



Partnership Building with CMPs

A Tennessee Tradition

David Coode, RLA, AICP



Kimley-Horn
and Associates, Inc.

Project Team

Kimley-Horn



David Coode, ASLA, AICP
Planner, Landscape Architect
Focus: Community Facilitator



John Lavender, RLA
Landscape Architect,
Recreational Planner
Focus: Project Coordinator



Jon Sewell, AICP
Transportation Planner
Focus: CMP Specialist



David Whyte, PE
Engineer, Transportation Planner
Focus: Land Use/Transportation

Consultants



Deborah Myerson, AICP
Planner
Focus: National Designation



Richard Quin
Historian
Focus: Resource Inventory



David Currey
Public History Consultant
Focus: Heritage Tourism/Marketing



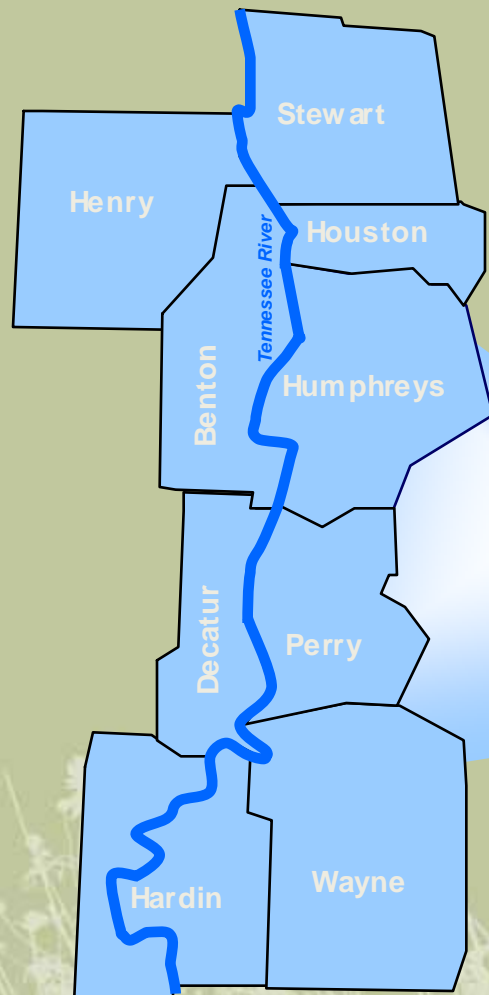
Carol Ashworth, ASLA
Environmental Landscape Architect
Focus: Resource
Analysis/Interpretation

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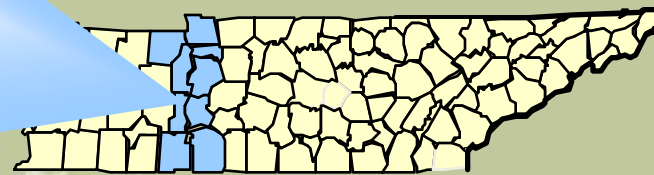
Tennessee River Trails Area



9 Counties

4 Development Districts & Tourism Councils

Greater Nashville Regional Council
Northwest Tennessee Development District
South Central Tennessee Development District
Southwest Tennessee Development District



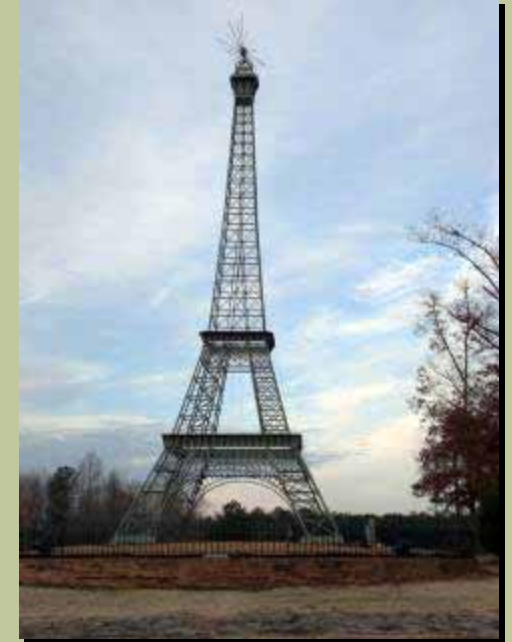
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Mission of the Tennessee River Trails Association

Develop a River Trail System which will enhance recreation and tourism in the middle and west Tennessee counties bordering the Tennessee River.



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Challenges of many counties

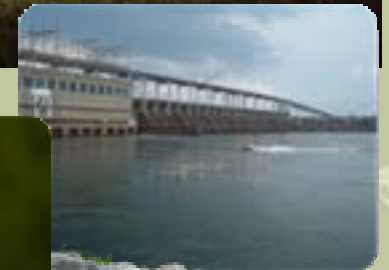
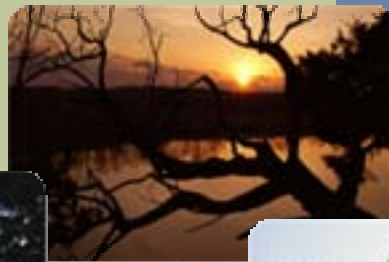
- **Establishing single point of communication between TRTA and consulting team**
- **Establishment of byway name**
- **Establishment of criteria for intrinsic value**
- **Educating representatives from multiple jurisdictions**
- **Receiving endorsement from entire steering committee made up of County Mayors**

Committees

- **Project Management Team**
- **Advisory Group**
- **Stakeholders groups in each county**
- **The public**
- **The consultants**

What is your story?

Building Visitor Experience Along the Tennessee River Trail Scenic Byway



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Why would visitors to the Byway want to come?

Your story tells the visitor who you are, what you are, and where they are.

Your story must be authentic
Your story must be interesting
Your story must be inviting

In essence, you are branding an experience for your customers.

Creating Meaningful Customer Experiences

The backbone of the Tennessee River Trail Scenic Byway is the experience visitors will have when engaging the Byways natural and man-made environment.



Scenic Byway suggested Names

- **Selected Name:**
 - *Tennessee River Trail Scenic Byway*
- **Alternative Names:**
 - *Tennessee River National Scenic Byway*
 - *Tennessee River Scenic Byway*
 - *Tennessee River Road*
 - *Tennessee River Byway*
 - *Tennessee River Valley Scenic Byway*

Scenic Byway Themes

- **Civil War**
- **TVA – Tennessee Valley Authority**
- **Recreational**
- **Environmental/Scenic**
- **Exploration and settlement**
- **Native Americans**
- **Culture and the arts**
- **Agri-tourism**

Theme Ranking

THEME	RATING
Environmental/scenic	1
Civil War	1
TVA – Tennessee Valley Authority	1 and 2
Recreational	2 and 3
Exploratory and settlement	2 and 3
Native American	2 and 3
Cultural/arts	2, 3 and 4
Agri-tourism	5

Criteria Rating – 200 Sites

- (1) National significance
(must meet top 4 P-S criteria)
 - (2) Regional/state significance
(must meet top 4 P-S criteria)
 - (3) Local significance
(must meet P-S #2, 3, 4 or 6)
-
- (4) Limited interest
(must meet P-S #3, 4, or 6)
 - (5) Potential sites for future consideration
(must meet one or more of P-S qualifications)

Pre-Screening Criteria

- **Significance of the site/event beyond the local community**
- **Compelling story or part of a larger story**
- **Fits within one of the identified themes**
- **Accessible to the public**
- **Potential for future consideration (must meet a minimum of 3 or 4 of the above criteria)**
- **Point of interest along the planned route (location specific)**

Inventory Form

- Criteria
- GPS coordinates
- Accessibility
- Ways to improve

Resource Name Type

Address

City County

Managing Entity

Contact Address

City Zip Telephone

E-Mail Website

Location (if different than address)

Latitude Longitude

Days and Hours of Operation

Road Type Site Appearance

Restrooms Proximity to Food Proximity to Gas

Description

Statement of Significance

Other Notes

Inventory Number Ranking (Quality of Experience)

Inventory Form

Tennessee River Trails
Corridor Management Plan

Inventory



Resource Name	<input type="text" value="Chambers Creek Wetland Area"/>	Type	<input type="text" value="Environmental"/>
Address	<input type="text" value="Campbell Old Mill Road"/>		
City	<input type="text" value="Counce"/>	County	<input type="text" value="Hardin"/>
Managing Entity	<input type="text" value="Tennessee Wildlife Resources Agency"/>		
Contact	<input type="text" value="TWRA Region 1"/>	Address	<input type="text" value="200 Lowell Thomas Drive"/>
City	<input type="text" value="Jackson"/>	Zip	<input type="text" value="38301"/>
		Telephone	<input type="text" value="731 423-5725"/>
E-Mail	<input type="text"/>	Website	<input type="text"/>
Location (if different than address)	<input type="text" value="Accessible by Tennessee Highway 57, Robinson Road, and Campbell Old Mill Road"/>		
Latitude	<input type="text" value="35.025369"/>	Longitude	<input type="text" value="88.307204"/>
Days and Hours of Operation	<input type="text" value="Open year-round"/>		
Road Type	<input type="text" value="Improved gravel"/>	Site Appearance	<input type="text" value="Good"/>
Restrooms	<input type="text" value="Less than 8 mi"/>	Proximity to Food	<input type="text" value="Less than 6 mi"/>
		Proximity to Gas	<input type="text" value="Less than 10 mi"/>
Description	<input type="text" value="This wetland area is located along Chambers Creek, a stream flowing north through the Fall Line Hills region into Kentucky Lake. The wetland is formed in sandy loam lands overlying a sand and chert substrate. The nearly impenetrable wetland has beaver ponds, swamps, mudholes and vernal pools. It is rich in wildlife that depends on a wetland environment."/>		
Statement of Significance	<input type="text" value="This 245-acre wetland is an excellent spot for watchable wildlife viewing."/>		
Other Notes	<input type="text" value="There are no developed facilities; however, the road network provides access for wildlife viewing."/>		
Inventory Number	<input type="text" value="60"/>	Ranking (Quality of Experience)	<input type="text" value="4"/>



Submit by Email

Site Inventory Maps

Tennessee River Trails Corridor Management Plan Inventory



Collinwood Depot

LOCATION

101 Depot Street
Collinwood, Wayne County
Latitude 35.173513 Longitude -87.738490

ADMINISTRATION

Wayne County Library System
101 Depot Street
Collinwood, TN 38450

HOURS

Tues-Fri, 10:30 AM-5:30 PM; Sat, 10 AM-2 PM

CONTACT

Tammy West, Librarian
101 Depot Street
Collinwood, TN 38450
931 724-2498
http://www.cityofcollinwood.org/public_library.asp

SITE DETAILS

Road type: Paved road
Restrooms: Onsite
Proximity to food: Less than 2 miles
Proximity to gas: More than 3 miles

DESCRIPTION

This one-story frame structure is an excellent example of the bracketed "railway style" of depot architecture. It has been appropriately restored to its original 1913 appearance.

SIGNIFICANCE

The Collinwood Depot is the only surviving structure from the Tennessee Western Railroad, which was constructed from Iron City to Collinwood in 1913 to serve the lumber industry and the "Anita" iron furnace at Collinwood. The depot was constructed in 1916. The rail line ceased operations in 1939, and the depot served a number of subsequent uses. It was opened as the Wayne County Library System's Collinwood Branch Library in 2001.

NOTES

The structure is listed in the National Register of Historic Places. Historic photographs are on display in the library.

PHOTOS



Collinwood Depot, facing east



Collinwood Depot, 1920s

SITE ASSESSMENT

Resource theme: Exploration/settlement
Resource level: Level 3, Local significance
Site quality: Excellent, fully accessible and well interpreted

RESOURCE NUMBER: 52

RECORDED: Richard Quin, April 2009

Tennessee River Trails Corridor Management Plan Inventory



Pickwick Landing State Park Bruton Branch Recreation Area Campground

LOCATION

Bruton Branch Road
Plyburn vicinity, Hardin County
Latitude 35.070612 Longitude 88.193049

ADMINISTRATION

Tennessee Department of Environment & Conservation
Pickwick Landing State Park
P.O. Box 15
Pickwick Dam, TN 38165-0015

HOURS

Open April-October

DESCRIPTION

This primitive campground offers 43 sites, each with picnic table and fire ring, a bathhouse, a boat ramp, a playground and a picnic area.

SIGNIFICANCE

Bruton Branch Recreation Area is a 350-acre parcel on the north side of Pickwick Lake, across the river from the main body of Pickwick Landing State Park. Campsites are located in a wooded glade, with a number of sites right on the shoreline.

NOTES

The campground rate is \$12 a night; pay at the kiosk by the bathhouse.

PHOTOS



Camp sites on the shore of Pickwick Lake



Campers in the woods

SITE ASSESSMENT

Resource theme: Recreation, campground
Resource level:
Site quality: Good, open seasonally, well-maintained

RESOURCE NUMBER: 58

RECORDED: Richard Quin, April 2009

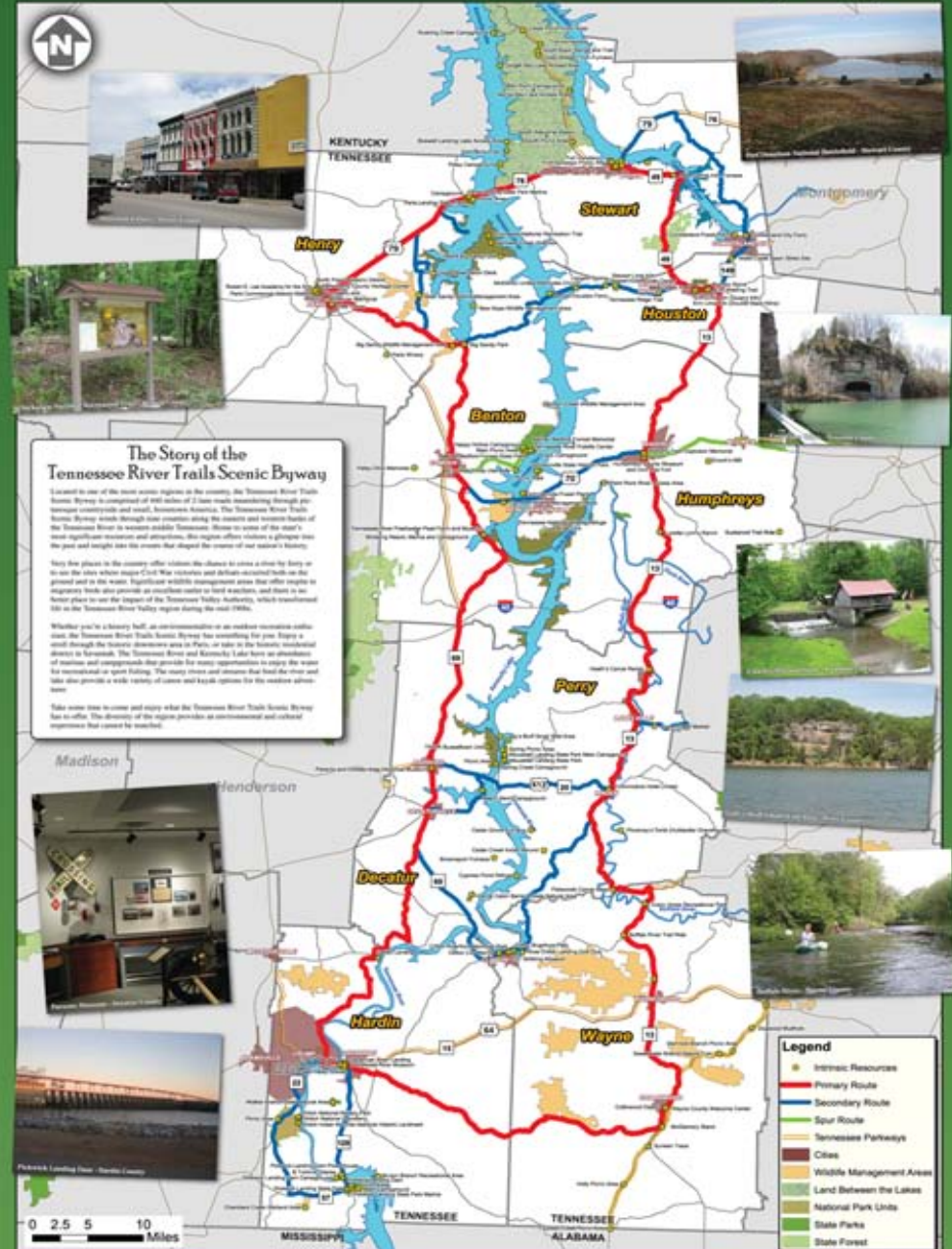
Overall Resource Map

- Identify resources early
- Categorize
- Mapping early



Promotion

Tennessee River Trails Scenic Byway



The Story of the Tennessee River Trails Scenic Byway

Located in one of the most scenic regions in the country, the Tennessee River Trails Scenic Byway is a collection of 21 scenic routes, meandering through pre-Settlement countryside and small, Southern towns. The Tennessee River Trails Scenic Byway winds through state recreation along the western and southern banks of the Tennessee River in western middle Tennessee. Home to some of the state's most significant recreational and historical sites, this region offers visitors a glimpse into the past and insight into the events that shaped the course of our nation's history.

Many fine places in the country offer visitors the chance to take a time for history or to see the sites where major Civil War victories and battles occurred both on the ground and in the water. Significant wildlife management areas that offer unique interpretive trails also provide an excellent venue to bird watch, and there is an historic place to see the impact of the Tennessee Valley Authority, which revolutionized life in the Tennessee River Valley region during the 1930s.

Whether you're a history buff, an environmentalist or an outdoor recreation enthusiast, the Tennessee River Trails Scenic Byway has something for you. Enjoy a stroll through the historic downtown area in Perry, or take in the historic residential district in Humphreys. The Tennessee River and Kentucky Lake have an abundance of marinas and campgrounds that provide many opportunities to enjoy the water for recreational or sport fishing. The many rivers and streams that feed the river and lake also provide a wide variety of canoe and kayak options for the outdoor adventurer.

Take some time to enjoy and enjoy what the Tennessee River Trails Scenic Byway has to offer. The diversity of the region provides an environmental and cultural experience that cannot be matched.



Promotion

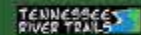
- Marketing tool
- Executive summary
- Implementation tool

Primary Objectives

- Provide economic development through tourism
- Promote tourism
- Educate the public about the forest
- Preserve the historic resources
- Provide education and recreation opportunities for residents

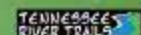
Goals for Achieving Primary Objectives

- Goal 1: Provide Economic Development through Tourism**
- 1.1. Increase the number of visitors to the project area
 - 1.2. Increase the length of stay of visitors to the project area
 - 1.3. Increase the number of jobs created in the project area
 - 1.4. Increase the number of businesses in the project area
- Goal 2: Promote Tourism**
- 2.1. Increase the number of visitors to the project area
 - 2.2. Increase the length of stay of visitors to the project area
 - 2.3. Increase the number of jobs created in the project area
 - 2.4. Increase the number of businesses in the project area
- Goal 3: Educate the Public about the Forest**
- 3.1. Increase the number of visitors to the project area
 - 3.2. Increase the length of stay of visitors to the project area
 - 3.3. Increase the number of jobs created in the project area
 - 3.4. Increase the number of businesses in the project area
- Goal 4: Preserve the Historic Resources**
- 4.1. Increase the number of visitors to the project area
 - 4.2. Increase the length of stay of visitors to the project area
 - 4.3. Increase the number of jobs created in the project area
 - 4.4. Increase the number of businesses in the project area
- Goal 5: Provide Education and Recreation Opportunities for Residents**
- 5.1. Increase the number of visitors to the project area
 - 5.2. Increase the length of stay of visitors to the project area
 - 5.3. Increase the number of jobs created in the project area
 - 5.4. Increase the number of businesses in the project area



Contact Us:
 Tennessee River Trails
 c/o Greater Nashville Regional Council
 911 Union Street, 8th Floor
 Nashville, TN 37211-1701
 Phone: (615) 842-8819
 Web: www.tennesseevalley.org
trails@tnv.org

Tennessee River Trails Scenic Byway



Examples of Resources in the Project Area

PARKS & RECREATIONAL AREAS

National Park Units
 Fort Donelson National Battlefield
 Nicholas Trace Parkway
 Shiloh National Military Park

U.S. Forest Service Unit
 Land Between the Lakes National Recreation Area

Tennessee State Parks
 Murfreesboro State Historical Area
 Mount Lebanon State Park
 National Red Bank Forest State Park
 Sun Landing State Park
 Pickett Landing State Park

REFUGES AND ENVIRONMENTAL AREAS

National Wildlife Refuges
 Cross Creek National Wildlife Refuge
 Tennessee National Wildlife Refuge

Tennessee Wildlife Refuges
 Cypress Hood Refuge

Tennessee State Forests
 Sevier State Forest

Tennessee State Natural Areas
 Carroll-Cable-Barkley State Natural Area
 Walker Springs State Natural Area

Tennessee Valley Authority Natural Area
 Lodge Mt. Small Wild Area

WILDLIFE MANAGEMENT AREAS

Tennessee Wildlife Management Areas
 Arnold Hollow Wildlife Management Area
 Backley Wildlife Management Area
 Big Sandy Wildlife Management Area
 Brantwood Wildlife Management Area
 Candler Wildlife Management Area
 Eagle Creek Wildlife Management Area
 Harpeth Creek Wildlife Management Area
 Holly Fork Wildlife Management Area
 Jack Creek Wildlife Management Area
 Nicholas Trace Wildlife Management Area
 New Hope Wildlife Management Area
 Ten Cains Wildlife Management Area
 West Sandy Wildlife Management Area
 Woodcock Wildlife Management Area

NATIVE AMERICAN SITES

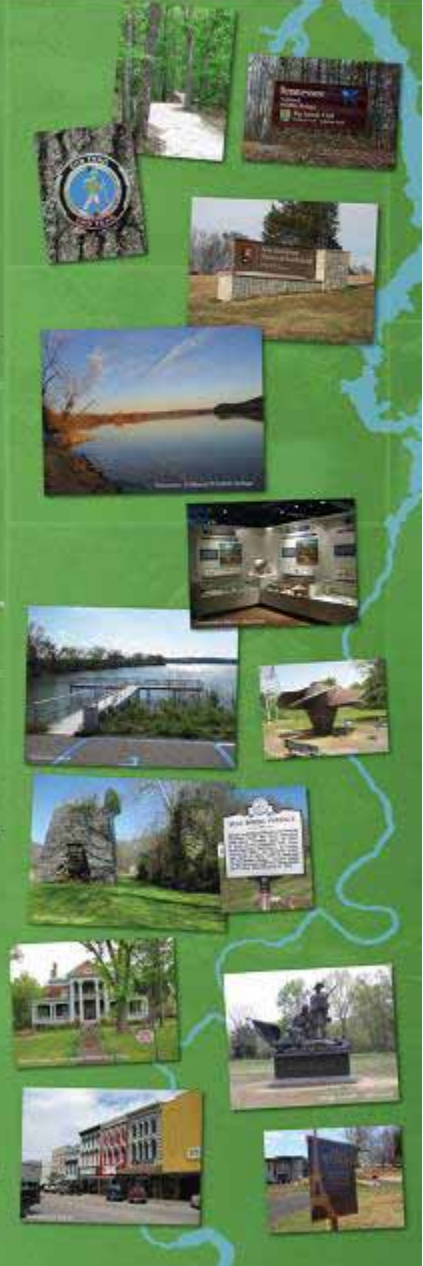
Shiloh Mounds/Scarboro Linnworks
 Indian Mound
 Trail of Tears National Historic Trail

HISTORIC SITES

Alex and Queen Henry Graves, Sevensh
 Bentley House, Pittsburg
 Buford Peaslee House & Museum
 Brimleyport Iron Furnace
 Cedar Creek Iron Furnace
 Cherry Meadows, Sevensh
 Clifton-Hickory District, Clifton
 Collinswood Depot, Collinswood
 Dentonville Synagogue
 Dentonville Mill & Farm
 Erie Lime Kiln
 Humphreys C. Phasaron & Civil War Fort
 Ripley Cave Mosaic, Candlar
 Railroad Station
 Smith House, Blair
 Sonoma Hospital, Blair
 T.S. Barbering Museum, Clifton
 Warren Synagogue Memorial Culture

OTHER ATTRACTIONS

Benson Stone
 Buffalo River Canoeing
 Buck Road Canoeing
 Duffin Tower
 Freshwater Pearl Farm & Museum
 Lemaha Linn Ranch
 Perry Wherry
 Hixson County
 Warren & Henry Counties
 Humphreys County
 Henry County
 Benton County
 Humphreys County
 Henry County



Steps to Successful Implementation

- **Policies**
- **Programs**
- **Projects**
- **Additional Funding**
- **Accountability**



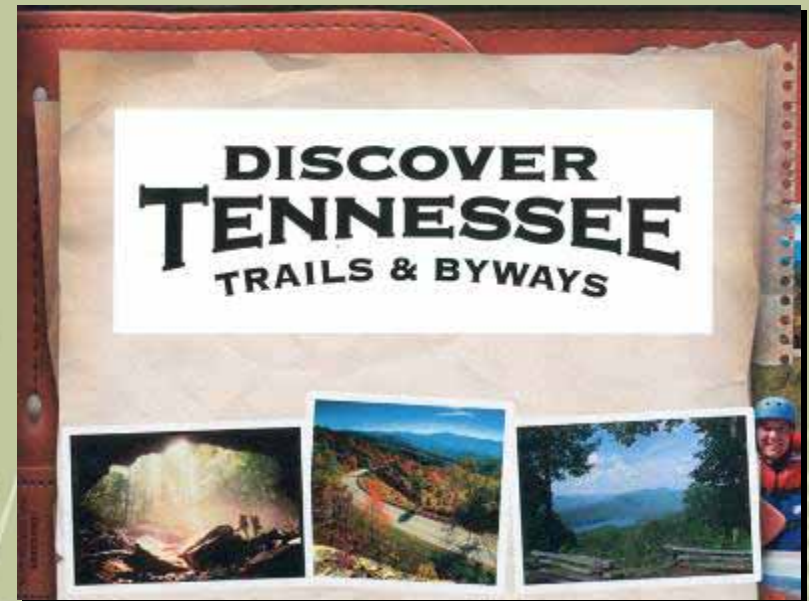
Next Course of Action

Begin lobbying to state legislatures and the Tennessee Department of Transportation to secure additional funding as it becomes available.



Role in the Tennessee River Trails Scenic Byway CMP

- **Guidance and coordination**
- **Partnering with Tennessee Department of Tourist Development**
- **“Byway Coach”**



Panel Discussion and Q&A

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Overview of the task of creating a CMP for a multijurisdictional area

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Getting it done, public involvement and coordination efforts

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Public Meetings

- Name it first!
- Most effective with advance preparation
 - Field visits
 - GIS/GPS
 - Photo log
 - Sign inventory
- Maps, data, intrinsic quality inventory
- Major themes developed
- Let participants “tell the story”

