

City of Norton – SITE VISIT

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In April 2009, the consultant toured portions of the City of Norton with Jack McClanahan. A follow-up tour was taken with Michael Wampler on May 6th 2009. Jason Hill and Mike Linton joined us for a portion of the trip.

The City of Norton

Uniquely, the City of Norton is located within the boundaries of Wise County but is its own entity with its own stand alone government. With a population of just over 4,700, the City of Norton has developed strong industrial base under the leadership of Red Ramey, Industrial Development person for the city.



The City of Norton offers shopping, lodging and dining opportunities for those traveling on both business and pleasure through southwest Virginia. Hotels include Days Inn, Super 8, and the Inn at Norton. Dining includes, but is not limited to, Applebees, China Café, Fish Tales, Golden China, Little Mexico, Mi Finca, Norton's Grill & Rotisserie, Prime Sirloin, Romano's Restaurant, Yamato Steakhouse of Japan.

Tourism Attractions include:

- Benges Rock
- Flag Rock Recreation Area
- High Knob Recreation Area
- Country Cabin II
- Powell Valley Overlook

“The Crooked Road”, Virginia’s Heritage Music Trail, runs through the City of Norton.



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Located just off Kent Junction Road within the city limits of Norton, the Country Cabin with its descendant, Country Cabin II, is the oldest mountain music/ cultural venue currently operating along the Crooked Road.



The original Country Cabin was built in 1937 under President Roosevelt’s WPA program as a community recreational facility and is a National and State Historic Landmark. Local musicians gathered at the cabin every Saturday night to perform and carry on traditional bluegrass and country music.



The popularity of the weekly event soon outgrew the log cabin and in 2002, a new larger facility was built in nearby Appalachian Traditions Village, to accommodate bigger audiences and to host a wider variety of programs.

Proposed – “Round the Mountain” artisan site similar to Tamarack and North Carolina’s initiative. Will do more about encouraging people to follow a trail to the artisans and crafters locations. Todd Christensen with Virginia ARC is heading this up.

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Info below taken from Wise/City of Norton Chamber of Commerce website.

Excellent photos. Need permission to use.

<http://www.wisecountychamber.org/tourism.htm>

The Powell Valley Overlook provides a breathtaking view of a rare geological formation. For beautiful scenery, you should also visit the Flag Rock Recreation Area overlooking Norton.

The observation tower at High Knob once provided an excellent opportunity to see several states from one viewpoint recently burned down and plans are underway to replace it.

35,924 acres of the [Jefferson National Forest](#) lie in Wise County, supporting a multitude of outdoor recreational opportunities: hiking, biking, swimming, canoeing, hunting, fishing, camping, boating, picnicking...and of course, it's a leaf-looker's paradise.

