25E from a curving, narrow road running through the mountains from Kentucky to Newport into a largely parkway-like, four lane corridor. Shoulders are wide, curves are gentle, sight distances are long and intersections are well-planned and controlled with appropriate devices.

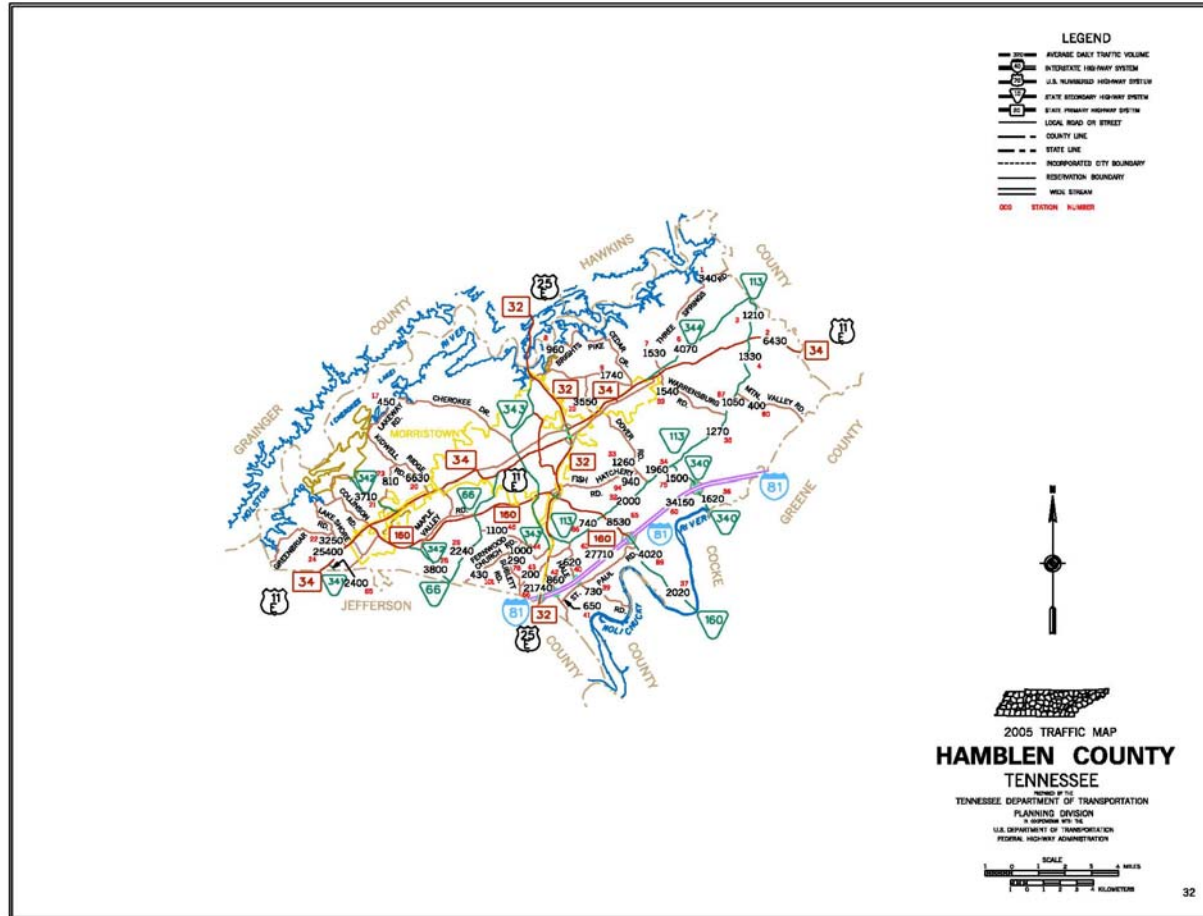
As shown in the following traffic volume maps, average volume levels along the byway are relatively modest except in high retail areas like Morristown or near the interstate junctions in Newport. The byway offers a nice mixture of low volume country driving segments and higher volume, higher service areas.

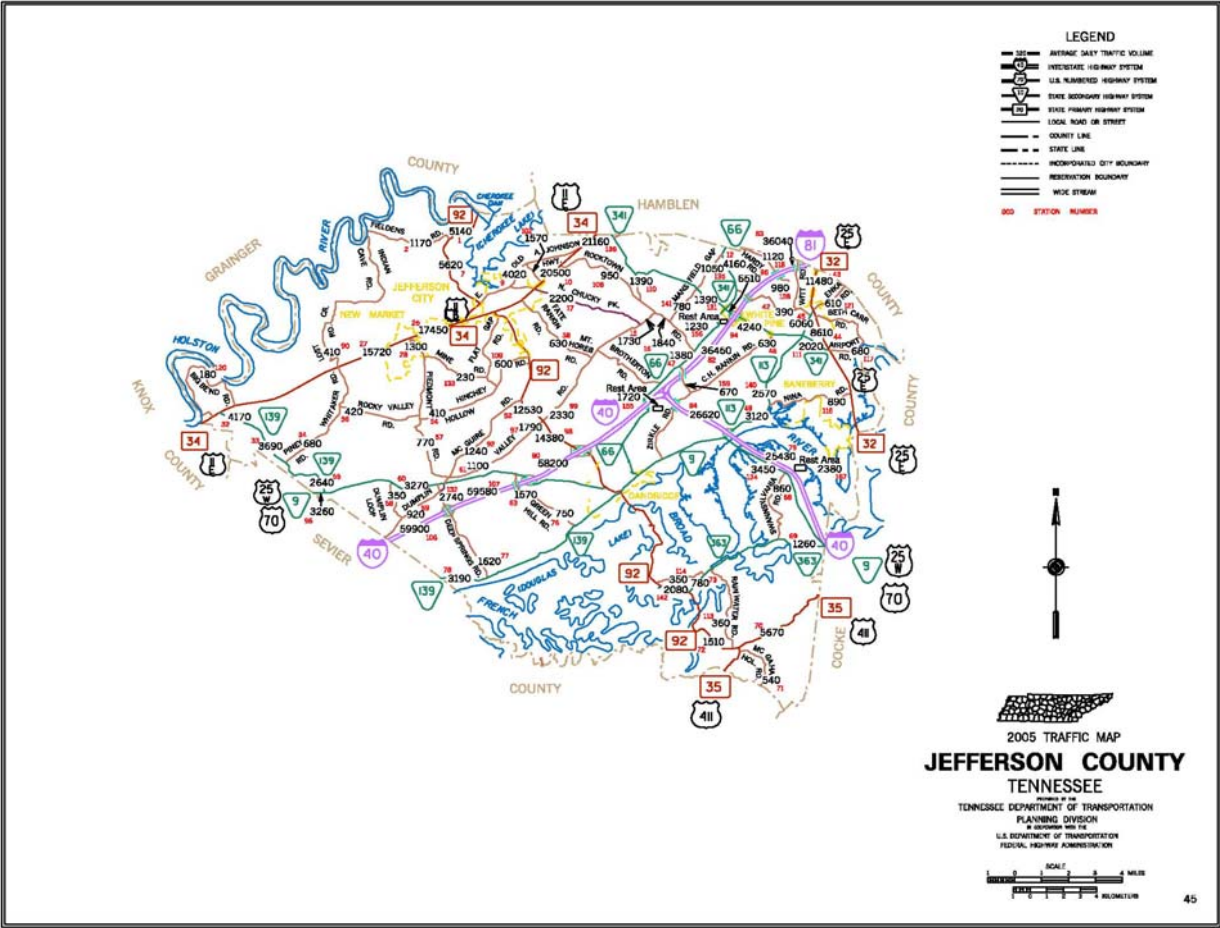
Current traffic improvement plans for the region do not have any projects slated for US25E, as the condition is now excellent. There are plans for additional traffic control devices and modifications on 25E near Morristown, due to rising levels of traffic.

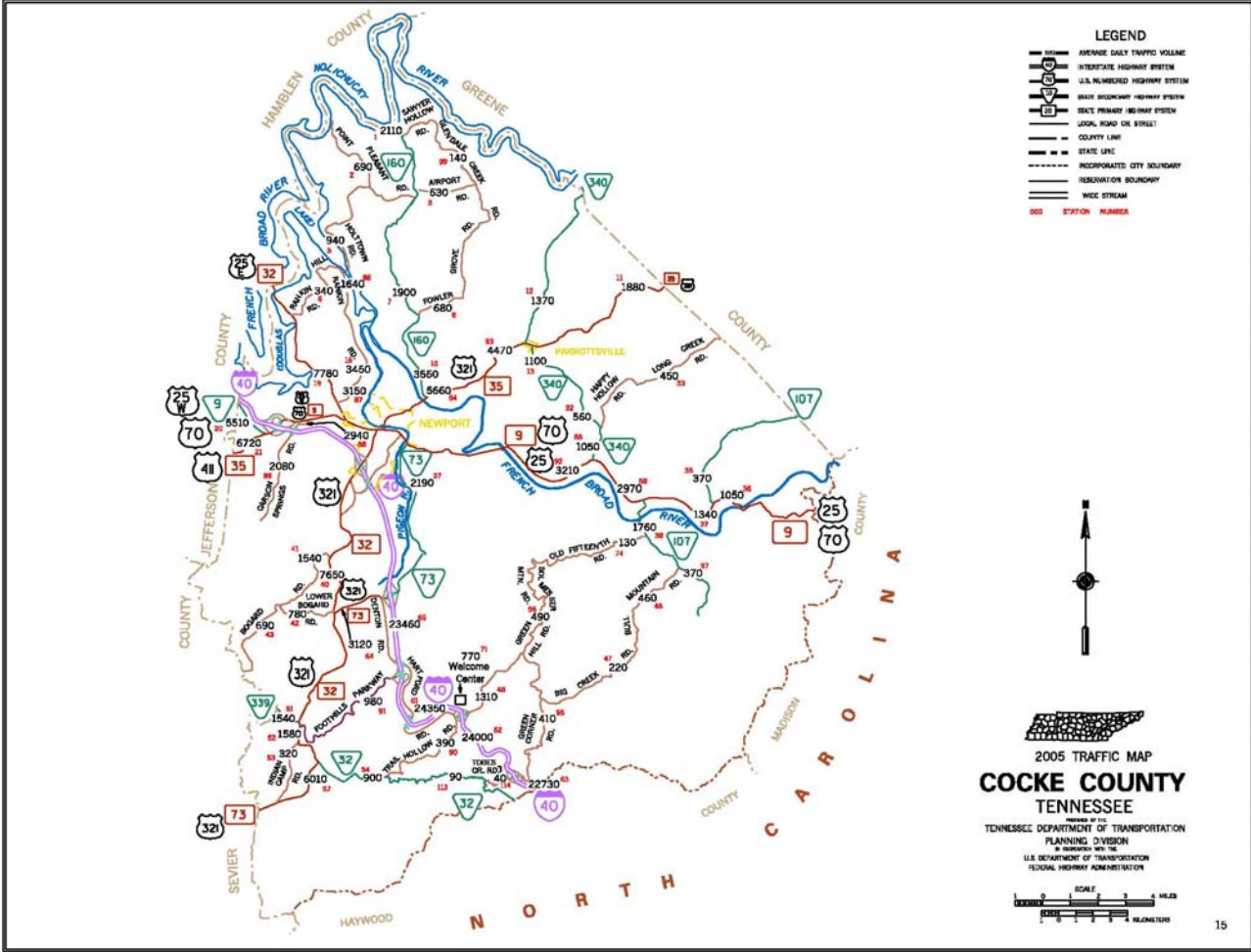
For the purposes of our own byway advocacy, we will encourage localities and the state to consistently work to improve the safety and efficiency of the commercial areas in Tazewell, Morristown and Newport.











REQUIREMENT 8: COMMERCIAL TRAFFIC MANAGEMENT PLAN

Describe a plan to accommodate commercial traffic while ensuring the safety of sightseers in smaller vehicles, as well as bicyclists, joggers and pedestrians.

First, concerning walkers, no portions of this byway lend themselves to significant pedestrian traffic. This is not a byway along which visitors will be inclined to stroll, except in the downtown areas. Views and activities along the byway will either be enjoyed from the car or by pulling into designated parking areas and destinations. Generally speaking, our plan is to always discourage walking along the byway in most areas and direct people to side trails and quiet roads for such activities. This byway offers a strong scenic experience from the car, but the higher travel speeds are not compatible with byway walking.

Concerning bicycles, the main areas where this issue is a concern are the older highway commercial areas outside Newport and Tazewell. All portions of the byway currently see commercial traffic, but the generally wide shoulders allow for a comfortable mixing of autos, trucks and bicycles. In the commercial areas, we have multiple curb cuts and unclear lanes for bicycles. We will work to establish either clear biking lanes within the traffic control system, or to identify separated bike trails that can skirt around these commercial areas. Relative to bicycle convenience and safety, these areas are currently typical for most commercial areas in the United States, but that does not make them ideal for bicycling. We would like to improve that condition over time.

Finally, we are fortunate in that all of our mountainous portions of the byway that see higher levels of commercial traffic have climbing and passing lanes. This makes the routing much safer for all travelers and addresses a particular issue of accommodating commercial and byway traffic in the mountains.

REQUIREMENT 9: MINIMIZE ANOMALOUS INTRUSIONS

Describe a plan that lists and discusses efforts to minimize anomalous intrusions on the visitor's experience of the byway.

As one travels along this byway, there are no anomalous intrusions currently. We are fortunate that much of the routing is recently re-aligned and redesigned with controls on curbcuts. TDOT landscaped buffers are present for much of the route, as well. We have no billboards along the route and none will occur in the future. The main commercial areas are in Newport, Morristown and Tazewell.

- Morristown has developed its portion of the highway with limited curbcuts, in a controlled planned unit development format. In other words, there are few, if any, small parcel developments that are not integrated within the overall development scheme for their commercial zone.
- Newport has a mixture of older and newer small parcel highway commercial development on the portion of the byway that runs from the junction of Highway 70 to the edge of the old downtown, all on the west side of the downtown. This area has a four lane alignment and new development is increasingly installing landscaping and improving the overall look and feel of the corridor. This area should be a target for design standards in the future.
- Tazewell falls into the same category, but to a lesser extent given that the level of development is lower. Highway commercial development on the byway from the junction with Highway 33 toward Harrogate extends for 2-3 miles, is low density and will redevelop over time. Design standards will have a significant impact on this corridor.

Much of the route runs along the lakes – Cherokee and Douglas, in particular. Lakeside land use is controlled by the TVA and there is limited developable land by the lakes. Wastewater controls within the watershed also limit development to areas with sewer. These areas will not see significant anomalous intrusions.

Mountain segments of the byway to the south lie within the Cherokee National Forests. Intrusions will not be an issue. Mountain segments running from Bean Station to Tazewell are largely associated with the new alignments and the limited curbcut requirements and deeper setbacks due to the wide TDOT right of way. Intrusions are not likely.

The portion from Tazewell to Harrogate is open farmland with a small number of businesses. This portion of the route is quite developable. The byway will work closely with Claiborne County to ensure that new development enhances the character of the byway.

REQUIREMENT 10: COMPLIANCE WITH SIGNAGE LAWS

Document compliance with all existing local, state, and federal laws about the control of outdoor advertising.

Our route has been a Tennessee State Scenic Parkway, under control of the state's signage regulations for over 20 years. During that time, the route has fully evolved and functions economically without the need for billboards. Currently, we have no billboards along the route. There is no pressure for new billboards. Our byway is in full compliance with both state and national outdoor advertising requirements.

REQUIREMENT 11: SIGN PLACEMENT

Present a plan to make sure that the number and placement of highway signs will not get in the way of the scenery, but still be sufficient to help tourists find their way. This includes, where appropriate, signs for international tourists who many not speak English fluently.

We currently have directional signs for 25E is sufficient numbers and locations for the entire byway. We see no need for more directional signs.

Some of those signs need to have state scenic byway logo signs replaced or installed for the first time. In the short run, we will seek state assistance to install these state scenic byway signs in a more consistent manner on all of the major directional signs.

If we achieve national scenic byway status, the national byway logo signs should be installed on all of the major directional signs along the route. We will seek funding to assist with a full installation so that there are consistent national byway logos for the entire route.

The scenic and heritage side tours may require some form of modest wayfinding signage that is flexible with time. Our plan is to initially rely on maps and brochures and test the degree to which these materials can be sufficient.

The byway group will also submit GPS and destination data to the major GPS search engines (i.e., Google, Mapquest, Garmin, etc.) in hopes that detailed data on our routes and destinations will help an increasing number of travelers who use either personal GPS units or use geopositioning and mapping software on their cell phones and PDA's.

REQUIREMENT 12: MARKETING

This section provides information on the tourism economy and how the byway and region will market itself.

Tourism in County and Regional Economies

All Sectors:

	# of Establish-ments	# of Employees	Annual Payroll (1000s)	Avg # of Employees per establishment	Avg Wage per employee
Cocke	497	6,391	\$ 155,193	13	\$ 24,283
Claiborne	454	7,963	\$ 187,892	18	\$ 23,596
Grainger	237	2,199	\$ 49,906	9	\$ 22,695
Hamblen	1,397	29,405	\$ 874,262	21	\$ 29,732
Jefferson	669	10,637	\$ 268,520	16	\$ 25,244
Total	3,254	56,595	\$1,535,773	17	\$ 27,136

Lodging Sector:

	Number of Lodging Establishments	# of Employees	Annual Payroll
Cocke	15	108	\$1,452
Claiborne	23	359	\$4,077
Grainger	10	106	\$743
Hamblen	10	158	\$1,714
Jefferson	54	977	\$10,507
Regional Total for Lodging	89	1,349	\$14,416
% of Regional Total (all sectors)	2.7%	2%	1%

Food Sector:

	# of Food Service Establishments	# of Employees	Annual Payroll (1000s)
Cocke	42	694	\$ 8,045
Claiborne	19	307	\$3430
Grainger	Combined with lodging	Combined with lodging	Combined with lodging
Hamblen	94	2055	\$ 20,839
Jefferson	39	824	\$ 8,453
Regional Total for Food	175	3573	\$ 37,337.00
% of Regional Total (all sectors)	5%	6%	2%

- Currently, the lodging industry contributes a relatively modest percent to the entire regional economy. This is surprising given the large number of travelers moving through the region en route to major destinations.
- The food sector was somewhat more robust, however, it is likely that most of these revenues are generated by residents of the region rather than travelers.

A Marketing Plan for US25E

Regional Tourism Marketing Strategy

- Identify your Competitive Edge
- Turn it into a Powerful Marketing Message
- Deliver it to your Best Prospects
 - By Interest
 - By Geography

Who are our Target Markets?

Tennessee Image with Travelers

- Scenic Beauty
- Music Heritage

Tennessee State Tourism Key Drivers

- Music and Nightlife
- Theme Parks and Attractions
- Cultural Events and Festivals
- Romantic Getaways
- Historic Places and Museums
- Outdoor Recreation
- Golf

Eastern Tennessee Regional Distinctions

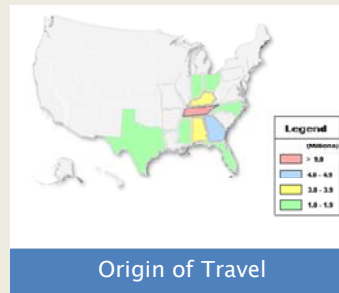
- Scenic Beauty & Fall Colors
- Music Heritage (Small Venues)
- Cumberland Gap in US History
- Mountain Sports
- White Water Rafting
- Boating & Fishing
- Abundant Nature & Wildlife

How many travelers? Where are they located?

States of Origin for Visitors to Tennessee (in millions)

State of Origin
Visitors (Millions)

Tennessee	9.7
Georgia	4.4
Alabama	3.9
Kentucky	3.7
North Carolina	1.9
Ohio	1.8
Texas	1.8
Florida	1.7
Indiana	1.6
Mississippi	1.5



Travel Distance from Morristown, TN

From Morristown, TN to:	Distance (Miles)	Drive Time (Hrs / Mins.)	
Marquette, MI	944	15	28
Lansing, MI	570	9	29
Cleveland, OH	522	8	13
Detroit, MI	518	8	45
Norfolk, VA	487	7	51
Toledo, OH	458	7	49
Savannah, GA	399	6	16
Columbus, OH	362	6	17
Charleston, SC	352	5	36
Charlottesville, VA	327	5	12
Dayton, OH	309	5	27
Cincinnati, OH	262	4	44
Nashville, TN	227	3	34
Lexington, KY	177	3	23
Greenville, Asheville, NC	95	1	40
Knoxville, TN	48	50	0



Travel Distance and Drive Time

Scenic Beauty & Fall Colors Feeder Markets for East & Middle Tennessee

Tennessee
Department of
Tourist
Development



Fall
Colors

Feeder Markets	Distance (Miles)	Drive Time (Hrs / Mins.)	
Little Rock, AR	575	8	42
St. Louis, MO	532	8	16
Bowling Green, OH	438	7	31
Indianapolis, ID	362	6	13
Birmingham, AL	304	4	43
Jonesboro, VA	300	47	52
Cincinnati, OH	262	4	44
Atlanta, GA	260	4	7
Huntsville, AL	260	4	14
Louisville, KY	251	4	30
Ft. Smith, GA	195	3	54
Lexington, KY	177	3	23
Greenville-Spartanburg-Asheville	95	1	40

Music Heritage Small Venues



State Flower -
Iris

Music	Ranking
Miami, FL	1
Charlottesville, VA	2
Atlanta, GA	3
Chicago, IL	4
Houston, TX	5
Orlando, FL	6
Savannah, GA	7
Charleston, SC	8
Richmond-Petersburg, VA	9
Norfolk, VA	10
Wilmington, NC	11

Our Nation's History



State Flag

Our Nation's Heritage	Lifestyle Ranking
Charlottesville, VA	1
Knoxville, TN	2
Chattanooga, TN	3
Norfolk-Portsmouth- Newport News, VA	4
Asheville, NC	5
Nashville, TN	6
Savannah, GA	7
Jackson, TN	8
Greenville, NC	9
Charleston, SC	10
Lubbock, TX	11
Lexington, KY	12

Mountain Sports



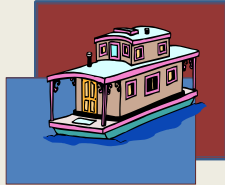
Camping & Hiking	Ranking
Clarksburg-Weston, WV	1
Charleston-Huntington, WV	2
Harrisburg, VA	3
Lansing, MI	4
Knoxville, TN	5
Tri Cities, TN-VA	6
Little Rock, AR	7
Parkersburg, WV	8
Jonesboro, AR	9
Chattanooga, TN	10
Greenville, SC; Asheville, NC	11
Lexington, KY	12

Fishing



Fishing	Ranking
Jonesboro, AR	0.5
Albany, GA	1
Little Rock, AR	2
Clarksburg-Weston, WV	3
Bluefield-Beckley-Oak Hill, WV	4
Charleston-Huntington, WI	5
Ft. Smith, AR	6
Greenville-Washington, NC	7
Greenville, SC; Asheville, NC	7
Lexington, KY	8
Tri Cities, TN-VA	9
Bowling Green, KY	10
Jackson, TN	11
Wilmington, NC	12

Boating



Boating	Ranking
Charleston, SC	1
Greenville-Washington, NC	2
Wilmington, NC	3
Savannah, GA	4
Jackson, FL	5
Marquette, MI	6
Richmond-Petersburg, VA	7
Norfolk-Portsmouth, VA	8
Detroit, MI	9

Abundant Nature & Wildlife



State Bird -
Mockingbird

Nature	Ranking
Marquette, MI	1
Clarksburg-Weston, WV	2
Gainesville, FL	3
Harrisburg, VA	4
Wilmington, NC	4.5
Jonesboro, AR	5
Greenville-Washington, NC	6
Greenville, SC; Asheville, NC	7
Little Rock, AR	8
Knoxville, TN	9
Roanoke-Lynchburg, VA	10
Paducah, KY	11
Lexington, KY	12
Louisville, KY	13

Lifestyle Markets Summary

Lifestyle	Number of Households	% of U.S. Population	Medium Age of Adults	Household Income (U.S. \$45,965)	Strong Interests
Travel in the U.S.	39,405,833	32.29%	51.6	\$ 59,920	Heritage, Boating
Fishing Frequently	32,332,991	29.90%	50.1	\$ 50,847	Boating, Camping, Hiking, Wildlife & Nature
Camping & Hiking	28,628,169	23.46%	46.3	\$ 52,627	Boating, Wildlife & Nature
Wildlife & Nature	17,289,169	14.16%	51.8	\$ 52,472	Heritage, Boating, Cultural Events
Boating	12,012,604	9.84%	47.7	\$ 67,578	Camping, Hiking, Fishing
Heritage	7,634,179	6.80%	54.0	\$ 58,809	Wildlife & Nature

Southbound Travel

- “Snowbirds” from the North making their annual round trips
- “Half-Backs” from the South



I-75 North to South

Reasons "Half-Backs" are moving North!

- Four moderate seasons
- Closer to family
- People are very friendly
- Relaxing and affordable

Reasons "Half-Backs" are moving North!

- Cost of living
- Low taxes and insurance
- Much lower priced houses
- No hurricanes

How do we reach them?

Tourism Marketing

▶ A WEB of Alliances

- Local (CVBs or Chambers)
- Regional (Destinations)
 - vacationeasttennessee.org/index.html
 - www.easttnvacations.com
- State (Regions)
 - TNvacation.com

Marketing Messages Direct to Consumers

- ▶ Printed Vacation Guide
- ▶ Consumer Tourism Web Site
 - TNvacation.com
 - Search by interest
 - Music & Arts
 - Sports & Recreation
 - History & Heritage
 - Nature & Outdoors
 - Attractions

Marketing Messages Direct to Consumers

- ▶ Consumer Travel Shows
 - Boating
 - Sports
 - Golf
 - RV and Camping

Marketing Messages to the Media

▶ News Release Distribution

- www.tenntravel.news.com
 - Stories
 - Photographs
- Travel Writers

Marketing Messages to the Travel Industry

▶ Trade Shows

- National Tour Association
- TIA Pow Wow (International)
- Rhythms of the South
- Great American Golf Show
- Camping and RV Shows

▶ Sales Missions

Marketing Messages to the Travel Industry

- ▶ Industry Partnerships
 - National Trace Parkway National Scenic Byway
 - Compact with Mississippi and Alabama
- ▶ International In-Market Representatives
 - United Kingdom
 - Germany

Marketing Support to Tennessee Tourism Destinations

- ▶ Co-op Advertising
- ▶ Matching Funds
 - \$1 million to 60 Local & Regional Organizations (2004 - 05)

Scenic Byway Marketing Strategy

- Find your Competitive Edge
- Turn it into a Powerful Marketing Message
- Deliver it to your Best Prospects

MARKETING ACTIONS

Based on the above information, we will pursue the following major marketing actions:

1. Establish our brand as a regional tourism destination. Therefore, rather than being only five individual counties marketing separately, we will also be unified under the byway brand of East Tennessee Crossing.
2. Market this brand and our cooperative approach to regional tourism marketing organizations in Knoxville, in Eastern Tennessee, in neighboring areas and across the state. Seek partnerships that promote all partners.
3. Create a website for the region

4. Create a collection of collateral that unifies and promotes the five counties as the Crossing. These materials will include:
 - a. A Crossing map and brochure
 - b. A family of scenic and heritage tour brochures and maps
 - c. Pocket guides to areas and topics of interest
 - d. Itineraries for niche interests like antiques, agri-tourism and golf
5. Work with the Wilderness Road Heritage Highway National Scenic Byway to promote the entire Wilderness Road product.

REQUIREMENT 13: MODIFYING THE ROADWAY

Describe proposals for modifying the roadway, including an evaluation about design standards and how proposed changes may affect the byway's intrinsic qualities.

The only significant modification for the roadway – which is nearing completion – is the new alignment of part of the road extending from the southern border of Claiborne County to Tazewell, at the junction with Highway 33. This new alignment is removing the a less safe portion of the road and replacing it with a fully AASHTO compliant two-to-four lane parkway road. The previous alignment ran along the river bottom valley and contained many narrow turns and shoulders. This new section runs high above the valley bottom and provides gentle curves and long sight distances. The new alignment also opens up new views of largely undeveloped farms and mountain terrain.

There are no other significant planned modifications to the byway that are either needed or planned.

REQUIREMENT 14: INTERPRETATION

Describe what you plan to do to explain and interpret your byway's significant resources to visitors.

BASED ON THE INTERPRETIVE OPPORTUNITIES THAT EMERGED FROM THE INTRINSIC QUALITY REVIEW AND OUR OVERALL MARKETING OBJECTIVES, THE FOLLOWING ARE THE KEY ACTIONS WE WILL TAKE FOR INTERPRETATION.

Interpretive Theme:

The interpretive theme for this byway will be based on the connection between the history of people who changed their lives and the nature of this country by crossing into and through the region, and the lessons we can draw for the problems we face today.

We envision three levels of interpretive facilities.

- Level A: The largest will be stand-alone facilities with extensive interpretive resources that support our theme of the Wilderness Road and Appalachian history and culture.
- Level B: The medium facilities will be smaller interpretive and information centers, each with a specific story within the broader theme.
- Level C: The third level of interpretation will be stand alone interpretive panels at various locations in the area.

Our initial analysis suggests that visitors would have 12 to 14 opportunities in as many different locations to stop and enjoy the history and stories of the region.

LEVEL A FACILITIES

The Level A facilities will form the backbone of the overall interpretive approach by providing visitors with extensive interpretive content while also routing travelers to the additional interpretive opportunities in the area. Level A facilities will be available in five different locations on or nearby the byway:

Current Locations are:

- Cumberland Gap National Park
- Lincoln Museum at Lincoln Memorial University
- Wilderness Road State Park, Virginia
- Great Smoky Mountains National Park

Proposed Locations are:

- Clinch Mountain Lookout
- Cocke County River Center
- Del Rio Visitors Center

The Del Rio center is partially funded and awaiting final design and construction. It will focus on the National Forest, on the Christy Story and on life in a small mountain town. The Cocke County River Center is still in the conceptual planning stages and will be determined in a recently funded planning project.

The Clinch Mountain Lookout site requires a substantial partnership. Preliminary conversations have suggested that the site might focus on one of the following large stories:

1. The Wilderness Road: This story is very significant in the migration of pioneers from the East Coast territories to the areas over the Appalachian Mountains in the late 1700s and early 1800s. The Lookout provides a spectacular setting from which to look down on the Great Valley of Eastern Tennessee and picture the movement of people westward.
2. The Impact of Appalachian Heritage on American History: While this is clearly a very expansive topic, it is also a topic that has not been covered on any other byway or, to our knowledge, any of major interpretive facility. It might provide a good umbrella under which to organize the other interpretive stories discussed here.
3. Civil War history in the Eastern Tennessee Valley

In addition to telling one of these stories, the Clinch Mountain Lookout could provide a snapshot of the other interpretive sites in the region, whetting visitors' appetites to learn more and travel more extensively in the area.

LEVEL B FACILITIES

Our concept for the Level B facilities is a series of interpretive and information structures of approximately 800 square feet each, built in a vernacular architectural style of the region.

In addition to providing the usual range of tourism literature about the region, each structure would also house a small interpretive "museum" that explores a major theme of the area. Preliminary ideas include:

- Morristown: Bridge to Bridge Civil War – perhaps with Lincoln interpretation as well to broaden the material
- Germantown Resort: Natural Resources of the Region (we have not yet talked with the resort developers about this idea, but their development concept and their location make this a strong potential idea.)
- Newport: The Scots-Irish of Appalachia including stories of moonshining, customs, work and industry and politics
- Grainger: Music of the Region

Because staffing four Level B centers on an ongoing basis would add significant operational costs, we have an alternative option to a paid staff person. We propose that the facilities be built with space for a small gift shop or other type of concessionaire at one end of the building. The concessionaire would be able to rent the space at a very competitive rate in return for also performing some limited functions of the Welcome Center staff person such as making sure that the building is opened and closed (and secured) at the appropriate times and ensuring that tourism materials are stocked and available. Beyond these functions, the facility would be primarily "self-serve" and visitors could come in, gather materials, and look at the interpretive information independently. The buildings would also be designed so that they could double as community gathering spots for performances of local music, theatre and dance with a small stage and portable seating.

Extensive additional information on each center, including specific interpretive information, potential partners and sources of information, and a sketch of the facility will be provided with next level of the plan. As a preliminary estimate, however, we estimate approximately \$95,000 to build each facility, and design, fabricate, and install the interpretive materials. Therefore, four sites would cost approximately \$480,000.

LEVEL C INTERPRETIVE SITES

In addition to the larger stories and themes within the region, there are many fascinating smaller stories to share. We envision celebrating these stories and themes with interpretive panels in at least three potential locations:

- Hamblen: Cherokee Park with a focus on the Cherokee Nation
- Sneedville: Melungeon history
- Norris Lake: History of the Tennessee Valley Authority in the region
- Dandridge: To be determined

We estimate the budget for these sites at \$10,000 per site or \$30,000 for all three.

COMMON MESSAGES

Finally, a common theme that we would like to see run through the entire set of interpretive sites is that of community pride and revitalization of the region. One thought would be to approach some of the major employers who have recently located facilities in the area and ask them to underwrite some of the cost of the exhibits in exchange for being able to share their positive impressions of the area on one of the interpretive panels.

ORIENTATION AND INFORMATION PANELS

Each site would also have a panel that accomplishes several objectives:

- Orients the traveler as to where s/he is in the region
- Indicates distance and travel time to nearby activities or interpretation
- Presents information on nearby businesses and services

Together, the three above topics should encourage travelers to explore their immediate surroundings, linger for a meal and explore the full byway.

Each panel will include a map, brochure racks and other information to support the above ideas.

RECOMMENDED ACTIONS

Based on the above framework, our interpretive activities will generally be the following. All the specific actions are included in Part One of this plan.

- Develop the Clinch Mountain Overlook into a visitors center and interpretive facility.
- Create a series of smaller, multi-faceted interpretive installations along the route. Perhaps combine these facilities with performance venues and retail operations. They might be incorporated into existing businesses or public facilities.
- Install orientation and information kiosks along the byway to orient the traveler to nearby experiences and businesses.
- Use digital media to enrich interpretation.
- Build on the theatre expertise of the region to provide theatrical interpretation.

REQUIREMENT 15: ORGANIZATIONAL STRUCTURE

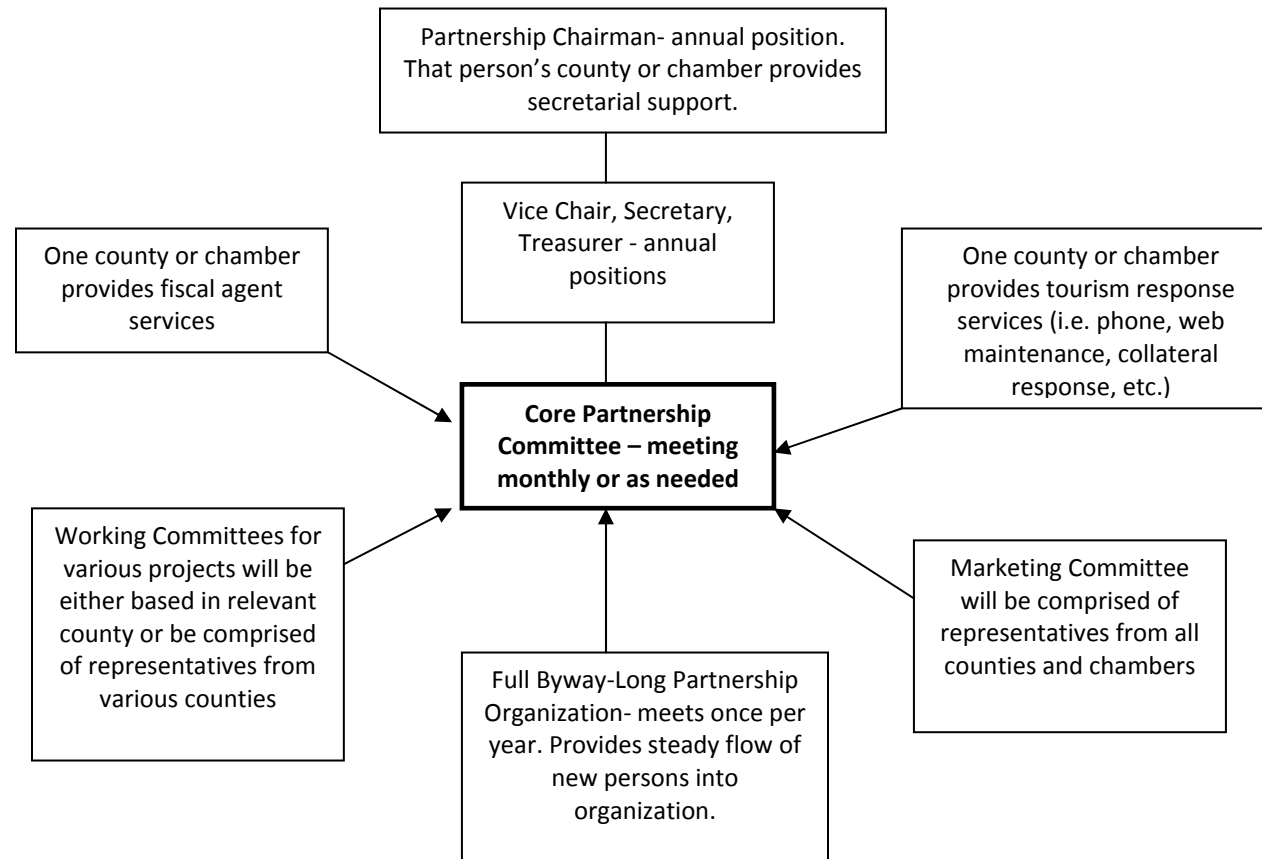
Describe the structure of any byway organization that currently exists.

ORGANIZATIONAL INVOLVEMENT IN PLANNING PROCESS

The organizations that participated in corridor management plan at various levels include the following:

Cocke County	Hamblen County	Jefferson County	Grainger County	Claiborne County	Regional
Cocke County Tourism	Morristown chamber of commerce	Dandridge chamber of commerce	Grainger county chamber of commerce	Lincoln Memorial University	Eastern TN Development District
City of Newport	Hamblen County	Jefferson County	Village of Rutledge	Cumberland Gap National Historical Park	Tennessee Valley Authority
Cocke County	City of Morristown	Village of White Pine	Village of Bean Station	Claiborne County	TN Dept of Transportation
Village of Del Rio	Local property owners, business people and interested residents	City of Dandridge	Local property owners, business people and interested residents	City of Tazewell and City of New Tazewell	Lakeways Metropolitan Transportation Organization
Local property owners, business people and interested residents		Local property owners, business people and interested residents		Local property owners, business people and interested residents	Clinch Powell development district
				Village of Harrogate	Eastern Tennessee Quilt Trail

THE ORGANIZATIONAL STRUCTURE FOR THE CROSSING BYWAY PARTNERSHIP IS:



RECOMMENDED ACTIONS

The recommended organizational actions are the following:

- Pursue a flexible partnership coalition
- Make use of the existing staff of the participating organizations
- Plan for each year's activities carefully so that activities match the skills of the members.
- Rotate leadership responsibilities on a regular basis so as to avoid burnout.
- Seek funding for part-time staff to assist with byway work, but be cautious of expecting that person to fund their own salary through grants.

REQUIREMENT 16: ORGANIZATIONAL DEVELOPMENT

Describe plans to strengthen the organization over the next five years.

THE CROSSINGS BYWAY PARTNERSHIP WILL PURSUE THE FOLLOWING PLANS TO STRENGTHEN OUR ORGANIZATION:

The recommended organizational development actions are the following:

- Adopt programs that involve local groups and individuals so that there is a constant stream of new people working with the byway, some of whom may decide to volunteer more time to the effort.
- Find ways for people to put in short amounts of time.
- Use the byway as a regional organizing tool so that useful partnerships are formed to accomplish specific tasks.
- Reach out to various businesses, industries and other groups to seek common goals and to find organizations that may be able to assist with funding the byway effort.

REQUIREMENT 17: STEWARDSHIP

Provide a description of the stewardship actions and practices your byway organization intends to follow so that your intrinsic qualities remain evident or available to travelers along the byway.

The Crossings Byway Partnership (CBP) will initiate stewardship efforts where the resources are linked to our significant intrinsic qualities or where the resources in question will have a direct impact on the byway experience.

THE CROSSINGS BYWAY PARTNERSHIP WILL PURSUE THE FOLLOWING PLANS TO STRENGTHEN INTRINSIC QUALITY STEWARDSHIP:

- The organization will produce materials that provide suggested approaches for protecting historic resources on private property.
- We will encourage agri-tourism as a way to assist our farms stay economically vibrant.
- We will create partnerships with organizations that are already focused on stewardship activities. These organizations will include historic preservation groups, environmental organizations, downtown revitalization groups and cultural entities.
- We will use the byway to increase awareness regarding the importance of stewardship, of maintaining a distinct regional character.
- Our organization will produce materials to encourage private property owners to conserve scenic views on their properties either through careful development approaches or through the use of landscaping and other visual management techniques.