

CHAPTER 2: ACTION PLAN

INTRODUCTION

The central focus of the Corridor Management Plan is a set of management strategies designed to guide the development, marketing, interpretation and preservation of the byway in both the short-term and long-term. The management strategies address the 14 elements required by the Federal Highway Administration (FHWA) for All-American Road designation, as well as provide a practical document from which implementing groups can work to achieve the vision and goals for the byway.

These management strategies are crafted to assist the management entity and its implementation partners in easily identifying potential projects, the reasons why these projects are important to the Ohio National Road Scenic Byway, how the projects can be initiated and/or implemented, and who might be responsible for implementing them.

Just as the Corridor Management Plan process stressed public involvement and input, the strategies that follow stress local implementation measures. This plan, although it addresses the National Road in ten counties, is primarily a local implementation tool and is designed to assist communities in identifying how they can help make their portion of the byway a success.

***PRIORITY CAPITAL PROJECTS AND
PROGRAMMATIC INITIATIVES***

The following section is devoted to actions identified for priority implementation. They appear at the beginning of the Action Plan so that they can be easily found and referred to.

Individual project sheets highlight those priority actions that have capital costs associated with them. Table 1 provides this information in an easy-to-use tabular format and also gives recommended implementation years for a five-year time period. It should be noted that some multifaceted projects have only one component that requires capital expenditures or is deemed a priority project. In this case, only the capital or priority aspect of the project appears in Table 1. On each project sheet, a page reference is given to direct the reader to the section of the Action Plan from which the action is taken, so that it can be put in context with the rest of the recommendations.

Priority actions that are programmatic in nature and do not require capital expenditures are listed at the end. A page reference is given to direct the reader to the section of the Action Plan where more information about the project appears.



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Blaine Hill Viaduct and brick-paved National Road

BLAINE HILL BRIDGE RESTORATION

ACTION:

Continue the restoration and plan for the interpretation of the Blaine Hill Bridge and its setting.

Action Plan reference: page 103

RATIONALE:

Blaine Hill was once one of the most dangerous stretches of the National Road and later U.S. Route 40. Today, it is one of the richest interpretive sites along the historic highway and is so important to the state that in October 2001, the Ohio legislature named the Blaine Hill Bridge Ohio's official bicentennial bridge. Preservation of this site should include further documentation of the bridge and its surrounds as well as a maintenance program and the development of the site for public access and interpretation. Documentation could be conducted through an archaeological field

school to identify the locations and character of the residence, tollhouse, rest stop, and ancillary structures. Currently, a number of supporters of the Blaine Hill Bridge restoration have organized themselves into the Blaine Bridge Community Preservation Project to address future preservation efforts. They are likely to need guidance and assistance to successfully preserve this important resource.

IMPLEMENTATION STEPS:

- Work with a key leader from the Blaine Bridge Community Preservation Project to hold fundraising events, maintain the site in the future, and encourage local stewardship.
- Develop a long-term maintenance strategy that can begin with volunteer labor and include partners such as the Belmont County Engineer, Ohio Department of Transportation, and local or regional park organizations.

OHIO NATIONAL ROAD SCENIC BYWAY

- Conduct a Phase I archaeological investigation of the bridge and its surrounds, including the residence, tollhouse, rest stop, and ancillary structures. Pursue Phase II investigations as warranted.
- Contact landowners, local universities, and the Ohio Historic Preservation Office about creating a field school at this site.

PARTNERS/STAKEHOLDERS:

Management entity, Belmont County residents, Blaine property owners, local universities, OHPO

ESTIMATED COSTS:

Restoration: \$1.6 million

Long-term maintenance: \$5,000 per year

Phase I archaeological investigation: \$32,000

POSSIBLE FUNDING SOURCES:

ODOT - TE, ODOT-SB, ODOT-IBRC, AEF, NTHP-NPLF, NTHP-JFF, JPGT, FAO

Corporate Sponsors, ABF, Belmont County

ODOT-TE, NPS-NCPTT, JPGT

MILE MARKER RESTORATION/REINSTALLATION**ACTION:**

Collaborate with the Ohio Department of Transportation, the National Road Alliance and local garden clubs, rotaries, historical societies, and scout troops to recreate and reinstall mile marker fabrications along the scenic byway.

Action Plan reference: page 103

RATIONALE:

The Act of Congress authorizing the National Road required distinguishable marks or monuments to appear at regular intervals of one mile along the north side of the road. The earliest mile markers in Ohio were made of a reinforced cementitious material, though due to poor weathering many of these were replaced with sandstone markers in the 1850s. The sandstone marker with a curved head and square shaft was the most typical of the mile marker types in Ohio, though others existed. Each marker indicated the distance to Cumberland, the eastern terminus of the National Road, as well as the nearest city or village for east and westbound travelers. Mile markers in Ohio were placed from the eastern edge of the state to the outskirts of Donnelsville in Clark County, where they stopped due to a lack of funding and resultant construction delays.

During the 1996 survey, 83 original mile markers were documented to still exist in the byway corridor. These remaining mile markers should be preserved in place, while others could be reconstructed along the entire byway. Any reconstructed mile markers ideally should be made of sandstone and follow the curved head and straight shaft design found most abundantly in Ohio. The words and numbers on the mile markers should be incised in the same manner as the original markers rather than applied with paint.

The City of Whitehall, in conjunction with the



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Sandstone mile marker

Whitehall Historical Society, is in the process of undertaking such a re-creation project for three mile markers. The Whitehall Historical Society hopes to create the area surrounding these markers into places where people can relax and learn about the National Road. Benches, landscaping, and interpretive markers are envisioned.

As an alternative to installing the mile markers within the right-of-way, they could be incorporated into a city's identification and welcome sign, as seen in New Concord. They also could be situated in a prominent public location, such as in front of the county courthouse or city building.

IMPLEMENTATION STEPS:

- Work with historians, including Frank Brusca and Doug Lynn, on the original location and current whereabouts of all 175 mile markers in Ohio between Belmont and Clark counties.

OHIO NATIONAL ROAD SCENIC BYWAY

- Encourage local governments, landowners, and the Ohio Department of Transportation to preserve the remaining mile markers in place.
- Help establish a program to recreate and reinstall the remaining 92 mile markers no longer existing along the National Road.

PARTNERS/STAKEHOLDERS:

Management entity, ODOT, National Road Alliance, local civic organizations, landowners, Whitehall Historical Society and other historical societies

ESTIMATED COSTS:

\$368,000 (approximately \$4,000 per stone marker)

POSSIBLE FUNDING SOURCES:

Corporate Sponsors, BEF, OHC, ABF, MCCF (Muskingum Cty)

PEACOCK ROAD MAINTENANCE

ACTION:

Create a regular maintenance program and interpretive plan for Peacock Road.

Action Plan reference: page 104

RATIONALE:

Peacock Road is listed in the National Register of Historic Places and is one of the most intact road remnants retaining its early 20th-century guardrail, brick paving, and alignment. This site would make an ideal location to learn more about the construction of the National Road and early twentieth-century improvements.

IMPLEMENTATION STEPS:

- Work with Guernsey County Commissioners to establish a preservation and maintenance program for the road, including the preservation of the early 20th-century guardrails. Tour buses should be prohibited from traveling on the road to prevent further deterioration of the road surface and other features.
- Develop an interpretative plan, with input from local residents and historians, that includes a self-guided tour using kiosks and/or plaques to explain the history and importance of the site.

PARTNERS/STAKEHOLDERS:

Management entity, Guernsey County Commissioners, area residents, local historians

ESTIMATED COSTS:

Initial repairs: \$150,000
Maintenance: \$5,000 per year
Interpretation: \$25,000

POSSIBLE FUNDING SOURCES:CORPORATE SPONSORS, ABE, GUERNSEY COUNTY, ODOT-SB, ARC, AEFTGE, FAO



Peacock Road

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OHIO NATIONAL ROAD SCENIC BYWAY

LEATHERWOOD CREEK "U" BRIDGE PRESERVATION

ACTION:

Restore and preserve the "U" Bridge at Leatherwood Creek, west side of Cambridge, Guernsey County.

Action Plan reference: page 104

RATIONALE:

This bridge is an ideal candidate for restoration and preservation as one of the few "U" Bridges on the National Road.

IMPLEMENTATION STEPS:

- Work with the Ohio Department of Transportation to determine ownership of the bridge.
- Examine the possibility of National Register listing and the use of TEA-21 Enhancement funds or other transportation monies as a funding source for the restoration of the bridge.

PARTNERS/STAKEHOLDERS:

Management entity, ODOT

ESTIMATED COSTS:

\$2 – 3+ million

POSSIBLE FUNDING SOURCES:

ODOT - TE, ODOT-SB, AEF, NTHP-NPLF, JPGT, FAO

PETER'S CREEK "S" BRIDGE RESTORATION

ACTION:

Assist in the restoration of the Peter's Creek "S" Bridge in Guernsey County for use as a roadside park.

Action Plan reference: page 104

RATIONALE:

Peter's Creek Bridge is an "S" Bridge, engineered to meet the stream it crosses at a right angle. This type of bridge featured flared entrances that made it easier to direct vehicles and animals onto the bridge. A local preservation group is in the process of trying to obtain funds for restoration of the bridge and a remnant of Zane's Trace one-tenth of a mile beyond, as well as the creation of a roadside park at the site. This project would support the plan's efforts to both preserve National Road resources and provide visitor services such as rest areas.

IMPLEMENTATION STEPS:

- Support applications to fund the restoration of Peter's Creek Bridge and Zane's Trace remnant and create a park.
- Establish a regular maintenance program.
- Incorporate an interpretive panel or other interpretive media into the design of the park.

PARTNERS/STAKEHOLDERS:

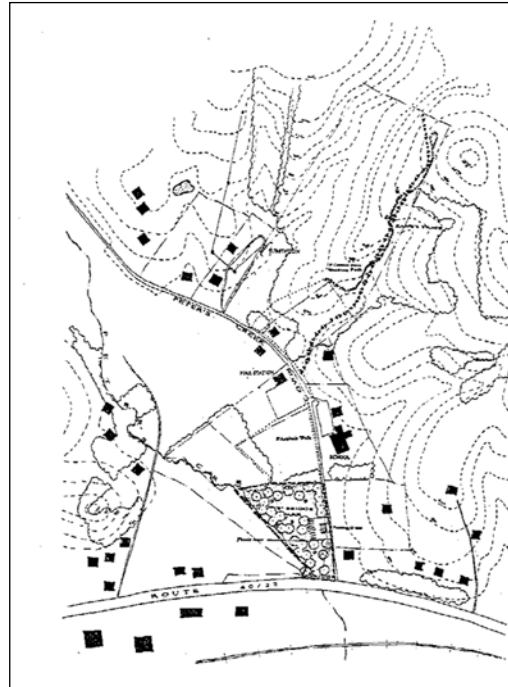
Local preservation advocates, ODOT, management entity

ESTIMATED COSTS:

\$348,520

POSSIBLE FUNDING SOURCES:

ODOT - TE, ODOT-SB, AEF, NTHP-NPLF, JPGT, FAO, TGF



Kinzelman/Kline

Zane's Trace/"S" Bridge Park

OHIO NATIONAL ROAD SCENIC BYWAY

MONUMENT AND MEMORIAL PRESERVATION

ACTION:

Preserve and/or restore the National Road Traffic Accident Memorial, Eagle Nest Hill Monument, and Madonna of the Trail Statue.

Action Plan reference: page 105

RATIONALE:

Contrary to the expectation that numerous memorials would be located along the road, only three exist. All three are representative of the early 20th-century movement to commemorate specific incidents or important personages along the National Road. The easternmost one is the National Road Traffic Accident Memorial on the eastern edge of Norwich in Muskingum County. This stone monument commemorates the first traffic-related fatality in Ohio. The accident occurred in 1835, a short time after the construction of the National Road through Muskingum County.

The second monument, Eagle Nest Hill in Licking County, marks the highest elevation point on the National Road and stands in tribute to the first paved section of the route in Ohio. The third, the Madonna of the Trail statue, is located in Springfield. It is a commemorative monument to the "Pioneer Mother of the Covered Wagon Days." The statue depicts a heroically proportioned woman in full stride with a babe in her arms and a small child clutching at her skirt. This is the first of 11 identical statues dedicated on July 4, 1928, by Judge (later President) Harry S. Truman. The other statues were erected in West Virginia, Kansas, Missouri, Colorado, New Mexico, Arizona, Illinois, Indiana, Pennsylvania, California, and Maryland. The statue currently is being repaired to fix cracks incurred during a 1956 move and other damage and wear. The total cost of the project is \$54,000, of which \$40,000 was contributed by the Clark County-Springfield Transportation Coordinating



Madonna of the Trail Statue

Committee.

IMPLEMENTATION STEPS:

- Create partnerships between the interested parties, including Lagonda Chapter of the DAR (current owners of the Madonna of the Trail statue), Norwich and Springfield city officials, ODOT, Licking County Commissioners, and local historical societies to evaluate the current condition of the monuments/memorials.
- Take preservation measures to maintain the monuments. The Sculpture Center located in Cleveland, Ohio, is a nonprofit organization dedicated to the conservation and preservation of outdoor sculpture. Their web page, <http://www.sculpturecenter.org/index.htm>, is filled with technical assistance as well as links to the Save Outdoor Sculpture (SOS) program.

PARTNERS/STAKEHOLDERS:

Lagonda Chapter of DAR, city and town officials in Norwich and Springfield, Licking County Commissioners, local historical societies, ODOT, and management entity

ESTIMATED COSTS:

Madonna of the Trail Statue (priority): n/a (grant awarded)

POSSIBLE FUNDING SOURCES:

n/a

TADMOR DOCUMENTATION

ACTION:

Conduct further documentation of the ruins and archaeological resources at Tadmor in Taylorsville MetroPark that will support increased interpretive exhibits about and public access to the site (see "Priority Interpretation Sites").

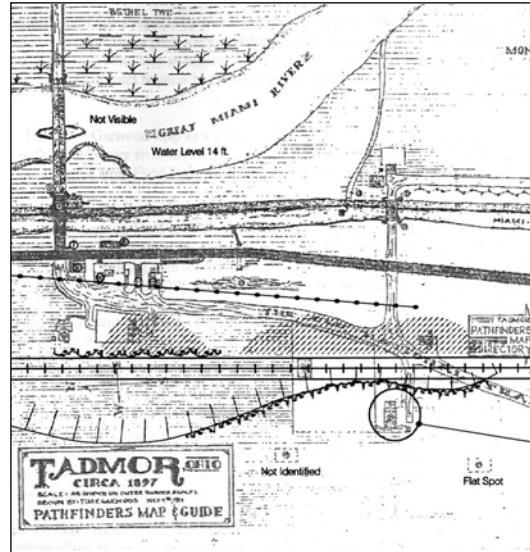
Action Plan reference: page 107

RATIONALE:

The impoundment of the Great Miami River in the mid-20th century forced the abandonment of the village of Tadmor, located on the west bank of the Great Miami in Montgomery County. Tadmor was an important transportation nexus since it was the point where the National Road crossed both the Miami & Erie Canal and Dayton & Michigan Railroad line. Tadmor represents a rare opportunity to conduct archaeological investigations of a ghost town that once thrived along the National Road. The town has been documented on an Ohio Archaeological Inventory form (OAI). The information documented on the OAI can be used as the first step to the completion of a National Register nomination through further research and documentation. Currently contained entirely within a park, this is an ideal site for a field school that could include public participation. In addition, the archaeological findings could become part of a hands-on educational facility for the public.

IMPLEMENTATION STEPS:

- Contact the Taylorsville MetroPark about the benefits of a listing in the National Register of Historic Places.
- Apply for designation in the National Register of Historic Places.
- Create partnerships with the MetroPark system, local universities, and the Ohio



Gray & Page

Archaeological ground-truthing diagram from 1996 survey

Historic Preservation Office to conduct a field school and create a hands-on educational facility as part of a Phase I archaeological investigation. Pursue Phase II investigations as warranted.

PARTNERS/STAKEHOLDERS:

Management entity, Taylorsville MetroPark (Five Rivers MetroParks), local universities, OHPO

ESTIMATED COSTS:

Phase I archaeological investigation: \$25,000

POSSIBLE FUNDING SOURCES:

Natureworks, NPS-NCPT, JPGT, DCCF

OHIO NATIONAL ROAD SCENIC BYWAY

LENTZ TAVERN RESTORATION

ACTION:

Support Ohio University in its restoration work at Lentz Tavern, outside of St. Clairsville, Belmont County.

Action Plan reference: page 109

RATIONALE:

Ohio University, Eastern Campus, owns this abandoned tavern. Listed in the National Register of Historic Places, the tavern is typical of the many stagecoach-era roadside facilities that once lined the historic highway. The university has secured the rapidly deteriorating building while a structural stabilization study is completed. The study is being funded by a \$5000 grant from the National Trust for Historic Preservation's Johanna Favrot Fund, and is one of only ten projects selected for these funds nationwide. The school plans to seek state capital funds to restore the building for university use.

IMPLEMENTATION STEPS:

- Continue to support Ohio University's efforts to preserve the tavern and its site.
- Work with the Ohio University and Ohio Historical Society to assess the archaeological integrity of the site by conducting shovel tests as a first step. The Ohio Historic Preservation Office can provide information on consultants that will perform the initial survey.
- Conduct an archaeological field school and a Phase I archaeological investigation. This would be an excellent project for nearby Belmont Technical College, which has a technical restoration/rehabilitation associates' degree program (see also "Priority Interpretation Sites"). Pursue Phase II investigations as warranted.
- Collaborate with Ohio University on future heritage education programs that will



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Lentz Tavern

further interpret the site to the public.

PARTNERS/STAKEHOLDERS:

Ohio University, OHPO, management entity, Belmont Technical College

ESTIMATED COSTS:

Phase I archaeological investigation: \$25,000

POSSIBLE FUNDING SOURCES:

ODOT-TE, NPS-NCPTT, USDA-RBE, FAO, JPGT, KENTHP-NPLAER

PENNSYLVANIA HOUSE ARCHAEOLOGY

ACTION:

Conduct further archaeological work at the Pennsylvania House in Springfield.

Action Plan reference: page 111

RATIONALE:

Pennsylvania House is an older tavern listed in the National Register of Historic Places and located on the southwest corner of U.S. 40 and South Isabelle Street (Route 4) in Springfield, Clark County. The 1973 nomination claims the inn was built in 1822, to serve the earlier Dayton-Springfield turnpike (Route 4), with a c. 1850 west wing addition. The Daughters of the American Revolution (DAR) now own the property. Further archaeological work on the property could add to knowledge of how the tavern was used and could assist in the interpretation of the Pennsylvania House Museum (see also "Priority Interpretation Sites").

IMPLEMENTATION STEPS:

- Working with the DAR and Ohio Historical Society, collect information to assist in archaeological work. This would include collecting historic maps, photographs or drawings, conducting a deed search, and searching local histories for reference to the house's tavern period in the early nineteenth century.
- Contact area colleges and universities to explore the potential for a field school at the site.
- Work with the Daughters of the American Revolution to conduct a Phase I archaeological investigation of the grounds. This could yield findings on the location of outdoor functions such as privies, gardens, and animal pens. Pursue Phase II investigations as warranted.



Joyce Dressler

Pennsylvania House

PARTNERS/STAKEHOLDERS:

Management entity, Lagonda Chapter of the DAR, OHPO

ESTIMATED COSTS:

Phase I archaeological investigation: \$16,000

POSSIBLE FUNDING SOURCES:

NPS-NCPTT, JPGT

OHIO NATIONAL ROAD SCENIC BYWAY

UNDERGROUND RAILROAD ASSISTANCE

ACTION::

Establish partnerships with and provide assistance to the Nelson T. Gant Foundation in Zanesville, Friends of Freedom, and other organizations devoted to protecting and interpreting Ohio's Underground Railroad.

Action Plan reference: page 112

RATIONALE:

A number of properties associated with the Underground Railroad are located on or in the vicinity of the National Road. Throughout the state, the Underground Railroad Museum and Friends of Freedom are documenting these sites as part of the development of a heritage trail. The Gant House in Zanesville, built by former slave, Nelson T. Grant, is an example. Gant, who made his home in Zanesville, became a successful businessman and philanthropist. The Nelson T. Gant Foundation, along with the Friends of Freedom, is currently seeking funding and assistance for the rehabilitation of this site. The Gant House, recognized with a Friends of Freedom plaque, also has been named an endangered Underground Railroad site.

IMPLEMENTATION STEPS:

- Provide financial, technical and/or promotional support for the work of the Nelson T. Gant Foundation.
- Support the above organizations as well as others and help them seek funding for the recognition and stabilization of Underground Railroad sites along the National Road.

PARTNERS/STAKEHOLDERS:

Management entity, Nelson T. Gant Foundation, Friends of Freedom, Underground Railroad Museum, other Underground Railroad organizations

ESTIMATED COSTS:

TBD

POSSIBLE FUNDING SOURCES:

NEH, NHPRC, NPS-NCPTT, ODOD-SCCDBG, ODOD-TTA, OHPO-CLG, NTHP-NPLF, OHC, TMF

CAMP CHASE ARCHAEOLOGY

ACTION:

Conduct archaeological work at Camp Chase Military Prison, now part of Westgate Park in Columbus, Ohio.

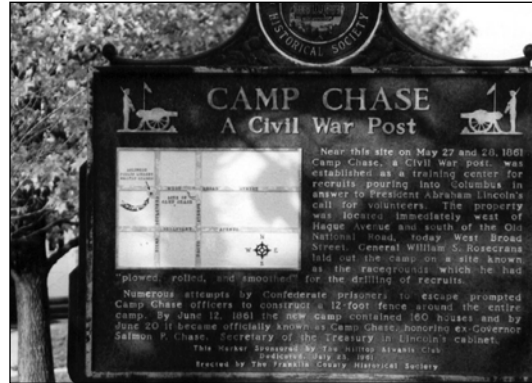
Action Plan reference: page 114

RATIONALE:

Camp Chase Military Prison was used from 1861 to the end of the Civil War chiefly to hold political and military prisoners from Kentucky and western Virginia, and later privates, corporals, and sergeants from the Confederate Army. The height of the prison population occurred in 1863 and resulted in a smallpox epidemic that caused hundreds of deaths, thereby establishing Camp Chase Confederate Cemetery. The cemetery, located on Sullivant Avenue, is the only remaining element of the former prison camp.

IMPLEMENTATION STEPS:

- Pursue the possibility of conducting archaeological work at Camp Chase by contacting the Civil War Institute of the Ohio Historical Society to determine if the site has been evaluated previously. This work should include the review of historical documents, such as photographs, maps, military correspondence, and land-use records.
- Work with Columbus Recreation and Parks to conduct a Phase I archaeological investigation; other partners in this endeavor should include Hilltop Historical Society and the Ohio Historic Preservation Office. Pursue Phase II investigations as warranted.
- Create programmatic partnerships with the above mentioned organizations to develop archaeological excavations, reenactments, seminars, scholarly weekends, student outreach programs, theater programs, and



Lois Neff

Camp Chase historical marker

field trips.

- Work with the Ohio Civil War Trail Commission to incorporate Camp Chase into their publications and other information materials.

PARTNERS/STAKEHOLDERS:

Management entity, Hilltop Historical Society, Columbus Recreation and Parks, OHS, OHPO, Ohio Civil War Trail Commission

ESTIMATED COSTS:

Phase I archaeological investigation: \$25,000

POSSIBLE FUNDING SOURCES:

NPS-NCPTT, TCF, OHPO-CLG, JPGT

OHIO NATIONAL ROAD SCENIC BYWAY

PIKE TOWN DESIGN GUIDELINES

ACTION:

Develop a set of pike town design guidelines, as part of a National Road Design Handbook, to promote historically accurate restoration/rehabilitation work and new development that is sympathetic to the character of the communities.

Action Plan reference: page 119

RATIONALE:

The National Road pike towns that dot the byway are some of its most significant resources. This is where a substantial number of the historic buildings can be found and where many visitors services are available. These communities represent the American Main Street paradigm, with a central street of commercial and civic uses and adjacent residential blocks. They retain traditional development patterns that echo a way of building communities rarely followed today. Yet these small towns and hamlets are the images people conjure up when they think of "America." Developing a set of design guidelines that can be voluntarily applied to new construction or renovation will help to ensure that this work is sympathetic to the town's character and blends in well with its overall visual qualities.

The guidelines should be based upon design studies of the pike towns that discern prevailing or common characteristics. The guidelines also should suggest general applications of these characteristics that can be tailored to the particular features of each community. For example, it might be noted that pike towns generally have the characteristic of equal setbacks along the National Road, though the distance of the setback might vary. Setbacks for pike towns might be defined and each town could use this information to suggest that new development or restoration work follow these



HRG

Donnelsville, Clark County

setbacks to remain consistent with the character of the town. However, care must be taken so that these guidelines are not used to make each pike town look the same or fit a certain "stereotype" of what a pike town should look like.

IMPLEMENTATION STEPS:

- Hire a planning, urban design or landscape architecture firm to conduct design studies of all of the pike towns and to develop the design guidelines.
- Features that should be a part of the pike towns study and guidelines include:
 - historic development patterns;
 - building height, massing, fenestration and materials;
 - front, rear and sideyard setbacks;
 - density;
 - land use patterns, including land preservation and greenbelts;
 - right-of-way cross-sections, including the roadway, on-street parking, sidewalks, and roadside planting strips; and,
 - streetscaping elements such as street trees or other vegetation, lights, furniture (i.e., benches, trash cans), and paving materials.
- Conduct base mapping in the initial phase

ACTION PLAN

of the studies, and depict all information gathered during the studies on these maps as well as through written and visual means.

- Incorporate community collaboration on the studies through the use of volunteers to measure street and sidewalk widths (using measuring wheels borrowed from town or county engineers' offices) or record vegetation types and locations.
- Once assembled, distribute the pike town guidelines to each pike town.

PARTNERS/STAKEHOLDERS:

Management entity, pike towns

ESTIMATED COSTS:

\$45,000

POSSIBLE FUNDING SOURCES:

NPS-NCPTT, NEH, NTHP-PSE, AEF, OHC, JPGT,TGF

OHIO NATIONAL ROAD SCENIC BYWAY

VIEWSHED PRESERVATION

ACTION:

Identify the specific conditions threatening long-term maintenance of landscapes that lie within the viewshed of sites identified for scenic or interpretive pull-offs (see "Scenic Pull-offs and Interpretive Waysides" section) and identify the land preservation techniques that most effectively will address preservation.

Action Plan reference: page 120

RATIONALE:

Much of the allure of any scenic byway comes from the beauty of its scenery. While the scenic byway program is not intended to prohibit change or growth in the areas along scenic byways, it is important to identify the types of activities that might threaten the beauty of key scenic views. Such threats might include zoning that could change the character of the landscape within the view, planned roadway projects that might fall within the viewshed, extractive activities such as logging or mining that would alter the landscape, objects such as cell towers or billboards, and general development patterns that pose the threat of encroaching on the land within the viewshed. By identifying these threats before they become urgent issues, preemptive action:s can be taken to preserve the character of the view.

IMPLEMENTATION STEPS:

- Conduct a land use survey of the land area that lies within key scenic viewsheds. This should include an identification of land owners, existing and proposed zoning, proposed infrastructure projects, and any proposed development plans for the land within the viewshed.
 - Most of this information is public information that can be obtained from tax assessor's offices, and county or municipal planning, zoning and/or



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Scenic view in Muskingum County

transportation offices.

- Determine the best methods for preservation of the view according to the type of threat. Methods could include: negotiations with landowners, ODOT and others; donated or purchased conservation easements or fee simple purchases; changes to zoning; context sensitive design; and public activism against projects.

PARTNERS/STAKEHOLDERS:

Management entity, with assistance from local governments and volunteers

ESTIMATED COSTS:

\$150,000

POSSIBLE FUNDING SOURCES:

ODOT-SB, JPGT, COF-OSWC, COF-FP

NATIONAL ROAD DESIGN HANDBOOK

ACTION:

Work with communities to develop a National Road Design Handbook to assist communities and counties in achieving compatible growth and development.

Action Plan reference: page 129

RATIONALE:

By working with byway communities to develop a National Road Design Handbook, the management entity will be able to define the development issues and solutions it feels are most important to the long-term management of the byway, and the communities will have a reference to help them ensure that local development policies and practices are compatible with the byway. This handbook will serve as a sourcebook of the development factors that should be considered within the byway corridor. It will have the added benefit of providing guidance to communities that lack zoning or planning/design review boards. The guidelines could be adopted as part of a local jurisdiction's review process, or could serve strictly as nonbinding recommendations.

IMPLEMENTATION STEPS:

- Develop a scope of work and seek funding to hire a consultant that can work with local jurisdictions to develop the National Road Design Handbook. The handbook should contain:
 - Pike town design guidelines (see above);
 - Model roadway construction design standards (see "Minimizing Impacts of New Roadway Construction on the National Road")
 - Guidance for use of building setbacks, parking areas and driveway access, landscaping enhancements, fencing, etc. to define public and private space and maintain the "street wall";



Ed Kemper

Streetscaping in Englewood

- Guidance on how to define community character and use its features (overall town settlement patterns, setbacks, lot size, massing, roof pitch, fenestration, materials, public spaces, etc.) to achieve sensitive and compatible design in both new and infill development;
- Demonstrations on how to use color coordination, signage and/or fabric awnings as ways to improve overall appearances;
- Development guidelines for preserving scenic viewsheds that could include techniques such as clustering or conservation subdivisions;
- Techniques for property owners and local jurisdictions to beautify or screen areas of existing highway commercial and heavy industrial development that are visible from the byway. Techniques could include streetscaping enhancements such as decorative paving and lighting, landscaping and street trees along the roadside and within parking areas, earth berms, street furniture, sign design or billboard removal.

Specifications should be included for suggested individual design features such as lighting fixtures and paving.

In particular, the following locations

OHIO NATIONAL ROAD SCENIC BYWAY

could benefit from the application of such techniques and a detail design study:

- > Bridgeport
- > Brookside
- > east of Blaine
- > near Ohio Valley Plaza
- > East Richland
- > east of Middlebourne
- > around the I-77 interchange in Cambridge
- > east of New Concord
- > near the I-70 interchange west of Norwich
- > several sections of the road between Bridgeville and Zanesville
- > Reynoldsburg
- > Whitehall (extension of existing streetscaping)
- > in the vicinity of the Broad Street/I-270 interchanges to the west of Columbus
- > on the eastern side of Springfield along U.S. 40 through Springfield Vandalia
- > Englewood (extension of existing streetscaping)
- A recommended approach for suburban areas of Columbus and Springfield for driveway consolidation, speed control, landscaping and introduction of pedestrian amenities in their highway commercial areas.
- Funding sources and incentives for design-related improvements also should be identified as part of the handbook.

PARTNERS/STAKEHOLDERS:

Management entity, local communities

ESTIMATED COSTS:

\$60,000 (excludes cost of pike town design guidelines – see above)

POSSIBLE FUNDING SOURCES:

NPS-NCPTT, NTHP-PSF, AEF, OHC, JPGT, TGFTCF, FAO, MCCF

BLAINE HILL BRIDGE ACCESS IMPROVEMENTS

ACTION:

Partner with ODOT and other agencies as appropriate to redesign vehicular and pedestrian access to the Blaine Hill Bridge site from U.S. 40.

Action Plan reference: page 137

RATIONALE:

The approach to the site creates a dangerous intersection at Arches of Memory Bridge, particularly as a vehicle approaches from the west. This area is one of the key attractions on the eastern half of the byway and will be important to the success of the byway. As vehicular and pedestrian activities around the site increase, the existing circulation conditions may become dangerous.

IMPLEMENTATION STEPS:

- Work with appropriate agencies to conduct a traffic safety evaluation of the site, both as currently extant and with the improvements cited under the "Priority Interpretive Sites" section of this plan. These improvements include: adaptive reuse of the old bowling alley property to include a parking area with a pedestrian walkway to the site; or use of an ODOT pull-out further east of the site on the National Road with the establishment of a shuttle to transport visitors and creation of a greenway along Wheeling Creek for hikers and cyclists.
- Work with OHPO to ensure that traffic engineers involved with the evaluation understand the historic significance of the site and its role in the Byway's designation.
- Work as closely as possible with traffic engineers to ensure that traffic improvements proposed are designed with sensitivity to the unique characteristics of the site.



HRG

U.S. 40 access to Blaine Hill Bridge

PARTNERS/STAKEHOLDERS:

Management entity, ODOT, Belmont County Engineer, OHPO, Blaine

ESTIMATED COSTS:

TBD

POSSIBLE FUNDING SOURCES:

FHWA/ODOT Transportation Funds, Belmont County, ARC, ODOD-SCCDBG

OHIO NATIONAL ROAD SCENIC BYWAY

COMMUNITY APPEARANCE ENHANCEMENTS

ACTION:

Contact local organizations about taking on community appearance projects that will enhance the byway corridor.

Action Plan reference: page 144

RATIONALE:

Small beautification projects and enhancements done at the local level can go a long way towards making the byway attractive. Roadside gardens add color and natural beauty, local preservation efforts and community "fix up" projects help to preserve historic buildings and make them an asset to the community, and litter patrols keep the roadside clean. Local involvement in these types of projects can provide much-needed regular maintenance, especially of trees and landscaped areas where weeds and growth can become problematic without regular attention. Local involvement also builds pride in place and a sense of connection to the history and significance of the road.

IMPLEMENTATION STEPS:

- Work with local advocates to identify and contact groups such as Rotary Clubs, Lions Clubs, Boy/Girl Scout troops, sports teams, school groups, garden clubs and/or local landscaping firms or commercial gardening companies who might be interested in and willing to take on a National Road enhancement project. Potential enhancement projects include: trash cleanup; installation and maintenance of landscaping; building renovation.
- Encourage local organizations to participate in ODOT's Adopt-a-Highway program.

PARTNERS/STAKEHOLDERS:

Local advocates, civic organizations and businesses, management entity

ESTIMATED COSTS:

\$50,000

POSSIBLE FUNDING SOURCES:

Corporate Sponsors, BEF, NF, ABF, TCF, TDF, DCCF

OHIO NATIONAL ROAD SCENIC BYWAY BIKEWAY

ACTION:

Undertake a study to create a bikeway along the Ohio National Road Scenic Byway.

Action Plan reference: page 149

RATIONALE:

A number of regional trails, including the Ohio to Erie Trail, the Buckeye Trail, the Little Miami Scenic Trail/Buck Creek Trail, and Wolf Creek Rail Trail, cross the National Road and could provide ideal linkages between the byway and the surrounding region. Ways to link Ohio trails into West Virginia and Pennsylvania are being explored. Yet most of the regional trails run north-south. The National Road would be an ideal route along which to create an east-west-oriented bikeway to link between the regional trails. It also could link into local trails like St. Clairsville's National Road Bikeway and the proposed Penn Central Rail Trail in Licking County, as well as existing bike lanes, such as that along the southbound lane on U.S. 40 near Gratiot. Ample shoulders in many places along the byway would facilitate creation of the bikeway.

IMPLEMENTATION STEPS:

- Partner with local communities to seek funds for a bikeway study. The study should:
 - Assess bicycle safety where vehicular conflict is a problem, such as at off-ramps from I-70, on interstate sections of the route, or where an on-road facility presents an unsafe condition
 - Explore design options for a continuous bike path along the National Road
 - Develop a design standard for the proposed bikeway along the National Road so that it could be incorporated into other planning, development and design studies or projects that may occur along the byway.

- Pursue construction of the bikeway in partnership with local communities, ODOT, and ODNR.
- Once implemented, make connections to the bikeway through signs, trail maps, and other information sources.
- Support the obtainment of the right-of-way to connect the National Road Bikeway in St. Clairsville with the bicycle lane along the National Road in St. Clairsville as part of the effort to establish links

PARTNERS/STAKEHOLDERS:

Management entity, local communities, ODOT, ODNR

ESTIMATED COSTS:

Study: \$50,000

Design: \$300,000

Construction: \$2.5 million

POSSIBLE FUNDING SOURCES:

ODOT - TE, ODOT-BPP, COF-RT, Natureworks, FAO

OHIO NATIONAL ROAD SCENIC BYWAY

"HEARTLAND EXPERIENCE" EVENTS, PUBLICATIONS, AND MARKETING PIECES

ACTION:

Create events, publications, and marketing pieces geared toward the "heartland experience" to provide local merchants and service providers with alternative ways to market their products or services.

Action Plan reference: page 151

RATIONALE:

Creating "heartland experience" events or publications that highlight businesses that support heritage tourism would provide byway businesses with an additional marketing and advertising outlet. Weekly, seasonal, "producer-only" farmer's markets that only sell products grown or raised by the seller can be highly successful ways to increase patronage of local food producers and expand their market. The American Farmland Trust holds a weekly producer-only FreshFarm Market in Washington, DC that could serve as a model (www.farmland.org/market/market.htm). Publications would reach broad markets through byway distribution avenues and could reduce pressure to use billboards or other types of signs to attract customers, thus preserving the visual beauty of the byway route.

IMPLEMENTATION STEPS:

- Work with the Ohio Department of Agriculture, local farm bureaus, the American Farmland Trust, and local farmers to establish a producer-only farmer's market along the byway.
- Work with local chambers of commerce, CVBs, and other business organizations to identify area merchants and service providers that complement the byway.
- Contact these businesses about being included in byway publications.
- Offset publication costs with fees for



Farmer's market in Harmony

HRG

advertising. It should be noted that if publications are funded through grants, advertising may be prohibited.

PARTNERS/STAKEHOLDERS:

Management entity, local CVBs and business organizations, area businesses

ESTIMATED COSTS:

\$30,000 per year

POSSIBLE FUNDING SOURCES:

USDA-RBE & EDA, OHC

EASTERN GATEWAY IN BRIDGEPORT

ACTION:

Create an eastern gateway in Bridgeport that will address design, parking, and linkages.

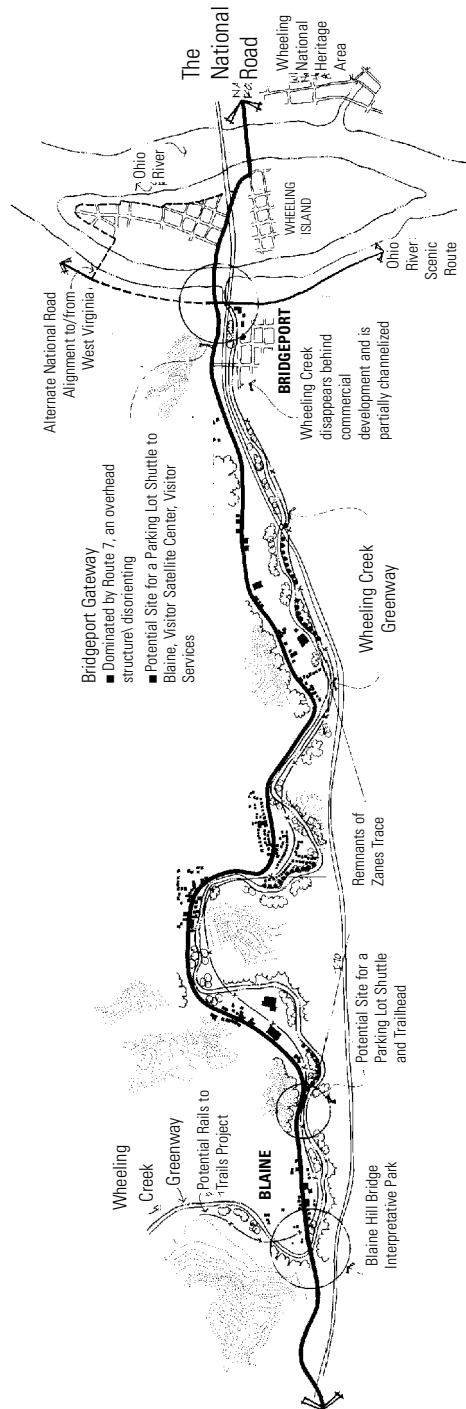
Action Plan reference: page 154

RATIONALE:

Travel statistics, and the fact that chronologically the National Road progressed from east to west, indicate that the majority of the visitors to the byway most likely will be arriving from the east, via Bridgeport. Additionally, the Bridgeport area is a major crossroads for state and interstate travelers. As a result, for many visitors this will be the first point of contact with the byway. They will need to have a sense of “arrival” at their destination and will need to know where to obtain information to plan their journey on the byway. Creating a gateway in Bridgeport will help to accomplish these objectives.

IMPLEMENTATION STEPS:

- Work with the City of Bridgeport to host a community design workshop to gather community input on gateway ideas.
- With the City of Bridgeport, hire design professionals such as an architect, landscape architect, urban designer and engineer to assist in design and construction of the gateway elements.
- The gateway concept should include consideration of the following :
 - Belmont County’s bicentennial in 2003
 - The intersection of two National Scenic Byways
 - The obstructive and overpowering presence of the Route 7 overpass. Potential solutions could include redesigning the central portion of the bridge and/or its abutments to be more transparent, putting the road back to



Gateway and greenway concept for Bridgeport

HRG

OHIO NATIONAL ROAD SCENIC BYWAY



Route 7 overpass above the National Road



Iron truss bridge in Bridgeport

grade level to benefit both byways, or tunneling the route.

- Incorporate a symbolic design with reference to the National Road such as a Conestoga wagon or other feature as part of a gateway streetscape enhancement project. A design competition sponsored by the Ohio Arts Council could bring in local artistic talent.
- The redesign of Soldier Park and the open parcel to the north to become a more vibrant, welcoming and usable public space. Design concepts should explore ways to incorporate artwork, outdoor sitting areas, and a small information center. The design should address the building foundation and blank wall at the north end.
- Removal of meters under Route 7; visitor parking should be free.
- Restoring the iron truss bridge (Backchannel Bridge) for use as a pedestrian bridge to Wheeling Island. Currently, no party has the means or is willing to assume ownership of the structure to ensure its preservation. Preservation is the preferable end but in the event that the bridge is demolished, the ashlar piers and bridge portals at each end should be retained

for use in any future efforts to establish a pedestrian link between Bridgeport and Wheeling Island.

- Reinstallation of brick paving on the National Road between Route 7 and Marion Street
- Creation of a greenway along Wheeling Creek that would link Bridgeport and Blaine and highlight the area's natural resources as well as remnants of Zane's Trace
- An alternative route for getting visitors to the National Road in Bridgeport from Wheeling, West Virginia could be to direct visitors to cross the Wheeling Suspension Bridge, take a right on Front Street and follow that to the Aetnaville Bridge, then follow Route 7 (the Ohio River Scenic Route) south to Bridgeport. This should be done in coordination with the West Virginia National Road management entity.
- A feasibility study for riverfront development, which would be a collaboration between the management entity and the City of Bridgeport, the City of Wheeling (WV), the West Virginia National Road management entity, and Ohio River Trails. Development options might include a hotel, restaurant, docking capabilities,

and parkland.

- The nearby Belmont Prison, which has done work at Franklin Museum in New Athens, should be considered as a potential partner in implementation. Their client-work program could be a good source of labor.

PARTNERS/STAKEHOLDERS:

Management entity, City of Bridgeport, ODOT, City of Wheeling, West Virginia National Road management entity, Belmont Prison

ESTIMATED COSTS:

Community design workshop: \$15,000-30,000

Route 7 solutions:TBD

Redesign of Soldier Park: \$15,000

Remove meters: n/a

Pedestrian bridge to Wheeling Island: TBD

Reinstallation of brick paving: \$112,000

Explore greenway along Wheeling Creek: n/a
(see Priority Interpretive Sites)

Feasibility study for riverfront development:
\$125,000

POSSIBLE FUNDING SOURCES:

Corporate Sponsors, USDA-BEC, ARC, FAO, ODOT-SB, ODOD-SCCDBE & DRC

ODOT Transportation Funds, State Budget, ODOT-SCCDBG,ARC

Natureworks, ODOD-SCCDBG,ARC, FAO,ABF

N/A

ODOT-TE, ODOT-SB & Discretionary, ARC, WVDOT-TE, WVDOT-SB

ODOT - TE, ODOD-SCCDBG

ODOT - TE, Natureworks, EPA-EEG, COF-OSWC & RT,ARC, FAO

ARC, FAO, ODOD-SCCDBG, KF, ODOD-DRCG & ED, UDC-EDA, Belmont Chamber of Commerce

OHIO NATIONAL ROAD SCENIC BYWAY

WESTERN GATEWAY IN PREBLE COUNTY

ACTION:

Create a western gateway in Preble County that will signify arrival at the Ohio National Road Scenic Byway to visitors.

Action Plan reference: page 154

RATIONALE:

The transition from the National Road in Indiana to the National Road in Ohio is ill-defined because one travels between two rural landscapes with no distinguishing features to signal to the traveler that they have arrived at the Ohio National Road Scenic Byway. There also may be people entering the National Road for the first time from I-70 at the state line. In addition, those visitors arriving at the Ohio National Road Scenic Byway from the west will not reach major towns or attractions for over ten miles, so it will be important to provide them with a sense of arrival and orientation to the byway on the western end of the route.

IMPLEMENTATION STEPS:

- Develop a welcome sign and landscaping treatment to be located directly at the state line, just east of the I-70 interchange, that will alert visitors to the beginning of the Ohio National Road Scenic Byway.
- Work with Preble County to explore the feasibility of renovating the Hine's Truck Stop for use as a visitor information center and wayside pull-off. This will require addressing the site's status as a Superfund site, though some of the costs of remediation may be eligible for funding through the Clean Ohio Fund and other brownfield remediation funding sources.
 - As a first step, an Environmental Impact Statement (EIS) should be prepared that discusses the current condition of the property and the impacts of reuse



Gray & Pape

Hines Truck Stop

- Conduct negotiations with the landowner for sale or lease of the truck stop property. Work with private developers and the public sector to explore innovative development strategies such as public/private joint ventures
- Hire a consultant to develop a site development plan. The plan should explore use of the adjoining state-owned parcel to the south as a park site
- Develop design alternatives for the renovation of the building for commercial retail that might include a restaurant, café, or general store in conjunction with an information center. On-site facilities also should include parking for buses and passenger cars, restrooms, picnic areas, and an outdoor kiosk and/or interpretive panel

PARTNERS/STAKEHOLDERS:

Management entity, Preble County, landowner, ODOT

ESTIMATED COSTS:

Welcome sign and landscaping: \$15,000

Environmental Impact Statement: TBD

Landowner negotiations/possible land acquisition: TBD

Site development options/site development

ACTION PLAN

plan: Design - \$25,000; Design development – TBD

Architectural adaptive reuse design and development: Design options - \$25,000; Design development - TBD

POSSIBLE FUNDING SOURCES:

ABF, ODOT- ODOT-SB

COF-BF, UDC-EDA

Private Interest, TPL, UDC-EDA, USDA-RBE

Private Interest, TPL, UDC-EDA, USDA-RBE

Private Interest, TPL, UDC-EDA, USDA-RBE,
ODOD-ED

OHIO NATIONAL ROAD SCENIC BYWAY

OFFICIAL VISITOR GUIDE AND MAP

ACTION:

Publish and annually update a high-quality “official” visitor guide and map that provides information about major attractions and lists businesses, dining and lodging options.

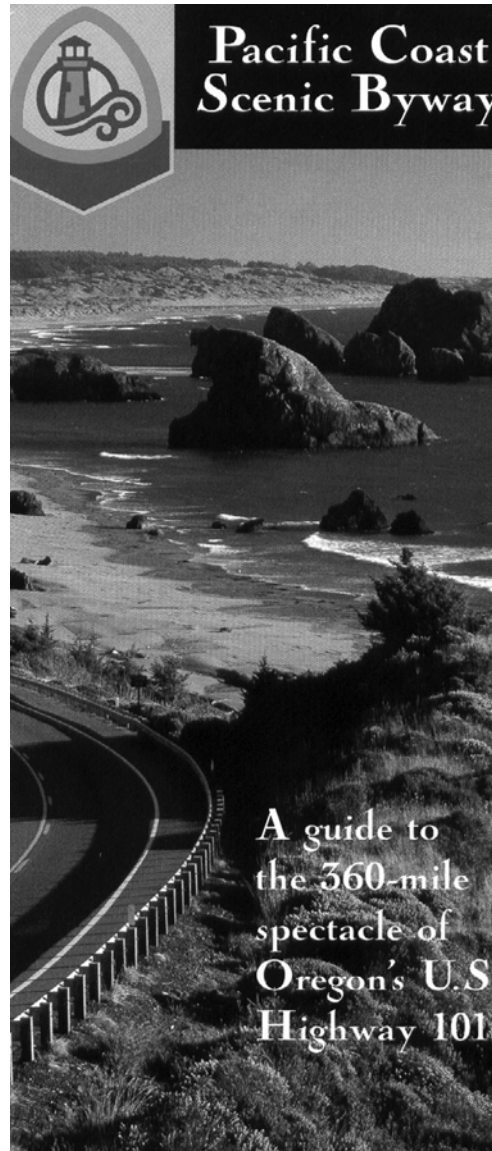
Action Plan reference: page 154

RATIONALE:

An “official” visitor guide and map will serve as the key visitor service publication. Because of its “official” title, it will be represented as the one thing that most visitors will want to acquire to guide them on their journey. As a result, it should be thorough but also geared toward giving the visitor a good overview of the byway. Developing a high-quality publication that provides a historical background on the National Road and gives visitors an overview of the sights and services they can find along the byway, as well as a map of how to reach them, will build a foundation upon which other visitor information sources can expand. Also, by creating an official guide to the byway, visitors can choose to pick up one source of information (rather than collecting a host of pamphlets) if they would like a condensed but comprehensive overview of the byway.

IMPLEMENTATION STEPS:

- In partnership with the Ohio Division of Travel and Tourism, local CVBs, and other organizations, develop historical/informational content and service information to be included in the publication. Information can be drawn from this CMP document, the Ohio Historical Society, or local historical societies.
- Hire a graphic design consultant to develop the guide and map, which should be easy to read and eye-catching.
- Seek funding for the publication from the National Scenic Byways Program, National



Guide to the Pacific Coast Scenic Byway, Oregon

Gray & Page

Road counties, communities, and local businesses or organizations, as well as the American Automobile Association or American Express. Costs could be recouped through sales of the publication.

PARTNERS/STAKEHOLDERS:

Management entity, local communities, area businesses/organizations, Division of Travel and Tourism, Federal Highway Administration (National Scenic Byway Program)

ESTIMATED COSTS:

\$30,000 per year

POSSIBLE FUNDING SOURCES:

ODOT-SB, OHS, NEA, NEH, OAC, AEF

OHIO NATIONAL ROAD SCENIC BYWAY

OHIO NATIONAL ROAD SCENIC BYWAY WEB SITE

ACTION:

Create an Ohio National Road Scenic Byway web site.

Action Plan reference: page 154

RATIONALE:

The use of the Internet to make travel plans and arrangements is increasing exponentially. A comprehensive web site for the Ohio National Road Scenic Byway that provides visitors with a preview of the sites and attraction:s they'll see, places to stay overnight and eat, and links to upcoming events and reservations among other things, will increase exposure of the byway and attract visitors from a broad area.

IMPLEMENTATION STEPS:

- Hire a web site developer to create an Ohio National Road Scenic Byway web site that offers historical background and information about the attraction:s along the road and services available to visitors. It should include a calendar of events.
- Explore the donation of professional services for the development of the site with area professionals, universities whose students may be looking for a project, or large companies such as NCR or Lexus Nexus in Dayton as part of their local outreach efforts. Duncan Kinder, a resident of St. Clairsville (dkinder@mountain.net), has volunteered to donate time and advise on web site development.
- Incorporate links to other regional web sites and businesses or attraction:s listed on the site and negotiate reciprocal links. Also, links should be established with the National Scenic Byways web site to take advantage of their marketing avenues.
- Contact all National Road communities and encourage them to contribute information about their community, area

attraction:s, businesses, and events as well as pertinent web site addresses. The calendar of events should be reproduced on the web site from the print version (see below).

- Develop a strategy for keeping the web site information up-to-date so that hours of operation, rate information, and business listings can be kept current; an annual survey/information verification system could both provide this information and serve as an avenue for collecting visitor statistics from area attraction:s and visitor service providers.
- Maintain the site on at least a monthly basis to update the calendar of events.
- As an interim measure, explore with OHPO ways to provide ongoing maintenance of the National Road information currently on the web site.

PARTNERS/STAKEHOLDERS:

Management entity, local communities, area businesses/organizations, OHPO, academic institutions

ESTIMATED COSTS:

\$5,000 per year

POSSIBLE FUNDING SOURCES:

ODOD-Travel & Tourism, OHC, TGF

MULTILINGUAL VISITOR INFORMATION SOURCES

ACTION:

Develop visitor information sources that address the language needs of the international visitor.

Action Plan reference: page 154

RATIONALE:

If the Ohio National Road Scenic Byway is to become a destination for international tourists, it will need to provide information sources that can assist foreign language-speakers in finding overnight accommodations and restaurants, following the byway route, and locating sites and attractions. Although visitors to foreign countries often do not expect information to be available in their native language, providing them with this convenience will help to make the experience more enjoyable.

IMPLEMENTATION STEPS:

- Hire a translator to translate standard visitor information sources such as maps, tour guides and information pamphlets into German, since they represent the largest non-English-speaking group of international tourists to Ohio
- Collect visitor statistics on international visitors and translate visitor information sources into other languages, such as French, Spanish and Japanese, as needed
- Create web site content that can be viewed in multiple languages, again with a priority on German

PARTNERS/STAKEHOLDERS:

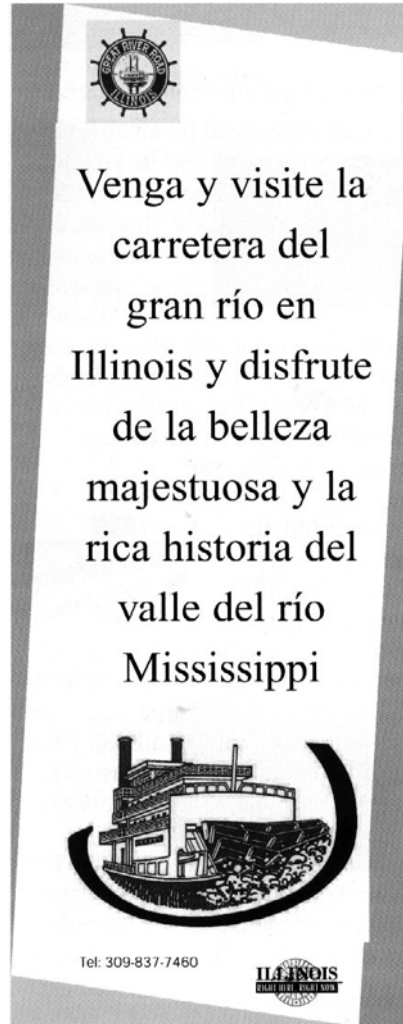
Management entity

ESTIMATED COSTS:

\$30,000 per year

POSSIBLE FUNDING SOURCES:

ODOT-SB, OHS, NEA, NEH, OAC, AEF



A brochure in Spanish for the Great River Road, Illinois

OHIO NATIONAL ROAD SCENIC BYWAY

SATELLITE BYWAY VISITOR CENTERS

ACTION:

Identify locations for and establish satellite byway visitor centers at the Heritage Center of Clark County, the National Road/Zane Grey Museum, and in Columbus.

Action Plan reference: page 157

RATIONALE:

The Heritage Center of Clark County and the National Road/Zane Grey Museum have substantial exhibits on the National Road and might spark the interest of visitors to explore the Ohio National Road Scenic Byway, so information about it should be available at these facilities. A significant number of potential visitors also may be entering onto the byway in Columbus, where they would otherwise miss the “gateway” entrances in Bridgeport and Preble County, so developing a satellite visitor center here could attract additional byway tourists.



No 17 Engine House, Hilltop, Columbus

IMPLEMENTATION STEPS:

- Work with the directors of the Heritage Center of Clark County and the National Road/Zane Grey Museum to explore ways of incorporating a byway visitor center or other type of information area into their facilities; options might include a staffed visitor center or a kiosk dedicated to the byway.



Heritage Center of Clark County

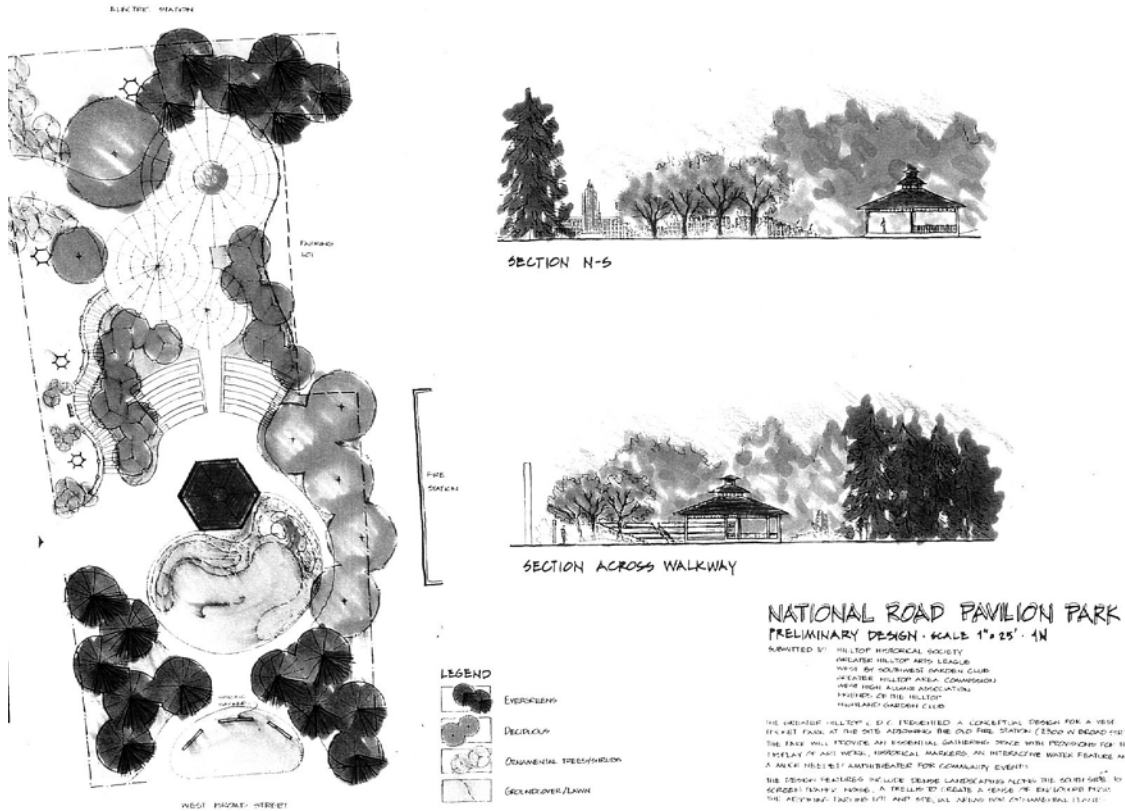
- Work with the Columbus CVB to identify suitable locations for a satellite byway visitor center. A potential location could be the vacant lot at the corner of High and Main Streets, where new development could include such a facility. Other potential sites include the Franklinton or Hilltop Engine Houses, which are or will be used for community functions. A satellite visitor center in Hilltop could incorporate neighborhood history and be the starting point for self-guided neighborhood walking tours that take in Camp Chase and other area sites. The National Road Pavilion Park planned for the Hilltop No. 17 Engine House should be completed if this location is pursued.

PARTNERS/

STAKEHOLDERS:

Management entity, Heritage Center of Clark County, National Road/Zane Grey Museum, Columbus CVB, Greater Hilltop Community Development Corp.

ACTION PLAN



Greater Hilltop Community Development Corp.

National Road Pavilion Park

ESTIMATED COSTS:

Heritage Center of Clark County: \$25,000

National Road/Zane Grey Museum: \$25,000±

Columbus: TBD

POSSIBLE FUNDING SOURCES:

ODOT-TE, ODOT-SB, AEF, IMLS, OHC

ODOT-TE, ODOT-SB, AEF, IMLS, OHC

ODOT-TE, ODOT-SB, AEF, OHC, TCF, City of Columbus

OHIO NATIONAL ROAD SCENIC BYWAY

REST AREA ACCESS

ACTION:

Investigate with ODOT the potential for creating access from the National Road to the rest area on I-70 just east of Old Washington.

Action Plan reference: page 158

RATIONALE:

The rest area east of Old Washington is less than 200 feet from the National Road but is not accessible from it. Creating an access to the rest area would provide an easy-on, easy-off place for byway visitors to stop and refresh themselves.

IMPLEMENTATION STEPS:

- Contact the ODOT District 5 Office to explore options that will provide a connection to the rest stop from the byway.

PARTNERS/STAKEHOLDERS:

Management entity, ODOT

ESTIMATED COSTS:

TBD

POSSIBLE FUNDING SOURCES:

ODOT-TE, ODOT Transportation Funds

SCENIC PULL-OFFS

ACTION:

Explore the development of scenic pull-offs at significant views so that visitors can safely view the scenery, take photographs, or read information.

Action Plan reference: page 158

RATIONALE:

There are many superb scenic views along the byway but little opportunity to stop and enjoy them. Because the byway typically is only two lanes with little to no shoulder, it is difficult for motorists to stop or stop safely. Unsafe stopping or slowing could cause accidents or radical driving maneuvers, so for the benefit of all who are traveling the National Road, scenic pull-offs should be created.

IMPLEMENTATION STEPS:

- Work with ODOT and local community planning and/or engineering departments to explore the creation of scenic pull-offs at the following locations:
 - just west of Ebbert’s Farm Market – there is a sweeping view to the north but no place to stop. A steep drop prohibits creation of a pull-off but a dirt road and clearing just to the west provide a possible opportunity to create one there
 - west of Morristown – there is a remnant section of road with a potential tavern and former tourist cabin camp, as well as a view over former strip mining lands. This would be a good opportunity for both a scenic overlook and interpretation of National Road resources and contemporary land uses
 - between Fairview and Middlebourne – ridge top views overlook I-70 and forested hills, and extend far into the distant landscape



HRG

Remnant road section just west of Morristown

- from the brick-paved segment of road in Norwich – openings in the roadside vegetation frame views over rolling farmland. A pull-off here should continue the brick paving and could provide interpretive information on National Road paving methods in general
- east of Linnville – long views across gently rolling hills. A remnant section of road that parallels U.S. 40 east of Linnville could be used as a basis for a pull-off.
- east of Lafayette – sweeping views of a rural landscape begin east of the Route 42 interchange.
- to the east and west of Brighton – a number of views along the road and across a rural landscape characterize the area. A pull-off could be created anywhere in this vicinity to take advantage of the scenery and to provide a much needed rest stop since there are few parks or towns where visitors might otherwise stop
- between Swanktown and Lewisburg – many views of the rural landscape exist along this stretch of road, and a scenic pull-off could be created at one of several locations.
- During the evaluation process, work with

OHIO NATIONAL ROAD SCENIC BYWAY



HRG

U.S. 40 in rural Madison County

local land records offices to investigate land ownership to determine if the proposed pull-off areas are within the right-of-way or if land acquisition would be necessary to create them.

- Contact landowners, as necessary, to determine if they are willing sellers. Contact public agencies to explore feasibility.
- Work with ODOT and local roads departments to design pull-offs and waysides as roadside parks. Roadside parks (as opposed to rest stops) should provide a much more complete, pleasurable rest experience, with amenities such as picnic tables, trash cans and comfort facilities, in addition to interpretive displays, for rest and relaxation rather than a quick bathroom and soda break. Care should be taken during the design phase to maintain the historical integrity of the National Road.
- Work with ODOT and local roads departments to determine placement of signs alerting motorists to upcoming pull-offs.

PARTNERS/STAKEHOLDERS:

Management entity, ODOT, local roads departments, local landowners

ESTIMATED COSTS:

Priority sites:

Remnant section of road just west of Morristown: Site Study - \$25,000±; Design and

Construction - TBD

Between Fairview and Morristown: Site Study - \$25,000±; Design and Construction - TBD

At a location on the western side of the byway: Site Study - \$25,000±; Design and Construction TBD

POSSIBLE FUNDING SOURCES:

TPL, ODOT-TE, ODOT-SB, ARC, Natureworks, counties

INTERPRETIVE WAYSIDES

ACTION:

Create interpretive waysides that interpret significant resources within the National Road corridor.

Action Plan reference: page 158

RATIONALE:

Small roadside interpretive pull-offs give visitors the opportunity to stop along the byway and learn about what they are seeing. These waysides make it easy for visitors to connect with the things that are being described, since they become more tangible when they are right in front of the viewer. On-site interpretive material such as display panels, display maps and interactive equipment often can bring the story to life more effectively than other media or by just driving past.

IMPLEMENTATION STEPS:

- Work with ODOT and local planning and/or engineering departments to explore the creation of interpretive waysides at or that describe the following resources:
 - scenic/historic communities – this should be done in partnership with interested communities, who should help choose a location for the wayside and guide the content of the interpretive material
 - the various generations of roads (National Road, U.S. 40, I-70) - a good place to do this would be on Belmont County Road 120 (see Priority Interpretive Sites)
 - strip mining activity’s effect on the landscape – there are a number of opportunities for interpreting this landscape. It could be combined with a scenic and historic pull-off to the west of Morristown (see scenic pull-off recommendations above)



HRG

Eagle Nest Hill Monument

- west of Bridgeville near the I-70 interchange – an existing large gravel pull-off could be improved with landscaping and parking and could provide interpretation of a former tavern and the road remnant that lie downhill from the pull-off
- Salt Fork “S” Bridge – this is the only “S” bridge over which people still can drive. An informal pull-off exists on the south side of the bridge along with a National Park Service historical marker. Formalizing the pull-off to provide paved or gravel parking and amenities such as trash cans, picnic tables, and/or benches and improving the interpretive information at this bridge would offer visitors another opportunity to learn about “S” bridges
- National Road Accident Memorial – the memorial is located on a curve where there is little space to pull over. Parking may be available further into town with a pedestrian path leading back to the monument, highlighting other historic resources in Norwich in combination with this walk
- Eagle Nest Hill Monument – the monument is located on the north side of the road, where a shallow pull-off in advance of the monument provides

OHIO NATIONAL ROAD SCENIC BYWAY



Madonna of the Trail Statue

Bill Craig

limited parking. No advanced notice of the memorial is provided and no on-site interpretation is available except on the memorial itself (which is difficult to read). This informal pull-off could be expanded and paved. Eastbound traffic could be directed to turn left into the pull-off area if a passing lane is provided for through traffic and signs warn drivers of the potential for stopped, left-turning vehicles.

- During the evaluation process, work with local land records offices to investigate land ownership to determine if the proposed wayside areas are within the right-of-way or if land acquisition would be necessary to create them.
- Contact landowners, as necessary, to determine if they are willing sellers. Contact public agencies to explore feasibility.
- Work with ODOT and local roads departments to design pull-offs and waysides as roadside parks as described under the scenic pull-offs section above. Care should be taken during the design phase to maintain the historical integrity of the National Road.
- Work with ODOT and local roads departments to determine placement of signs alerting motorists to upcoming waysides.

PARTNERS/STAKEHOLDERS:

Management entity, ODOT, local roads departments, local landowners

ESTIMATED COSTS:

Priority Sites:

Eagle Nest Hill Monument: Design Study - \$25,000±; Design and Construction – TBD

Madonna of the Trail Statue: (see Priority Interpretive Sites below)

POSSIBLE FUNDING SOURCES:

TPL, ODOT-TE, ODOT-SB, ARC, Natureworks, Licking County

MULTILINGUAL INTERPRETIVE MATERIAL

ACTION:

Develop interpretive material geared toward conveying the story of the National Road to German, French, Spanish, and/or Japanese speakers, as well as English speakers.

Action Plan reference: page 173

RATIONALE:

The international visitor coming to the byway will be interested in learning about the settlement of America or the lives that some of their ancestors lived once they arrived here. They may also just be interested in driving some of our country's back roads to experience the "real America." The byway will offer them the opportunity to do this. Those interested in learning about the history of the road may need language assistance, so interpretive materials should be available in a number of languages. Since Ohio is marketed most aggressively to Germany and the United Kingdom, developing interpretive materials in English and German that highlight the work and influence of these cultures along the byway corridor will be important.

IMPLEMENTATION STEPS:

- Produce multilingual editions of printed material
- Develop multimedia, multilingual interpretive materials that can be used in personal vehicles or be heard at interpretive displays and/or kiosks. Computerized interpretive kiosks can incorporate multilingual screen options and interpretive displays can make multilingual listening devices available.
- Encourage interpretive guides to be trained in a foreign language so that they can communicate with international visitors.
- Emphasize living history demonstrations, visual displays, and interactive

interpretation methods that will engage visitors even if they are not fluent in English. This is particularly important at the most popular attraction:s.

PARTNERS/STAKEHOLDERS:

Management entity, partners in interpretation

ESTIMATED COSTS:

\$20,000

POSSIBLE FUNDING SOURCES:

ODOT-SB, OHS, NEA, NEH, OAC, AEF

OHIO NATIONAL ROAD SCENIC BYWAY

INTERPRETIVE TRAINING SESSIONS

ACTION:

Conduct regularly scheduled training sessions for guides, interpreters, and living history demonstrators.

Action Plan reference: page 174

RATIONALE:

It is essential that the guides, interpreters and living history demonstrators who interact with visitors to the National Road be well-informed about their sites. This will require regular training for these participants, since there is likely to be turnover. Regular training sessions also could facilitate information-sharing between sites.

IMPLEMENTATION STEPS:

- Work with local historical societies and attraction:s to sponsor interpretive training sessions on an annual basis. This could be conducted in a “train the trainers” format, in which sessions are conducted for key individuals who then train people at their organizations.

PARTNERS/STAKEHOLDERS:

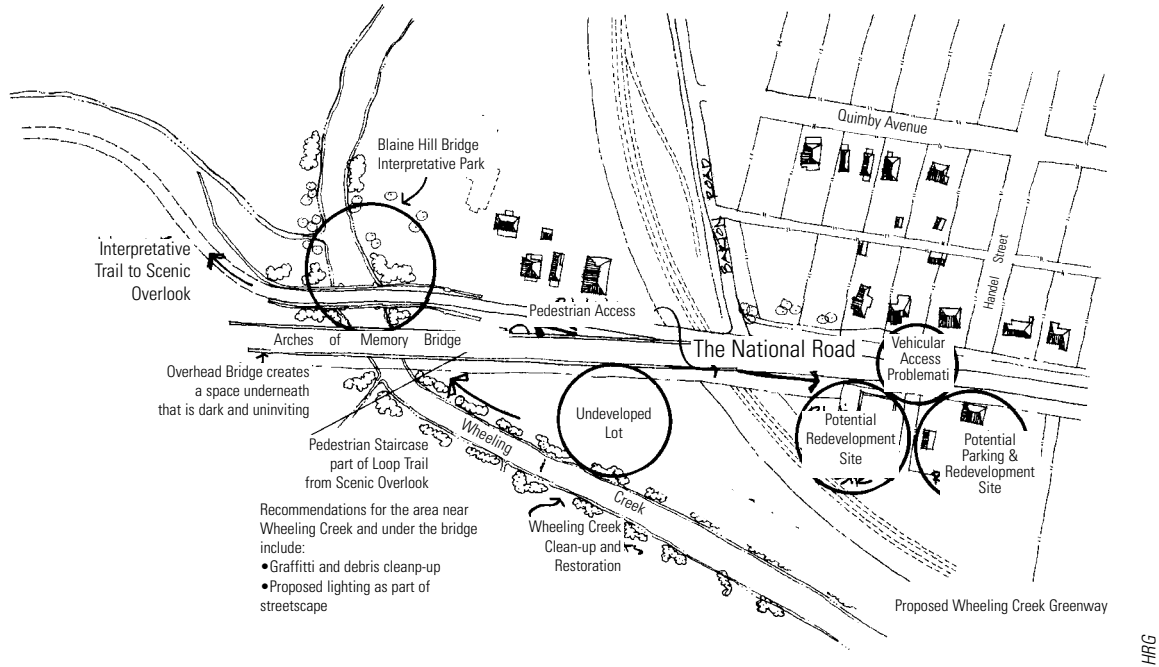
Management entity, local historical societies, National Road attraction:s

ESTIMATED COSTS:

\$15,000-25,000 per year

POSSIBLE FUNDING SOURCES:

IMLS, NEH, Ohio Travel Association, TGE, Ohio Historical Society, JPGT



Blaine Hill Bridge site assessment

PRIORITY INTERPRETATION SITE – BLAINE HILL BRIDGE

Action Plan reference: page 176

THEME

The 19th-Century National Road Experience: Construction of the Road

SITE OBJECTIVES

- 1 The public will have year-round access to the bridge and the hill
2. There will be a recreational element associated with the site, so that it will become a community resource as well as a visitor attraction:
3. Interpretation of the bridge, the road and the history of the surrounding communities will give visitors an understanding of the significance of the Blaine Hill Bridge and the National Road

PROGRAM & SERVICE OBJECTIVES

1. Create a site development plan for the Blaine

Hill Bridge and immediate surrounds that addresses on- and off-site parking options, pedestrian and vehicular circulation, landscaping, resource preservation, visitor services and interpretive features. In order to address parking issues, a trolley between an off-site parking location in Bridgeport and the Blaine Hill Bridge should be explored. The trolley could serve as a tour bus between Bridgeport and Blaine, describing the history of the National Road as well as the communities along it. This not only would address parking constraints but also would tie into the concept of creating an eastern gateway to the byway in Bridgeport (see “Developing Gateways to the Byway” above).

2. Explore reuse options for the former bowling alley site on the south side of U.S. 40 that would include some type of visitor services such as a restaurant, lodging, general store, or entertainment venue.

3. Create an “interpretive park” centered around

OHIO NATIONAL ROAD SCENIC BYWAY



Blaine Hill Bridge and Blaine Hill Viaduct

Blaine Hill Bridge. Construct interpretive features that include panels at the bridge site and overlook describing the challenges faced by travelers going up and down Blaine Hill, the construction of the bridge and the National Road (in general), and some of the settlement patterns and industries in the area. Twentieth-century roadway features that once included advertising and white guide rails could be incorporated into the interpretive material to illustrate how the area around the bridge evolved over time.

4. Create a loop trail from the Blaine Hill Bridge site, up Blaine Hill along the remnant section of the National Road to an overlook pavilion, back over the Arches of Memory Bridge and down the staircase to the Blaine Hill Bridge
5. Develop a trail brochure that will guide visitors along the trail and describe the historical, industrial and landscape features visible from the trail that reflect the region.
6. Explore the long-range option of creating a greenway trail along the former railroad right-of-way between Blaine and Bridgeport that could link the gateway in Bridgeport with the Blaine Hill Bridge. Work with local environmental and civic organizations to conduct regular stream clean-ups to keep Wheeling Creek free of debris.

ESTIMATED COSTS:

Site development plan: \$45,000

Interpretive features: costs vary; approximately \$1,300 per 24"x36" sign for development and fabrication

Loop trail: \$110,000±

Trail brochure: \$30,000

Greenway trail: Design - \$100,000; Acquisition – TBD; Construction - \$1 million±

POSSIBLE FUNDING SOURCES:

ARC, FAO, KF, Belmont County Chamber of Commerce, ODOD-SCCDBG

NEH, NEA, NPS-NCPTT, OHC, TGF, JPGT, ODOT-SB

ODOT - TE, ODOT-SB, ODOT-BPP
Natureworks, COF-RT, COF-OSWC

NEH, NEA, NPS-NCPTT, OHC, TGF, ODOT-SB
ODOT-TE, ODOT-SB, ODOT-BPP, FAO, ARC,
COF-RT, TPL, ODOD-SCCDBG, Natureworks



Great Western School

Gabe Hays

PRIORITY INTERPRETATION SITE - LENTZ TAVERN

Action Plan reference: page 176

THEME

The 19th Century National Road Experience:
Life Along the National Road

SITE OBJECTIVES

1. The visitor will be able to learn about and experience the National Road tavern through this restored building
2. The Lentz Tavern building will serve both the needs of Ohio University Eastern Campus and the National Road visitor
3. Nearby resources such as the Great Western School, covered bridge, and Ohio University campus will be linked to the restored tavern

PROGRAM AND SERVICE OBJECTIVES

1. Work with Ohio University to restore the tavern for use as an educational facility or overnight lodging for visiting faculty. Academic programs such as a history lecture series could be hosted at the site and could complement the historical nature of the building.



Lentz Tavern site

HRG

2. Incorporate a function that visitors can access such as a tavern/restaurant component or a museum, both of which could generate revenue for the university that would offset restoration expenses.
3. As part of the restoration, prepare a cultural landscape report for the grounds that provides a site history, analysis, and evaluation. The report should evaluate potential site conditions that might contribute to the interpretation of the resource and indicate possible locations for new facilities. This study should include the areas surrounding the Great Western School



Covered bridge on campus of Ohio University Eastern Campus

Gabe Hays

and covered bridge as well.

4. As part of the cultural landscape report, prepare a site development plan to design site access, circulation, landscaping, and signage/interpretation at the tavern. The site development plan should take into consideration the Great Western School and covered bridge as well, and should address access to Ohio University – Eastern Campus.
5. Collaborate with Ohio University on future heritage education programs that will further interpret the site to the public.

ESTIMATED COSTS:

Cultural landscape report: \$70,000

POSSIBLE FUNDING SOURCES:

NPS-NCPTT, JPGT, NTHP-CPPAEF, ARC, FAO, ODOT-SB

OHIO NATIONAL ROAD SCENIC BYWAY



Morristown

HRG

PRIORITY INTERPRETATION SITE - MORRISTOWN

Action Plan reference: page 176

THEME

The 19th-Century National Road Experience:
Life Along the National Road

SITE OBJECTIVES

1. Provide better visitor appreciation for the history of this well-preserved pike town through a self-guided walking tour
2. Enhance the historic character and public spaces of the community
3. Enhance the public spaces in town, including sidewalks and open spaces

PROGRAM AND SERVICE OBJECTIVES

1. Work with local historians and property owners to record the history of the town and its buildings, emphasizing both historic and current uses of buildings. Translate this information into a self-guided walking tour brochure that could correspond with the local historic plaque program already in existence. Develop training materials for local residents who are interested in giving guided walking tours of the town.
2. Work with Downtown Ohio, Inc. to develop a Main Street program that is focused on heritage tourism.
3. When sewer lines are installed in Morristown, undertake discussions with the Department of Transportation and town officials to

explore the potential for simultaneously restoring the historic brick paving along Main Street. Restoring the brick paving along Main Street should be considered to improve the visual quality within the town and enhance its historic character.

4. Support ongoing efforts to design and implement a streetscape plan and other community enhancements, including an interpretive park in the center of town that would be centered around a town gazebo and would use historic building foundations to illustrate the history of the town.
5. Encourage the production of live theater or living history productions at the town hall to tell stories about life in a pike town and other National Road-related topics.
6. Support community infrastructure and civic projects that help the community retain its historic character.

ESTIMATED COSTS:

Research and walking tour development: \$25,000

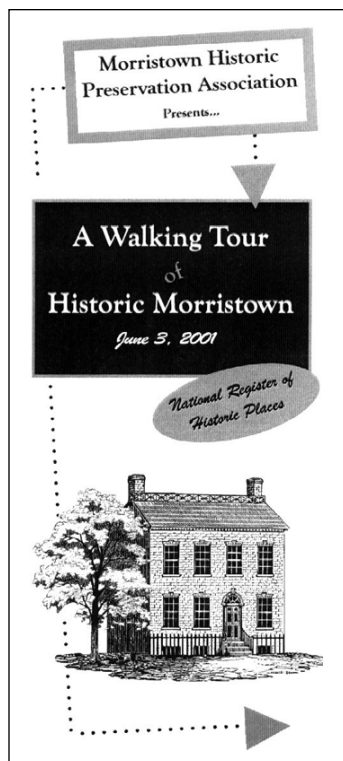
Brick street paving: \$250,000

Streetscaping and interpretive park: TBD

POSSIBLE FUNDING SOURCES:

OAC, OHC, NEA, NEH, NPS-NCPTT

ODOT-TE, Natureworks, ODD-SCCDBG



Walking tour brochure

Morristown Historic Preservation Association

**PRIORITY INTERPRETATION SITE - BELMONT COUNTY
ROAD 102**

Action Plan reference: page 176

THEME

The 19th-Century National Road Experience:
Construction of the Road

The 20th-Century National Road Experience:
Paving the National Road and the Construction
of U.S. 40

SITE OBJECTIVES

1. The visitor will have an understanding of the construction techniques used during the various building phases of the National Road and why they were used

PROGRAM AND SERVICE OBJECTIVES

1. Develop an interpretive display on Belmont County Road 102, just east of Hendrysburg, where the original National Road, U.S. Route 40 and I-70 are all visible
2. Interpretive content should describe not only the evolution of the three roads, but also different paving techniques. It is possible to view brick, concrete and asphalt paving here.

ESTIMATED COSTS:

Interpretive display: costs vary; approximately \$1,300 per 24"x36" sign for development and fabrication

POSSIBLE FUNDING SOURCES:

NPS-NCPTT, OHC, TGF, ODOT-SB

OHIO NATIONAL ROAD SCENIC BYWAY

PRIORITY INTERPRETATION SITE - CAMP CHASE

Action Plan reference: page 176

THEME

The 19th-Century National Road Experience:
The National Road in National Crisis

SITE OBJECTIVES

1. Visitors and residents will gain a better understanding of the history of this Civil War prison camp and its later significance for Quakers and African-Americans

PROGRAM AND SERVICE OBJECTIVES

1. Develop interpretive panels on site that describe the significance of the camp and use historic photographs and drawings to illustrate what life might have been like there.
2. Print an interpretive brochure that can be placed at the interpretive panel which describes the cemetery and those interred there and provides a self-guided tour of the area that used to comprise the camp.
3. Work with the Ohio Historical Society and local universities to include opportunities for public participation in archaeological investigations as a “hands-on” learning experience. An interpretive panel should be installed to describe the work being undertaken and display some of the objects found.

ESTIMATED COSTS:

Interpretive panels: costs vary; approximately \$1,300 per 24”x36” sign for development and fabrication

Interpretive brochure: \$20,000

POSSIBLE FUNDING SOURCES:

TCE, NEH, NPS-NCPTT, OHC, TGF, ODOT-SB, JPGT



Lois Neff

Original Camp Chase marker, now in front of Westgate Masonic Lodge

PRIORITY INTERPRETATION SITE - PENNSYLVANIA HOUSE

Action Plan reference: page 176

THEME

The 19th-Century National Road Experience: Life Along the National Road

SITE OBJECTIVES

- 1 The public will have increased access to the Pennsylvania House through longer operating hours
2. The visitor's understanding and appreciation of the history of taverns on the National Road, and the Pennsylvania House in particular, will be enhanced through frequent living history demonstrations

PROGRAM AND SERVICE OBJECTIVES

1. Work with the Lagonda Chapter of the Daughters of the American Revolution to identify funding sources and volunteers that would enable the Pennsylvania House to extend hours of operation. This could be phased so that hours are first extended during the summer. Phase two would evaluate future expansion based on increased attendance as a result of National Road or other package tours. Phase three would evaluate extending hours throughout the year.
2. Based upon archaeological findings, undertake a site development plan with the goal of either identifying outdoor functions such as privies, gardens, and animal pens through interpretive material or actually recreating them on site.
3. Using historical accounts and archaeological evidence, work with area volunteers and school drama departments to conduct living history demonstrations recreating a typical day at the tavern.
4. Work with the Daughters of the American Revolution and area garden clubs or civic organizations to improve the visual



HRG

Pennsylvania House

appearance of the parking area and draw attention to the site. Presently the entrance sign is difficult to see from a distance and the parking area is a barren asphalt area with little to no landscaping.

ESTIMATED COSTS:

Extended hours: Full time staffing - \$35,000 per year; Part-time staff - \$18,000 per year

Site development plan: \$30,000

Living history demonstrations: \$50,000

Parking and entrance enhancements: Design - \$25,000+; Construction - TBD

POSSIBLE FUNDING SOURCES:

IMLS, NEH, TGF,

ODOT-TE, Daughters of the American Revolution

OHIO NATIONAL ROAD SCENIC BYWAY



Madonna of the Trail Statue site conditions

PRIORITY INTERPRETATION SITE - MADONNA OF THE TRAIL STATUE

Action Plan reference: page 176

THEME

The 20th-Century National Road Experience: Auto-Touring on the National Road and the Building Types that Served the Tourists

SITE OBJECTIVES

1. The visitor will have a safe and convenient way to access the statue
2. The site will be enhanced with interpretive material that describes the history of the statue itself and the significance of what it depicts

PROGRAM AND SERVICE OBJECTIVES

1. Work with the Lagonda Chapter of the Daughters of the American Revolution (owners of the statue), the Ohio Department of Transportation and the City of Springfield to enhance accessibility. The statue currently is situated at the edge of Snyder Park along a busy stretch of U.S. 40. There is no interpretation of the statue, except what is on the statue itself. Those who wish to view the statue must pull over to the shoulder, which is not very safe due to the heavy volume and high speed of traffic. The statue is being repaired through a \$40,000 Transportation Enhancement grant.

- a. Create a pedestrian bridge and trail from Snyder Park to the statue site. The bridge would need to cross Buck Creek and could

be connected to the statue site on the west side and a small parking lot in Snyder Park on the east side by a short trail.

- b. Post signs in advance of the entrance to Snyder Park (on Snyder Park Road) to alert drivers to the parking area and bridge access.



View from Madonna of the Trail Statue across Buck Creek to Snyder Park

2. Work with the Lagonda Chapter of the Daughters of the American Revolution to create interpretive panels that describe the history of the Madonna of the Trails statues throughout the country as well as the significance of the imagery used in the statues. The statue's connection to the pioneers who traveled along the National Road should be emphasized.

ESTIMATED COSTS:

Pedestrian bridge: Site study - \$25,000±; Design TBD

POSSIBLE FUNDING SOURCES:

ODOT TE, ODOT-SB, Natureworks, City of Springfield

NEH, NPS-NCPTT, OHC, TGF, ODOT-SB



Parking and picnic pavilions at Snyder Park

PRIORITY INTERPRETATION SITE - TADMOR

Action Plan reference: page 176

THEME

The 19th-Century National Road Experience:
The Influence of Other Transportation
Technologies

SITE OBJECTIVES

1. The location and history of Tadmor, a once vibrant pike town now a partially submerged ruin thick with vegetation, will be identified and interpreted for the visitor
2. The visitor will learn about the Great Flood of 1913, the creation of the Miami Conservancy, and the dam construction that forced the abandonment of Tadmor so that it became what it is today

PROGRAM AND SERVICE OBJECTIVES

1. Develop an interpretive panel to place on the path that goes past Tadmor that describes the history of the town through text, historic photographs and drawings. A map should be included that indicates the location of various structures and objects that can be seen in the field.
2. Develop a brochure that provides a self-guided tour along the path of Tadmor.
3. Work with Five Rivers MetroParks and the Miami Conservancy District to provide scheduled walking tours with park rangers that could provide more in-depth information on the history of the town.

ESTIMATED COSTS:

Interpretive panel: costs vary; approximately \$1,300 per 24”x36” sign for development and fabrication

Brochure: \$20,000

Walking tour: \$5,000



Hal Hunter

National Road bridge ruins over Miami-Erie Canal at Tadmor

POSSIBLE FUNDING SOURCES:

NEH, TDF, NPS-NCPTT, OHC, TGF, ODOT-SB,
Five Rivers MetroParks

OHIO NATIONAL ROAD SCENIC BYWAY

NATIONAL ROAD PACKAGE TOURS

Action Plan reference: page 176

ACTION:

Explore ways to package the National Road so that tourists can travel it through a variety of approaches.

Action Plan reference:

RATIONALE:

Whether traveling the byway with a group or individually, many visitors will want to experience the National Road and its attraction:s in some organized manner. Organization could be based upon geographic area, theme, or time span. Because of the length of the route, not just in Ohio but in all six states, the byway must be presented to visitors in such a way that they are not intimidated. They also should feel they can easily travel the whole road or can travel it in segments based on geographic area if they want. Packaging the byway thematically or for ease of travel will help make it accessible to a greater number of potential visitors and will facilitate a more pleasurable journey for them.

IMPLEMENTATION STEPS:

- Work with a travel and tourism consultant to develop ways to package the byway
- Develop material so that visitors can easily pick up in the middle of the route and/or continue a part of the journey started previously

PARTNERS/STAKEHOLDERS:

Management entity, Division of Travel and Tourism, regional CVBs

ESTIMATED COSTS:

Package creation: \$18,000

POSSIBLE FUNDING SOURCES:

ODOT-SB, AEF, Ohio Travel Association

DESIGNATION CELEBRATION

ACTION:

Stage a byway-wide celebration after designation in Summer 2002 to generate enthusiasm and recognition of the National Road in Ohio.

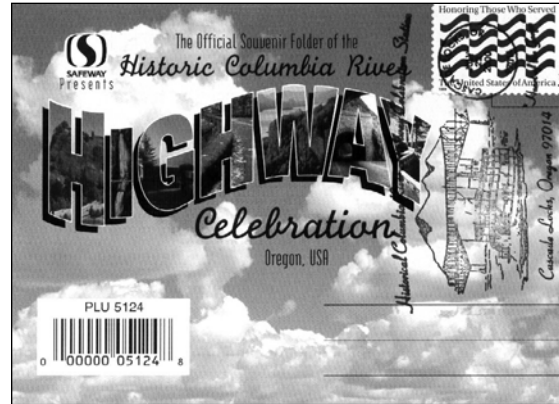
Action Plan reference:page 184

RATIONALE:

The designation of the Ohio National Road Scenic Byway as an All-American Road will be the perfect opportunity to increase media attention on the route, to get local legislators and the communities behind the byway, and to kick implementation of the plan into high gear. This celebration could be organized as a progressive celebration or multiple celebrations could be held in each region. Either of these formats would draw more participants than if it were held at a single venue, and would bring the celebration to the communities.

IMPLEMENTATION STEPS:

- The interim management entity should solidify the concept for the celebration and develop a budget for activities, which might include a cycling or running fun race, school bands, food “cook-offs,” a legislative day, and speeches.
- Hire a celebration coordinator to oversee the whole project and act as the point person for all of the regional coordinators to communicate with (see below).
- Identify a celebration coordinator in each region of the byway who will be responsible for garnering local support and organizing local fundraising, and who will be the key contact for that region that will work with the interim management entity on developing the celebration
- Identify major corporate sponsors and/or governmental agencies who could help fund the cost of the celebration.



Souvenir folder from Historic Columbia River Highway celebration

- Contact local and statewide media sources to increase awareness of the celebration and generate excitement.
- See Appendix B for examples of other byway celebrations or contact the National Scenic Byways Resource Center for more examples (www.byways.org).

PARTNERS/STAKEHOLDERS:

Management entity, local communities, ODOT, ODOD, OHPO

ESTIMATED COSTS:

Celebration: Coordinator - \$10,000; Events - \$40,000±

POSSIBLE FUNDING SOURCES:

Corporate Sponsors, TCF, TDF, ODOT-SB, NR Communities, TMF, TGF

OHIO NATIONAL ROAD SCENIC BYWAY

"FRONT DESK" TRAINING SEMINARS

ACTION:

Sponsor "front desk" training seminars, possibly in partnership with CVBs and the Ohio Travel Association, that emphasize hospitality and information.

Action Plan reference: page 188

RATIONALE:

The first contact a visitor has with the people in the area they are visiting will make an impression on them that will last throughout their visit and may affect their desire to come back in the future or recommend the destination to others. Thus, the people in the service industry become "ambassadors" for the area. As a result, "front desk" people must be pleasant, informative, and welcoming. Visitors will feel unwelcome if they encounter rude or unhelpful desk staff, wait staff or merchants. Training seminars can help reinforce the need to emphasize hospitality in all aspects of business and can be effective avenues for keeping service sector employees knowledgeable about the byway and its attractions so that they can spread the word to the visitors.

IMPLEMENTATION STEPS:

- Contact local CVBs and the Ohio Travel Association to explore opportunities for co-sponsoring hospitality training seminars.
- Conduct training on a regular basis to provide current information and compensate for turnover in staff. Training employers to become trainers themselves will help them provide their employees with the same information on a regular basis. Topics should include not only basic operational skills, but also local attractions and visitor services, directions to attractions and services, and general development of inter-personal skills and professional etiquette.

- Explore foreign-language training opportunities for "front desk" staff with area colleges and universities

PARTNERS/STAKEHOLDERS:

Management entity, local CVBs, Ohio Travel Association

ESTIMATED COSTS:

Training seminars: Publication - \$22,000;
Training workshops - \$92,000

POSSIBLE FUNDING SOURCES:

ODOT-SB, AEF, Ohio Travel Association

**LOGO SIGN AND TOURIST-ORIENTED DIRECTIONAL
SIGN (TODS) PROGRAM BROCHURE**

ACTION:

Produce an information brochure for businesses that describes different opportunities to sign and advertise their business, particularly through the Logo Sign and TODS programs.

Action Plan reference: page 192

RATIONALE:

The Logo Sign and TODS programs are little known outside of a small circle. Although franchise businesses have a great deal of experience with the programs, independent businesses may not know of the programs or may not know how to apply. A brochure that explains the programs could help these businesses and attraction:s recognize the potential that participation might hold for them.

IMPLEMENTATION STEPS:

- Develop a brochure that outlines the Logo Sign and TODS program requirements, explains the application process, and gives contact information for the specific ODOT office that administers this program.
- Distribute the brochure to byway businesses and attraction:s and provide an on-line version of it on the byway web site.

PARTNERS/STAKEHOLDERS:

Management entity, ODOT

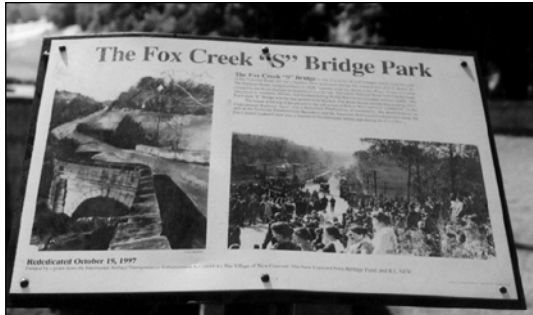
ESTIMATED COSTS:

Information flier: \$12,000

POSSIBLE FUNDING SOURCES:

ODOT

OHIO NATIONAL ROAD SCENIC BYWAY



Interpretive sign at Fox Creek "S" Bridge Park, New Concord

HRG

INTERPRETIVE SIGN TEMPLATES

ACTION:

Develop templates for interpretive signs that will maintain consistent sizes and graphic features for all interpretive signs along the entire byway.

Action Plan reference: page 197

RATIONALE:

A consistent design for interpretive signs will reinforce the connection between resources along the route and to the National Road. This is especially important because the route is so long and the resources so varied.

IMPLEMENTATION STEPS:

- Hire a graphic design and/or an interpretation/exhibit design firm to develop an interpretive sign design and guidelines.
 - The design should reflect the design of the byway logo while allowing for flexibility to accommodate differing content and visuals.
 - Elements that could carry a unified theme include borders, typeface, colors, drawing style, or picture frames among others.
 - The connection to the National Road always should be made somehow in the signs.

- Ensure that the design is replicable by outside organizations that may conduct interpretation of the National Road or its attraction:s at their sites to maintain consistency

PARTNERS/STAKEHOLDERS:

Management entity

ESTIMATED COSTS:

Interpretive sign templates: \$45,000 - 125,000

POSSIBLE FUNDING SOURCES:

ODOT-SB, OAC

COORDINATION WITH THE SIX NATIONAL ROAD STATES

ACTION:

Work with the National Road Alliance to coordinate on issues relating to interpretation and marketing that reach across state boundaries.

Action Plan reference: page 198

RATIONALE:

The National Road Alliance represents the interests of all six states and holds regular meetings at which interstate issues can be discussed.

IMPLEMENTATION STEPS:

The following issues should be addressed through the National Road Alliance, in partnership with the transportation and tourism agencies in each state, to present a more seamless visitor experience between states:

- Interpretation
 - Interpretive Materials
 - > Develop interpretive materials such as brochures, books, panels, web site content and audio tapes/videos that address the National Road in all six states and could be made available along the entire length of the National Road
 - > In particular, the Alliance should consider publishing a guidebook to the National Road in all six states with historical information such as photographs, artifacts, and information on various archaeological investigations. The guidebook could include quotes from people who worked on the National Road as well as traveled along it. Maps illustrating segments of the road and how it changed over time also could be included. The guidebook should be considered a book and not a

brochure, therefore the information should be useable for at least five years and updated periodically.

- > Link the byway to the National Road segments in West Virginia and Indiana through interpretive content that describes where the Ohio National Road picked up and left off

□ Activities

Coordinate interstate activities based upon the times of year that certain events take place (festivals, state fairs, etc.). For example, the National Pike Festival is held at the same time every year in various states; this can serve to unite the states through common celebration, but at the same time, if the celebrations were staggered people could visit multiple states over the course of a few weeks

● Marketing

□ Marketing Materials and Distribution

- > Work with the other five National Road states to coordinate a six-state National Road celebration, possibly timed with designation of the National Road as an All-American Road or the bicentennial of the National Road in 2006
- > Work with the other five National Road states to develop a map and/or brochure for all six states that highlights the route, attraction:s, and places to get additional information in each state
- > Coordinate on points of dissemination, approach and format for marketing materials
- > Coordinate with the visitor center in Richmond, Indiana to stock information on the Ohio National Road Scenic Byway. In return, the proposed

OHIO NATIONAL ROAD SCENIC BYWAY

Preble County visitor center could stock information on the Indiana National Road

- Signs
 - Design a trailblazer sign for the Ohio National Road that is consistent with the concept endorsed by the National Road Alliance: a sign that uses the colors red, white, and blue, a shield, and the words Historic National Road

PARTNERS/STAKEHOLDERS:

Management entity, National Road Alliance

ESTIMATED COSTS:

Priority project:

Guidebook to the National Road: \$150,000

POSSIBLE FUNDING SOURCES:

NEA, NEH, AEF, TGF

INTERIM MANAGEMENT ENTITY ACTIONS

ACTION:

Implement the priority actions for the interim management entity.

Action Plan reference: page 199

RATIONALE:

The formation of the management entity will take some time, as members are enlisted, organization is defined, bylaws are created, and roles and responsibilities are outlined. The momentum generated by the Corridor Management Plan development process and its public involvement should not be allowed to wither. An interim phase of management, during which time the long-term management entity is formed and initial projects are begun, will need to occur over the next year or so.

A major responsibility of the interim management entity will be to contact and persuade key individuals, especially high-level business and political interests and public officials, to participate in the management entity once it is established.

IMPLEMENTATION STEPS:

- The interim management entity will be responsible for:
 - Building support for the organization
 - Implementing the formation of the long-term management entity
 - Hiring a graphic designer to assist in the development of a byway logo
 - Maintaining the web site currently hosted by OHPO
 - Facilitating and applying for grant funds
 - Preparing for and holding the designation celebration.

- As part of the formation of the long-term management entity, this group will need to:

- Hold meetings
- Draft articles of incorporation or other documents to establish the management entity
- Take on initial priority projects as defined in Table 1, such as a map or brochure, by:
 - finding funding or sponsors
 - defining project scopes
 - building alliances for implementation.
- Develop a public outreach approach and build a volunteer network.
- Put together a set of statistics that can be used by byway promoters at public meetings and in meetings with elected officials to communicate the “payoff.”

ESTIMATED COSTS:

Graphic designer to assist in the development of logo: \$8,000

Maintain website: \$5,000

Prepare for and hold designation celebration: (see above)

Hire an executive director: \$35,000 – 50,000

Write grant applications: TBD

Sponsor grant writing and fundraising seminars: \$48,000

POSSIBLE FUNDING SOURCES:

ODOT-SB, OAC

OHC, Corporate Sponsor

ODOT-SB, USDA-RBE, NTHP-LIP, State Budget

N/A

Corporate Sponsors, ODOD-TTA, DOI, NLC

OHIO NATIONAL ROAD SCENIC BYWAY

PRIORITY PROGRAMMATIC INITIATIVES

ACTIONS:

- Establish alliances with cultural and performing arts organizations located along the byway, encouraging them to produce works that reflect the region's association with the National Road.
Refer to page: 115
- Support and participate in local land use planning efforts.
Refer to page:122
- Explore the potential for hiring a National Road "circuit rider" Main Street coordinator (manager)
Refer to page:123
- Encourage communities to adopt a National Road Corridor zoning district or overlay zone for the byway corridor
Refer to page:129
- Work with city officials in Springfield to further evaluate the potential for allowing two-way traffic on Main Street
Refer to page:135
- Continue working with the City of Columbus to restore two-way traffic to Main Street between Grant and High Streets
Refer to page:135
- Use National Road publications to convey to visitors times when sections of road may be congested or when leisurely driving may be difficult
Refer to page:142
- Develop a National Road Travel Itinerary for the National Register Travel Itineraries program
Refer to page: 155
- Develop a benchmark system for assessing the readiness of sites to receive visitors and provide interpretation
Refer to page:175
- Make use of the National Scenic Byway Program's marketing and promotion efforts
Refer to page:179
- Market the National Road on the Ohio Division of Travel & Tourism web site (www.OhioTourism.com)
Refer to page:179
- Link the Ohio National Road Scenic Byway into promotional events in 2003 that are organized around the Ohio Bicentennial
Refer to page:184
- Coordinate with ODOT on the signage for the Ohio National Road Scenic Byway
Refer to page:190
- Work with ODOT to develop more flexible standards for the TODS program
Refer to page:192
- Ensure that trailblazer signs are strategically placed at locations along the byway where the route can become confusing or where back-tracking is required
Refer to page:193
- Install signs at key locations where traffic from intersecting roadways may be entering onto the byway and/or where other heritage routes intersect it
Refer to page:193
- Implement the priority actions for the interim management entity
Refer to page:199
- Apply for federal, state and local grants and loans for byway projects
Refer to page:204

Ohio National Road Scenic Byway
Table 1: Five Year Capital Improvement Plan (Priority Projects)

Project Location	Chapter/Section/Page	Project Description	2002	2003	2004	2005	2006	Estimated Cost ¹	Possible Funding Sources ²	Stakeholders, Partners, Responsible Party
Preservation & Enhancement Strategies for National Road Historic Resources										
E	35	Continue the restoration of the Blaine Hill Bridge	*					\$1.6 million	ODOT - TE, ODOT-SB, ODOT-IBRC, AEF, NTHP-NPLF, NTHP-JFF, JPGT, FAO	Belmont County Engineers Office, Friends of Blaine Bridge, ODOT, NR Mgmt Entity
		* Develop a long-term maintenance strategy using volunteers early on, with maintenance costs after construction of site est. at \$5,000 per year starting in 2005				*	*	\$5,000 per yr starting in 2005	Corporate Sponsors, ABF, Belmont County	
		* Conduct a Phase I archaeological investigation of the bridge and its surrounds		*				\$32,000	ODOT-TE, NPS-NCPTT, JPGT	
P	37	Recreate and reinstall 92 mile markers along the National Road	*	*	*	*	*	\$368,000 (approx. \$4,000 per stone marker)	Corporate Sponsors, BEF, OHC, ABF, MCCC (Muskingum Cty)	National Road Communities, ODOT, National Road Alliance, NR Mgmt Entity
E	39	Create a regular maintenance program and interpretive plan for Peacock Road.	*	*	*	*	*	\$150,000 repairs \$5,000 per year after repairs for maintenance \$25,000 interpretation	Corporate Sponsors, ABF, Guersney County, ODOT-SB, ARC, AEF, TGF, FAO	Guersney County, NR Mgmt Entity
E	40	Restore and preserve the "U" Bridge at Leatherwood Creek, west side of Cambridge, Guernsey County.					*	\$2 - 3+ million	ODOT - TE, ODOT-SB, AEF, NTHP-NPLF, JPGT, FAO	Guersney County, NR Mgmt Entity
E	41	Restore the Peter's Creek S-Bridge in Guernsey County for use as a roadside park.	*					\$348,520	ODOT - TE, ODOT-SB, AEF, NTHP-NPLF, JPGT, FAO, TGF	Guersney County, NR Mgmt Entity
W	42	Preserve and/or restore the Madonna of the Trail Statue (see also Priority Interpretive Sites below)	*					N/A- grant awarded	N/A	DAR
W	43	Conduct further documentation of the ruins and archaeological resources at Tadmor (see also Priority Interpretive Sites below)		*				\$25,000	Natureworks, NPS-NCPT, JPGT, DCCF	NR Mgmt Entity, Taylorsville MetroPark (Five Rivers MetroParks), local universities, OHPO
E	44	Support Ohio University in its restoration work at Lentz Tavern (see also Priority Interpretive Sites below)	*	*	*			House Restoration: TBD Archaeological Investigation \$25,000	ODOT-TE, NPS-NCPTT, USDA-RBE, FAO, JPGT, KF, NTHP-NPLF, AER	NR Mgmt Entity, Ohio University, Belmont Technical College
W	45	Conduct archaeological work at the Pennsylvania House (see also Priority Interpretive Sites below)			*			\$16,000	NPS-NCPTT, JPGT	NR Mgmt Entity, Lagonda Chapter of the DAR, OHPO
Strategies for Other Historic and Cultural Resources										
P	46	Technical and financial assistance for the Nelson T. Gant property in Zanesville and other Underground Railroad sites	*	*	*	*	*	TBD	NEH, NHPRC, NPS-NCPTT, ODOD-SCCDBG, ODOD-TTA, OHPO-CLG, NTHP-NPLF, OHC, TMF	NR Mgmt Entity, Nelson T. Gant Foundation, Friends of Freedom, Underground Railroad Museum, other Underground Railroad organizations
C	47	Conduct archaeological work at Camp Chase Military Prison (see also Priority Interpretive Sites below)			*	*		\$25,000	NPS-NCPTT, TCF, OHPO-CLG, JPGT	NR Mgmt Entity, Hilltop Historical Society, OHS, Columbus Recreation and Parks, OHPO, Ohio Civil War Trail Commission
Strategies for Managing Scenic and Natural Resources and Minimizing Visual Intrusions										
P	48	Develop a set of pike town guidelines	*					\$45,000	NPS-NCPTT, NEH, NTHP-PSF, AEF, OHC, JPGT, TGF	NR Mgmt Entity, Pike Towns

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Ohio National Road Scenic Byway
Table 1: Five Year Capital Improvement Plan (Priority Projects)

Project Location	Chapter Section/ Page	Project Description	2002	2003	2004	2005	2006	Estimated Cost ¹	Possible Funding Sources ²	Stakeholders, Partners, Responsible Party
P	50	Identify the specific conditions threatening long-term maintenance of landscapes that lie within the viewshed of sites identified for scenic or interpretive pull-offs and identify the land preservation techniques that most effectively will address preservation		*				\$150,000	ODOT-SB, JPGT, COF-OSWC, COF-FP	NR Mgmt Entity, Regional and County Planning Agencies, local communities, Ohio Farm Bureau, Trust for Public Land, LTA
P	51	Work with communities to develop a National Road Design Handbook			*			\$60,000	NPS-NCPTT, NTHP-PSF, AEF, OHC, JPGT, TGF, TCF, FAO, MCCF	NR Mgmt Entity
Strategies for Roadway Management										
E	53	Redesign vehicular and pedestrian access to the Blaine Bridge site from U.S. 40		*				TBD	FHWA/ODOT Transportation Funds, Belmont County, ARC, ODOD-SCCDBG	NR Mgmt Entity, ODOT, Belmont County Engineers Office, OHPO, Blaine
P	54	Undertake community appearance projects that will enhance the byway corridor	*	*	*	*	*	\$50,000 (small community grants)	Corporate Sponsors, BEF, NF, ABF, TCF, TDF, DCCF	NR Mgmt Entity, local communities
Strategies to Link the Byway to the Region and Beyond										
P	55	Undertake a study to create a bikeway along the National Road			*	*	*	Study \$50,000 Design \$300,000 Construction \$2.5m ±	ODOT - TE, ODOT-BPP, COF-RT, Natureworks, FAO	Management entity, local communities, ODOT, ODNR
Strategies to Foster Economic Development										
P	56	Create events, publications, and marketing pieces geared toward the "heartland experience"		*	*	*	*	\$30,000 per year	USDA-RBE &EDA, OHC	NR Mgmt Entity, local CVBs and business organizations, area businesses
Tourism & Visitor Services										
Providing Visitor Services										
E	57	Create an eastern gateway in Bridgeport that will address design, parking, and linkages								
		* Host community design workshop	*					\$15,000 - \$30,000	Corporate Sponsors, USDA-BEC, ARC, FAO, ODOT-SB, ODOD-SCCDBE & DRC	NR Mgmt Entity, City of Bridgeport, Belmont County, City of Wheeling, ODOT, Belmont Prison, Ohio River Trails, Inc.
		* Route 7 solutions		*	*	*	*	TBD for design and construction	ODOT Transportation Funds, State Budget, ODOT-SCCDBG, ARC	NR Mgmt Entity, City of Bridgeport, Belmont County, City of Wheeling, ODOT, Ohio River Trails, Inc.
		* Redesign layout of Soldier Park		*				Design \$15,000 TBD for construction	Natureworks, ODOD-SCCDBG, ARC, FAO, ABF	City of Bridgeport
		* Remove meters	*					N/A	N/A	City of Bridgeport
		* Pedestrian bridge to Wheeling Island	*	*				TBD for design and construction	ODOT-TE, ODOT-SB & Discretionary, ARC, WVDOT-TE, WVDOT-SB	NR Mgmt Entity, City of Bridgeport, Belmont County, City of Wheeling, ODOT, Ohio River Trails, Inc.
		* Reinstall brick paving			*			\$112,000	ODOT - TE, ODOD-SCCDBG	NR Mgmt Entity, City of Bridgeport, Belmont County, Blaine, Belmont Prison
		* Explore greenway along Wheeling Creek as part of gateway (See Priority Interpretive Sites below)	*	*				N/A	ODOT - TE, Natureworks, EPA-EEG, COF-OSWC & RT, ARC, FAO	NR Mgmt Entity, City of Bridgeport, Belmont County

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Ohio National Road Scenic Byway
Table 1: Five Year Capital Improvement Plan (Priority Projects)

Project Location	Chapter/Section/Page	Project Description	2002	2003	2004	2005	2006	Estimated Cost ¹	Possible Funding Sources ²	Stakeholders, Partners, Responsible Party	
		* Feasibility study for riverfront development		*				\$125,000	ARC, FAO, ODOD-SCCDBG, KF, ODOD-DRCG & ED, UDC-EDA, Belmont Chamber of Commerce	NR Mgmt Entity, City of Bridgeport, Belmont County, City of Wheeling, ODOT, Ohio River Trails, Inc.	
W	60	Create a western gateway in Preble County that will signify arrival at the Ohio National Road Scenic Byway to visitors									
		* Welcome sign and landscaping	*					\$15,000	ABF, ODOT- ODOT-SB	NR Mgmt Entity, Preble County, ODOT	
		* Renovation of Hines Truck Stop									
		Environmental Impact Statement (EIS)	*					TBD	COF-BF, UDC-EDA	NR Mgmt Entity, Preble County	
		Landowner negotiations/possible land acquisition		*	*	*	*	TBD	Private Interest, TPL, UDC-EDA, USDA-RBE	NR Mgmt Entity, Preble County, private developer	
		Site development options/site development plan		*	*	*	*	Design concepts \$25,000 Design development TBD	Private Interest, TPL, UDC-EDA, USDA-RBE		
		Architectural adaptive reuse design and development		*	*	*	*	Design concepts \$25,000 Design development TBD	Private Interest, TPL, UDC-EDA, USDA-RBE, ODOD-ED		
P	62	Publish and annually update a high quality "official" visitor guide and map		*	*	*	*	\$30,000 per year	ODOT-SB, OHS, NEA, NEH, OAC, AEF	NR Mgmt Entity, local communities, area businesses/organizations	
P	64	Create an Ohio National Road Scenic Byway web site		*	*	*	*	\$5,000 per yr	ODOD-Travel & Tourism, OHC, TGF	NR Mgmt Entity	
P	65	Develop visitor information sources that address the language needs of the international visitor			*	*	*	\$30,000 per year	ODOT-SB, OHS, NEA, NEH, OAC, AEF	NR Mgmt Entity	
E, C, W	66	Provide for satellite byway visitor centers									
		* Heritage Center of Clark County	*					\$25,000	ODOT-TE, ODOT-SB, AEF, IMLS, OHC	NR Mgmt Entity, Heritage Center of Clark County, ODOD Travel and Tourism	
		* National Road/Zane Grey Museum	*	*				\$25,000 ±	ODOT-TE, ODOT-SB, AEF, IMLS, OHC	NR Mgmt Entity, National Road Zane Grey Museum, ODOD Travel and Tourism, Muskingum CVB	
		* Columbus		*	*	*	*	TBD	ODOT-TE, ODOT-SB, AEF, OHC, TCF, City of Columbus	NR Mgmt Entity, Greater Columbus CVB,	
E	68	Investigate with ODOT the potential for creating access from the National Road to the rest area on I-70 just east of Old Washington	*	*				TBD	ODOT-TE, ODOT Transportation Funds	NR Mgmt Entity, ODOT	
P	69	Explore and develop scenic pull-offs at significant views. Priority should be placed on:									
E		* Remnant section of road just west of Morrystown				*		Site Study \$25,000± Design and Construction TBD	TPL, ODOT-TE, ODOT-SB, ARC, Natureworks, counties	NR Mgmt Entity, ODOT, local roads departments, local landowners	
E		* Between Fairview and Morrystown				*		Site Study \$25,000± Design and Construction TBD			
W		* At a location on the western side of the byway			*			Site Study \$25,000± Design and Construction TBD			
P	71	Create interpretive waysides that interpret significant resources within the National Road corridor. Priority should be placed on:									

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Ohio National Road Scenic Byway
Table 1: Five Year Capital Improvement Plan (Priority Projects)

Project Location	Chapter Section/ Page	Project Description	2002	2003	2004	2005	2006	Estimated Cost ¹	Possible Funding Sources ²	Stakeholders, Partners, Responsible Party
C		* Eagle Nest Hill Monument		*				Design Study \$25,000+ Design and Construction TBD	TPL, ODOT-TE, ODOT-SB, ARC, Natureworks, Licking County	NR Mgmt Entity, ODOT, local roads departments, local landowners
W		* Madonna of the Trail Statue (see below Priority Interpretative Sites)						(see below)		
Interpreting the Ohio National Road										
P	73	Develop interpretive materials that could convey the story of the National Road to German, French, Spanish, and/or Japanese speakers, as well as English speakers		*	*	*	*	\$30,000	ODOT-SB, OHS, NEA, NEH, OAC, AEF	NR Mgmt Entity
P	74	Conduct regularly scheduled training sessions for guides, interpreters, and living history demonstrators			*	*	*	\$15,000 - 25,000 per yr	IMLS, NEH, Ohio Travel Association, TGF, Ohio Historical Society, JPGT	NR Mgmt Entity, local historical societies, National Road attractions
E, C, W		Develop priority interpretation sites:								
E	75	Blaine Hill Bridge								
		* Site development plan	*	*				\$45,000	ARC, FAO, KF, Belmont County Chamber of Commerce, ODOD- SCCDBG	NR Mgmt Rd, Belmont County, Blaine
		* Interpretive features		*				costs vary; approximately \$1,300 per 24"x36" sign for development and fabrication	NEH, NEA, NPS-NCPTT, OHC, TGF, JPGT, ODOT-SB	
		* Loop trail				*	*	\$110,000 ±	ODOT - TE, ODOT-SB, ODOT-BPP Natureworks, COF-RT, COF- OSWC	
		* Trail brochure					*	\$30,000	NEH, NEA, NPS-NCPTT, OHC, TGF, ODOT-SB	
		* Greenway trail					*	Design \$100,000 Acquisition TBD Construction \$1+ m	ODOT-TE, ODOT-SB, ODOT-BPP, FAO, ARC, COF-RT, TPL, ODOD- SCCDBG, Natureworks	
E	77	Lentz Tavern								
		* Cultural landscape report (including site development plan)		*				\$70,000	NPS-NCPTT, JPGT, NTHP- CPPAEF, ARC, FAO, ODOT-SB	NR Mgmt Entity, Ohio University, Belmont Technical College
E	78	Morristown								
		* Research and walking tour development	*					\$25,000	OAC, OHC, NEA, NEH, NPS- NCPTT	Town of Morristown, Belmont County
		* Brick street paving		*				\$250,000		
		* Streetscaping and interpretive park			*			TBD	ODOT-TE, Natureworks, ODOD- SCCDBG	
E	79	Belmont County Road 102								
		* Interpretive display		*				costs vary; approximately \$1,300 per 24"x36" sign for development and fabrication	NPS-NCPTT, OHC, TGF, ODOT- SB	NR Mgmt Entity, Belmont County, Hendrysburg
C	80	Camp Chase								

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Ohio National Road Scenic Byway
Table 1: Five Year Capital Improvement Plan (Priority Projects)

Project Location	Chapter Section/ Page	Project Description	2002	2003	2004	2005	2006	Estimated Cost ¹	Possible Funding Sources ²	Stakeholders, Partners, Responsible Party
		* Interpretive panels			*			costs vary; approximately \$1,300 per 24"x36" sign for development and fabrication	TCF, NEH, NPS-NCPTT, OHC, TGF, ODOT-SB, JPGT	NR Mgmt Entity, Hilltop Historical Society, OHS, Columbus Recreation and Parks, OHPO, Ohio Civil War Trail Commission
		* Interpretive brochure			*		\$20,000			
W	81	Pennsylvania House								
		* Extended hours	*	*	*	*	*	Staffing Full Time \$35,000 per yr Part Time \$18,000 per yr	IMLS, NEH, TGF, Daughters of the American Revolution	NR Mgmt Entity, Lagonda Chapter of the DAR, OHPO, area universities
		* Site development plan				*	\$30,000			
		* Living history demonstrations			*	*	\$50,000			
		* Parking and entrance enhancements				*	*	Design \$25,000 + Construction TBD	ODOT TE, Daughters of the American Revolution	
W	82	Madonna of the Trail Statue								
		* Pedestrian bridge		*	*			Site Study \$25,000± Design TBD	ODOT TE, ODOT-SB, Natureworks, City of Springfield	NR Mgmt Entity, ODOT, local roads departments, local landowners
		* Interpretive panels			*			costs vary; approximately \$1,300 per 24"x36" sign for development and fabrication	NEH, NPS-NCPTT, OHC, TGF, ODOT-SB	
W	83	Tadmor								
		* Interpretive panel		*				costs vary; approximately \$1,300 per 24"x36" sign for development and fabrication	NEH, TDF, NPS-NCPTT, OHC, TGF, ODOT-SB, Five Rivers MetroParks	NR Mgmt Entity, Taylorsville MetroPark (Five Rivers MetroParks), local universities, OHPO
		* Brochure				*	\$20,000			
		* Walking tour			*		\$5,000			
Marketing the Ohio National Road										
P	84	Explore ways to package the National Road so that tourists can travel it through a variety of approaches				*		\$18,000	ODOT-SB, AEF, Ohio Travel Association	NR Mgmt Entity, Ohio Division of Travel and Tourism, regional CVBs
P	85	Stage a byway-wide celebration after designation	*					Coordinator \$10,000 Events \$40,000±	Corporate Sponsors, TCF, TDF, ODOT-SB, NR Communities, TMF, TGF	NR Mgmt Entity, OHPO, local communities, ODOT, ODOD, FHWA
P	86	Sponsor "front desk" training seminars			*	*	*	Publication \$22,000 Training Workshops \$92,000	ODOT-SB, AEF, Ohio Travel Association	NR Mgmt Entity, local CVBs, Ohio Travel Association
A Sign Plan for the Ohio National Road										
P	87	Produce an information flier regarding the Logo sign and TODS programs			*			\$12,000	ODOT	NR Mgmt Entity
P	88	Develop templates for interpretive signs	*					\$45,000 - \$125,000	ODOT-SB, OAC	NR Mgmt Entity
Coordinating with the Five Other National Road States										

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Ohio National Road Scenic Byway
Table 1: Five Year Capital Improvement Plan (Priority Projects)

Project Location	Chapter Section/ Page	Project Description	2002	2003	2004	2005	2006	Estimated Cost ¹	Possible Funding Sources ²	Stakeholders, Partners, Responsible Party
P	89	Publish a guidebook to the National Road in all six states				*		\$150,000	NEA, NEH, AEF, TGF	NR Mgmt Entity, National Road Alliance
Implementation of the Management Plan										
P	91	Hire a graphic designer to assist in the development of the byway logo	*					\$8,000	ODOT-SB, OAC	NR Mgmt Entity
P	91	Maintain the website currently hosted by OHPO	*					\$5,000	OHC, Corporate Sponsor	OHPO
P	91	Prepare for and hold the designation celebration (see above)	*					(see above)		
P	91	Hire an executive director	*					\$35,000 - 50,000	ODOT-SB, USDA-RBE, NTHP-LIP, State Budget	Interim Mgmt Entity
P	91	Write grant applications to fund projects	*	*	*	*	*	TBD	N/A	NR Mgmt Entity, local communities
P	91	Partner with ODOD, local universities and foundations to sponsor grant writing and fundraising seminars and/or provide technical grant assistance for communities and organizations working to implement the CMP		*	*	*	*	\$48,000	Corporate Sponsors, ODOD-TTA, DOI, NLC	NR Mgmt Entity

STRATEGIES FOR PRESERVATION AND ENHANCEMENT OF NATIONAL ROAD HISTORIC RESOURCES

The desire to experience historic places and to learn about the past constitutes one of the most popular reasons governing the choice of tourist's destinations. Therefore, the preservation of the historic and archaeological resources along the Ohio National Road Scenic Byway should be considered along with ways to enhance and protect them for future generations. The following section provides information on basic preservation programs that can be considered for National Road historic sites and communities. It also sets forth action: recommendations for National Road resources such as the road itself, pike towns, and commercial buildings to which these preservation approaches can be applied.

GENERAL TOOLS AND PROGRAMS THAT SUPPORT PRESERVATION

Identified below are various tools that can be used to preserve and enhance the historic and archaeological resources along the National Road. These tools will help to plan for the future preservation of the historic highway. All of the resources should be reevaluated every five years to determine if additional preservation tools are needed or have been devised since the plan was first published. Often, the charm or historic integrity of a particular resource is lost as pressures mount for excessive or inappropriate adaptive reuse. By reevaluating the resources, the management entity can assess if their initial preservation efforts are still successful.

- **Preservation Planning** Historic and archaeological resources have a way of disappearing without careful planning and management to ensure their survival for current and future generations. A preservation plan is a statement of the community's goals for its historic and



Fox Creek "S" Bridge, New Concord

HRG

archaeological properties and the actions it will take to reach these goals. A preservation plan is often viewed as a companion document to a community's master plan and is coordinated with other policies for housing, economic development, and transportation. The development of the plan should be a continuous process that brings together citizens and interested groups. It should incorporate many of the preservation programs administered by the Ohio Historic Preservation Office (a division of the Ohio Historical Society). Below are a few of these programs but others can be found on the Ohio Historic Preservation Office's web page at www.ohiohistory.org.

Certified Local Governments Local governments should be encouraged to participate in the Certified Local Government (CLG) program. As a CLG, communities are eligible to apply for federal matching grant funds for planning and other preservation activities. To become certified, a unit of local government must have an approved program for recognizing and protecting its historic, architectural, and archaeological resources. The Ohio Historic Preservation Office helps local governments establish certifiable preservation programs, offering advice on: identifying historic, architectural, and

OHIO NATIONAL ROAD SCENIC BYWAY

archaeological resources; developing a preservation plan; nominating eligible properties to the National Register of Historic Places; and protecting local resources.

The National Register of Historic Places The National Register of Historic Places is the official list of properties recognized by the federal government as worthy of preservation for their local, state, or national significance in American history, architecture, archaeology, engineering, or culture. In Ohio, the Ohio Historic Preservation Office administers the program and forwards nominations to the Ohio Historic Site Preservation Advisory Board for review and recommendation to the U.S. Department of the Interior, which maintains the National Register. In 1996, 163 individual properties were identified in the National Road/U.S. 40 Historic Properties Inventory in Ohio and recommended eligible for the National Register because they represent significant examples of an important building type or style. Located in Appendix B is a two-page handout entitled "About the National Register of Historic Places." This handout describes the steps used in evaluating a property for the National Register and provides more detailed information on the importance of listing.

Section 106 Section 106 of the National Historic Preservation Act of 1966 requires that any undertaking that involves federal monies or permits evaluate the potential effect of that process on historic properties listed or determined eligible for the National Register of Historic Places. For more information on when and how this law affects projects and/or resources along the National Road, see the fact sheet located in Appendix B and/or contact the Ohio



McIntire Terrace, Zanesville – A National Register Historic District

Historic Preservation office or the Advisory Council for Historic Preservation www.achp.gov.

- **BarnAgain!** is a national program sponsored by the National Trust for Historic Preservation and Successful Farming magazine to preserve historic farm buildings. Ohio's BarnAgain! program was launched in 1996 through the Ohio State University Extension and the Ohio Historic Preservation Office. The program, like its national counterpart, offers workshops, publications, and technical information for barn owners on how to rehabilitate barns and put them back to productive use on farms and ranches or to find alternative uses for them. For more information contact OSU Extension, (614) 292-7851, www.ag.ohio-state.edu/~barn or <http://www.agriculture.com/ba/ba!home.html>.
- **Local Ordinances** The legal power to protect historic places lies chiefly with local

government. Many people assume that the federal government, being the highest level of government, is the strongest guardian of historic resources. They also assume that if a property is listed in the National Register of Historic Places, it is protected. This is not the case. Local preservation ordinances are the most effective tool in protecting historic places from such undesirable fates as demolition or deterioration through neglect. Preservation ordinances are local laws through which historic property owners usually are prohibited from altering or demolishing their property without the approval of a historic preservation commission or other review authority established by the local government. Most ordinances limit changes affecting the exterior of a structure. An ordinance can protect both individual landmarks and larger districts that contain a number of properties.

- **Preservation Easements** An easement is a legally defined partial interest in a property, which imposes restrictions on the property's use and/or appearance. Usually a preservation easement for a building only applies to the exterior of the building and its setting, not the interior. The easement can either be donated or sold by the landowner to the easement holder. The easement can be in effect for a specified number of years or in perpetuity, although only perpetual donations allow the landowner to take a charitable contribution tax deduction. In addition to permanence, two other criteria must be met for a donated easement to qualify for tax deductions. The easement must be given to a qualified charitable organization that is committed to its enforcement and that organization must have the resources to do so. The charitable contribution deduction is equal to that of the easement's value, which is

generally the difference between the property's current value and its subsequent assessment after the easement is put in place. Because the development potential for the property is substantially diminished, the future property tax burden is generally lowered.

- **Fee Simple Ownership** Fee simple ownership is the outright purchase of all ownership rights to a parcel of land and the structures on it. Fee simple acquisition is certainly the best way to guarantee control over the use of a property and the fate of historic buildings on it. The disincentives to fee simple acquisition are the tremendous amounts of money usually necessary to purchase land and the accompanying responsibility for its use and maintenance.
- **Adaptive Use** Adaptive use is the practice of altering the physical characteristics of a historic building to accommodate a new use. Adaptive use often extends the building's life since occupied structures are less likely to be demolished than vacant ones. It also continues the existence of an older building and helps to preserve the characteristics of its surroundings. There are many resources along the National Road byway that would be excellent candidates for adaptive use. These include early 20th-century gas stations and motels, as well as 19th-century taverns and warehouse buildings.
- **Heritage Education** Providing citizens and visitors with engaging opportunities to experience history builds appreciation for the rich heritage of the National Road. The range of these materials is endless and can include programs for all ages.

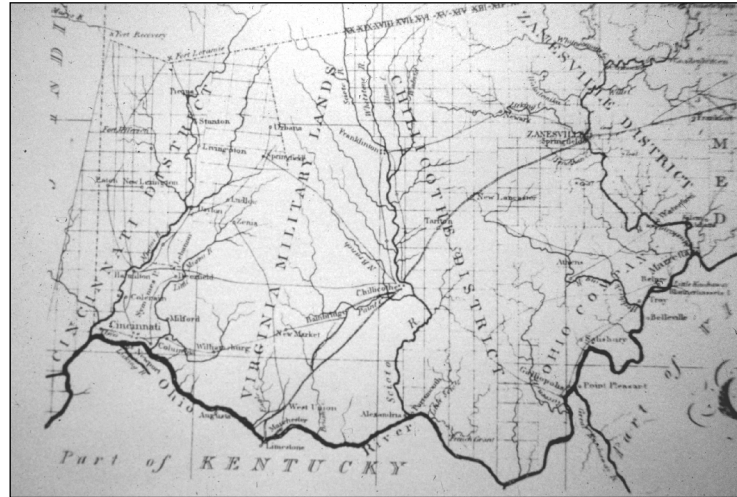
History To Go The Ohio Historical Society has developed materials as part of their "History To Go" series which feature packaged resource materials for school groups on various subjects and locales

OHIO NATIONAL ROAD SCENIC BYWAY

throughout Ohio. One such program has been developed by Alan King at the National Road/Zane Grey Museum. This program is designed to educate school children about road building and the construction of the National Road. For more information contact the National Road/Zane Grey Museum. Other programs could be established to provide local schools, historical societies, and rotary groups with displays and information on the National Road's history or more specific information on individual pike towns and resources such as mile markers, taverns, and gas stations.

Archaeological Field Schools Archaeological field school are designed to introduce individuals to various aspects of archaeology, including the science of archaeology, field and laboratory methodologies, the cultural history of the region, and archaeological ethics. There are many sites along the National Road that can be utilized as field schools for both students of archaeology, amateur archaeologists, and interested laypersons. Partnerships should be developed with many of the regional universities that support field schools including Heidelberg College's Center for Historic and Military Archaeology, Wright State University's Department of Anthropology, and Youngstown State University's Sociology and Anthropology Department.

Elderhostel Programs Elderhostel programs are another popular heritage education tool used by Elderhostel Inc., to create



Historical map showing Zane's Trace

educational tours for adults age 55 or older. The program also sponsors intergenerational tours that allow adults and children to learn together. Wright State University and the University of Dayton already have established Elderhostel programs that could be expanded to include one on the National Road.

THE ROAD ITSELF

The National Road corridor offers hundreds of miles of historic information about different construction methods and transportation uses. It has already been recognized by the American Society of Civil Engineers as a National Historic Civil Engineering Landmark, a designation conferred on June 19, 1976. Many of its stone bridges and early houses have been recorded by the Historic American Engineering Record and the Historic American Buildings Survey. However, there are still many resources in need of preservation. By using the General Preservation Tools, these resources can be preserved and in return will continue to provide the visitor with a greater understanding of the National Road's history.

ACTION:

Contact landowners about conducting archaeological work on their property to assess the condition of abandoned portions of the Zane’s Trace roadbed.

RATIONALE:

Abandoned segments of Zane’s Trace have been located at Blaine “Big Hill” and three other locations in the New Concord and Norwich vicinities. These four segments have been recommended eligible for the National Register.

IMPLEMENTATION STEPS:

- Begin the preservation of these segments by contacting landowners about the possibility of conducting archaeological work on their property.
- Provide the landowners with information on the National Register of Historic Places and preservation easements.

PARTNERS/STAKEHOLDERS:

Management entity, local historical societies, cities of Blaine, New Concord, and Norwich

ACTION:

Pursue preservation easements and a regular maintenance program for road remnants of the original National Road route.

RATIONALE:

Road remnants are sections of the National Road that were abandoned over the years due in part to realignments and improvements. Since these remnants are no longer part of the federal highway system, they do not trigger Section 106 review. However, these segments represent the older portion of the National Road before it became U.S. 40 in 1926. Forty-five segments of pre-1930 brick-paved roadway were identified in 1996 as worthy of preservation.

IMPLEMENTATION STEPS:

- Contact landowners along road remnants about easements that could help protect



Salt Fork “S” Bridge

HRC

these abandoned segments.

- Create partnerships with local officials and scout troops or other civic organization to enact a maintenance program for the road remnants.
- Establish heritage education programs to create a greater understanding of the importance of these abandoned segments.

PARTNERS/STAKEHOLDERS:

Management entity, local communities, civic organizations, property owners

ACTION:

Continue the restoration and plan for the interpretation of the Blaine Hill bridge and its setting.

REFER TO THE PRIORITY PROJECT SHEET AT THE BEGINNING OF CHAPTER 2 FOR MORE INFORMATION.

ACTION:

Collaborate with the Ohio Department of Transportation, the National Road Alliance and local garden clubs, rotaries, historical societies, and scout troops to recreate and reinstall mile marker fabrications along the scenic byway.

REFER TO THE PRIORITY PROJECT SHEET AT THE BEGINNING OF CHAPTER 2 FOR MORE INFORMATION.

OHIO NATIONAL ROAD SCENIC BYWAY

ACTION:

Create a regular maintenance program and interpretive plan for Peacock Road.

REFER TO THE PRIORITY PROJECT SHEET
AT THE BEGINNING OF CHAPTER 2 FOR
MORE INFORMATION.

ACTION:

Restore and preserve the “U” Bridge at Leatherwood Creek, west side of Cambridge, Guernsey County.

REFER TO THE PRIORITY PROJECT SHEET
AT THE BEGINNING OF CHAPTER 2 FOR
MORE INFORMATION.

ACTION:

Assist in the restoration of the Peter’s Creek S-Bridge in Guernsey County for use as a roadside park.

REFER TO THE PRIORITY PROJECT SHEET
AT THE BEGINNING OF CHAPTER 2 FOR
MORE INFORMATION.

ACTION:

Create partnerships with the Ohio Department of Transportation and local governments to preserve and protect the remaining stone bridges along the National Road.

RATIONALE:

Only 19 early 19th-century bridges have survived along the National Road. All of these bridges are located in the easternmost counties of Belmont, Guernsey, and Muskingum. Among the most prominent examples are: Blaine Hill Bridge in Blaine (Belmont County); McCartney’s Bridge in Hendrysburg (Belmont County); Lady Bend Hill Bridge west of Morristown (Belmont County); Salt Fork “S” Bridge west of Middlebourne (Guernsey County); Peter’s Creek “S” Bridge near Cassell (Guernsey County); New Concord “S” Bridge in



Old U.S. 40 and new U.S. 40 in Belmont County

New Concord (Muskingum County); and the John Carnahan Bridge west of Zanesville (Muskingum County). A complete list of the bridges can be found in the 1996 National Road/U.S. 40 Historic Properties Inventory in Ohio. Bridges were essential to the completion of the National Road and many were constructed of stone by Irish contractors.

IMPLEMENTATION STEPS:

- Encourage landowners to list the remaining stone bridges on private property in the National Register of Historic Places.
- Encourage Belmont, Guernsey, and Muskingum County officials to create local ordinances to protect the bridges that are county-owned and are not subject to Section 106 review.

PARTNERS/STAKEHOLDERS:

Management entity, ODOT, Belmont, Guernsey, and Muskingum Counties and communities

ACTION:

Approach property owners of tollhouse sites, including the Toll House School located 1.25 miles west of Morristown, about the possibility of conducting archaeological investigations at this rare site type on the National Road.

RATIONALE:

Very little research has been done on tollhouses in Ohio. No extant tollhouses were discovered on the National Road during the 1996 survey; however, many undoubtedly existed. For

instance, an 1875 Madison County atlas indicates a toll gate in West Jefferson though no remains have been found there. Further investigations of tollhouse sites might provide greater insight into their operation, appearance, and importance.

IMPLEMENTATION STEPS:

- Start in-depth research into the history and appearance of tollhouses along the National Road. By using historic maps, city directories, and photographs, compile a list of tollhouses along with the names of property owners and, if possible, depict the typical appearance of a tollhouse.
- Examine the possibility of conducting a field school at a tollhouse site in conjunction with a local university or Elderhostel program.
- Working with a local historical society and the Ohio Historical Society, install a plaque at the sites marking locations of tollhouses.
- Establish partnerships with local historical societies to act as stewards of the sites.

PARTNERS/STAKEHOLDERS:

Management entity, Ohio Historical Society, property owners, local historical societies

MONUMENTS AND MARKERS

ACTION:

Preserve and/or restore the National Road Traffic Accident Memorial, Eagle Nest Hill Monument, and Madonna of the Trail Statue.

REFER TO THE PRIORITY PROJECT SHEET AT THE BEGINNING OF CHAPTER 2 FOR MORE INFORMATION.

PIKE TOWNS AND TOWN STRUCTURES

Many of the pike towns in Ohio associated with the National Road's early period were actually established in the first two decades of the 19th century before the road was constructed or even

surveyed. However, other towns were established specifically to take advantage of the projected or actual route of the National Road. A total of 46 communities, including the larger cities of Columbus, Springfield, and Zanesville, were documented in 1996 as part of the National Road/U.S. 40 Historic Properties Inventory in Ohio. The Main Street model of settlement dominated town development along the National Road. While a town's location was dictated by a variety of factors, their plans often consisted of a principal street and either one or two parallel back streets. Main Street - the National Road -- acted as a town's commercial and residential center, while teamsters and drivers used the back streets. These back streets were often segments of Zane's Trace. The settlement of the towns were also influenced by the road, since many Irish laborers who worked on the road's construction later settled along the eastern section of the route in Belmont, Guernsey, and Muskingum counties.

ACTION:

Nominate the Blaine Hill Area, Fairview, Brownsville, Lafayette and Euphemia to the National Register of Historic Places.



Fairview

HRG

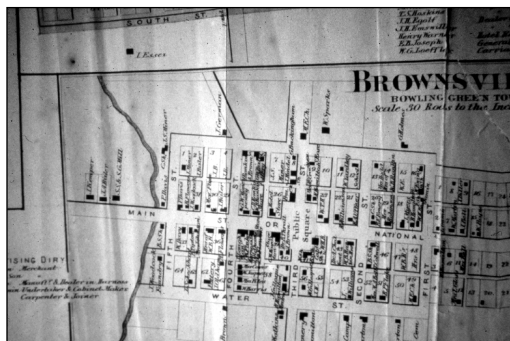
RATIONALE:

Blaine Hill Area located in Belmont County has five components that could be incorporated into a National Register Historic District including

OHIO NATIONAL ROAD SCENIC BYWAY

Pasco Drive, Blaine Hill Viaduct, an S-bridge that crosses over Wheeling Creek, and two early 20th-century houses. These all have individual survey forms located at the Ohio Historic Preservation Office (OHPO) in Columbus.

Fairview, located in Guernsey County, is a small pike town with 38 previously identified architectural resources that could be included in a National Register Historic District. These resources have individual OHI forms located at the OHPO in Columbus.



Plan of Brownsville

Brownsville in Licking County was laid out in 1830 just prior to the road's completion through Bowling Green Township in 1833. The town features a town square and five mid-20th-century buildings. Although the town square at Third and Main streets was modified during a widening of US 40, the community still displays remarkable integrity. Many of its historic resources have been previously surveyed on OHI forms located at OHPO in Columbus.

Lafayette is a small pike town located in Madison County. Like other western Ohio towns, its plat date reveals the anticipation and progress of the National Road's construction through the western side of the state. Laid out by William Minter in 1837, the same year the National Road was completed through the county, this small town retains at least 40-50 buildings older than 50 years of age, including

some 19th-century houses. A potential historic district would include the Red Brick Tavern (previously individually listed on the National Register of Historic Places), mile marker 276, and three 20th-century gas stations.

Euphemia retains approximately 50 older buildings that represent its association to the National Road. Platted by John Muma between 1826 and 1830 immediately after the National Road was constructed through this area, Euphemia was subsequently annexed by its southern neighbor, Lewisburg. Several of the town's nineteenth-century buildings survive, including a collection of brick, three-bay I-Houses, a Federal house and a Four-over-Four house on the south side of the National Road, along with a Gothic Revival house and a restaurant on the north side.

IMPLEMENTATION STEPS:

For all of these towns, the implementation steps are essentially the same:

- Contact business and home owners about nominating the pike town as a National Register Historic District.
- Work with the Ohio Historic Preservation Office to establish boundaries for the historic district as well as provide technical assistance on completing a National Register nomination (see Appendix B).
- Encourage enactment of a local ordinance for increased protection of the buildings and their settings.

PARTNERS/STAKEHOLDERS:

Communities of Blaine, Fairview, Brownsville, Lafayette and Euphemia, management entity, area residents, Ohio Historical Society, local historical societies

ACTION:

Work with citizens and city officials in Morristown and Old Washington to actively pursue preservation measures in the town.



Euphemia

Gray & Page

RATIONALE:

Morristown and Old Washington are both listed in the National Register of Historic Places as intact pike towns. However, very little work has been done to preserve the charm of the community and help prevent unsympathetic growth.

IMPLEMENTATION STEPS:

- Provide local citizens and city government officials of Morristown and Old Washington with information about the federal Certified Local Government Program that is administered by OHPO.
- Conduct public meetings and provide educational materials to local citizens and city governments on the importance of local preservation ordinances.

PARTNERS/STAKEHOLDERS:

Residents and city officials of Morristown and Old Washington, management entity, local historical societies

ACTION:

Conduct further documentation of the ruins and archaeological resources at Tadmor in

Taylorsville MetroPark that will support increased interpretive exhibits about and public access to the site (see “Priority Interpretation Sites”).

REFER TO THE PRIORITY PROJECT SHEET AT THE BEGINNING OF CHAPTER 2 FOR MORE INFORMATION.

NATIONAL ROAD-SPECIFIC INDUSTRIES

Many extant buildings in several pike towns are representative of the early services established for travelers. These early commercial enterprises were placed generally at predictable intervals much like today’s rest stops. The sleepy nature of so many of the small towns along the National Road make it difficult to believe the number of commercial services all of them had to offer in the early 19th century as well as later in the 20th century when automobile tourists began to wend their way along the road.

ACTION:

Conduct documentation and research on a National Register Multiple Property Submission to list numerous early twentieth-century gas stations along the National Road.



Early 20th-century gas stations

Gray & Page

OHIO NATIONAL ROAD SCENIC BYWAY

RATIONALE:

Seventy-nine gas stations and garages were documented along the National Road in 1996. The earliest freestanding filling stations or gas stations were small frame structures with a canopy in front. In the 1920s and 1930s, automobile travel grew phenomenally, and the various corporations built several standardized gas stations. The additional services and competition resulted in larger and more elaborate stations that sported their corporate affiliations, which often included a sign, a standardized building plan, or colors. These gas stations all share a similar historical context and therefore would work well as a National Register Multiple Property Submission.

IMPLEMENTATION STEPS:

- Contact the Ohio Historic Preservation Office for information about the process of completing a National Register Multiple Property Submission. The Office could also provide information on consultants that could prepare this submission.
- Collect information on the different types of gas stations that were once located along the National Road. An example is the Penzoil Motor Station located in Belmont County, a former 1930s gas station that is one of the most intact and elaborate along the National Road. Other well-preserved examples are the Pure Oil Service Station built around 1925 in Englewood, Montgomery County. This station retains its distinctive building plan with a steeply-pitched blue tile roof and English cottage appearance characteristic of the Pure Oil company's stations.
- Prepare a National Register nomination for those sites that are deemed eligible for listing.
- Develop heritage education materials, including classroom lesson plans and a

traveling exhibit.

PARTNERS/STAKEHOLDERS:

Management entity, OHPO, local preservation organizations, area universities

ACTION:

Reassess the National Register eligibility of the five extant truck stops (OHI #BEL-978, BEL0975, GUE-437, GUE-466, GUE-393) built before 1948 along the National Road.

RATIONALE:

By the 1930s, technological advances and improved road conditions resulted in the increased use of trucks to transport goods. During the 1940s, oversized gas stations called "truckstops" began to appear along the National Road/U.S. 40. Normally, they were located in outlying locations, with fuel pumps widely spaced and service bays for oil changes, lubrication, and minor repairs. Inside the service buildings were telephones, showers, beds, and a clubroom.

IMPLEMENTATION STEPS:

- Work with local historical societies to gather more information to evaluate the National Register eligibility of this resource.
- Prepare a National Register nomination for those sites that are deemed eligible for listing.

PARTNERS/STAKEHOLDERS:

Management entity, local historical societies

ACTION:

Conduct historical and archaeological research to further document the tourist homes, cabin camps, cottages, and motels that once were located along the National Road, and use this documentation to prepare educational materials that can be used to enhance the appreciation for and preservation of these threatened twentieth-century resources.



c. 1930 National Road Tourist Cabin Camp

RATIONALE:

The early “auto tourists” had limited options for overnight stays on the road. At first, they stayed in farmers’ fields or had tents attached to their cars. Tourist camps, a popular venue for the motoring public in the 1910s and early 1920s, were a response to the increasing number of overnight guests and their cars on the road. These open camps, which began to be privately owned in the 1920s, were succeeded by cabin camps, cottages, and tourist homes. These venues and their gradual accretion of conveniences, such as gas stations and restaurants, forecast the mid 20th-century motels that soon proliferated on the road.

IMPLEMENTATION STEPS:

- Analyze the outcome of the historical and archaeological research to determine if a National Register multiple property documentation form and individual nominations could be prepared for the most intact properties.
- Prepare a National Register nomination for those sites that are deemed eligible for listing.
- Design an exhibit with portable panels to be displayed in public locations including libraries, restaurants, motels, banks, and local historical societies. This would help local residents become aware of the importance of 20th-century resources that

are increasingly threatened by neglect or redevelopment.

PARTNERS/STAKEHOLDERS:

Management entity, local historical societies

ACTION:

Support Ohio University in its restoration work at Lentz Tavern, outside of St. Clairsville, Belmont County.

REFER TO THE PRIORITY PROJECT SHEET AT THE BEGINNING OF CHAPTER 2 FOR MORE INFORMATION.

ACTION:

Conduct further investigations at Penn Tavern in Middlebourne, Guernsey County for possible listing in the National Register of Historic Places.

RATIONALE:

Penn Tavern was demolished in November 1996, after having stood on the site since 1842. A preliminary archaeological field investigation of the site established that there are significant intact features associated with the 19th-century use of the property and additional work was recommended.

IMPLEMENTATION STEPS:

- Contact the landowners and explain the importance of the tavern along with the process of archaeological investigations.
- Contact the Ohio Historic Preservation Office and local historical societies to uncover any information on the site including historic maps, deeds, and historic photographs. Work with these agencies for suggestions on appropriate ways and personnel to conduct the archaeological testing.
- If research and testing support it, complete a National Register nomination for the property.

OHIO NATIONAL ROAD SCENIC BYWAY



Hyde Hill Tavern

PARTNERS/STAKEHOLDERS:

Management entity, property owner, OHPO

ACTION:

Conduct archaeological testing at Hyde Hill Tavern located at the top of Serpentine Hill, east of Peacock Road in Guernsey County.

RATIONALE:

The tavern itself is still standing and privately owned. While the building was not recommended as eligible for the National Register in the 1996 survey, archaeological testing could provide insight into the early nineteenth-century traveler-related businesses.

IMPLEMENTATION STEPS:

- Contact the landowners and explain the importance of the tavern along with the process of archaeological investigations.
- Contact the Ohio Historic Preservation Office and local historical societies to uncover any information on the site including historic maps, deeds, and historic photographs. Work with these agencies for suggestions on appropriate ways and personnel to conduct the archaeological testing.

PARTNERS/STAKEHOLDERS:

Management entity, property owner, OHPO, local historical societies

ACTION:

Conduct further architectural and archaeological work at Headley Inn located in Muskingum County. Field school and heritage education programs also are recommended, as is a preservation easement to protect the building.

RATIONALE:

Headley Inn is one of the most renowned public houses associated with the old National Road, and is listed in the National Register of Historic Places. The house was constructed in three phases beginning in 1790. The earliest rooms of the Headley Inn were used to house the foremen of the National Road construction crews; it is possible that the yard was utilized as a worker's camp during this time. The resource is located on private property and includes the house (inn), a cement cistern, a mile marker, two gate pillars built from pieces of the original stone bridge, and two modern outbuildings. A line of large old trees running between Headley Inn and the Smith House probably marks the northern edge of the older roadbed. Archaeological and architectural work at the inn may provide additional data on the construction and myriad of historical activities related to the development of the National Road.

IMPLEMENTATION STEPS:

- Contact landowners about conducting further architectural and archaeological work.
- Provide landowners with information on preservation easements.
- Work with the landowners on the creation of a heritage education program that would allow special tours to see the property and learn more about its history.

PARTNERS/STAKEHOLDERS:

Management entity, property owner

ACTION:

Conduct further research on the Massie/Olinger tavern and stage stop located in Clark County to determine National Register eligibility.

RATIONALE:

This property includes a house (tavern), garage, dairy barn, and springhouse. A blacksmith shop may have been associated with the site. This site has great potential for yielding information on the stagecoach era of the National Road.

IMPLEMENTATION STEPS:

- Contact landowners about conducting further architectural and archaeological work to determine National Register eligibility. This would include locating historic maps, photographs, and researching local histories along with the archaeological field investigations on the property.

PARTNERS/STAKEHOLDERS:

Management entity, property owner

ACTION:

Conduct further archaeological work at the Pennsylvania House in Springfield.

REFER TO THE PRIORITY PROJECT SHEET
AT THE BEGINNING OF CHAPTER 2 FOR
MORE INFORMATION.

OHIO NATIONAL ROAD SCENIC BYWAY

STRATEGIES FOR OTHER HISTORIC AND CULTURAL RESOURCES

Although the resources related to the National Road are the most significant in terms of preserving and conveying to visitors the road's historic influence and value, the many other historic and cultural resources that exist along the byway route are important as well. These other resources form the context in which the National Road resources are set. They describe the communities and pastimes that emerged alongside the National Road, often intertwined with it and sometimes diverging from it. They also provide additional and more diverse attractions for byway travelers to visit, enhancing the marketability and appeal of the byway as a destination.

HISTORIC AND ARCHAEOLOGICAL RESOURCES

The first step to understanding the importance of the following properties is to document and then evaluate their importance according to the National Register criteria. After the resource has been evaluated, it will be advisable to apply one or more of the planning or protective measures listed under the General Preservation Tools section.

ACTION:

Establish partnerships with and provide assistance to the Nelson T. Gant Foundation in Zanesville, Friends of Freedom, and other organizations devoted to protecting and interpreting Ohio's Underground Railroad.

REFER TO THE PRIORITY PROJECT SHEET AT THE BEGINNING OF CHAPTER 2 FOR MORE INFORMATION.

ACTION:

Continue to research the Quaker communities along the National Road, documenting their cultural influence along its length.

RATIONALE:

An important Quaker community once existed in Hilltop, on the western side of Columbus. Currently, no known resources associated with the Quakers have been documented on the National Road in this vicinity or are known in other sections of the road. Quaker communities played an important role in the Underground Railroad and could tie into initiatives focused around that issue as well.

IMPLEMENTATION STEPS:

- Support and encourage the Hilltop Historical Society to document the importance of their former Quaker community. Determine if any resources, such as a meeting house or cemetery, survive from any historical period.
- Develop heritage education materials on the influence of the Quaker community on the National Road. This information can be distributed to local citizens, as well as travelers along the road, to help them gain a broader perspective on the road's cultural heritage.

PARTNERS/STAKEHOLDERS:

Hilltop Historical Society, management entity

ACTION:

Develop resource materials that provide property owners with information on technical issues associated with historic preservation and building repair.

RATIONALE:

Owning historic properties usually requires special consideration in the planning and execution of repair or improvements. Homeowners need to be made aware of the many informative resources that can help them in the identification of important features and the sensitive techniques or materials that will help preserve them.



HRC

A house in Morristown undergoing renovation



HRC

Cemetery in Morristown

IMPLEMENTATION STEPS:

- Work with local historical societies, zoning and preservation commissions, the Ohio Historic Preservation Office, and the National Park Service to compile a list of area contractors and materials suppliers familiar with historic properties, resource guides on caring for historic buildings, and books and web sites that provide technical assistance on maintaining historic properties.
- Encourage communities to host the Ohio Historic Preservation Office's Building Doctor Program. This program provides homeowners with two days of hands-on instructional information on repair and rehabilitation. For more information see www.ohiohistory.org.
- Create a user-friendly guide to historic preservation that can be easily accessed on the Ohio National Road Scenic Byway website. Make hard copies available at local historical societies, the OHPO, regional planning offices, and other convenient locations.

PARTNERS/STAKEHOLDERS:

Management entity, local historical societies, zoning and preservation commissions, the Ohio Historic Preservation Office, and the National Park Service

ACTION:

Document and preserve historic cemeteries along the National Road.

RATIONALE:

Cemeteries reflect and represent the cultural values and practices of the past. Epitaphs tell the stories of those interred, while tombstones, obelisks and other statuary form displays of both simple and elaborate funerary art. The preservation of these cemeteries is often in the hands of local governments and private citizens, who become stewards of their forebears' legacy. A visit to one of the National Road's historic cemeteries, such as Parish or Arlington cemeteries in Montgomery County or Columbia Cemetery in Springfield, can provide an added dimension to the visitor's experience and possibly provide them with information about a distant relative who lived or traveled along the

OHIO NATIONAL ROAD SCENIC BYWAY

National Road long ago.

IMPLEMENTATION STEPS:

- Form relationships with local historical societies to help establish county-wide surveys of the numerous cemeteries along the road, including the small family cemeteries, larger municipal reserves, and those associated with religious congregations. Inventories of many of these cemeteries have already been conducted by local historians and genealogists. Additional research and mapping should be performed, as well as education on the preservation and maintenance of cemeteries, both active and abandoned.

PARTNERS/STAKEHOLDERS:

Management entity, local historical societies, property owners, local communities

ACTION:

Conduct archaeological work at Camp Chase Military Prison, now part of Westgate Park in Columbus, Ohio.

REFER TO THE PRIORITY PROJECT SHEET AT THE BEGINNING OF CHAPTER 2 FOR MORE INFORMATION.

ACTION:

Conduct further research on Kenton Stockade in Clark County to determine if any archaeological evidence remains that would provide more information on the early settlement of this region.

RATIONALE:

Founded in 1799, Kenton Stockade was one of the first permanent settlements in Clark County. Depending on the length of occupation and the potential for intact deposits, Kenton Stockade could provide significant information on the initial European settlement of this area.



Joyce Dressler

Footprint rock in Preble County

IMPLEMENTATION STEPS:

- To begin this process, the Clark County Historical Society should conduct in-depth background research on the site including deed searches, map research, and historical documentation that might help to provide more information on the types of resources believed to have been included in the stockade. This information will help determine the potential for resources and strategies for archaeological fieldwork here.

PARTNERS/STAKEHOLDERS:

Clark County Historical Society

ACTION:

Establish partnerships with the Frank Lloyd Wright Building Conservancy and the Westcott House Foundation to help support their preservation of the Westcott House in Springfield, Ohio.

RATIONALE:

Between 1904 and 1908, Frank Lloyd Wright designed the Westcott House for Burton and Orpha Westcott. The house served as the family's home until 1926 when Mr. Westcott died. In the early 1940s, the house was converted to a multi-unit apartment building. The Westcott House's elegant web page at www.westcotthouse.org can provide more information on the history of the house and its current status. The firm of Chambers, Murphy, &

Burge currently is completing a Historic Structures Report that will include recommendations on the proper rehabilitation of the building as well as suggestions for future uses.

IMPLEMENTATION STEPS:

- Continue to support the work of the Westcott House Foundation in any way possible, as it will undoubtedly become a major attraction for visitors to Springfield.

PARTNERS/STAKEHOLDERS:

Management entity, Westcott House Foundation and Frank Lloyd Wright Building Conservancy

ACTION:

Conduct further research on the significance of Footprint Rock in eastern Jefferson Township, Preble County.

RATIONALE:

In the state of Ohio there are a few historical records that mention unusual geological formations that appear to be in the shape of footprints. One such formation occurs in Preble County near the National Road. Research needs to be conducted to assess the significance of these claims and to better understand the resource's role in our state and county histories.

IMPLEMENTATION STEPS:

- The Preble County Historical Society, working with the Ohio Department of Natural Resources, should fully examine the natural and historical resources concerning Footprint Rock on the west side of Gettysburg. This first step will further explain the resource's significance and will help to better interpret and preserve the rock for future generations.
- Explore preservation options for Footprint Rock with the property owner and local historical societies



Pennyroyal Opera House, Fairview

PARTNERS/STAKEHOLDERS:

Preble County Historical Society, ODNR

CULTURAL RESOURCES

GENERAL

ACTION:

Establish alliances with cultural and performing arts organizations located along the byway, encouraging them to produce works that reflect the region's association with the National Road.

RATIONALE:

There are numerous art museums, theaters, music halls and community arts organizations along the National Road. Some of them, such as the Ohio Historical Society's Museum Theater Program, already produce or exhibit works that showcase local history. Encouraging these organizations to do so with works related to the National Road would provide a venue for both visitors and residents to learn about and be entertained by the story of the National Road and those who lived and traveled along it. Creating these links between the byway and cultural organizations also will benefit the cultural organizations, which could gain exposure through byway marketing and promotional efforts that highlight these types of attractions.

OHIO NATIONAL ROAD SCENIC BYWAY

IMPLEMENTATION STEPS:

- Contact cultural and performing arts organizations along the byway and encourage them to consider producing a piece or exhibit that highlights the National Road.
- Encourage community theaters or acting troupes to produce dramas that focus on the days of the Conestoga wagon pioneers or the early auto-tourists, art museums to host exhibits of photos or artwork depicting the National Road, and music halls to perform an evening of music from the days of westward migration.
- Obtain historical information sources by contacting the Ohio Historic Preservation Office.
- Contact the Ohio Arts Council, Greater Columbus Arts Council, and other art sponsors about funding for the production of these works.
- Encourage cultural and performing arts organizations to notify the management entity of upcoming events for inclusion in a calendar of events or other promotional material for the byway.

PARTNERS/STAKEHOLDERS:

Management entity, local cultural and performing arts organizations

ACTION:

Partner with area museums such as the Ohio Historical Society, John and Annie Glenn Historic Site and Exploration Center, National Road/Zane Grey Museum, Heritage Center of Clark County, Pennsylvania House and historical society museums to host or expand exhibits, lectures, and living history demonstrations emphasizing their connection to the National Road.

RATIONALE:

The heritage museums and historical societies

located along the National Road provide some of the greatest opportunities for sharing the history of the National Road with byway visitors. These are the organizations that have volunteered to become custodians of this legacy, and many of them have made available to the public their knowledge, artifacts and facilities. Expanding upon the offerings at these places through a complement of special exhibits, lectures and living history demonstrations will reinforce their connection to the National Road and provide the local community and byway visitors with fresh, provocative perspectives on the National Road experience. These events also help to bring the story of the National Road to life and make its history more poignant for those who are not familiar with its significance.

Living history is museum education through the use of actors who portray individuals from our past or through direct visitor participation in activities from the past. It attempts to do away with uninteresting, nonparticipatory exhibits by making the visitor an active player in the site or story through conversations with the actors or physical involvement in the work or play activities of the past. The National Road has a lot of potential for living history programs. Such programs could include setting up of a mock construction camp from the 1830s when the road was being constructed, or giving visitors a chance to experience being a stonemason for a day, using the tools of that trade, and enduring the physical labor required.

IMPLEMENTATION STEPS:

- Individually contact the John and Annie Glenn Historic Site and Exploration Center, National Road/Zane Grey Museum, Heritage Center of Clark County, Pennsylvania House and local historical society museums to explore opportunities for enhancing programmatic offerings related to the National Road. These efforts should build off of existing programs such



Heritage Center of Clark County

as the National Road/Zane Grey Museum's "Another Time, Another Place: Paving the Way West" educational program for children.

- Organize a lecture series devoted to the theme of the National Road, which would be ideally suited to the Ohio Historical Society, National Road/Zane Grey Museum, and Heritage Center of Clark County, in conjunction with the directors of these facilities and area college history departments.
- Explore living history demonstrations at the Pennsylvania House and historical society museums in partnership with area college theater and/or history departments and local reenactors, and schedule these to correspond with large events or fundraisers taking place at these facilities.
- Working with a trained museum professional and local playhouses or high school theater programs, coordinate plays that interpret different aspects of the road's history (see above).
- Work with the Ohio Arts Council and other

cultural organizations to fund these events.

PARTNERS/STAKEHOLDERS:

Management entity, John and Annie Glenn Historic Site and Exploration Center, National Road/Zane Grey Museum, Heritage Center of Clark County, Pennsylvania House, local historical societies, area colleges and universities, Ohio Arts Council

STRATEGIES FOR MANAGING SCENIC AND NATURAL RESOURCES AND MINIMIZING VISUAL INTRUSIONS

Although the National Road has been settled for over 200 years, it still retains beautiful, scenic landscapes and natural areas that convey a sense of the landscape that early National Road travelers might have seen. The scenery includes pastoral landscapes and quaint villages that clearly bear the imprint of human intervention, yet still evoke beauty and serenity. This is the cultural landscape, a landscape that speaks of the settlement of the land and the growth of communities. It stands in contrast to the wild and natural environment that came before it but can still be found in remnant forests and free-flowing rivers. All of these landscapes tell the story of the National Road, the natural features that influenced it and the ways in which it influenced the use of the land. Protecting these landscapes is integral to the byway experience, giving visitors a glimpse into the past and future of the byway.

At the same time, there are some modern development patterns that infringe on the enjoyment of the byway because of their jarring visual characteristics, congested traffic patterns and obliteration of views or other resources. Although this Corridor Management Plan does not attempt to deny that the National Road also is a contemporary entity with modern development and growth, minimizing some of the more significant visual intrusions will help to ensure that the byway experience is a pleasurable one.

RETAINING THE CULTURAL LANDSCAPE

The cultural landscape conveys a history of mankind's impact on the land and how it is used. It speaks of movement and settlement patterns, food production, industry and commerce, and domestic pursuits. Retaining this landscape helps to portray to visitors the lifestyles and

choices of those who shaped the National Road and made it what it is today.

GENERAL

ACTION:

Study the landscape history in the most rural sections of the byway -- Licking, Clark, Montgomery and Preble Counties -- to determine if any areas qualify for recognition as a National Register rural historic landscape.

RATIONALE:

Rural historic landscapes are defined by the National Register as geographic areas "that

FEATURES THAT SHOULD BE A PART OF THE PIKE TOWN STUDIES AND GUIDELINES INCLUDE:

- historic development patterns;
- building height, massing, fenestration and materials;
- front, rear and sideyard setbacks;
- density;
- land use patterns, including land preservation and greenbelts;
- right-of-way cross-sections, including the roadway, on-street parking, sidewalks, and roadside planting strips; and,
- streetscaping elements such as street trees or other vegetation, lights, furniture (i.e., benches, trash cans), and paving materials.

historically [have] been used by people, or shaped or modified by human activity, occupancy, or intervention, and that [possess] a significant concentration, linkage, or continuity of areas of land use, vegetation, buildings and structures, roads and waterways, and natural



Rural Preble County

features.” They represent historic land uses, patterns of settlement, and social and cultural traditions, and include the vegetation and structures that reflected them.

Elizabeth Township in Miami County was designated a National Register Rural Historic District in 1997. It was designated for its intact collection of historic buildings and historic land use patterns which represent the agricultural way of life that has dominated this region for generations. Other areas along or near the byway might similarly be representative of a way of life that is still evident today in land use patterns, structures, objects, and vegetation. Designating these areas as rural historic landscapes will bring recognition of the historic significance of these landscapes and will help to inform visitors and residents of the way of life they represent.

IMPLEMENTATION STEPS:

- The management entity, local communities, and area historical societies should undertake a survey of landscapes in Licking, Clark, Montgomery and Preble Counties to determine their historic context and make a preliminary determination as to whether they should be further studied for National Register eligibility.
- Follow the process for National Register nomination, which involves historic research, surveying and documentation of

the landscape, and evaluation of the landscape with respect to how well it meets National Register criteria.

- Complete the proper nomination forms if the resource is deemed significant and designation is desired by the local community (see Appendix B for more information). An excellent reference for undertaking this project is National Register Bulletin #30 “Guidelines for Evaluating and Documenting Rural Historic Landscapes.”

PARTNERS/STAKEHOLDERS:

Management entity, local communities, local historical societies

PIKETOWN GUIDELINES

ACTION:

Develop a set of pike town design guidelines, as part of a National Road Design Handbook, to promote historically accurate restoration/rehabilitation work and new development that is sympathetic to the character of the communities.

REFER TO THE PRIORITY PROJECT SHEET AT THE BEGINNING OF CHAPTER 2 FOR MORE INFORMATION.

LOCAL SCENIC ROAD DESIGNATION

ACTION:

Encourage communities to develop local Scenic Road designation programs.

RATIONALE:

Local Scenic Road programs designed to protect the character of roadway corridors could be useful tools in maintaining compatible development in the vicinity of special roadways. This is particularly true if priority is put on roads that access onto another local or state scenic byway such as the National Road. The Mid-Ohio Regional Planning Commission (MORPC) has developed a model ordinance for

OHIO NATIONAL ROAD SCENIC BYWAY

communities to enact their own Local Scenic Road programs (see Appendix B). This model ordinance is based upon the use of performance measures against which development proposals can be evaluated to determine if they are sensitive and compatible with the character of the scenic road. This allows new development to occur but in such a way that it becomes an asset to rather than a detraction from the road.

IMPLEMENTATION STEPS:

- Distribute a copy of the MORPC model ordinance to byway communities.
- Assist communities with adopting the MORPC model ordinance or similar zoning overlays for local scenic byways to protect the character of scenic roads that are adjacent to the National Road.
- Work directly with MORPC to gain support for this ordinance in the communities that are within Franklin and Licking Counties.

PARTNERS/STAKEHOLDERS:

Management entity, local communities, MORPC

LAND PRESERVATION/CONSERVATION

ACTION:

Identify the specific conditions threatening long-term maintenance of landscapes that lie within the viewshed of sites identified for scenic or interpretive pull-offs (see “Scenic Pull-offs and Interpretive Waysides” section) and identify the land preservation techniques that most effectively will address preservation.

REFER TO THE PRIORITY PROJECT SHEET
AT THE BEGINNING OF CHAPTER 2 FOR
MORE INFORMATION.

ACTION:

Establish greenbelts to protect specific natural resources, agricultural lands and scenic viewsheds that have been identified as contributing to the byway’s intrinsic qualities.

RATIONALE:

Since it will not be possible to preserve all natural resources, agricultural lands and scenic viewsheds, the management entity and its partners will need to agree upon a strategy for targeting properties that will receive their attention. The action above recommends targeting preservation efforts to lands that lie within key viewsheds. Another approach might be to focus on developing greenbelts around interested communities. Greenbelts are areas around a community where natural and agricultural land uses are supported through zoning and/or land preservation to prevent conversion to more intensive uses. A greenbelt, as a result, prevents a community from developing a sprawl pattern of development, and maintains the clear division between town and country that is a defining characteristic of many traditional rural cities and villages.

IMPLEMENTATION:

- Educate local communities about what conservation districts can do and what advantages they could provide. Education can be conducted through:
 - Publications, including books, pamphlets and handouts
 - Public forums
 - Presentations to municipal councils, chambers of commerce, and other organizations
 - Publicize the benefits of greenbelts to other byway communities.

PARTNERS/STAKEHOLDERS:

Management entity, local communities, regional planning organizations

ACTION:

Preserve agricultural lands and other green spaces that are visible from the highway or are in key viewsheds.



Agricultural lands in Preble County

RATIONALE:

Agricultural lands and other green spaces, such as woods, play an essential role in the byway's role as a tourist destination. Byway travelers will be expecting a peaceful, Midwest rural landscape, and these locations will be central to that image and the creation of a pleasant byway experience. Such locations, however, also come under severe pressure from sprawl development. If they are not protected, development pressures can wipe out farmland and green areas along portions of the byway within a matter of years. Not only will this damage the byway's appeal to travelers, but it may impair local communities by creating traffic congestion and polluting runoff.

Preserving land in perpetuity through the purchase or donation of development rights will help to ensure that the rural and scenic landscapes identified as scenic resources along the byway are protected. Land preservation works through the transfer of development rights to a qualified organization either through purchase or donation. The organization must be set up to hold these easements in perpetuity. Often easement agreements are negotiated to allow the landowner continued use of the property, particularly in the case of agricultural land. The easement precludes further development of the land and may or may not impose conservation requirements as well.

In January 2000, the state of Ohio passed legislation allowing the state and local governments to acquire agricultural easements as way of protecting productive farmland from conversion to nonagricultural use. The easements are voluntary legal agreements that protect farmland by restricting development. The land remains in private ownership and use and the owners continue to pay taxes on their property, though the tax rates typically are lower because of the diminished value associated with diminished development potential.

IMPLEMENTATION:

- Use the intrinsic qualities inventory to identify the areas that have the strongest integrity and the most impact on the byway's desirability. Priority should be given to areas that are close to growing communities, where new development pressures are likely to be most acute, and to areas within identified scenic views.
- Survey parcels that already are protected by public agencies or private trusts. Evaluate the extent of preservation that exists or is recommended, which might include conservation restrictions, enforcement mechanisms, or public ownership.
- Use county plat maps to identify specific parcels in the areas noted above. Create a small database of these parcels that includes ownership information, land use (agriculture or other uses), significant physical characteristics, the government(s) that have jurisdiction, and the existing or potential threats to their current integrity.
- Share this database with the Office of Farmland Preservation, local government agencies dealing with farmland protection, local and regional land trusts, and other agencies that purchase land or easements

OHIO NATIONAL ROAD SCENIC BYWAY

for conservation. Show these organizations why these properties are important, and help them negotiate any sales or easements that they are interested in acquiring.

- If the management entity is established as a 501(c)3 organization, develop an easement donation program, allowing owners of significant natural or agricultural lands on the byway or in its viewshed to donate easements to the management entity as a tax-deductible charitable contribution.

PARTNERS/STAKEHOLDERS:

Management entity, property owners, local and national preservation organizations, Ohio Department of Agriculture

ACTION:

Encourage rural communities to adopt large-lot or agricultural zoning.

RATIONALE:

In communities where agricultural land uses are threatened by suburban development, agricultural zoning may protect the viability of farming as an industry. Some Ohio townships have adopted such zones in recent years.

IMPLEMENTATION STEPS:

- Evaluate the success of agricultural zoning in jurisdictions along the National Road, such as Clay Township in Montgomery County.
- Impart to other byway communities information about the successful examples as demonstrations of the advantages of agricultural zoning. Provide contact information to interested communities.

PARTNERS/STAKEHOLDERS:

Management entity, local communities

GROWTH MANAGEMENT INITIATIVES

ACTION:

Support and participate in local land use

planning efforts.

RATIONALE:

The most effective way to avoid situations in which development proposals are counter to the goals of the byway Corridor Management Plan is to be involved in the land use planning efforts from their outset. This way, the greatest amount of consideration can be given to all impacts of proposed projects on the National Road and conflicts with the CMP goals can be avoided. Most community planning efforts today either are driven by community input or have a heavy public input component, so becoming involved in these efforts should not be difficult.

IMPLEMENTATION STEPS:

- Maintain a regular update on local planning efforts that might impact the National Road.
- Ask local byway advocates from the communities along the National Road to participate in the planning efforts in their area and provide updates to the management entity. For instance, the Bethel Township Development Plan, which focuses on the pike town of Brandt, should be monitored and a local byway representative should be assigned to participate in the plan's development.
- Work with jurisdictions to adopt this Corridor Management Plan (CMP) as part of their planning and regulatory responsibilities. This may involve amending a Comprehensive Plan to incorporate the CMP within it.

PARTNERS/STAKEHOLDERS:

Management entity, local advocates

ACTION:

Work with local elected officials and planning agencies to support or educate them about the application of sound land use planning principles, design review, and growth

management practices.

RATIONALE:

If the byway is to become a significant economic development and resource protection tool, it must be able to attract visitors for many years to come. This means that attractiveness of the scenic, historic, natural, cultural and recreational features that draw people to the byway will need to be retained. It is incumbent upon the local elected officials in communities along the byway to ensure that the land use activities that occur within the byway corridor do not negatively impact these resources. This means that they will need to examine their land use plans and zoning and subdivision regulations for compatibility with the goals of the byway. Regulating land use can have substantial economic benefits that accrue as a result of being a more attractive and desirable setting for business and residential growth. In the case of the byway, it also will result in more people wanting to stay and spend money in the communities that are most attractive and pleasant.

IMPLEMENTATION STEPS:

- Partner with elected officials, public agency representatives, and local community groups to advocate for the use of land use planning and/or zoning tools that will protect and enhance the visual quality and development characteristics of the land within the byway corridor.
- Identify those groups and individuals at the local level who support such measures. Once these alliances are formed, local advocacy should be conducted by these groups and individuals. Advocates should reinforce the value of land use regulation and work toward policies and procedures that result in plans and regulations that are compatible with the byway goals. The adoption of expanded measures of protection could

include corridor overlay zones, local scenic byway programs, rezonings, and enhanced landscaping standards.

- In areas where the extension of utilities is being considered, such as St. Clairsville, Cambridge, and West Jefferson, pay additional attention to the effects the resulting development will have on the byway’s resources. Care also should be taken not to exceed the carrying capacity of the infrastructure network and natural systems, which play a vital role in both the quality of life for residents and the experience of byway visitors who travel the roads and enjoy the scenic forests and rivers.
- Encourage review boards or permitting agencies to make landscaping and buffering part of any new development that results along the National Road. They also should provide for appropriate zoning and incentives for developers to explore innovative site planning techniques such as clustering to minimize the visual impacts on the byway and avoid any endangerment of resources.

PARTNERS/STAKEHOLDERS:

Local advocates, local elected officials, public agencies, management entity

REVITALIZATION INITIATIVES

ACTION:

Explore the potential for hiring a National Road “circuit rider” Main Street coordinator (manager).

RATIONALE:

One of the requirements for participation in the Main Street Program is that communities hire a Main Street manager who will oversee the day-to-day tasks of downtown revitalization. Often, this is a serious obstacle for communities, especially the very small ones that have limited

OHIO NATIONAL ROAD SCENIC BYWAY



Small pike towns such as Morristown could benefit from a "circuit rider" Main Street coordinator

financial resources. The Ohio National Road Scenic Byway presents the perfect opportunity for National Road communities to pool their resources and approach Main Street Program participation as a joint undertaking, recognizing that many of the National Road communities share similar challenges and opportunities. The management entity should approach Downtown Ohio, Inc. about the possibility of obtaining joint designation and hiring a "circuit rider" Main Street coordinator who could be shared by several communities to manage Main Street revitalization activities.

IMPLEMENTATION STEPS:

- Work with local communities to develop local support for the Main Street program and the idea of a shared Main Street coordinator.
- Contact Downtown Ohio, Inc. about creating a joint designation and use of a shared Main Street coordinator.

PARTNERS/STAKEHOLDERS:

Management entity, local communities, Downtown Ohio, Inc.

ACTION:

Encourage larger communities to participate in Downtown Ohio, Inc.'s Main Street Program to aid in revitalization/beautification projects.

RATIONALE:

The National Road is Main Street to nearly

every community that it passes through, either in name or in function. It is along the National Road that most of the communities' businesses or business districts are found, so participation in the Main Street Program is a natural consideration for revitalization along the National Road.

The Main Street Program is a concept for downtown revitalization established by the National Trust for Historic Preservation's National Main Street Center and implemented at the state level in Ohio by Downtown Ohio, Inc.. The Main Street program's approach to healthy downtowns, focuses on four points: design; organization; promotion; and economic restructuring. It relies on local initiative and support for its success, which has been proven in hundreds of communities across the country. Over 1,600 communities have participated in the program since 1980, resulting in \$15.2 billion in public and private reinvestment in America's Main Streets (National Main Street Center, 2000). The National Main Street Center reports that the ratio of reinvestment into the community, or the average number of dollars generated in each community for every dollar used to operate the local Main Street program, is \$39.22 reinvested for every \$1 spent (National Main Street Center, 2000).

IMPLEMENTATION STEPS:

- Contact all of the National Road communities to identify those that are interested in participating in the Main Street Program. This might include holding public meetings for local elected officials and business owners to describe the program and its approach, requirements, and benefits. The National Main Street Center offers a "Main Street Approach Slide Show" that contains actual examples of Main Street communities that have implemented the Main Street approach to revitalization successfully. This can be a

powerful tool in persuading community leaders to explore the program's potential. Downtown Ohio, Inc. also may be able to provide additional information.

- Those interested in becoming a Main Street community should contact the National Road management entity or the Main Street Program coordinator for Ohio, Downtown Ohio, Inc. (61 Jefferson Ave., Ste. 203, Columbus, OH 43215; Phone: (614) 224-5410; Fax: (614) 224-5450; Email: downtown@netwalk.com).
- The National Main Street Center also recommends several other ways to begin the Main Street revitalization process, including:
- Visiting other Main Street communities participating in the program and talking to their staff and business community leaders;
- Garnering support for the program through public meetings, presentations to downtown business owners and local elected officials, and community preservation groups; and,
- Organizing festivals or other events that celebrate downtown.
- These and other suggestions for getting started can be found in Appendix B as well as on the National Main Street Center's web site (www.mainst.org).

PARTNERS/STAKEHOLDERS:

Management entity, local communities, Downtown Ohio, Inc.

ACTION:

Encourage communities to utilize programs such as ODOD Community Development Division's Downtown Revitalization Competitive Program for central business district revitalization, elimination of slums and blight, and creation of job opportunities

RATIONALE:

The Downtown Revitalization Competitive Program provides grants of up to \$400,000 for revitalization and job creation. Revitalization efforts would complement the byway's interest in enhancing historic urban areas.

IMPLEMENTATION STEPS:

- Sponsor a workshop on funding sources for downtown revitalization, providing information on the Downtown Revitalization Competitive Program
- Communities interested in pursuing the Downtown Revitalization Competitive Program should be able to demonstrate that they are eligible for Community Development Block Grant monies. Further information on applying for this grant can be found on the Department of Development's online catalogue of incentive and assistance programs at www.resourceohio.com/fr_ihcd.html. Appendix B contains a copy of the Community Self-Assessment form for the program.

PARTNERS/STAKEHOLDERS:

Management entity, local communities

ACTION:

Contact individual property owners of historic buildings associated with the National Road/U.S. 40, especially old gas stations and tourist cabin camps, to explore the potential for volunteer rehabilitation projects that would clean up and preserve the structures.

RATIONALE:

Maintaining and restoring historic properties can be a financial burden for some property owners who do not have the resources to repair deteriorating buildings or conduct the regular maintenance that older buildings need. Unfortunately, some of these properties not only are historically significant and in need of better

OHIO NATIONAL ROAD SCENIC BYWAY



Larger cities such as Zanesville are ideal candidates for the Downtown Revitalization Competitive Program

HRG

care in order to maintain their integrity, but they also are highly visible from the byway. This creates a situation in which visitors are deterred from staying in an area because of the perceived threat to safety and lack of vitality that neglected properties engender. Community volunteers can assist property owners in cleaning up and/or restoring properties through community cleanup days, paint banks and donated materials and labor.

IMPLEMENTATION STEPS:

- Communities should identify those properties within their areas that are most in need of renovation and contact those individual property owners to determine if they are amenable to a community renovation project.
- Have materials for rehabilitation bought or donated through local fundraising campaigns.
- Contact local or regional businesses to explore potential corporate sponsorship of employee community assistance programs that result in building rehabilitation.

PARTNERS/STAKEHOLDERS:

Local communities, private property owners, local corporations

ACTION:

Encourage communities to review and/or

update zoning and subdivision regulations and building codes to provide for flexibility in adaptive reuse projects.

RATIONALE:

Many historic buildings fall into disrepair because the use for which they originally were constructed no longer applies or has become outdated. New uses that could go into these buildings might have different programmatic requirements and need to reconfigure interior space, parking, or electrical equipment. Sometimes the uses themselves, though not altogether incompatible, are inconsistent with existing zoning. In other instances, older buildings may not meet current building codes.

Fortunately, Section 3408, Compliance Alternatives, of the Ohio Basic Building Code, allows owners of historic buildings to undergo an alternative safety evaluation for fire safety, general safety, and means of egress without having to meet the requirements applied to new buildings. Through a system of points that are awarded for safety features of historic buildings a building that earns enough points to be considered safe typically can be rehabilitated without major alterations.

Many large historic homes are too big for today's nuclear families or are too costly to heat and maintain. Rather than permitting these buildings to deteriorate, be demolished, or become haphazardly divided into rental units for lack of any other economically viable solution, local ordinances could allow these buildings to be considered Special Uses and converted into art galleries, bed and breakfasts, funeral homes, medical or professional offices, private schools, restaurants or studios. Permitting such uses will allow owners of these historic buildings to offset maintenance costs with an income source. The buildings should be required to maintain their residential appearance, and off-street parking and landscaping should be provided.



National Road tavern in Brownsville in need of rehabilitation

Communities that provide for adaptive reuse of older buildings through flexible subdivision and zoning regulations and building codes will help to ensure that the historic fabric of their locale remains vibrant, healthy and economically viable. Encouraging adaptive reuse will be especially important within the National Road corridor, where reuse and revitalization of historic buildings will create a more hospitable environment for visitors.

IMPLEMENTATION STEPS:

- Communities should initiate a review of their zoning and subdivision regulations and building codes to determine whether they support the adaptive reuse of historic buildings. This review also could be folded into aspects of regular ordinance or plan review cycles.
- Key elements that should be examined include: whether zoning along the National Road corridor and in adjacent districts supports flexibility and variety in allowed uses; whether zoning permits flexibility in parking regulations; and whether building codes unnecessarily limit the potential for reuse of older structures.
- Contact the National Main Street Center, Downtown Ohio Inc., and/or Ohio Historic Preservation Office for technical assistance in reviewing plans and codes for compatibility with Main Street

revitalization and historic preservation efforts.

- Undertake updates in accordance with local enactment procedures.

PARTNERS/STAKEHOLDERS:

Local communities

PROTECTING/IMPROVING THE VISUAL QUALITY OF MODERN LANDSCAPES

GENERAL

ACTION:

Provide information about and contact information for National Road-related projects in byway communities to entice others to follow.

RATIONALE:

Communities often feel as though they are “reinventing the wheel” unnecessarily when it comes to undertaking community improvement projects, yet they don’t have a good source of examples of what has been done in other places. There are many National Road communities that already have begun to improve the appearance of their Main Streets, preserve National Road resources, and undertake beautification projects. St. Clairsville has enacted an architectural review process as part of their National Road Corridor overlay. New Concord has restored their S-Bridge and turned it into a community park. Street trees, planters, decorative lighting fixtures and banners line the National Road in St. Clairsville, New Concord, Whitehall, West Jefferson and Englewood. All of these communities can serve as local resources for other communities to look to if they are considering similar projects. Information about project design, funding, scheduling and construction, as well as pitfalls and lessons learned along the way, can be invaluable to those considering similar undertakings. Making information about National Road-related projects available to other National Road communities also will help to establish an

OHIO NATIONAL ROAD SCENIC BYWAY



Streetscaping enhancements in Englewood

Ed Kemper

information-sharing network that will facilitate implementation of the Corridor Management Plan recommendations.

IMPLEMENTATION STEPS:

- Conduct community interviews to compile a list of National Road-related projects, especially aesthetic enhancement projects, that are underway or already have been completed. The list should include contact names and numbers that people in other National Road communities can call to obtain information about the projects. This list should be made available to communities at their request or on the National Road website and should be updated periodically.

PARTNERS/STAKEHOLDERS:

Management entity

ACTION:

Encourage design review through community review boards or the management entity for projects along the byway.

RATIONALE:

Modern landscapes composed of strip shopping malls, seas of parking and suburban sprawl detract from the uniqueness and visual appeal of the byway. Similarly, incompatible additions or alterations to historic buildings detract from their beauty and historic significance. These conditions often can be avoided through the use

of design review during the development process.

Design review can be either advisory or regulatory, depending upon the preference of the community and its regulatory structures. Communities with no zoning most likely will need to make design review an advisory process, whereas communities with zoning and/or existing review boards may be able to integrate a design review process for the National Road into the required steps of development review.

Typically, design review is conducted by a board of individuals from the community, who usually have some type of professional design or planning background. The board reviews proposals for their overall site planning characteristics as well as the design of individual buildings. They may look for proposals to fit into the existing character of the community by: maintaining consistent setbacks; locating parking to the rear of buildings; providing landscaping or preserving existing vegetation that may protect sensitive areas, maintain visual quality or act as a screen for new development; providing pedestrian amenities and access; or maintaining similar building height and massing. New development in historic areas may be reviewed for compatibility in materials, height, massing, fenestration, and setback. Reviewers could use the recommended National Road Design Handbook (see below) and Pike Town Design Guidelines contained within it (see above) to aid in this process.

Since it is likely that not all National Road communities will choose to or have the need for standing design review boards, the management entity may wish to consider making itself available for design review in an advisory capacity as a way to facilitate implementation of the Corridor Management Plan recommendations.

IMPLEMENTATION STEPS:

- Complete the National Road Design Handbook as a priority project to aid in the design review process.
- Distribute the Design Handbook to all of the National Road communities and conduct outreach efforts to generate support and provide technical assistance. This should be done by the management entity and local partners through individual contact with local elected officials and planning boards and public presentations on the Design Handbook. The goal should be to obtain community agreements to work toward implementing design review or, ideally, to gain incorporation of the Design Handbook principles into zoning ordinances and official development review procedures.

PARTNERS/STAKEHOLDERS:

Management entity, local advocates, local communities

LOCAL LAND USE POLICIES

ACTION:

Work with communities to develop a National Road Design Handbook to assist communities and counties in achieving compatible growth and development.

REFER TO THE PRIORITY PROJECT SHEET AT THE BEGINNING OF CHAPTER 2 FOR MORE INFORMATION.

ACTION:

Encourage communities to adopt a National Road Corridor zoning district or overlay zone for the byway corridor

RATIONALE:

Special zoning districts and overlay zones provide communities with a mechanism for achieving specific results in a targeted area.

NATIONAL ROAD DESIGN HANDBOOK SHOULD INCLUDE:

- Pike town design guidelines
- Model roadway construction design standards
- Ways to define public/private space and the "street wall"
- Ways to define and maintain community character features
- Methods for using color, signs, and other details to improve appearance
- Development guidelines for preserving scenic viewsheds
- Techniques for improving the appearance of existing highway commercial or industrial development
- An approach for suburban areas of Springfield and Columbus to improve safety and pedestrian-friendliness of highway commercial areas
- Identification of funding sources and incentives for design-related improvements

They impose a set of requirements that must be met in the zone, and in the case of an overlay zone these are in addition to those that would need to be met in the underlying zone. These additional requirements are designed to achieve a particular purpose. In the case of the National Road this might include the protection or creation of an attractive view from the byway, the preservation of buildings and sensitive treatment for infill development, and maintenance of the general community character along the byway. This might be achieved through zone regulations that require design review, consistent building setbacks, and

OHIO NATIONAL ROAD SCENIC BYWAY

landscape buffers, among other things, that will complement the byway visitor's experience. The zone regulations could incorporate the guidelines in the National Road Design Handbook (see below) or similar guidelines defined by the community.

In areas of the byway corridor where zoning is not in place, the requirements outlined below for the zoning districts, as well as those described for the National Road Design Handbook, could be used as non-regulatory guidelines for development. Without the regulating authority granted by the creation of a zoning ordinance, communities must rely on non-regulatory means of achieving their goals for new development. This means that guidelines and advisory review of proposals, both of which are non-binding, will be the best tools available.

IMPLEMENTATION STEPS:

- Advocate for a National Road Corridor zoning district or overlay zone with the local planning board, town council, or Mayor's office. The zoning district being considered by the city of St. Clairsville could serve as an example of the types of provisions that could be included and how they will help to protect the character of the National Road and its resources.
- Build the support of local elected officials, planning board members, and community members through discussions and public meetings.
- Consider the creation of a general underlying zone with very minimal regulations and a National Road Corridor or overlay zone for communities that do not desire the level of regulation and administration related to zoning but nevertheless would like to have a greater impact on development along the byway.

PARTNERS/STAKEHOLDERS:

Local advocates, local communities

ACTION:

Encourage communities to explore the potential for introducing traditional town planning, cluster development, and conservation subdivision practices adjacent to the National Road

RATIONALE:

Cluster development and conservation subdivisions allow development to occur while still preserving natural features and open space. Both techniques group houses or areas of commercial/industrial development on those areas of the property that are most suitable for development and have the least impact on natural resources, scenic views, or other features. Comparable density is achieved through reduced lot sizes. Using cluster developments or conservation subdivisions along the National Road will help to preserve some of the long views that characterize its surrounding landscape and protect the wooded stream valleys, forests, hillsides, and other natural areas along it. Clustering away from historic buildings also can be a way to preserve historic sites while still permitting some development.

Traditional town planning techniques borrow from existing development patterns to create new development. They result in new development that follows the lead of adjoining older, historic communities or that mimics the patterns of other historic communities. In the case of the National Road, there is ample precedent in the pike towns for defining traditional town layouts and a pattern for new development that can be followed to create contextual communities.

Traditional town planning, cluster development, and conservation subdivision provisions must be written into the local zoning regulations. They typically contain more flexible lot sizes and setbacks, and/or have requirements that guide open space and natural feature

preservation. Cluster development and conservation subdivisions often must be served by public water and sewer service since they result in lot sizes that generally cannot accommodate a standard well and septic field. However, very large subdivisions may be able to provide small package treatment plants or community wells if public services are not available. The feasibility of these systems will depend upon individual circumstances and local health department regulations.

IMPLEMENTATION STEPS:

- In partnership with citizen advocates, approach local planning boards about the possibility of incorporating traditional town planning techniques, cluster development, and conservation subdivision regulations into their zoning ordinance.
- Advocates should stress the importance of maintaining the character of the National Road landscape and its resources, and the “win-win” opportunities that traditional town planning, clustering, and conservation subdivisions provide for preservation and development.
- More information about clustering and conservation subdivisions can be found on the following web sites:

www.cyburbia.org: Internet Resources for the Built Environment

www.plannersweb.com: Planning Commissioner’s Journal website

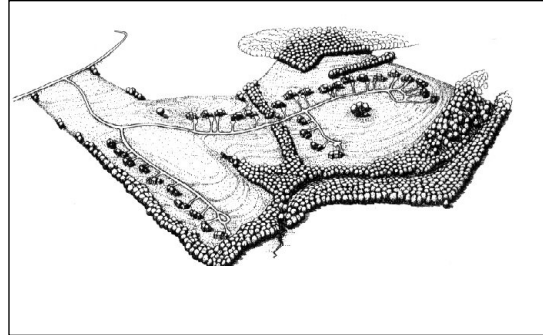
www.mdp.state.md.us: Maryland Department of Planning

PARTNERS/STAKEHOLDERS:

Citizen advocates, local communities, management entity

ACTION:

Aggressively pursue infill projects in Bridgeport, Zanesville, and Springfield, where many large warehouses and industrial buildings



An example of conservation subdivision design

Randall Arendt, Natural Lands Trust

have been torn down

RATIONALE:

A dense urban fabric and revitalized city center supports the historic character of these cities and would recapture the atmosphere that once was there. Visitor services, nighttime activities, and entertainment would be enhanced and create opportunity for new economic development where infrastructure exists. A lively street environment also creates an atmosphere of safety, rather than neglect and abandonment.

IMPLEMENTATION STEPS:

- Advocate sensitive infill development.
- Form partnerships with the cities of Bridgeport, Zanesville, and Springfield to seek funds for and undertake downtown revitalization plans that would study the reuse of vacant buildings and the infill of vacant parcels. The plans should include design and economic development strategies that will support the byway.

PARTNERS/STAKEHOLDERS:

Management entity, City of Springfield and City of Bridgeport

OHIO NATIONAL ROAD SCENIC BYWAY

MANAGING CELL TOWERS, NOISE BARRIERS, AND TELEPHONE POLES

METHODS FOR MINIMIZING INTRUSIONS

ACTION:

Encourage communities to bury their telephone lines and utility wires or relocate them to the backs of buildings where feasible to improve the overall viewshed

RATIONALE:

A mass of overhead telephone and other utility lines can clutter the viewshed, especially in small towns and cities. Burying or relocating these lines can enhance the visual appeal of towns, providing a better setting for their architecture and scenic views. This can be a costly undertaking, however, so this action is only recommended for towns and cities where there are a lot of other visual elements that also contribute to visual clutter. Telephone poles in Phoneton should be retained due to their historical association with the community.

IMPLEMENTATION STEPS:

- Contact telephone and utility companies to explore the possibility of burying or relocation.
- Do this work concurrently with other major infrastructure work or pursue it if there are utility problems that need to be resolved (such as frequent loss of service, etc).
- Consider requiring that all new construction have the utility lines buried or located to the rear of buildings.

PARTNERS/STAKEHOLDERS:

Local communities

ACTION:

Discourage ODOT from using noise barriers on the National Road.

RATIONALE:

Noise barriers can have a number of adverse



Springfield retains some of its industrial buildings but others have been torn down, leaving large vacant spaces in need of infill development

affects on the driving experience. They obscure the view from the road and channelize the driving experience. They cut the driver off from a direct association and experience with the place in which they are driving. Beyond the visual impacts, the effectiveness of noise barriers varies. In some instances, they can have the effect of simply reflecting noise to areas that otherwise would not have been as affected, and it is uncertain as to whether noise barriers actually have a positive impact under certain conditions (i.e., if noise levels are too high). Nonetheless, projects that receive federal funding are required to use noise barriers if certain thresholds are exceeded. Communities have the option to oppose this.

IMPLEMENTATION STEPS:

- Convey to ODOT disapproval of noise barriers and work with them to explore alternatives.
- Require adequate setbacks from highways for new developments so that noise barriers are not needed
- Advocate the use of earthen berms or decorative wall panels for future noise reduction devices to maintain an aesthetic view for the National Road traveler. ODOT's Aesthetic Design Initiative can be referenced for examples of these.



Telephone wires dominate this street scene in Donnelsville

HRG

PARTNERS/STAKEHOLDERS:

Management entity, local communities

ACTION:

Encourage local communities to adopt regulations and guidelines to manage and plan for wireless telecommunication facilities along the National Road corridor.

RATIONALE:

Scenic viewsheds and agricultural landscapes were identified as significant resources along the National Road because they enhance the driving pleasure of the traveler and provide a glimpse of the “heartland experience” these same visitors seek. The construction of scenic waysides is recommended so that a traveler can take a rest, take a photograph or simply enjoy the view. It is important that these significant vistas are protected and that cell towers, utility lines or other telecommunication facilities are appropriately located to minimize any intrusion.

While the need for wireless telecommunication is rapidly growing, cell towers and other facilities can be designed so they are disguised as landscape features, flagpoles, clock towers or other structures. Locating towers and other facilities on existing structures such as silos, water towers, and office buildings avoids the necessity of a new structure on the landscape. Communities can use property tax breaks,

reduced permit fees, and faster processing times as incentives for telecommunication companies to co-locate facilities or locate towers in less sensitive areas. Cell towers may become obsolete as new, less intrusive technologies emerge. Communities along the National Road corridor could plan for this by introducing legislation that requires the removal of towers if and when they are no longer used.

Communities across the country, including Cuyahoga County in Ohio, have adopted cell tower ordinances that can serve as useful models for local governments along the National Road. A number of websites, including www.cyburbia.org (Internet Resources for the Built Environment), offer tips and guidance to communities interested in cell tower regulation, and contain links to model ordinances, actual ordinances, and wireless communications information websites. Refer to Appendix B for a model ordinance.

IMPLEMENTATION STEPS:

- Work with the Ohio Department of Development to ensure that their cell tower policies and initiatives are compatible with this CMP.
- Encourage communities to adopt regulations to govern the location of wireless telecommunication facilities, particularly in areas of high scenic value along the National Road. Regulations should emphasize that cell towers should not be visible from the National Road.
- Consider putting a moratorium on permits for cell towers until potential options for managing these facilities are reviewed.

PARTNERS/STAKEHOLDERS:

Management entity, byway communities, Ohio Department of Development

OHIO NATIONAL ROAD SCENIC BYWAY

KEY LOCATIONS FOR MINIMIZING INTRUSIONS

ACTION:

Encourage vegetative screening along the National Road in areas where signs and cell towers located in the distance are visible from the byway

RATIONALE:

In several places, signs and cell towers that are constructed along I-70 or erected on properties in the distance are visible from the byway. These icons of modern living are visually distracting and detract from the scenic beauty and historic character of the byway. Planting vegetative screens along the byway in key locations could help to obscure the view of these objects from the road and create a more pleasant roadside environment.

IMPLEMENTATION STEPS:

- Identify locations in need of screening, including at: top of Blaine Hill; just west of Middlebourne; near Bridgeville; Zanesville; near South Vienna; west of Lewisburg; near the Ohio/Indiana state line
- Using tax maps, identify the owners of property where screening could be planted.
- Contact property owners and/or ODOT about planting vegetative screens.

PARTNERS/STAKEHOLDERS:

Management entity, citizen advocates



A cell tower in Clark County

HRG

STRATEGIES FOR ROADWAY MANAGEMENT

Much of the byway experience comes from taking in the scenic views and attractions located adjacent to the roadway. But ensuring a pleasurable experience also requires that the roadway itself be considered. Making sure that the road and its right-of-way are safe, attractive, and – in the case of the National Road – respectful of the historic character and context of the road, will go a long way towards making the byway enjoyable for visitors and daily users alike.

The responsibility for managing the roadway can fall on either state or local agencies, depending upon who has jurisdiction over a particular stretch of road. As a result, this section identifies action:s that should be taken with the Ohio Department of Transportation and action:s that should be taken with local public works and county highway agencies, as appropriate.

HISTORIC ALIGNMENT – PROPOSED ROUTING IN COLUMBUS AND SPRINGFIELD

ACTION:

Work with city officials in Springfield to further evaluate the potential for allowing two-way traffic on Main Street.

RATIONALE:

Historically, travelers on the National Road followed Main Street all the way through Springfield, going both east and west. Today, eastbound travelers cannot follow the historic alignment because Main Street becomes one-way at Yellow Springs Street and continues this way for seven blocks to Spring Street. Those headed east must turn right on Yellow Springs then left on High Street, turn left on Spring Street and make another right to return to Main Street. To truly get the feel of traveling along the National Road, it will be important to allow

two-way traffic on Main Street once again.

IMPLEMENTATION STEPS:

- Continue to pursue the issue of returning the one-way section to two-way through negotiations between the management entity and the City of Springfield. The Center City Association, a newly formed group interested in fostering growth and development downtown, may be a valuable partner in this endeavor.
- As an interim measure, create a loop system that will direct travelers to Main Street off of High and Spring Streets, allowing the visitor to travel in one direction on the historic alignment of the National Road.
- Ensure that the loop route is clearly signed and that those who follow the loop know how to return to eastbound Main Street (see Sign Plan: Directional Signs below).
- Encourage the City of Springfield to consider replacing the asphalt paving on the downtown section of Main Street, between Spring Street and Yellow Springs Street, with brick for a historic look.

PARTNERS/STAKEHOLDERS:

Management entity, City of Springfield, Center City Association

ACTION:

Continue working with the City of Columbus to restore two-way traffic to Main Street between Grant and High Streets.

RATIONALE:

The National Road Advisory Group, with the assistance of the Greater Hilltop Community Development Corporation (GHCDC), already has initiated discussions with the City of Columbus to allow two-way traffic on Main Street so visitors can travel along the historic alignment of the National Road. A study of downtown Columbus, including its one-way streets, is being conducted by Capital South. A

OHIO NATIONAL ROAD SCENIC BYWAY



HRG

Westbound Main Street in Columbus ends at Grant Street because of the one-way condition

letter requesting that Main Street be considered for two-way traffic as part of this study was sent to the Mayor and City Council. However, the study likely will extend beyond the timeframe of the Corridor Management Plan development process, so an interim alignment for the byway route is being recommended here as well.

IMPLEMENTATION STEPS:

- Continue to work with GHCDC and the City of Columbus to pursue this issue. Contact should be sought with the consultant hired to undertake the study so that they understand the significance of the National Road byway and its historic alignment.

PARTNERS/STAKEHOLDERS:

Management entity, City of Columbus

SAFETY IMPROVEMENTS

Recognizing that the expertise and ability to assess and improve road safety lies with transportation engineers, the role of the management entity is threefold: (1) support ODOT, metropolitan planning organizations, county highway departments and local public works agencies in their efforts to ensure public safety on the byway, (2) help traffic safety experts examine alternatives for addressing safety concerns that will have the most minimal impact on the byway's intrinsic qualities, and (3) act as a clearinghouse for information on

ROLE OF THE MANAGEMENT ENTITY IN ROADWAY SAFETY IMPROVEMENTS:

- (1) support ODOT, metropolitan planning organizations, county highway departments and local public works agencies in their efforts to ensure public safety on the byway,
- (2) help traffic safety experts examine alternatives for addressing safety concerns that will have the most minimal impact on the byway's intrinsic qualities, and
- (3) act as a clearinghouse for information on and examples of transportation safety improvements.

transportation safety improvements.

OHIO DEPARTMENT OF TRANSPORTATION (ODOT)

The management entity should:

ACTION:

Develop partnerships with ODOT district offices to help them gain state and local political support for safety-related improvements.

RATIONALE:

ODOT may find it difficult in some situations to garner political support for certain roadway projects. If the proposed improvements have the potential to improve the byway experience and not adversely impact the intrinsic qualities, the management entity may be able to bring grassroots support to the aid of the initiative. Supporting appropriate ODOT initiatives may also strengthen ties between the two organizations and lay the groundwork for future collaborations.

Some ODOT proposals may adversely impact the byway's intrinsic qualities, and the management entity should not feel obligated to support ODOT on these initiatives. In such

cases, the management entity should rely on the good relationships it has developed with ODOT staff to encourage them to explore alternatives that will meet safety needs and preserve the intrinsic qualities of the byway.

IMPLEMENTATION STEPS:

- Develop and maintain communication between the management entity and ODOT traffic engineers.
- Identify ODOT proposals affecting the byway and determine whether they will adversely impact any of the intrinsic qualities.
- In cases where proposed improvements are acceptable to the management entity, express support to ODOT and determine with ODOT what activities would most effectively support the initiative.
- In cases where proposed improvements are likely to adversely impact the byway's intrinsic qualities, communicate these concerns to ODOT staff and express willingness to work with ODOT to develop acceptable alternatives.

PARTNERS/STAKEHOLDERS:

Management entity, ODOT

ACTION:

Support the ODOT-led safety study project being proposed for U.S. 40/Broad Street in the vicinity of I-270 on the west side of Columbus. Participate in development of political support to implement its recommendations.

RATIONALE:

This action: is a specific example of the type of issue outlined above. The Broad Street/I-270 vicinity is cited here because of the increasing potential for traffic conflicts in this area and the fact that many byway visitors will use Columbus as a starting point to tour the western half of the byway.

IMPLEMENTATION STEPS:

See previous action:

PARTNERS/STAKEHOLDERS:

Management entity, ODOT

LOCAL PUBLIC WORKS AND COUNTY HIGHWAY AGENCIES

The management entity should forge partnerships with local public works and county highway agencies to:

ACTION:

Partner with ODOT and other agencies as appropriate to redesign vehicular and pedestrian access to the Blaine Bridge site from U.S. 40.

REFER TO THE PRIORITY PROJECT SHEET AT THE BEGINNING OF CHAPTER 2 FOR MORE INFORMATION.

ACTION:

Report any information received on hazardous intersections to the appropriate local agency.

RATIONALE:

The management entity and its local partners may be particularly valuable to local agencies as an additional collector of information on road conditions. Through their contacts with travelers and local residents, the management entity may be able to uncover issues and perceptions about the safety of the route that may not be available to local agencies with limited resources.

IMPLEMENTATION STEPS:

- Incorporate opportunities for comment on byway road conditions into traveler feedback mechanisms, including comment cards, focus groups and any other avenues used.
- Forward any safety-related comments to local agency representatives.

OHIO NATIONAL ROAD SCENIC BYWAY

PARTNERS/STAKEHOLDERS:

Management entity

ACTION:

Help local agencies explore creative solutions to address hazardous intersections while minimizing adverse effects on the National Road.

RATIONALE:

Local agencies are likely to be well versed in conventional transportation engineering practices, but their limited staff and resources may stifle their ability to pursue creative alternatives. At the same time, the unique characteristics of the byway, and the importance and fragility of the byway's intrinsic qualities may make conventional approaches ill-suited to these circumstances. The management entity may be in a unique position to help these agencies discover alternative transportation solutions that may be more appropriate to the unique byway conditions.

One intersection in Springfield already has presented itself as a hazardous condition that should be addressed in order to provide the safest travel route for byway visitors. On the east side of Springfield, Main Street (the National Road) intersects with U.S. 40. Byway travelers heading west will be directed to leave U.S. 40 and travel on Main Street because it is the historic alignment of the National Road. However, in order to perform this maneuver, drivers must enter a turning bay and cross U.S. 40 eastbound, go around an island and make a right turn onto Main Street. The turning bay is short and oncoming traffic on U.S. 40 eastbound travels at a high rate of speed around a curve. Coupled with poor signage directing travelers to Main Street, the result is a hazardous situation that could present problems for byway visitors.

IMPLEMENTATION STEPS:

- Collect case studies of creative hazard mitigation approaches.



Eck Kemper

Engelwood has added streetscape enhancements, but the National Road remains four to five lanes wide with no medians

- Contact appropriate agencies with jurisdiction over byway areas about exploring solutions.
- Work with city officials in Springfield to find design and signage improvements to the U.S. 40 and Main Street intersection that will enhance safety.
- Investigate with officials in Reynoldsburg, Columbus, Vandalia and Englewood ways to improve the safety and aesthetics of the byway through their jurisdictions. Currently, these roads are typified by a cross-section of four or more lanes with a center turn lane and no medians. This creates an unpleasant and unsafe driving experience. A variety of traffic calming and design standards are being used to accommodate both the circulation needs of the community and the aesthetics of the road.
- Secure funding for design and construction of safety improvements.
- Hire a transportation engineering or design consultant to develop creative solutions for each hazardous intersection.

PARTNERS/STAKEHOLDERS:

Management entity, local agencies

ACTION:

Encourage the installation of physical and/or psychological traffic control or calming devices

in urban areas where traffic travels at a high rate of speed and threatens or impairs pedestrian traffic.

RATIONALE:

Some urban centers along the byway, most notably Whitehall, downtown Columbus, and Hilltop, struggle with conflicts between the needs of through travelers and those of pedestrians. In these locations, local planners will need to seek a balance between these two conflicting sets of interests. In places where attempts to accommodate through traffic have made pedestrian movement difficult, traffic calming techniques may make the urban center more pedestrian friendly.

Columbus already has taken strides to enhance one of its primary roads, Broad Street. In 1999, the city undertook a study of “The Grand Street” in an effort to enhance its safety, functionality, and beauty. The study stated that it “envisions a median and related streetscape that will support pedestrian traffic and mass transit, without destroying the ability to move other vehicular traffic.” The Hilltop neighborhood of Columbus also is looking at enhancing the visual appeal and safety of Broad Street in their area by restoring on-street parking and installing streetscape elements such as decorative light fixtures, benches, and plantings.

The goal of traffic calming is to slow down vehicular traffic, on the assumption that this will make the district a more comfortable place for pedestrians. As a result, traffic calming devices should not be considered in any location where vehicle traffic does not impair the pedestrian use of the district. In some cases, traffic calming devices may create a problem where none existed before by creating vehicle congestion. In other locations, however, traffic calming techniques may aid the revitalization of a district by improving perceptions of its safety and ease of use for pedestrians. Each individual

situation must be carefully evaluated by an experienced professional in order to determine which traffic calming devices, if any, would most benefit the needs and goals of the district.

Common traffic calming devices include:

- Street trees and other features that will visually enclose the roadway corridor and make it less comfortable for drivers to pass through at high speeds;
- Speed enforcement, which can be carried out through police officers and volunteer community members;
- Contrasting pavers in pedestrian crosswalks;
- On-street parking; and,
- Landscaped medians that reduce the number of lanes and also give visual cues that can encourage drivers to reduce speeds.

IMPLEMENTATION STEPS:

- Collect information and examples of traffic calming techniques, including contact information and links to sources on the topic.
- Include information on traffic calming ideas, uses, and resources in the National Road Design Handbook (see “Design Policies and Guidelines” above).

PARTNERS/STAKEHOLDERS:

Management entity, local communities

MINIMIZING IMPACTS OF NEW ROADWAY CONSTRUCTION ON THE NATIONAL ROAD

OHIO DEPARTMENT OF TRANSPORTATION (ODOT)

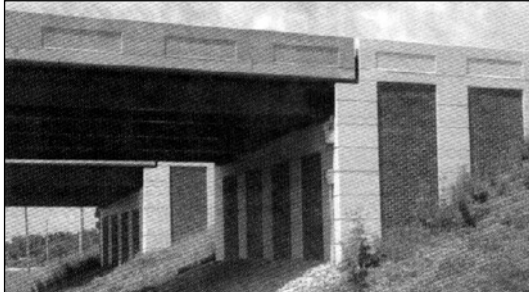
ACTION:

Participate in and encourage local partners to participate in ODOT’s Aesthetic Design Initiative whenever projects that will affect the byway route are proposed.

RATIONALE:

ODOT’s Aesthetic Design Initiative provides

OHIO NATIONAL ROAD SCENIC BYWAY



Ohio Department of Transportation

An example of a bridge designed with aesthetics in mind

the single best opportunity for byway advocates to have direct input into the physical appearance of the roadway itself in locations where the route is managed by ODOT. The Aesthetic Design Initiative provides for public input on the aesthetics of any ODOT road project, and provides one of the best existing opportunities to influence the choice of design elements and design goals of highway projects. Byway advocates should take every opportunity to participate in this process, and should use it to lobby both for aesthetically pleasing designs and for designs that support the goals of the byway, including historic preservation.

The Aesthetic Design Initiative, however, has several limitations. First, the process is new to ODOT and, as of this writing, may not be completely ingrained into ODOT practices. As a result, the use of the Aesthetic Design Initiative may vary by district or project. Second, the Aesthetic Design Initiative only applies to new road construction or substantial work on existing roads. The Aesthetic Design Initiative cannot be used to instigate projects for purely aesthetic reasons, and ODOT may not be required to follow it when pursuing minor repair projects. Finally, the Aesthetic Design Initiative involves interested parties only in the earliest stages of planning the improvement, and that involvement is at ODOT's discretion. Aesthetic Design Initiative participants may be asked to comment on or help formulate the goals for the

project, but their participation in subsequent steps, such as the selection of design elements, does not appear to be mandated. As a result, participants may find that, although the Aesthetic Design Initiative allows them greater participation in the process than has been the case in the past, this initiative will not ensure that ODOT projects are completed in the manner they would prefer.

IMPLEMENTATION STEPS:

The key to implementing this action: will be for the management entity and its local partners to stay apprised of ODOT road projects while they are in their planning stages and express their interest in participating. As a result, the implementation steps for developing this involvement include:

- Establish relationships with local ODOT representatives and inform them of the management entity's or local community's interest in being involved with the Aesthetic Design Initiative for any new projects within the jurisdiction.
- Monitor ODOT planning processes to identify proposed projects at an early date.
- Follow up on projects to ensure participation.
- Lobby for more extensive public participation in the Aesthetic Design Initiative program.

PARTNERS/STAKEHOLDERS:

Management entity, ODOT, local communities

LOCAL PUBLIC WORKS AND COUNTY HIGHWAY AGENCIES

ACTION:

Develop model roadway construction design standards to help communities identify ways by which they can protect and enhance significant roadway elements.

RATIONALE:

Model roadway construction design standards may provide a tool that will help local communities identify alternatives to traditional roadway engineering in instances where traditional solutions would adversely impact the byway’s intrinsic qualities. The purpose of these model standards would be to help local agencies explore alternatives that may be more appropriate to the setting. Such models would not interfere with local governance or home rule, since they would have no binding force unless adopted by a municipality. The standards could be based upon Flexible Design Standards adopted by the Federal Highway Administration and the American Association of State Highway and Transportation Officials.

The model roadway design standards should be incorporated into the National Road Design Handbook (see “Local Land Use Policies” above). Elements of the design standards could include:

- A requirement that resources identified in the Corridor Management Plan can not be altered, moved or destroyed until all reasonable means of preserving them have been exhausted;
- An advisory comment provision or an additional level of review to be performed by the management entity;
- A requirement that all possible efforts be made to maintain the historic and/or current alignment of the National Road, with as few additional curb cuts and as much use of side streets for access as possible;
- A requirement that historic sites be given sufficient buffers around their perimeters and any necessary measures be taken to protect the resources;
- Guidelines for siting buildings and laying out roads so that scenic views are preserved

to the maximum extent possible.

Etna Township (Licking County) and West Jefferson (Madison County) particularly should be encouraged to apply the model standards recommended above so that traffic signals and curb cuts are minimized during the development of their planned or proposed industrial areas. Entities involved in extending utilities in Cambridge also should be encouraged to apply the model standards to minimize the number of curb cuts and traffic signals along the byway and examine site planning alternatives for potentially impacted resources, including Peacock Road and the Leatherwood Creek (Cooks Run) U-Bridge.

IMPLEMENTATION STEPS:

- Convene a task force to prepare the model roadway construction guidelines. This task force should include traffic engineers, public works administrators, planners, business interests and byway advocates. Since the members of this task force will come from highly differing backgrounds and may represent interests that conflict with each

THE MODEL ROADWAY DESIGN STANDARDS SHOULD AIM TO:

- Protect and provide buffers around resources identified in the Corridor Management Plan that are affected by roadway projects;
- Maintain the historic and/or current alignment of the National Road to the greatest extent possible;
- Preserve scenic views from the byway to the maximum extent possible by providing siting guidelines for laying out roads; and,
- Provide a review or comment period for the management entity.

OHIO NATIONAL ROAD SCENIC BYWAY

other, the chair of this committee should be carefully chosen. This person should have experience with and at least some understanding of as many of the different interests as possible, particularly of the byway advocates, public works and traffic engineers.

- Assign this task force the responsibility of preparing materials that will explain the guidelines and their purpose to the public and to roadway professionals.
- Distribute the guidelines to all byway agencies and encourage their comments and feedback.

PARTNERS/STAKEHOLDERS:

Management entity

REDUCING CONFLICTS WITH DAILY TRAFFIC

One of the difficulties many natural, heritage, and cultural tourism sites face is their potential to have a negative impact on the areas to which they bring tourists. One of the potential conflicts is between local traffic and visiting motorists. Although most visiting motorists drive responsibly, they often drive slowly since they are unfamiliar with the area or simply are enjoying the experience. The fact that much of the byway is only two lanes wide, with less room for error than larger roads, makes such differences in road use of particular concern.

OHIO DEPARTMENT OF TRANSPORTATION (ODOT)

The management entity should work with ODOT and local agencies to:

ACTION:

Ensure that speed limit and directional signs are evaluated every few years for appropriate locations and visibility.

RATIONALE:

Regular and visible signs may help reduce motorist conflicts and disorientation. Although ODOT has a regular program of sign evaluation

The afternoon rush is not listed as one of the Top 10 things to see when visiting Washington.

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You'll find more helpful tips for riding Metro on the back.

 **Avoid the rush.
Enjoy your stay.**

WMATA

A public service brochure advising visitors to Washington, D.C. to avoid riding Metro during rush hours

and maintenance, some districts may lack resources to be faithful to it and may benefit from working with the management entity in this regard.

IMPLEMENTATION STEPS:

- Work with ODOT and local traffic engineering agencies to establish a baseline set of data and regular survey process for speed limit signs.

PARTNERS/STAKEHOLDERS:

Local traffic engineering agencies, ODOT, management entity

ACTION:

Use National Road publications to convey to

visitors times when sections of road may be congested or when leisurely driving may be difficult.

RATIONALE:

Visiting drivers and local traffic may be in conflict with each other in certain locations such as downtown Columbus, especially during rush hour conditions or at other times of heavy local traffic. Since tourists generally have greater flexibility, encouraging these travelers to use congested sections of the byway during off-peak times will probably increase their satisfaction: with the experience. It will also lessen local byway users' frustration with the tourists.

IMPLEMENTATION STEPS:

- Work with ODOT and local planning and traffic engineering agencies to identify areas where traffic conflicts may be likely. These may include urban areas, byway segments near major employers, and areas prone to traffic congestion.
- Identify times and days when congestion is likely.
- Include this information on byway tourist materials, along with an encouragement to avoid these areas during peak hours as a matter of courtesy to local residents.

PARTNERS/STAKEHOLDERS:

Management entity, local planning and traffic engineering agencies

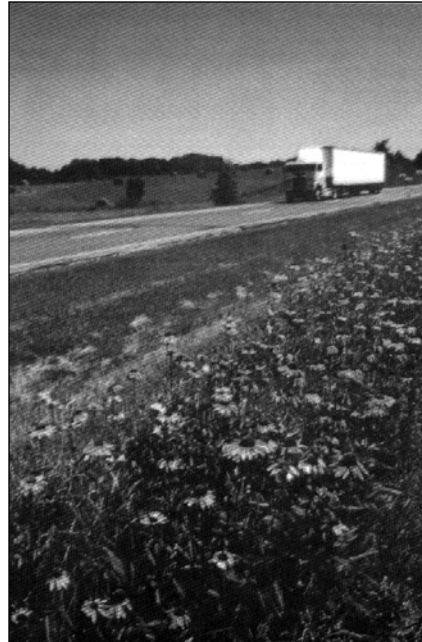
VEGETATIVE MAINTENANCE

ACTION:

Work with ODOT and local jurisdictions to conduct selective clearing, limbing, and maintenance within the right-of-way where significant views are obscured or threatened by vegetation growth.

RATIONALE:

Shrubs and trees often can be allowed to mature when they occur at the peripheries of properties



Median wildflower plantings

and beyond the reach of mowing equipment. Selective clearing or limbing of vegetation within the right-of-way of the National Road could open views or provide a glimpse of a view through thinned vegetation.

IMPLEMENTATION STEPS:

- Identify areas where potentially significant views could be enhanced through selective clearing or where existing views are threatened by lack of regular vegetative maintenance.
- In partnership with local communities, work with ODOT and its their district offices (on state-controlled sections of the road) and local jurisdictions (on locally-controlled sections of the road) to conduct selective clearing and limbing.
- In partnership with local communities, work with ODOT and local jurisdictions to adopt a set of vegetative maintenance standards and practices for the National Road that will ensure regular maintenance

OHIO NATIONAL ROAD SCENIC BYWAY

while protecting the overall health of roadside vegetation.

PARTNERS/STAKEHOLDERS:

Local communities, ODOT, management entity

LANDSCAPING/STREETSCAPING ENHANCEMENTS WITHIN THE RIGHT-OF-WAY

OHIO DEPARTMENT OF TRANSPORTATION (ODOT)

The Management entity should:

ACTION:

Encourage ODOT to plant wildflowers in medians along the National Road as part of their Wildflower Program.

RATIONALE:

Beautification programs add color, variety and more diverse habitat to an otherwise monoculture grass right-of-way. A good example of a local initiative to undertake median enhancements is the “Color Columbus” effort, which is working with ODOT to plant wildflowers in medians. ODOT already plants wildflowers at over 200 locations throughout the state, so there is precedent for them to undertake similar projects along the National Road.

IMPLEMENTATION STEPS:

- Identify locations for beautification efforts.
- Contact ODOT about starting a beautification effort along the National Road.

PARTNERS/STAKEHOLDERS:

Management entity, ODOT

ACTION:

Encourage ODOT to retain landscape medians where they exist along the byway.

RATIONALE:

Medians promote safety and beautify the road by providing a barrier between opposing directions of traffic and incorporating natural



Streetscaping in St. Clairsville

features such as grass or wildflowers. Although medians were not part of the original design of the National Road, they may have been part of the design of some sections of U.S. 40, making them a historic feature of the roadway.

IMPLEMENTATION STEPS:

- Conduct research at ODOT district offices and archives using c. 1930 and 1950 maps to determine where and when medians were installed along U.S. 40. Communicate to ODOT the locations where medians are historic roadway features.
- Keep abreast of any road widening or additional lane projects on the National Road that might mean the loss of a median and participate in ODOT’s public process to provide comment.

PARTNERS/STAKEHOLDERS:

Management entity, ODOT

ACTION:

Contact local organizations about taking on community appearance projects that will enhance the byway corridor.

REFER TO THE PRIORITY PROJECT SHEET AT THE BEGINNING OF CHAPTER 2 FOR MORE INFORMATION.

LOCAL PUBLIC WORKS AND COUNTY HIGHWAY AGENCIES

Working with local public works and county highway agencies, the management entity should:

ACTION:

Encourage communities to undertake streetscape enhancement projects.

RATIONALE:

Streetscape enhancements within the right-of-way add visual interest, create a safer and more pleasant pedestrian environment, and engender community identity along a continuous route. Possible streetscape enhancements include tree and flower planting, decorative pavers and lighting fixtures, and street furniture in urban areas with “hard” streetscaping.

IMPLEMENTATION STEPS:

- Provide byway communities with information on the types of enhancements that can be funded through the Scenic Byways program and other sources, as well as the requirements of these programs.
- Meet with interested byway communities to identify streetscape enhancement projects.
- Place particular emphasis on developing or continuing enhancements in:
 - Bridgeport
 - Morristown, where a grant proposal was submitted by the community for streetscaping and other enhancements
 - Zanesville, where some streetscaping has already been done, but could be extended with additional funding
 - Reynoldsburg, where streetscaping already done around Jackson Street could be extended



HRG

The National Road on the west side of Springfield, devoid of streetscaping

- Whitehall, where streetscaping already is in progress but may need additional funding or other assistance
- Hilltop, where streetscaping could soften the view from the road and pedestrian amenities such as benches and lighting, as well as medians that function as pedestrian “refuges,” would enhance the safety and attractiveness of the byway corridor
- Springfield, where additional streetscaping could build off enhancements done in the vicinity of the Heritage Center
- Avoid or choose with care streetscape improvements within historic districts and pike towns that would change the historic character and special features of these areas. Recognize that every place should not look the same.

PARTNERS/STAKEHOLDERS:

Management entity, local communities

OHIO NATIONAL ROAD SCENIC BYWAY

STRATEGIES TO LINK THE BYWAY TO THE REGION AND BEYOND

The byway journey will begin before visitors even set foot or tire onto the Ohio National Road Scenic Byway. It starts with a first exposure to the byway, which may be through publications or internet sites but also could be through strategically placed signs or information at intersections or attractions. Once the planning has been done and reservations made, visitors must reach the byway, and how they get there will have a tremendous influence on how much they enjoy their visit. The byway experience is shaped for the duration of a visitor's stay, so how they move around and take in the sights, sounds, and attractions also will impact their overall impression of the trip. Providing the linkages that will ensure the greatest accessibility, convenience and comfort for visitors will be a critical element of attracting and retaining visitor interest in the byway.

LINKING TO MAJOR TRANSPORTATION ROUTES

Marketing the Ohio National Road Scenic Byway to tourists requires that visitors be able to reach the byway easily from other cities and states. This section considers how regional transportation networks will affect tourists' ability to reach the byway, whether they are coming from within the region or from a greater distance.

In general, Ohio is well served by airlines and car rental agencies, but rail access to the byway is minimal. Ohio has major international airports in Cleveland and Cincinnati, and international and regional airports serve several cities on or near the byway, including Dayton and Columbus. Each of these airports also provides access to a variety of major car rental agencies, and branches of most car rental agencies are easy to find in Ohio's cities. Additionally, Ohio's largest cities are well connected by interstate

highways, and a traveler will be able to reach the byway from any of Ohio's airports in two hours or less. As a result, the byway is well linked to the regional network of automobile transport.

ACTION:

Incorporate a description of the existing regional transportation services in National Road brochures, on the web page and in other visitor information sources.

RATIONALE:

Travelers may consider the byway as a destination more readily if it is reached easily.

IMPLEMENTATION STEPS:

- Develop transportation information that is concise, clear, and has as many maps as possible.
- Include general information and contact information for Ohio's airports and the airlines serving them and regional contact information for some of the major car rental agencies.

PARTNERS/STAKEHOLDERS:

Management entity

PROVIDING ADEQUATE PARKING

Parking is an important issue in many downtowns along the byway, and it becomes particularly important for tourists since most visitors will experience the byway by car. Tourists need to be able to locate and easily access parking within walking distance of their destination. Such parking, however, does not have to be adjacent to the destination – if the destination is worthwhile and the surroundings are not intimidating, a walk will not impair a site's visitation. Parking for tourists, however, does need clear signage, good pedestrian linkages, and a safe appearance.

Parking that is not clearly marked by directional and identification signs, has broken pavement, or lacks lights and landscaping, will

not be used by visitors, since they will either not know it exists or assume that they should not be using it. However, communities need to be wary of providing too much parking, particularly surface parking. Large parking lots in the heart of the business district reduce the number of businesses that can attract visitors.

ACTION:

Conduct a parking inventory in business districts on or near the byway and/or in locations where there is a concentration of heritage resources, especially Bridgeport, St. Clairsville, Cambridge, Zanesville, Columbus, and Springfield.

RATIONALE:

In order to gain a full understanding of a city's parking needs with relation to byway resources, it is necessary to document how much and where parking exists, how and when it is used, and how much parking is needed. This is all part of a parking inventory, which is the first step that must be taken when considering how the parking needs of visitors can be accommodated. A parking inventory is also a necessary step toward developing a parking improvement plan.

IMPLEMENTATION STEPS:

- Inventory and map parking within and adjacent to business districts. Identify spaces that are for handicapped parking. Distinguish between metered or timed spaces, spaces in private lots, other restricted spaces, and non-restricted spaces.
- Conduct a survey of spaces to determine when and to what capacity they are used.
- Analyze the location and availability of parking with respect to byway resources.

PARTNERS/STAKEHOLDERS:

Local business district organizations, downtown revitalization agencies, local planning and traffic engineering agencies, management entity

ACTION:

Develop a strategic parking improvement plan for each business district and/or area where there is a concentration of byway resources.

RATIONALE:

A variety of issues must be accounted for in determining what parking improvements a community needs. Not only the number of spaces, but also their location, signage, management and restrictions, as well as convenient, safe and attractive pedestrian linkages require attention.

IMPLEMENTATION STEPS:

- Identify goals for parking in districts. Goals will vary, but may include:
 - meeting the needs of downtown populations whose parking needs are not being addressed (employees, visitors, specific businesses, etc.)
 - addressing “crunch” situations identified in the parking survey
 - improving public awareness of the availability of parking.
- Draft policy and design options. Identify preferred locations for additional parking, landscaping, lighting, and pedestrian linkages. Wherever possible, avoid lots that face the street in historic commercial or residential neighborhoods, and select several small lots at strategic locations rather than a single large lot on the periphery of the district. Retain or consider on-street parking, particularly in areas where retail shops and restaurants are located. Hiring a consultant or seeking assistance from Downtown Ohio, Inc. can help frame appropriate and innovative solutions.
- Hold public discussions on alternatives with district stakeholders. This can be done effectively through a steering committee,

OHIO NATIONAL ROAD SCENIC BYWAY

volunteer committees of existing organizations, focus groups, surveys, or charrettes among others.

- Select activities for implementation and identify funding sources.

PARTNERS/STAKEHOLDERS:

Local government and/or advocacy organizations, management entity

ACTION:

Develop shared parking agreements among private owners whenever possible as part of the parking plan.

RATIONALE:

Most commercial districts have a significant portion of their available off-street parking in privately owned lots. These lots are often only available to that business's patrons, and use of these lots may be prohibited when the business is closed. Often, however, other nearby businesses have different hours of operation, and could use the additional parking spaces of businesses that are closed during those times. In these cases, the owner of the parking lot may be able to strengthen relationships with other businesses, and possibly gain a little additional income, by working out a shared parking agreement with other businesses.

IMPLEMENTATION STEPS:

- Identify the privately-owned lots in a business district.
- Examine the business that owns the lot and other surrounding businesses to determine if there are businesses that might benefit from shared parking arrangements.
- Contact the lot's owner and nearby businesses about the possibilities for shared parking. Use examples from other communities with shared parking arrangements to demonstrate the benefits for the lot owner and other businesses.

PARTNERS/STAKEHOLDERS:

Local municipalities, local business owners

PEDESTRIAN AND BICYCLE LINKAGES AND SAFETY ENHANCEMENTS

ACTION:

Address at the community level how visitors will be accommodated once they get out of the car.

RATIONALE:

Visitor safety and convenience is essential to creating a positive visitor experience. Visitors often enjoy walking from destination to destination because they move at a more leisurely pace and can experience a place more fully on foot. As a result, providing for the pedestrian is a key concern. Additionally, the less often a visitor has to get in their car, drive and park, the less congestion and parking demand is experienced.

IMPLEMENTATION STEPS:

- Each community should examine their pedestrian facilities with regard to safety and accessibility in and around the National Road and its attractions.
- Based upon these findings, communities should consider the following actions to help improve the pedestrian experience:
 - Undertake a comprehensive pedestrian access design study at key attractions or where there are visitor services to address any pedestrian safety issues or linkages.
 - In urban areas where there are no sidewalks or sidewalks directly abut the roadway, move the sidewalk away from the curb and create a landscaped buffer (grass strip, planters or street trees) between the travel lanes and the sidewalk.
 - In areas lacking the right-of-way to



HRG

Restrooms at the Blackhand Trail trailhead at Blackhand Gorge State Nature Preserve

create a sidewalk separated by a landscaped buffer, alternative pedestrian travel areas, such as paths, should be considered.

- Consider the installation of lights, creation of safety patrols or installation of call boxes in areas where safety is a concern.

PARTNERS/STAKEHOLDERS:

Local communities

ACTION:

Undertake a study to create a bikeway along the Ohio National Road Scenic Byway.

REFERTO THE PRIORITY PROJECT SHEET AT THE BEGINNING OF CHAPTER 2 FOR MORE INFORMATION.

ACTION:

Create parking areas with convenience facilities at trailheads or points where the National Road crosses trails.

RATIONALE:

Providing restrooms/showers, bicycle racks, water fountains, and vending machines at the intersection of the National Road and regional trails will promote linkages between the byway and nonmotorized regional routes. It also will promote the concept of the byway as a recreational destination, which will become especially important if/when the bikeway is



HRG

The Ohio River Scenic Route follows the Ohio River along Route 7, which intersects with the National Road in Bridgeport

completed. Providing parking at these areas will enable byway visitors who are traveling along the route by car to stop and get onto one of the regional trails for some exercise and enjoyment of the area's natural beauty.

IMPLEMENTATION STEPS:

- Work with the owners/maintainers of the following properties to identify areas at or near the juncture of the trails and the byway where parking and/or comfort facilities might be located:
 - Ohio to Erie Trail (City of Columbus);
 - the Buckeye Trail (Buckeye Trail Association, Five Rivers MetroParks, and Village of Old Washington);
 - Little Miami Scenic Trail/Buck Creek Trail (City of Springfield);
 - North Miami Bikeway/Tadmor Trail(Five Rivers Metroparks);
 - Wolf Creek Rail Trail (Five Rivers Metroparks)
- Forge partnerships with these groups, as well as local hiking and cycling groups, to construct these facilities, ensuring that any historic features of the road and its surrounds are protected in the process.
- Discuss options for maintenance of these facilities. Options might include partnerships with local bicycle clubs or hiking groups and maintenance agreements with Five Rivers MetroParks or other owners.

OHIO NATIONAL ROAD SCENIC BYWAY

PARTNERS/STAKEHOLDERS:

Local communities, local bicycle and hiking clubs, Five Rivers MetroParks and other trail owners, management entity

LINKING TO OTHER HERITAGE AREAS AND ACTIVITIES

ACTION:

Create visual and programmatic linkages to some of Ohio's heritage areas and byways, including the Ohio River Scenic Route (Belmont County), Ohio Hill Country Heritage Area (Belmont, Guernsey, Muskingum Counties) and Miami and Erie Canal Corridor (Miami County).

RATIONALE:

The demographic and interest profile of visitors to other heritage areas and byways will be similar to those anticipated along the Ohio National Road Scenic Byway, so linking all of these efforts will provide many cross-promotional and programmatic opportunities. Creating linkages with other heritage areas and byways also will help to put the significance of the National Road in context with that of surrounding areas and provide opportunities for joint exploration of shared themes. Visual linkages between the National Road and other heritage areas will serve to entice travelers in other areas to explore the National Road and vice versa, creating passive joint promotion.

IMPLEMENTATION STEPS:

- Incorporate programmatic linkages to the byways and heritage areas into marketing and interpretive materials. This could include hosting joint festivals and/or fundraising events, conducting special exhibits at visitor information centers,

STRATEGIES TO FOSTER ECONOMIC DEVELOPMENT

One of the benefits that accrues to communities located on a scenic byway is greater economic development opportunities and revenue from tourists. This section of the Corridor Management Plan explores ways that the byway can enhance and be enhanced by the retention of local businesses and the growth of new businesses that support or complement heritage tourism.

RETENTION AND GROWTH OF BUSINESSES THAT SUPPORT THE GOALS OF HERITAGE TOURISM

ACTION:

Create events, publications, and marketing pieces geared toward the “heartland experience” to provide local merchants and service providers with alternative ways to market their products or services.

REFER TO THE PRIORITY PROJECT SHEET AT THE BEGINNING OF CHAPTER 2 FOR MORE INFORMATION.

ACTION:

Highlight in visitor information sources businesses that provide a direct connection to the seasonal bounty of the region and reflect some of its food traditions.

RATIONALE:

Highlighting local produce and food products taps into the heritage tourist’s desire to experience regional specialties and have a connection to the locals in terms of where and what they eat and the ethnic groups they represent. This initiative would support local businesses such as local farm markets, produce stands, restaurants and food producers. A few examples include Kirke’s Ice Cream in St. Clairsville, Clark’s Family Restaurant in Jacksontown, German Village shops and restaurants in Columbus, Crema Nut Company



German Village in Columbus has a number of restaurants that reflect the neighborhood's ethnic traditions

HRG

in Columbus, Graeter’s Ice Cream in Bexley, Shuler’s Bakery in Springfield, Young’s Dairy in Mad River Township (Clark County), and Mikesell’s Potato Chips in Dayton, as well as a number of seasonal produce stands and farmer’s markets, all of which are open to the public or readily available in area stores.

The Ohio Department of Agriculture initiated the OHIO PROUD program in 1993 to promote foods and agricultural products that are at least 50 percent raised, grown or processed in Ohio. The green and black OHIO PROUD logo identifies these products. Information about local produce and food products found along the byway should dovetail with this program, as well as the directory of farmer’s markets put out by the Department of Agriculture.

IMPLEMENTATION STEPS:

- Work with the Ohio Department of Agriculture’s OHIO PROUD program, local CVBs, and agricultural cooperatives to identify or develop visitor information sources targeted to the National Road in which to include information about these businesses.
 - Information should include location, hours and seasons of operation, type of business (market, farm stand, pick-your-own) and products available
- Seek participation and/or funding from

OHIO NATIONAL ROAD SCENIC BYWAY

rural development organizations such as Ohio Rural Development Partnership (Reynoldsburg), the Ohio Department of Agriculture, and the American Farmland Trust.

PARTNERS/STAKEHOLDERS:

Management entity, local CVBs, Ohio Department of Agriculture, local farm bureaus or farm cooperatives, American Farmland Trust

ACTION:

Promote and encourage the development of businesses that support heritage tourism.

RATIONALE:

The more byway businesses that support heritage tourism the better the chances are that the traveler will have a unique heritage experience. This also will help counteract the predominance of “chain” visitor services that are located along I-70 and oftentimes are the only visitor service options for travelers along the National Road. Attracting hi-tech and professional businesses that can make use of historic downtown buildings would help achieve this by retaining the historic fabric of National Road communities.

IMPLEMENTATION STEPS:

- The management entity should work with local communities and economic development organizations to attract businesses that support heritage tourism.
 - Such businesses could include cottage craft industries, bed and breakfasts and inns, campgrounds, ice cream stands, local restaurants, recreational equipment rental facilities, antiques dealers and local artisans and craftsmen. Hi-tech businesses also could support heritage tourism because of their flexible space requirements and low-impact presence, particularly for start-ups that can make use of smaller

spaces in historic buildings given upgrades to electrical wiring.

- Work with local communities to examine infrastructure capacities and zoning regulations to ensure that these types of businesses can be accommodated in the downtown and Main Street areas (see also “Revitalization Initiatives”)

PARTNERS/STAKEHOLDERS:

Management entity, local communities, economic development organizations such as the Appalachian Regional Commission, USDA Rural Business-Cooperative Service

Programs, Partnerships and Incentives

ACTION:

Encourage existing small businesses to make use of the Ohio Department of Development’s (ODOD) small business development programs and the resources of affiliates such as the Central Ohio Small Business Development Center or area USDA Resource Conservation & Development (RC&D) offices.

RATIONALE:

Most heritage-related businesses are comparatively small and could benefit from some business planning resources and assistance. ODOD’s small business development program, the Central Ohio Small Business Development Center, and area RC&D offices can help with both technical assistance and financing for business planning.

IMPLEMENTATION STEPS:

- Cosponsor with these organizations a workshop on small business development programs and assistance for byway businesses.
- Identify local and state level contacts for small business development assistance to which interested National Road communities can be referred.



Gabe Hays

This St. Clairsville hotel was purchased by the city for reuse

PARTNERS/STAKEHOLDERS:

Management entity

ACTION:

Encourage public funding of prototype small business development projects to serve as examples.

RATIONALE:

The public sector can set the example for private initiatives and spur further private development through prototype projects. For example, St. Clairsville has purchased a hotel in their downtown and is taking the initiative to seek a developer who will renovate and reuse it so as to benefit the town's Main Street and the National Road. Funds from a town revolving loan fund were used to purchase the building. In this way, the town is acting as steward of its historic resources.

IMPLEMENTATION STEPS:

- Work with local communities and the private sector to identify potential prototype projects that will benefit both the community and the byway

PARTNERS/STAKEHOLDERS:

Management entity, local communities, private sector

OHIO NATIONAL ROAD SCENIC BYWAY

TOURISM & VISITOR SERVICES

It is not enough for a byway simply to have beautiful scenery or abundant historic resources. For a byway to be successful and provide an enjoyable experience, it also must be able to accommodate the needs of its visitors and provide them with the information they require to plan and reach their destination and understand the significance of what it is they are seeing. These objectives are accomplished through visitor information sources, the creation of rest stops and pull-offs, ample interpretive displays and materials, and marketing and promotional information that helps attract visitors in the first place.

PROVIDING VISITOR SERVICES

Developing “Gateways” to the Byway (design, facilities, other enhancements)

The eastern and western “gateways” to the byway will need to be emphasized through the use of architectural features, signs, landscaping or other symbolic treatments so that people know when they have arrived at the National Road in Ohio. In addition, these gateway areas should be able to provide visitors with information about the byway through a visitor or information center.

ACTION:

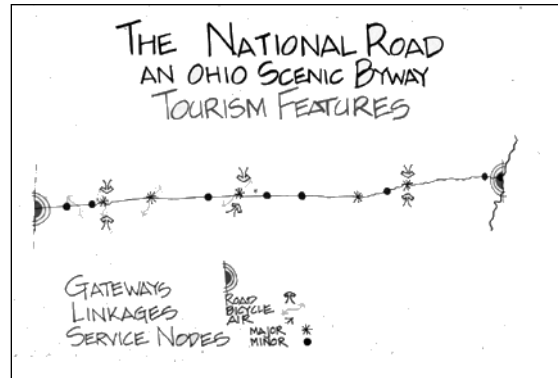
Create an eastern gateway in Bridgeport that will address design, parking, and linkages

REFER TO THE PRIORITY PROJECT SHEET
AT THE BEGINNING OF CHAPTER 2 FOR
MORE INFORMATION.

ACTION:

Create a western gateway in Preble County that will signify arrival at the Ohio National Road Scenic Byway to visitors.

REFER TO THE PRIORITY PROJECT SHEET
AT THE BEGINNING OF CHAPTER 2 FOR
MORE INFORMATION.



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Visitors will have a variety of ways to reach the byway and travel along it in comfort _ gateways and service nodes will provide them with all the basic visitor services

VISITOR INFORMATION SOURCES

ACTION:

Publish and annually update a high-quality “official” visitor guide and map that provides information about major attractions and lists businesses, dining and lodging options.

REFER TO THE PRIORITY PROJECT SHEET
AT THE BEGINNING OF CHAPTER 2 FOR
MORE INFORMATION.

ACTION:

Create an Ohio National Road Scenic Byway web site.

REFER TO THE PRIORITY PROJECT SHEET
AT THE BEGINNING OF CHAPTER 2 FOR
MORE INFORMATION.

ACTION:

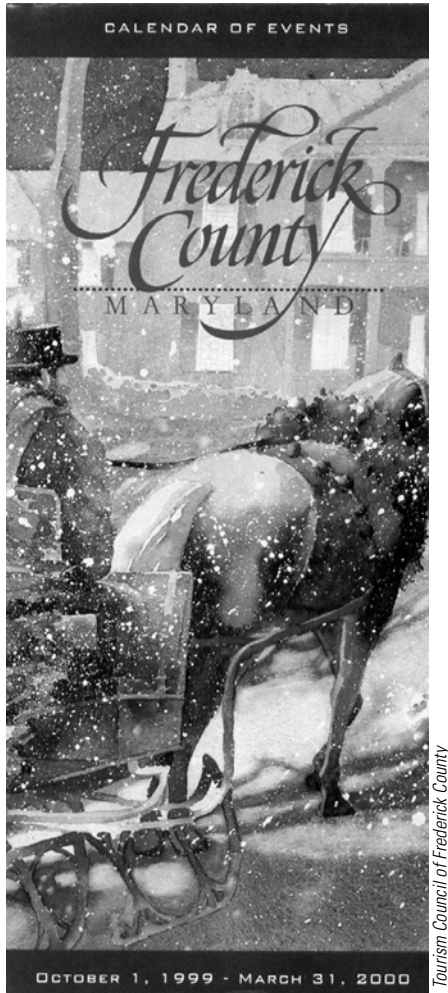
Develop visitor information sources that address the language needs of the international visitor.

REFER TO THE PRIORITY PROJECT SHEET
AT THE BEGINNING OF CHAPTER 2 FOR
MORE INFORMATION.

ACTION:

Work with area businesses and attractions to stock National Road publications.

ACTION PLAN



A calendar of events for the fall and winter months in Frederick County, Maryland

RATIONALE:

The more opportunities there are for increasing exposure for the National Road, the better. Publications can be made available in the places where visitors will be most likely to see them and purchase them or pick them up, such as area businesses, local and regional attractions, and local welcome centers. Stocking publications at these sites also will emphasize the business or attractions connection to the National Road.

IMPLEMENTATION STEPS:

- Work with local CVBs to identify those

businesses and attractions that would be most likely to stock publications.

- Contact businesses and attractions about stocking publications.

PARTNERS/STAKEHOLDERS:

Management entity, local CVBs, local businesses and attractions

ACTION:

Develop a National Road Travel Itinerary for the National Register Travel Itineraries program.

RATIONALE:

The National Register web site (<http://www.cr.nps.gov/nr/travel>) provides information about and travel itineraries for 18 locations across the country, with five more in development for 2001. These itineraries highlight National Register historic districts and properties and provide general historic information, information about specific sites, maps, and links to visitor services to help tourists plan their trip. The Ohio Historic Preservation Office (OHPO) already is in the process of developing a National Register travel itinerary for the National Road. This effort will provide another avenue for visitors to learn about the Ohio National Road's National Register resources and will increase awareness of the Ohio National Road on a national level.

IMPLEMENTATION STEPS:

- Work with OHPO to submit the itinerary proposal, sample packet and final package
- Find instructions and guidelines for preparing the National Register Travel Itinerary on the National Register web site www.cr.nps.gov/nr/travel/propose-trav.htm (also see Appendix B)

PARTNERS/STAKEHOLDERS:

Management entity, OHPO

OHIO NATIONAL ROAD SCENIC BYWAY

ACTION:

Develop a calendar of events that is maintained on a regular basis.

RATIONALE:

A calendar of events both presents the visitor with a variety of options for entertainment and education, and provides local communities with an additional audience for their events. The Ohio National Road Scenic Byway calendar of events should be developed in conjunction with the calendar of events used on the web site. It could be made available at visitor centers and kiosks where print material about the byway is available. The calendar of events should be used in conjunction with but be separate from the visitor's guide so that it can be updated seasonally.

IMPLEMENTATION STEPS:

- Produce a print version of the calendar of events organized by region, themes, or other categories of interest as developed using community suggestions for events.
- Reproduce on the web site.
- Include a brief introduction to the Ohio National Road Scenic Byway and a map.
- Update on a seasonal basis.

PARTNERS/STAKEHOLDERS:

Management entity, local communities, CVBs

ACTION:

Develop guidelines for local National Road visitor service publications that are produced by outside organizations so there is a unified logo or association with the National Road.

RATIONALE:

A number of attractions or local organizations may want to highlight their connection with the National Road and/or develop publications relating to it. This will be a good cross-promotional opportunity for them and the byway, but some guidelines should be developed

by the management entity to ensure quality. Publications developed outside the auspices of the byway management entity should maintain a consistent visual element that ties them to "official" publications or other efforts. This could be in the form of a logo or graphic element that appears on each item. The management entity could require that they review and approve anything that would bear the logo of the byway (see Interpretation Quality Control section below).

IMPLEMENTATION STEPS:

- Consult with key organizations that might develop ancillary National Road publications, and develop guidelines that would include an approval process for when and how the logo and specifications could be used.
- Distribute guidelines to key organizations and keep them on record with the management entity to refer to as needed.

PARTNERS/STAKEHOLDERS:

Management entity, key organizations

ACTION:

Develop visitor feedback mechanisms to track visitors' impressions of the byway and their suggestions for improving it.

RATIONALE:

Visitors can provide invaluable feedback to the management entity on how they perceive the byway. By questioning visitors about their experience, the management entity could gain valuable information on the quality and usefulness of their publications, the hospitality of area service providers, the quality of byway attractions, and the demographic profile of byway visitors. This information then can be factored into the priorities and projects for the management entity to undertake in the future.

IMPLEMENTATION STEPS:

- Contact the Ohio Division of Travel and

Tourism’s Research Office and/or area colleges and universities for assistance in developing, conducting, and tabulating a survey for the byway (see Appendix B for sample surveys developed by the Division of Travel and Tourism).

- Surveys could take the form of personal interviews, mail surveys, “tag and recapture” surveys, telephone surveys or mail-in response cards, depending upon the venue in which the survey is conducted
- Identify key byway-related events or attractions at which personal interview surveys could be conducted.
- Track survey results annually and compare them to analyze visitor trends. Use this information to determine if projects related to enhancing the overall visitor experience need to be given higher or lower priority.

PARTNERS/STAKEHOLDERS:

Management entity, Ohio Division of Travel and Tourism, byway attractions, area colleges and universities

VISITOR CENTERS AND REST STOPS

ACTION:

Identify locations for and establish satellite byway visitor centers at the Heritage Center of Clark County, the National Road/Zane Grey Museum, and in Columbus.

REFER TO THE PRIORITY PROJECT SHEET AT THE BEGINNING OF CHAPTER 2 FOR MORE INFORMATION.

ACTION:

Develop a network of satellite information kiosks that could be located in small communities, museums or visitor bureau offices.

RATIONALE:

Information kiosks can provide visitors with very localized information, such as walking tours, local restaurant and shop listings, and



An information kiosk on the Upper Delaware Scenic Byway in New York

community events listings. They are small and relatively unobtrusive but would give many of the small pike towns the opportunity to showcase their own National Road history, which might get lost in some of the byway material that examines the whole length of the road.

IMPLEMENTATION STEPS:

- Communities that wish to construct a kiosk or other type of visitor information site, should identify potential locations and coordinate with the management entity to minimize duplication. For example, a former truck stop in Arlington (MOT-1935-12 in the Ohio Historic Inventory) could be used as a satellite information center in Montgomery County.
- Develop a standard kiosk design that includes a logo, design elements, and landscape features that can be adapted to individual communities but be visually consistent with other byway kiosks.
- Consider establishing a matching grant or revolving loan fund for communities to use for the construction of such facilities.
- Communities will be responsible for maintaining the sites, but the management entity should establish a regular schedule for inspection to ensure that the

OHIO NATIONAL ROAD SCENIC BYWAY

information being distributed is compatible with the byway and updated, and that the facilities are being maintained. This will be particularly important for kiosks, which can be subject to graffiti and proliferation of leaflets if not closely monitored.

- Indicate on byway maps where these satellite information areas are located and the incorporate into the kiosk design a map showing the location along the byway.

PARTNERS/STAKEHOLDERS:

Local communities, management entity

ACTION:

Investigate with ODOT the potential for creating access from the National Road to the rest area on I-70 just east of Old Washington.

REFER TO THE PRIORITY PROJECT SHEET AT THE BEGINNING OF CHAPTER 2 FOR MORE INFORMATION.

ACTION:

Coordinate with ODOT and ODOD's Division of Travel and Tourism to stock publications at airports, Interstate welcome centers and rest stops.

RATIONALE:

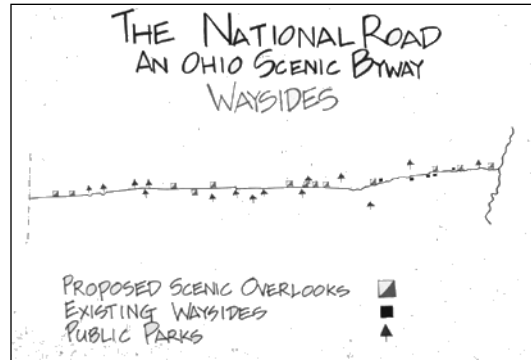
Many out-of-state visitors will likely reach the byway via an airport and/or interstate if they are not traveling the entire National Road. Thus, airports and Interstate welcome centers and rest stops become critical points at which to intercept potential visitors. Stocking byway publications at places such as these, where many people stop to get travel information, may entice visitors to travel for a short time on the byway or to consider returning to Ohio to travel on the National Road.

IMPLEMENTATION STEPS:

- Contact ODOT's Ohio Travel Information Centers (614-728-5078) to stock publications at Interstate welcome centers

and rest stops. Key locations to investigate should be:

- all of the rest stops and tourist information centers on I-70 (east of Morristown, Old Washington, Hebron, Summerford, east of western state line)
- I-75 near Monroe and in Piqua
- I-71 east of Lebanon, Jeffersonville, and west of Sunbury
- I-77 near Dover, south of Byesville.



Proposed and existing waysides and park facilities provide visitors with plenty of opportunities to take a break from the road

- Contact ODOD's Division of Travel and Tourism to inquire about stocking publications at airport information centers.

PARTNERS/STAKEHOLDERS:

Management entity, ODOT, ODOD

SCENIC AND INTERPRETIVE PULL-OFFS

ACTION:

Explore the development of scenic pull-offs at significant views so that visitors can safely view the scenery, take photographs, or read information.

REFER TO THE PRIORITY PROJECT SHEET AT THE BEGINNING OF CHAPTER 2 FOR MORE INFORMATION.

ACTION:

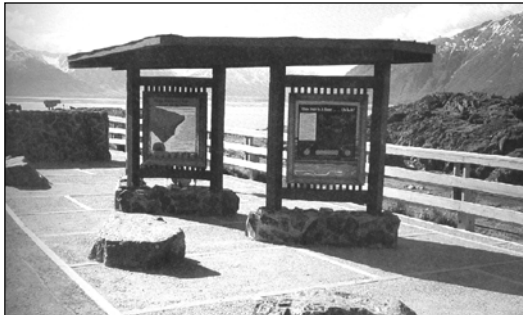
Create interpretive waysides that interpret

INTERPRETIVE WAYSIDE LOCATIONS AND TOPICS:

- Scenic/historic communities
- The various generations of roads
- Strip mining's effects on the landscape
- Tavern and road remnant west of Bridgeville
- National Road Accident Memorial
- Eagle Nest Hill Monument

significant resources within the National Road corridor.

REFER TO THE PRIORITY PROJECT SHEET AT THE BEGINNING OF CHAPTER 2 FOR MORE INFORMATION.



A wayside exhibit at Turnagain Arm, Alaska

Ron Zimmerman

TRAVELER SERVICES (GAS, FOOD, LODGING)

ACTION:

Work with local communities and economic development agencies to attract traveler service businesses that support heritage tourism, especially local restaurants and overnight accommodations.

RATIONALE:

In general, there is a need for more restaurants along the byway, both because of the distance



Gray & Page

A vintage 1920's restaurant east of Zanesville

between the services that exist and because the existing restaurants are predominantly chains or fast-food establishments. Ohio is below the norm for the number of unique food establishments and above the norm for the number of fast-food restaurants. There also is a need to provide more diversity in lodging accommodations. Existing options tend to be franchise chain motels and hotels clustered around the interstate interchanges.

IMPLEMENTATION STEPS:

- Work with communities to encourage the establishment of additional local restaurants and overnight accommodations along the byway. Many of the cities along the byway, especially, St. Clairsville, Cambridge, Zanesville, Columbus and Springfield, have historic buildings that either once were or could be converted into hotels. There is ample opportunity to convert homes and former taverns in some of the pike towns into bed and breakfast establishments. There is also the potential to restore and update to modern tourist expectations some of the historic National Road motels and tourist cabin camps.
- Focus efforts on the development of gas, food and lodging between West Jefferson and Springfield, and on lodging near the Indiana line.

OHIO NATIONAL ROAD SCENIC BYWAY

PARTNERS/STAKEHOLDERS:

Local communities, ODOD, chambers of commerce, management entity, private sector

Because traveler services are businesses, most of the recommendations related to enhancing these services are contained in the section “Strategies to Foster Economic Development.”

INTERPRETING THE OHIO NATIONAL ROAD

ACTION:

Undertake an Interpretive Plan for the Ohio National Road Scenic Byway.

RATIONALE:

This Corridor Management Plan outlines interpretive themes for the Ohio National Road Scenic Byway and recommends ways in which these themes can be brought to life through interpretation at individual sites and interpretive material that visitors can read, interact with and take home with them. Although these recommendations are well-developed, a more detailed Interpretive Plan that builds off of this CMP and coordinates with the plans being done for Indiana and Illinois (and any future plans for other states) would provide a complete approach to telling the story of the National Road in Ohio.

IMPLEMENTATION STEPS:

- Undertake an Interpretive Plan for the Ohio National Road Scenic Byway that further defines ways to connect the visitor audience with the story of the National Road.
- Include detailed studies of interpretive sites recommended here as well as design details for panels, kiosks, and interpretive waysides and prototypes for printed material.

PARTNERS/STAKEHOLDERS:

Management entity

THEMES AND INTERPRETIVE TECHNIQUES

Interpretive themes help define the most significant features of a place and the stories that illustrate their significance. Themes give historians, interpreters, tour operators, visitor service providers, and local communities a locus around which to build detailed interpretive programs that tell the many stories of the byway.

The suggested interpretive topics and actions shown in Table 2 all relate back to and expand upon the themes below.

THEMES

THE 19TH-CENTURY NATIONAL ROAD EXPERIENCE

The 19th-century National Road was an experiment in transportation technology. Whenever possible, the road followed the routes of previous traces and military routes, yet it was a far more sophisticated system than the earlier routes, designed to carry more traffic, heavier loads, and to function in all kinds of weather. The National Road opened the Ohio countryside for settlement and brought to this land new faces, new towns, and new businesses and industries that both reflected past traditions and revealed the future of our nation.

CONSTRUCTION OF THE ROAD

The National Road in Ohio picked up where it had left off in West Virginia, using old Indian trails and Zane’s Trace as rough guides to etch the nation’s first federally funded infrastructure project into the Ohio countryside. Technology was changing rapidly during this time, and the National Road in Ohio is a time capsule of many 19th-century road building technologies and practices, including the McAdam paving technique, the S-bridge, and the installation of mile markers indicating distances to cities along the road.



Ohio Historic Preservation Office

Early travelers on the National Road traveled by a variety of means, including stagecoach, Conestoga wagon, and on foot

LIFE ALONG THE NATIONAL ROAD: PIKE TOWNS, RURAL LIFE AND CITIES

Once established, the National Road in Ohio traveled through a diverse landscape that included pike towns that had grown up to serve the National Road traveler, a rural landscape of farms, woodlands and small rural communities, and large cities established before the road ever came through. Buildings in the communities reflected the burgeoning business of the pike, including taverns, inns and residences. New arrivals passed through and settled in the National Road communities, bringing with them traditions and ambitions that reflected their homes back east or across the ocean.

THE NATIONAL ROAD IN NATIONAL CRISIS

Ohio played a pivotal role in supporting anti-slavery activity and the Union army during the Civil War. Religious groups such as the Quakers and Reformed Presbyterians actively supported the work of the Underground Railroad and the anti-slavery movement. Ohio's Union sympathies and proximity to slave-owning states made it a route to freedom for slaves. Ohio also was the target of Confederate raids. During the Civil War, the National Road became a major route for transporting military

equipment and other war-related traffic.

THE INFLUENCE OF OTHER TRANSPORTATION TECHNOLOGIES

The 19th century was a dramatic time for transportation innovation, which kept pace with the growing country's desires for westward expansion. While the National Road was at the forefront of road building technology in the first part of the 19th century, its communities and surrounding landscape continued to be shaped by subsequent generations of transportation as well. Canals and railroads opened up greater

THEMES

The 19th-Century National Road Experience

- Construction of the Road
- Life Along the National Road: Pike Towns, Rural Life and Cities
- The National Road in National Crisis

The 20th-Century National Road Experience

- Paving the National Road and the Construction of U.S. 40
- Auto-Touring on the National Road and the Building Types that Served the Tourists
- The Rise of the Interstate System and Its Lasting Effects on the National Road

Physical Geography Along the National Road

- Glaciation and the Landscape
- Natural Landmarks Along the National Road

The Heartland Experience

- Arts and Crafts
- Central Ohio Food Traditions
- Community Celebrations

OHIO NATIONAL ROAD SCENIC BYWAY

markets and spurred population growth and city-building at points where these routes intersected.

THE 20TH-CENTURY NATIONAL ROAD EXPERIENCE

After a period of decline in the late 19th century during which the National Road fell into disrepair, interest was renewed in the road around the turn of the century. This was due in part to a nationwide effort to improve roads, which had its roots in an enthusiastic group of cyclists, the need for improved overland trade and defense routes, and the increasing popularity of the automobile. Brick, concrete and asphalt paving types were used to provide a more even and durable road surface. Gas stations, cabin camps, motels and restaurants sprouted up to serve the auto-tourist, and small pike towns were bypassed by the increasing calls for wider and faster routes that were answered by U.S. 40 and I-70.

PAVING THE NATIONAL ROAD AND THE CONSTRUCTION OF U.S. 40

Farmers and bicycle enthusiasts who had been demanding better roads since the 1880s won a hard-earned victory when the Office of Road Inquiry was formed in 1893 under the U.S. Department of Agriculture, making improvements to roadway travel a national priority. The National Road was the subject of several experimental and state-of-the-art paving techniques, including concrete around 1912 and brick in 1918, which was employed to facilitate the shipping of military supplies. In the early 1930s, the desire to further improve roadway travel by reducing congestion and improving safety meant that the new U.S. Route 40 would bypass many pike towns and straighten numerous sharp curves. In many places, U.S. Route 40 followed the same alignment of the National Road but in other instances it paralleled it, effectively



Gray & Pape

Early auto-tourists camped next to their cars until cabin camps and motels developed to serve them

relegating parts of the old National Road to a disused back road.

AUTO-TOURING ON THE NATIONAL ROAD AND THE BUILDING TYPES THAT SERVED THE TOURISTS

With the arrival of roads that were fast, safe and comfortable to travel on, and the increasing affordability of automobiles, more and more Americans “hit the road” to explore the country. This new market gave rise to a variety of local “mom and pop” restaurants and diners, overnight lodging facilities such as tourist homes, cabin camps, and motels, and automobile-oriented services such as gas pumps, gas stations and service stations. Auto-touring and the services it begot became enduring images of the American open road and the age of the automobile.

THE RISE OF THE INTERSTATE SYSTEM AND ITS LASTING EFFECTS ON THE NATIONAL ROAD

The passage of the Federal-Aid Highway Act in 1956 created the Eisenhower Interstate System and brought great change to the National Road. Conceived as a way to ensure quick evacuation and military transport in the event of attack, the interstates also brought about rapid movement of travelers from one point to another, a homogenization of roadside

scenery and services and the bypassing of not only the National Road but U.S. 40 as well. Today, U.S. 40, along with some of the relict portions of the National Road, provides a local alternative to high-speed interstate travel and offers a glimpse into some of the sights and experiences that greeted travelers before the interstate highways arrived.

PHYSICAL GEOGRAPHY ALONG THE NATIONAL ROAD

Physical geography had far-reaching implications on the way in which the National Road was constructed through Ohio and the lives and livelihoods of those who lived along it. The flat to gently rolling landscape west of Muskingum County is the result of glacial forces that scoured the land, making construction of the National Road here comparatively easy. By contrast, the rocky and hilly eastern portion of the National Road corridor was untouched by glaciers and here the course of the road is inextricably linked to topographic features. The geologic history of the National Road landscape



HRG

The transition from an unglaciated to a glaciated landscape occurs in Licking County, where gently rolling hills give way to flatter terrain and the National Road stretches far into the distance

is significant to today’s travelers as well. Several natural features of state and national importance line the corridor and provide opportunities to experience a cross-section of central Ohio’s physiographic history.

GLACIATION AND THE LANDSCAPE

Two million years ago, a cooling trend pushed northern glaciers into what are now parts of the northern United States, including northern and western Ohio. Glaciers reached into Ohio at least two more times after that, most recently about 14,000 years ago. These glacial events left behind the hilly formations of rock and soil called kames and moraines as well as deep, rich soils on flat plains. From Jacksontown west along the National Road, the effects of glaciation can be seen in the flat to gently rolling topography, the predominance of agriculture and the arrow-straight alignment of the National Road. In contrast, the National Road in the eastern portion of Ohio is serpentine – winding its way around hills and through valleys – and offers panoramic views from atop ridges. Mineral deposits in the hills have made major industries of sand and gravel extraction: and coal mining. Rural land is a patchwork of small farm fields and forests situated amongst rolling to steep terrain – a stark contrast to the flat lands of the plains to the west.

NATURAL LANDMARKS ALONG THE NATIONAL ROAD

The many state and local parks within the National Road corridor act as stewards of some of the state’s most unique and precious natural features. From old-growth forests to the only floating cranberry bog in the world to swamp forests reminiscent of prehistoric days, state and national natural landmarks reveal the complexity and

OHIO NATIONAL ROAD SCENIC BYWAY

wonder of the state's diverse natural history. The beauty and wildness of central Ohio's waterways can be experienced at several rivers designated State and National Wild & Scenic or Recreational Rivers.

THE HEARTLAND EXPERIENCE



The Muskingum River valley's rich clay deposits spawned a highly successful ceramics industry that is still a regional attraction today

Fourth of July parades down Main Street and the whirl of the ferris wheel at county fairs...driving down a two-lane road between walls of green cornstalks rustling in the breeze and stopping at a roadside stand for ripe tomatoes...a big slice of homemade pie after a home-style meal...shopping for locally made pottery and collectible glassware. These are all indelible images of the heartland - the land of small town America, wholesome values and hearty food - and they can be found from east to west on the National Road.

ARTS AND CRAFTS

The natural features found in Central Ohio have made it a haven for arts and crafts industries, especially in the eastern portion. Rich clay deposits in the Muskingum River valley resulted in the exceptional work of world-famous pottery companies such as Roseville, Weller, McCoy, Shawnee and Hull, and the modern pottery of Fioriware and Ohio Pottery. Wooden baskets, which were used to transport unfired pottery to kilns as

well as carry farm and household goods, were made from trees found in the abundant hardwood forests of eastern Central Ohio. The glassmaking industry also has taken advantage of natural resources in east Central Ohio, and the results can be seen in the highly collectible pieces produced by Heisey Glass and Cambridge Glass.

FOOD TRADITIONS ALONG THE NATIONAL ROAD

Despite being the birthplace of Wendy's, one of the country's largest fast-food chains, the bounty of fresh, regional farm products and the culinary traditions and innovations of central Ohioans are evident all along the byway. Rich agricultural lands have yielded a region noted for its tomatoes, corn, and pork, all of which are celebrated at seasonal festivals in byway communities. Waves of immigrants who built and traveled along the National Road have left their culinary mark, most notably in the restaurants and breweries of German Village in Columbus. Many of the treats produced by local ice cream makers, bakeries, family restaurants, potato chip makers and nut roasters can only be found regionally, but the tourist who partakes while visiting will leave with a taste of the byway's rich food traditions and creative innovations.

COMMUNITY CELEBRATIONS

A community's celebrations put its pride, heritage and enthusiasm on display. National festivities, such as Fourth of July parades and Memorial Day services, are given local touches in Main Street parades and fireworks. Local festivals highlight a community's uniqueness and are a perfect opportunity to share with outsiders the things that make each locale special. Corn festivals, pork festivals, tomato festivals, ox roasts, county fairs, and arts festivals

showcase the traditions and celebrations of Central Ohio.

INTERPRETIVE TECHNIQUES

ACTION:

Explore ways to incorporate the interpretive topics and actions shown in Table 2 into National Road publications, programs, and interpretive materials.

RATIONALE:

The interpretive topics and actions expand upon the themes above. They are stories that can be told at individual sites which help define the history and culture of a specific place while putting it in the context of the entire Ohio National Road.

IMPLEMENTATION STEPS:

- Use the following interpretive techniques to present the stories of the National Road identified in Table 2 to the visitor. The interpretive techniques most appropriate to each story are identified in the table:
 - Panel – A fixed interpretive display that conveys information through words, photos and illustrations mounted on a flat surface
 - Exhibit – A large-scale display of information and artifacts that conveys a theme through the use of many interpretive techniques, which could include panels, objects, video and audio presentations and could be accompanied by brochures and/or books
 - Brochure – A pamphlet or booklet that provides interpretive information through words, photographs and illustrations and can be taken or purchased by visitors
 - Interactive Interpretation – “Hands on” learning that allows visitors to



An interpretive panel at Skamania Lodge in the Columbia River Gorge National Scenic Area

become personally involved in aspects of interpretation such as reenactment festivals, public archaeological digs, structures or play equipment, and oral history projects

- Living History – Live productions that can convey themes and stories through costumed reenactors and demonstrations of events, techniques or lifestyles
- Audio/Video – Interpretive media that includes audiotapes, videotapes, digital and audio players (audio tour equipment), films, CD-ROMs, DVDs, and web sites. These media can be designed for use together or separately. For instance, interactive CD-ROMs or DVDs can link into web sites, audio tapes and CDs can be used in cars or personal listening devices such as Walkmans or Discmans, and videocassettes can be viewed both at home or in the car
- Trail – A dedicated walking or cycling path that provides access to interpretive sites keyed to a map

PARTNERS/STAKEHOLDERS:

Management entity, local historical societies, OHS, local agencies and organizations involved in interpretation

Ohio National Road Scenic Byway
Table 2: Interpretive Techniques for Byway Topics and Specific Sites

INTERPRETATION TOPICS/ACTIONS	Interpretive Technique						
	<i>Panel</i>	<i>Brochure</i>	<i>Exhibit</i>	<i>Interactive Interpretation</i>	<i>Living History</i>	<i>Audio/Video</i>	<i>Trail</i>
Byway-wide Interpretation Topics							
The history of the various roads at intersections where the National Road, Route 40 and I-70 are all visible	X						
Cultural behaviors enacted by travelers and those who lived and worked along the road. For example, inn-keepers tended to pave their forecourts and yards in flagstone to keep down the dust and dirt. Information such as this could easily be incorporated into a signboard with a flagstone pad.	X						
"Archaeology of the National Road Scenic Byway" exhibit in conjunction with OHS			X	X			
Interpretative panels at scenic overlooks and waysides that show where old routes used to go and provide information on changes to the route since the original construction of the National Road	X						
Geological and topographical differences along the Byway	X	X				X	X
Various ethnic groups that traversed the National Road and/or lived and worked near it (i.e., Irish that built the railroad and canals)	X		X		X	X	
Underground Railroad sites and activities, done in conjunction with Friends of Freedom, Underground Millennium Trails, and/or Underground Railroad Museum	X	X	X			X	

Ohio National Road Scenic Byway

Table 2: Interpretive Techniques for Byway Topics and Specific Sites

INTERPRETATION TOPICS/ACTIONS	Interpretive Technique						
	<i>Panel</i>	<i>Brochure</i>	<i>Exhibit</i>	<i>Interactive Interpretation</i>	<i>Living History</i>	<i>Audio/Video</i>	<i>Trail</i>
Artistry and history of the Mail Pouch Barns, several of which are located along the National Road		X					
Diversity and consistency among pike towns	X		X			X	
History and diversity of mile markers; a descriptive brochure also could double as a map/orientation piece for visitors	X	X					
20 th century auto-touring icons: tourist cabin camps, early gas stations and the classic "motel"		X	X			X	
Oral history/personal stories from along the Road		X		X		X	
The influence of agriculture on community life and the landscape			X		X		
Vernacular architecture and building traditions		X	X	X		X	
Interpretation Actions at Specific Sites							
Create an interpretive walking trail near the remnant sections of Zane's Trace along Wheeling Creek in Belmont County, possibly as part of a riverfront "ribbon" park or greenway	X	X				X	X
Develop interpretive exhibits at the Blaine Hill Bridge	X	X				X	X
Develop interpretive material about the Blaine mine and mining camps; could be incorporated into interpretation at Blaine Hill Bridge	X	X				X	

Ohio National Road Scenic Byway
Table 2: Interpretive Techniques for Byway Topics and Specific Sites

INTERPRETATION TOPICS/ACTIONS	Interpretive Technique						
	<i>Panel</i>	<i>Brochure</i>	<i>Exhibit</i>	<i>Interactive Interpretation</i>	<i>Living History</i>	<i>Audio/Video</i>	<i>Trail</i>
Develop a walking tour of Morristown based upon the local plaque program there	X	X		X		X	
Develop interpretive exhibits and other material about the influence of strip mining on the landscape and regional economy	X	X	X			X	
Develop interpretive information and/or a self-guided walking tour for the National Register-listed Peacock Road, an example of a brick-paved segment of the National Road	X	X				X	
Morgan's Raid in Old Washington; three Confederates buried in the village cemetery; tie into interpretive signage being developed for the entire 29 county raid in Ohio and similar signage in Indiana, Kentucky and Tennessee	X						
Develop walking and driving tours or other interpretive materials that highlight the many National Register historic properties and districts in Zanesville, many of which are close to but removed from the byway route and easily could be overlooked; the McIntire Historic District in particular would be well-suited to a walking tour		X		X		X	

Ohio National Road Scenic Byway

Table 2: Interpretive Techniques for Byway Topics and Specific Sites

INTERPRETATION TOPICS/ACTIONS	Interpretive Technique						
	<i>Panel</i>	<i>Brochure</i>	<i>Exhibit</i>	<i>Interactive Interpretation</i>	<i>Living History</i>	<i>Audio/Video</i>	<i>Trail</i>
Enhance interpretation at the Y-Bridge overlook in Zanesville; the site provides an excellent view of the entire city as well as the bridge and is a perfect opportunity for interpretation of the city's history; site needs better directional signage	X						
Enhance interpretive information at or about the many monuments along the road, including: the National Road Accident Memorial; Eagle Nest Hill Monument; and Madonna of the Trail Statue	X	X					
Improve the interpretive display at the Salt Fork S-Bridge	X	X					
Develop a loop tour of glass, basket and pottery companies on the eastern byway		X		X		X	
Provide interpretive information about the Spring Box located west of Zanesville near the Headley Inn (east of 7275 U.S. 40)	X						
Provide interpretive information about Brownsville and its original town square	X	X					
Interpret multi-modal hubs such as: Hebron – intersection of National Road, Ohio & Erie Canal, and Ohio Electric interurban rail line; Tadmor – Miami & Erie Canal, Dayton & Michigan Railroad and National Road all intersected here	X	X		X	X	X	X
Install an interpretive sign at the Licking River Feeder Canal in Kirkersville (Licking Co.)	X						

Ohio National Road Scenic Byway
Table 2: Interpretive Techniques for Byway Topics and Specific Sites

INTERPRETATION TOPICS/ACTIONS	Interpretive Technique						
	<i>Panel</i>	<i>Brochure</i>	<i>Exhibit</i>	<i>Interactive Interpretation</i>	<i>Living History</i>	<i>Audio/Video</i>	<i>Trail</i>
Develop National Road-related walking tours or other interpretive materials for historic sites and districts in Columbus to coordinate with those that already exist	X	X		X	X	X	X
Develop interpretive material describing the settlement of Hilltop in Columbus through successive waves of immigration	X	X	X				
Develop interpretive information about some of the more significant cemeteries along the byway, including: Camp Chase Cemetery in Columbus, where hundreds of Confederate prisoners of war are buried; Columbia Cemetery in Springfield, where the bodies of two Revolutionary War soldiers are buried; Arlington Cemetery and Parish Cemetery, where a surprisingly large number of people are buried in a small town	X	X	X				
Develop interpretive displays that trace the influence of the Ohio Electric interurban rail line; consider possible opportunities for recreating the travel experience through living history demonstrations or small-scale restoration of part of the line; good remains can be found in the vicinity of Summerford and Lafayette	X	X		X	X		

Ohio National Road Scenic Byway

Table 2: Interpretive Techniques for Byway Topics and Specific Sites

INTERPRETATION TOPICS/ACTIONS	Interpretive Technique						
	<i>Panel</i>	<i>Brochure</i>	<i>Exhibit</i>	<i>Interactive Interpretation</i>	<i>Living History</i>	<i>Audio/Video</i>	<i>Trail</i>
Interpret the influence and legacy of the publishing industry in Springfield; develop interpretive walking tours of the downtown centered around this theme; work with the Clark County Historical Society to put on an exhibition of graphic art from the magazines	X	X	X				
Develop walking tours of historic districts in Springfield		X		X		X	
Work with the DAR to enhance interpretation at the Pennsylvania House Museum through living history demonstrations, publications, and/or interpretive signage	X	X	X	X	X		
Identify and interpret the Kenton Stockade site in Springfield – site of the area’s first settlement in 1799	X						
Provide interpretation about the Dayton cut-off; could be used to direct people into some of the Dayton attractions then draw them back out to the National Road	X					X	
Improve access to and interpretation at Tadmor (an interpretive trail already exists but it is not well-maintained)	X	X				X	X
Develop interpretive material on the history of Euphemia and its connection to Lewisburg; could include a walking tour of both	X	X				X	

OHIO NATIONAL ROAD SCENIC BYWAY

AUDIENCE APPROACH

The interpretation of the National Road is very important for the creation of a preservation ethic among those people who live along the road as well as to the tourist enjoying its historic, archaeological, natural, scenic, cultural, and recreational qualities. The following section has been divided into the local and visitor audience since the interpretation approach differs for each.

LOCAL AUDIENCE

ACTION:

Develop local history curricula, resources, web packages, and links which will help all school systems introduce the National Road's history to students while continuing to meet the state's Learning Outcomes for the Proficiency Tests.

RATIONALE:

The most effective way of reaching children is through primary and secondary schools. Tailored educational materials that use local resources to teach subject matter required by the state often is useful to teachers and also introduces the importance of preservation to students.

IMPLEMENTATION STEPS:

- Develop classroom materials through careful collaboration with educators, local historical societies, history museums, libraries, and statewide organizations.
 - Assess what materials already are available including "Another Place Another Time" through the National Road/Zane Grey Museum and the Ohio Historical Society's "History To Go" programs.
 - Evaluate what stories still need to be interpreted and how to create interactive lesson plans.

PARTNERS/STAKEHOLDERS:

Management entity, local and state school systems, OHS

ACTION:

Coordinate and enhance community history programs which result in widely available public products, such as slide presentations, oral histories, exhibits, surveys, and plans, useful to community planning and preservation.

RATIONALE:

"Why is that considered historic?" is a common question skeptically put to preservationists. The education and public relations processes for the National Road should help citizens understand a property's significance and the decisions they make that affect its preservation. The public perception of some resources as eyesores rather than important landmarks can be reversed if citizens understand the benefits of preserving them. Making presentations and providing exhibits in public places are some of the ways that the public can be educated about the need for preservation.

IMPLEMENTATION STEPS:

- Partner with Ohio Historic Preservation Office, the Ohio Historical Society, and local historical societies to assist local communities in educating citizens and elected officials about the importance of the historic National Road. A video or slide presentation is one way to engage the adult public in the history of the National Road, its current status, and the future plans for the road. A question-and-answer session should be held at the end of each presentation to receive comments from interested parties.
- Use the National Road web site to inform residents who are unable to attend a meeting of the information presented. The management entity also should collaborate with local historical societies and/or

libraries' local history departments to develop and exhibit portable exhibits that explain the National Road's history and provide images illustrating some of the common resources found along the road. See Interpretive Media for more information.

PARTNERS/STAKEHOLDERS:

Management entity, OHPO, OHS, local communities, area residents

ACTION:

Develop hands-on heritage education lessons that can be used by home schools, scout troops, junior historical societies, and other student organizations.

RATIONALE:

Many student organizations and civic groups such as scout troops base their programming around prepackaged educational materials and/or programs that fulfill various merit badges. The development of hands-on programs that highlight the history of the National Road will help to establish an early preservation ethic.

IMPLEMENTATION STEPS:

- In collaboration with local educators and local historical societies, develop hands-on learning lessons. An example might be an archaeological workshop that introduces various student organizations or civic groups to the history of the National Road as well as different preservation documentation methods.

PARTNERS/STAKEHOLDERS:

Management entity, local historical societies, local educators

VISITOR AUDIENCE

ACTION:

Develop interpretive material geared toward conveying the story of the National Road to German, French, Spanish, and/or Japanese



Gabe Hays

The many colleges and universities located along the National Road present a secondary niche market of students and visiting relatives for whom the National Road can be interpreted

speakers, as well as English speakers.

REFER TO THE PRIORITY PROJECT SHEET AT THE BEGINNING OF CHAPTER 2 FOR MORE INFORMATION.

ACTION:

Develop interpretive materials geared to the primary visitor audience: "history buffs," and more particularly National Road buffs.

RATIONALE:

Unlike the local audience, the visitor audience often has specific reasons for traveling along the National Road. These reasons could range from a connection with the road or the desire to travel along a scenic byway to a quest to discover more about our nation's earliest highways.

IMPLEMENTATION STEPS:

- Develop with local historical societies, certified local governments, and museums materials that describe National Road resources.

PARTNERS/STAKEHOLDERS:

Management entity, local historical societies, area museums

ACTION:

Develop interpretive materials geared towards secondary niche markets, including: crafts enthusiasts; people in search of the "heartland" experience; regional cyclists/hikers; and, people coming to visit friends and family in Ohio,

OHIO NATIONAL ROAD SCENIC BYWAY

including parents of college students.

RATIONALE:

Visitors to the National Road will come in search of many things besides history, including central Ohio's unique qualities and regional characteristics. Working in conjunction with area businesses and institutions, the management entity can help to provide visitors with a more comprehensive appreciation of the culture and history throughout the byway corridor by developing interpretive material that explores some of the non-National Road resources available to the traveler.

IMPLEMENTATION STEPS:

- Collaborate with businesses, recreational facilities, and area educational institutions to erect interpretive panels at their sites and/or publish brochures that describe the cultural or historical importance of their facility. Provide National Road publications that can be stocked at the facility or included within materials distributed by the facility.

PARTNERS/STAKEHOLDERS:

Management entity, area businesses and facilities, local colleges and universities

PARTNERSHIPS FOR INTERPRETATION

The management entity should take every opportunity to provide interpretive information on the National Road through partnerships with local organizations. These partnerships not only will ease the burden of the management entity to interpret the many and complex resources along the byway, but also will draw the local community into sharing and presenting its own history. Through partnerships, the management entity can provide interpretation of the byway through local avenues of information, which might include locally-installed interpretive panels, newspaper articles, local television spots, and local exhibits. Such

activities will serve to inform visitors and encourage local pride in the national significance of the National Road. The management entity also can work with local historical societies to develop and/or host exhibits and publications that interpret the National Road from a local perspective. Local historical societies also can be invaluable partners in the collection of oral history, conducting interviews at community events and fairs as well as at their local historical museums. The aspects of a community's history and life, not directly related to the National Road, also should be presented as a way to enhance the visitors' understanding of the area and appeal to a wide variety of visitor interests.

INTERPRETATION QUALITY CONTROL AND SITE READINESS

QUALITY CONTROL

ACTION:

Conduct regularly scheduled training sessions for guides, interpreters, and living history demonstrators.

REFER TO THE PRIORITY PROJECT SHEET AT THE BEGINNING OF CHAPTER 2 FOR MORE INFORMATION.

ACTION:

Develop interpretation quality-control guidelines for facilities and publications.

RATIONALE:

In order to attract visitors and give them a favorable impression, the byway must present quality interpretive experiences. Quality interpretive experiences are shaped by well-researched material, authentic and exceptional presentation of it, the ability of visitors to relate to the subject matter, and well-informed guides or interpreters. The byway will be composed of a multitude of individual attractions and resources, all of which will be independently administered. The management entity should

SITE READINESS BENCHMARKS COULD INCLUDE:

- hours of operation
- parking facilities and other visitor amenities
- condition of resources
- levels of staff training
- diversity of programming

have some assurance that the sites that are being represented as Ohio National Road Scenic Byway attractions maintain a certain level of authenticity and accuracy in the information they present to the visitor.

IMPLEMENTATION STEPS:

- Develop a set of quality control guidelines that individual attractions can strive to meet in their facilities and publications. These guidelines could be developed in consultation with directors of key attractions for their professional input
- Provide technical assistance for meeting the guidelines. This could include assistance with historical documentation, discerning of themes, conservation of resources, and display/interpretation media
- Provide incentive for meeting the guidelines in the form of a “seal of approval” that could double as a marketing tool; any projects that receive byway funding would be expected to meet the guidelines
 - In order to earn the seal, sites would need to submit an application that includes documentation of authenticity, training of staff, and publication design.
 - In return, these sites would be highlighted in byway literature and promoted.
- Use Lancaster County's “Authenticity

Guidelines and Criteria,” developed with assistance from the National Trust's Heritage Tourism Program, as a potential model.

PARTNERS/STAKEHOLDERS:

Management entity with assistance from directors of key attractions

ASSESSING SITE READINESS

ACTION:

Develop a benchmark system for assessing the readiness of sites to receive visitors and provide interpretation.

RATIONALE:

The byway must be able to demonstrate to visitors that it has enough quality attractions to keep them interested during their visit. Sites that are not ready to receive visitors but are promoted nonetheless will disappoint visitors and give them the impression that the byway is not a high-quality destination. The management entity can help to avoid this by evaluating byway attractions as to their readiness to receive visitors and assisting them with achieving this level of quality.

IMPLEMENTATION STEPS:

- The interim management entity, in partnership with travel and tourism professionals, should begin developing a set of benchmark criteria against which to evaluate site readiness.
- Site readiness benchmarks could include:
 - hours of operation
 - parking facilities and other visitor amenities
 - condition of resources
 - levels of staff training, and
 - diversity of programming
- Incorporate these criteria into the “seal of approval” program described above under

OHIO NATIONAL ROAD SCENIC BYWAY

Quality Control.

- Conduct evaluations on either a proactive or reactive basis. Proactive evaluations would be done with the consent of the site owner/manager but the sites would be chosen by the management entity. Reactive evaluations would consider applications presented to the management entity for sites seeking the “seal of approval.”
- Assist sites in meeting the benchmarks by recommending potential funding and staffing sources as well as ways that programming can be enhanced.

PARTNERS/STAKEHOLDERS:

Interim management entity, management entity, travel and tourism industry professionals

PRIORITY INTERPRETATION SITES

Eight sites have been identified as priority interpretive sites because of the opportunities they present for telling the story of the National Road. Although every site relates to the original National Road in one way or another, they all present it from very different perspectives. These sites were chosen based upon efforts already underway, the historical significance or representativeness of the resource, and/or the potential for high visitor interest. With targeted investment and quality site development, these priority interpretive sites should become the “jewels in the crown” of the Ohio National Road Scenic Byway.



Gray & Pape

The Pennsylvania House, a priority interpretive site in Springfield

PRIORITY INTERPRETIVE SITES:

- Blaine Hill Bridge
- Lentz Tavern
- Morristown
- Belmont County Road 102
- Camp Chase
- Pennsylvania House
- Madonna of the Trail Statue

REFER TO THE PRIORITY PROJECT SHEETS AT THE BEGINNING OF CHAPTER 2 FOR MORE INFORMATION.

MARKETING THE OHIO NATIONAL ROAD

Marketing Approaches (what to emphasize and to whom)

ACTION:

Explore ways to package the National Road so that tourists can travel it through a variety of approaches.

REFER TO THE PRIORITY PROJECT SHEET AT THE BEGINNING OF CHAPTER 2 FOR MORE INFORMATION.

ACTION:

Develop marketing approaches that target the byway's “niche” markets – the people whose particular interests are most compatible with the types of attractions found along the byway.

RATIONALE:

The diversity of attractions found along the Ohio National Road Scenic Byway will make it appealing to a wide range of potential visitors. However, identifying the niche markets will help to determine the focused marketing efforts that will appeal to the greatest number of prospective visitors.

IMPLEMENTATION STEPS:

- Use the following table to develop

NICHE MARKET**BYWAY FEATURES THAT WOULD APPEAL TO THE NICHE MARKET****MARKETING APPROACH**

Those interested in the history of the National Road and history in general

All of the National Road-related resources (mile markers, S-bridges, pike towns, taverns, relict road segments, auto-tourist building types)

Brochures, web sites, group tours, ad campaigns that highlight the history of the National Road. This niche market should be alluded to in nearly all byway materials because the predominant focus of the byway is on history. A marketing presence should be established at area festivals, especially those relating to local history.

Those in search of the smaller, more unique or local cultural attractions

- Pennyroyal Opera House in Fairview
- John & Annie Glenn Historic Site and Exploration Center in New Concord
- National Road/Zane Gray Museum in Norwich
- Muskingum Area Performing Arts Center in Zanesville
- Zanesville Art Center in Zanesville
- Livingston House Park & Museum (home of Livingston Seed Company founder Alexander Livingston) in Reynoldsburg
- Thurber House (home of author James Thurber) in Columbus
- Westcott House (designed by Frank Lloyd Wright and currently under renovation) in Springfield
- Trapshooting Hall of Fame & Museum in Vandalia

Brochures, ad campaigns, web sites that highlight some of the smaller attractions. A marketing presence should be established at area cultural events and festivals. Those seeking the arts and crafts legacy of eastern central Ohio

Those who are looking for the “heartland experience”

- Main Street pike towns
- Rural landscapes
- Regional foods and restaurants
- Local festivals

Brochures, web sites, group tours, and ad campaigns that focus on places where local crafts are produced, restaurants and food shops where “country cooking” or other regional food specialties can be sampled, the location of quaint small towns and rural landscapes, and the dates of local fairs and festivals. Promote the fact that U.S. 40 is “Main Street” to many communities along its length. A marketing presence should be established at area festivals.

Those seeking the arts and crafts legacy of eastern central Ohio

- Museums and galleries (Zanesville Art Center, National Road/Zane Grey Museum, Ohio Ceramic Center) featuring work of area art pottery manufacturers
- Contemporary pottery manufacturers in Zanesville
- Glassware Museums (Cambridge Glass Museum, Degenhart Paperweight and Glass Museum, National Cambridge Collector’s Museum, National Heisey Glass Museum)
- Contemporary glass manufacturers
- Contemporary basket makers

Brochures, web sites, group tours, and ad campaigns that take a broad approach to the subject, so that not only are traditional craft industries such as pottery, basket making and glass making highlighted, but so are the artists themselves and the galleries or showrooms where their crafts are displayed. A marketing presence should be established at area craft shows and exhibits.

Those who enjoy nature and the outdoors

- Multi-use trails that cross the National Road (Ohio to Erie Trail, Buck Creek/Little Miami Scenic Trail, Buckeye Trail, Wolf Creek Rail Trail)
- State parks such as Barkcamp, Salt Fork, Dillon, and Buck Creek
- Columbus Metro Parks and Five Rivers MetroParks
- Wild and Scenic Rivers

Brochures and web sites that market the byway as a destination for users of recreational facilities. Media should highlight access to regional and long-distance trails and state and regional parks.

OHIO NATIONAL ROAD SCENIC BYWAY

WAYS TO PACKAGE THE BYWAY COULD INCLUDE:

- 1, 2, and 3-day itineraries
- thematic itineraries geared toward niche markets (see table below) or specific resource types
- geographic itineraries for the eastern, central and western regions
- group tour itineraries that target senior citizens, school children, and motor coach travelers or repeat or continued visits

marketing approaches that will target the niche markets to which the byway is most likely to appeal (see also “Audience Approach” section above for developing interpretive material geared towards these niche markets).

- Seek the advice of a marketing consultant to develop materials geared toward these niche markets.

PARTNERS/STAKEHOLDERS:

Management entity, Division of Travel and Tourism, regional CVBs

ACTION:

Develop a marketing approach that targets international visitors.

RATIONALE:

The Ohio Department of Development's Division of Travel and Tourism is a member of Great Lakes North America, a coalition of tourism representatives from Ohio, Indiana, Illinois, Wisconsin, Michigan and Minnesota as well as Ontario, Canada. Members of the coalition work to incorporate the Great Lakes states into the itineraries of travelers from Germany and the United Kingdom. They attend the International Tourism Bourse in Berlin and the World Travel Market in London

each year, conduct sales missions to Germany and the U.K., and put out paid advertisements in these countries. They also distribute promotional material to travel agents. The web site for Great Lakes North America (www.glna.org) contains a number of sample itineraries, some of which incorporate Columbus. One sample itinerary in Illinois follows Route 66 while another highlights the Ohio River [Scenic Route] National Scenic Byway. Developing a sample itinerary for the Ohio National Road would fit this theme.

The Division of Travel and Tourism also participates in the Appalachian Mountain and River Region (www.travelappalachia.com). The program promotes travel in Ohio, Kentucky and West Virginia to German tourists. A sample itinerary takes visitors from Washington D.C. through West Virginia and Kentucky then up to Cincinnati. The itinerary routes visitors from Cincinnati to Columbus and then to Ohio's Amish Country in one day. Incorporating more time in Columbus could draw these tourists to explore the National Road and some of its attractions, including German Village in Columbus.

One of the ways the Ohio National Road can help to attract the international tourist, especially the German tourist, is to educate visitor service providers along the byway about the voucher system and encourage them to make use of it easier for international tourists. Many German tourists prepay for their rental cars, lodging and meals, and entertainment, then present these prepaid vouchers once they arrive in the U.S. Making this process more widely understood and less complicated can help make the international visitor's experience more enjoyable. More information about this system and the German tourist in general can be found on the Division of Travel and Tourism's web site (www.ohiotourism.com/industry/research/profiles/german_profile.htm.)

ACTION PLAN

IMPLEMENTATION STEPS:

- Work with the Division of Travel and Tourism to:
 - incorporate sections of, if not all of, the byway into travel itineraries being marketed to international tourists
 - sponsor education sessions for byway visitor service providers to educate them about the voucher system and propose ways to make this form of travel widely acceptable along the route.

PARTNERS/STAKEHOLDERS:

ODOD, management entity

ACTION:

Work with local Convention and Visitors Bureaus and the Ohio Division of Travel & Tourism to develop byway information that highlights some of the more popular, well known attractions as well as historic/thematic sites and attractions associated with the National Road.

RATIONALE:

Although the byway's chief point of significance is its National Road history and related resources, there are many other sights and attractions that make the byway a pleasurable destination. It will be important for the byway's proximity to and links with these sights and attractions to be emphasized so that families or groups with various interests will recognize the diversity of things to see and do. One of the easiest ways to accomplish this is through the incorporation of information on all types of attractions, historic and nonhistoric, in byway literature and other materials.

IMPLEMENTATION STEPS:

- Make available to the local Convention and Visitors Bureaus (CVB) the intrinsic quality database of the Corridor Management Plan to identify the area attractions that will be of most interest to a

wide range of visitors and will complement the byway experience for travelers. These attractions should be incorporated into informational material produced by the CVBs about the byway.

PARTNERS/STAKEHOLDERS:

Management entity, local CVBs, Ohio Division of Travel & Tourism

MARKET OUTREACH STRATEGIES (WAYS TO "GET THE WORD OUT")

ACTION:

Make use of the National Scenic Byway Program's marketing and promotion efforts.

RATIONALE:

One of the primary benefits of scenic byway designation is the marketing and promotion that is done on behalf of byways by the National Scenic Byway Program through their web site (www.byways.org) and publications. Information is made available to both potential visitors and the media, which would have a secondary marketing effect if articles were written.

IMPLEMENTATION STEPS:

- Once designation occurs, contact and work with the Federal Highway Administration and National Scenic Byways Resource Center to determine what information they need to fully market the Ohio National Road Scenic Byway. This information should be provided as soon as possible to the Program contacts.

PARTNERS/STAKEHOLDERS:

Management entity, Federal Highway Administration, National Scenic Byways Resource Center

ACTION:

Market the National Road on the Ohio Division of Travel & Tourism web site (www.OhioTourism.com).

OHIO NATIONAL ROAD SCENIC BYWAY



National Scenic Byways Program

"America's Byways" – the promotional logo used by the National Scenic Byway program for both National Scenic Byways and All-American Roads

RATIONALE:

The Ohio Tourism web site is a major gateway to visitor information. It received over 21 million hits in 2000. The web site offers front page "Featured Sites" and "This Month's Events," both of which could highlight the National Road. The web site also has extensive information for tour operators and others planning a trip to Ohio. Developing information on the National Road that people looking for itineraries can be steered towards will help improve its viability as a tour destination.

IMPLEMENTATION STEPS:

- Partner with the Ohio Division of Travel & Tourism to discuss placing National Road information on the web site

PARTNERS/STAKEHOLDERS:

Management entity, Ohio Division of Travel & Tourism

ACTION:

Work with the Ohio Division of Travel & Tourism to utilize to the fullest extent their marketing and promotions capabilities.

RATIONALE:

The Ohio Division of Travel & Tourism can organize custom media tours that highlight attractions in Ohio for members of the media. This provides an ideal opportunity for the

National Road to gain exposure and could encourage members of the media to feature the byway in one of their pieces. The Ohio Division of Travel & Tourism also attends numerous travel industry conventions, including the American Bus Association, Bank Travel, Heartland Travel Showcase, National Tour Association, Ohio Bus Owners Marketplace, Ontario Motor Coach Association, and Student/Youth Travel Association. Developing National Road tour information for their representatives to take with them could enhance the exposure of a variety of organizations within and outside the region to the Ohio National Road Scenic Byway.

IMPLEMENTATION STEPS:

- Contact the Ohio Division of Travel & Tourism to discuss ways to organize an Ohio National Road Scenic Byway media familiarization tour.
- Create a custom media tour itinerary focused on the National Road.
- Work with the Ohio Division of Travel & Tourism to generate exposure of the National Road at travel industry trade shows
 - Provide Ohio Division of Travel & Tourism with National Road brochures, publications and other media that can be distributed to interested parties at travel and tourism conventions and other trade shows
- Work with the Ohio Division of Travel & Tourism and local chambers of commerce and CVBs to promote packaged tours (see above) to tour operators. Work with the State Package Travel Specialist.
- Work with the Travel & Tourism's Public Relation's Office to include the National Road in the Great Ohio Adventures in Learning (GOAL) program.

ACTION PLAN

- Work with the Ohio Film Commission to promote the byway as a location for film shoots.

PARTNERS/STAKEHOLDERS:

Management entity, Ohio Division of Travel & Tourism

ACTION:

Participate in the National Register Travel Itineraries program (see above under "Visitor Information Sources").

ACTION:

Develop Elderhostel programs in conjunction with Elderhostel and/or its affiliate Institute for Learning in Retirement and area educational institutions.

RATIONALE:

Elderhostel program participants, who are generally senior citizens, most likely were around during the U.S. 40 auto-touring days and may be interested in touring and learning about the National Road as a "sentimental journey." The many higher education institutions along the corridor also offer a variety of opportunities to develop fun and educational programs. The byway's focus on history, as well as several of its other themes such as nature and the arts, is well-suited to the format of Elderhostel educational programs and field trips. Because of the broad reach of Elderhostel, offering programs along the National Road will help to increase its exposure. The Elderhostel-affiliated Institute for Learning in Retirement, which sponsors similar educational seminars and trips, is geared toward locals and would support the goal of bringing the communities and residents into the byway effort.

IMPLEMENTATION STEPS:

- Contact Elderhostel, Inc. (877-426-8056) about how to establish a program.
- Work with area universities such as University of Dayton, Wright State

University, Ohio State University, Ohio University or other educational facilities to develop a curriculum.

- Bruckner Nature Center in Piqua, Miami County held a Fall 2001 session called "Low Bridge, Everybody Down: Life Along the 1800's Miami-Erie Canal." It was a five-night session that featured the history of the Miami-Erie Canal in Miami County, with an in-depth look at canal history, pioneer life and early area agriculture; the hosts of this program would be a good contact for discussing how their program was organized and conducted.

PARTNERS/STAKEHOLDERS:

Management entity, area universities, Elderhostel, Inc.

ACTION:

Schedule appearances and interviews with newspapers/magazines and on local radio and television shows to promote the National Road and make people aware of its significance.

RATIONALE:

Local publications, radio, and television programs can reach an audience of both locals and visitors, both of whom may be enticed to travel the byway after hearing or reading about it. This kind of local exposure also can result in "word-of-mouth" promotion to others outside of or visiting the region.

IMPLEMENTATION STEPS:

- Identify and establish working relationships with key local media contacts that could be encouraged to do pieces on the National Road; this could be a follow up to a media familiarization tour (see above)
- Yellow Springs' NPR station WYSO has a local news show called "Sounds Local" that could do feature segments on the National Road

OHIO NATIONAL ROAD SCENIC BYWAY

- Reporters with the Columbus Dispatch, Springfield News Sun, Plain Dealer, Dayton Daily, and Madison Press have expressed interest in or have done stories on the National Road and should be contacted to follow up with additional stories

PARTNERS/STAKEHOLDERS:

Management entity, Ohio Department of Development, local media

ACTION:

Advertise in national magazines that are devoted to American history and/or travel.

RATIONALE:

Publications devoted to American history and/or travel reach a readership that is inherently interested in travel and historic sites. Contact with the magazines might also initiate an article on the Ohio National Road Scenic Byway.

Ohio Magazine put together a special section for its August 2001 issue entitled "Driving Heritage Ohio." It featured driving tours of Ohio history. This will be the first annual edition, so it should be repeated in upcoming years.

IMPLEMENTATION STEPS:

- Develop a standard magazine advertisement that can be submitted to a variety of magazines.
- Visit the following magazine web sites to learn more about rates, formats, and contacts:
 - American Heritage
www.americanheritage.com/subscribe/AHsubscribe
 - American History
www.thehistorynet.com/forms/adinfo
 - Midwest Living
www.meredith.com/advertising
 - National Geographic Traveler

www.nationalgeographic.com/traveler/advertise

- Ohio Magazine
www.ohiomagazine.com/advertise

PARTNERS/STAKEHOLDERS:

Management entity

ACTION:

List the National Road and its attractions in American Automobile Association (AAA) publications.

RATIONALE:

Ohio Division of Travel & Tourism statistics indicate that 20% of visitors to Ohio receive their travel information from AAA publications. AAA has 44 million members in the U.S. and Canada, which represent a highly lucrative market. Of these members, AAA Ohio Auto Club serves over 890,000 members with 39 offices in 38 counties in Ohio. Most of their territory is located in the central region of the state.

Some of the most widely-used AAA services are its travel publications. AAA produces more than 200 million copies of travel-related materials each year for the exclusive use of its members.

IMPLEMENTATION STEPS:

- Contact the AAA Ohio Auto Club to inquire about listing the Ohio National Road Scenic Byway and its attractions in AAA TourBooks (www.aaaohio.com).
- Inquire about featuring the byway in "Home and Away Magazine," AAA Ohio's bimonthly publication, which regularly showcases scenic byways throughout the U.S. (www.homeandawaymagazine.com/ratecrd.html).
- Encourage local attractions and visitor services to consider listing their sites or businesses in the AAA TourBooks as well.

PARTNERS/STAKEHOLDERS:

Management entity, byway attractions and

businesses,AAA Ohio

PARTNERSHIP ORGANIZATIONS AND PROGRAMS

ACTION:

Form a partnership with the Convention and Visitors Bureaus(CVBs) to market the byway.

RATIONALE:

Local CVBs are the biggest promoters for counties and larger cities.They undertake most of the large marketing campaigns and often operate the visitor information sources for their localities. By making the CVBs aware of the byway and making it a priority for them, the management entity can increase the byway's potential exposure to visitors.The management entity should introduce CVBs along the National Road to the byway and emphasize the importance of heritage resources and unique visitor service offerings.

IMPLEMENTATION STEPS:

- Contact each of the county CVBs to work with them on promoting and marketing the Ohio National Road Scenic Byway.
- Consider developing a familiarization tour of each county or region to take CVB representatives on so that they can become familiar with the resources and goals of the byway.
- Seek long-term partnerships with the CVBs for promoting the National Road.

PARTNERS/STAKEHOLDERS:

Management entity,local CVBs

ACTION:

Explore ways to compensate for lack of visitor bureaus in counties that do not have them.

RATIONALE:

Madison and Preble Counties have no Convention and Visitors Bureaus, though there is a Lewisburg Chamber of Commerce that could act as a visitor promotion organization. This

could put these counties at a disadvantage in terms of marketing the National Road in their area. West Jefferson (Madison County) and Lewisburg (Preble County) both have a number of historic National Road resources and provide a variety of visitor services,so they have a lot to offer the byway visitor.

IMPLEMENTATION STEPS:

- Contact the Lewisburg Chamber of Commerce and/or Preble County commissioners to discuss opportunities for promotion of the National Road in Preble County. The creation of a Preble County Convention and Visitors Bureau should be considered.
- Work with the mayor and council of West Jefferson and/or Madison County commissioners to discuss options for promoting the National Road in Madison County.
- Once a promotional entity is identified, follow the same steps used to enhance the awareness of the National Road with CVBs (see above).

PARTNERS/STAKEHOLDERS:

Management entity,Preble County and Madison County Commissioners, Lewisburg Chamber of Commerce, West Jefferson Mayor and Council

ACTION:

Partner with local educational institutions to promote a visit to the National Road byway to students, parents and alumni in their publications, web sites and other outreach materials.

RATIONALE:

A significant number of higher education institutions are located in or near the byway corridor. The students, parents and alumni visiting these institutions present a large, lucrative market for tourism. As a result, the universities could be prominent partners in the

OHIO NATIONAL ROAD SCENIC BYWAY

implementation of the plan. The universities maintain web sites and publish orientation and visiting materials that identify area attractions. Listing the Ohio National Road Scenic Byway and some of its resources among these would enhance visitor exposure to the byway.

IMPLEMENTATION STEPS:

- Contact the Office of University Relations or other office responsible for university publications for the following universities to determine if and how references to and information about the byway can be incorporated into their publications:
 - Belmont Technical College
 - Capital University
 - Muskingum College
 - Ohio State University
 - Ohio University
 - Sinclair Community College
 - University of Dayton
 - Wittenberg University
 - Wright State University

PARTNERS/STAKEHOLDERS:

Management entity, area colleges and universities

PROMOTIONAL EVENTS (TO HOST OR LINK UP WITH)

ACTION:

Stage a byway-wide celebration after designation in Summer 2002 to generate enthusiasm and recognition of the National Road in Ohio.

REFER TO THE PRIORITY PROJECT SHEET AT THE BEGINNING OF CHAPTER 2 FOR MORE INFORMATION.

ACTION:

Link the Ohio National Road Scenic Byway into promotional events in 2003 that are organized around the Ohio Bicentennial.

RATIONALE:

Bicentennial celebrations in 2003 will be well publicized throughout the state and beyond and could yield significant cross-promotional opportunities. Additionally, in October 2001, the Ohio legislature named the Blaine Hill Bridge Ohio's official bicentennial bridge. This should prompt significant events centered around the bridge.



Ohio Bicentennial Commission

Ohio's bicentennial in 2003 will provide excellent cross-promotional opportunities for the National Road, especially since the Blaine Hill Bridge has been named the state's official Bicentennial Bridge

IMPLEMENTATION STEPS:

- Contact the Bicentennial Commission (www.ohio200.org) about ways to incorporate the National Road, especially the Blaine Hill Bridge, into their planning. One of many Commission Advisory Councils is Economics, which has a subtopic of Transportation and Development. This would be the appropriate Advisory Council to contact with regard to the National Road. It should also be noted that the Bicentennial Commission has identified five themes to be integrated into all of its programming, one of which is Travel and Tourism. This is meant to enhance tourism to the state of Ohio as a result of Bicentennial celebrations. The Ohio

National Road Scenic Byway could benefit from this increased tourism if it is included as part of the programming.

PARTNERS/STAKEHOLDERS:

Management entity, Ohio Bicentennial Commission, National Road Alliance

ACTION:

Promote the National Pike Festival in Ohio as a celebration of the National Road, the towns that developed along the National Road, and the road's transformation into U.S. 40.

RATIONALE:

National Pike Festivals are held in several other National Road states and typically include a wagon train, games, performances, food and entertainment. The National Pike wagon train in Ohio travels through Belmont County, though information about the festivities are much more difficult to find than for festivals in other states. Making information about the wagon train and/or organizing a larger, more publicized National Pike Festival across Ohio would bring greater attention to the National Road and could become a fun, hands-on learning experience for residents and visitors.

Because the National Road travels through six states, it is feasible that a six-state National Pike Festival could be organized, particularly if it is a progressive festival that allows a national audience to travel from one state to another.

IMPLEMENTATION STEPS:

- Work with organizers of the Belmont County Wagon Train and local groups across the state to stage a statewide National Pike Festival in Ohio
- Coordinate with Pike Festivals in other states and cross-promote through them
- Explore the idea of an interstate Pike Festival. Presently the Pike Festivals in other states occur at about the same time, making it difficult for a multi-state effort to



Belmont County Tourism Council

Belmont County hosts a National Pike wagon train each summer

occur.

PARTNERS/STAKEHOLDERS:

Management entity, Belmont County, local communities, pike festival organizers in other National Road states, National Road Alliance

ACTION:

Host a “Hike the Pike,” “Bike the Pike,” or “National Road Rally” as a community celebration event and/or fundraiser for byway projects, historic site preservation, or local charities.

RATIONALE:

Local rallies such as hiking and bicycling events organized around the National Road will help to bring attention to the byway. Hiking and biking along the road will allow participants to experience the byway at a slower pace, bringing its resources closer to them. Such events also would build support for a National Road bikeway (see “Bicycle and Pedestrian Linkages” section above). Rallies are an excellent way to conduct fundraising for implementing projects in the plan.

IMPLEMENTATION STEPS:

- Plan an annual hiking, biking or road rally along the road in partnership with byway communities
- Contact area hiking, cycling, and auto clubs to jointly sponsor the event and/or promote the event to their membership

OHIO NATIONAL ROAD SCENIC BYWAY

- Conduct fundraising either through participant donations or pledges
- Include food and entertainment at the finish line, which could draw non-participants as well

PARTNERS/STAKEHOLDERS:

Management entity, local communities, hiking, cycling and auto clubs

ACTION:

Link the National Road with the multi-state efforts of the Ohio River Scenic Route and the John Hunt Morgan National Trail.

RATIONALE:

Links to other regional scenic and historic trails can provide cross-promotional opportunities and multistate efforts present an opportunity to draw visitors from a broad area. The Ohio River Scenic Route intersects with the byway in Bridgeport and is managed by Ohio River Trails, and a portion of the John Hunt Morgan National Trail goes through the pike town of Old Washington and is being developed by the Ohio Civil War Trails Commission (OCWTC). The profile of visitors traveling the Ohio River Scenic Route will be very similar to that of the visitors expected to travel the Ohio National Road Scenic Byway: the heritage traveler interested in historic and cultural attractions, regional uniqueness and quality services. The intersection of the two byways in Bridgeport also will provide exceptional opportunities for cross-promotion. I-70 is expected to be a major point of access onto both byways. The OCWTC, in conjunction with the Ohio Historical Society, has received a TEA-21 Enhancement grant for signage along the entire John Hunt Morgan Raid route in Ohio. Links between the byway and the raid route could be established through the use of signs.

IMPLEMENTATION STEPS:

- Make contact with Ohio River Trails and

the Ohio Civil War Trails Commission (OCWTC) to identify programmatic or visual linkages that can be made between the National Road and these two routes, such as:

- jointly sponsored festivals
- jointly developed signs, brochures or other publications
- jointly funded ad campaigns.

- Make reference to these other routes in promotional materials for the byway should and seek a reciprocal agreements from Ohio River Trails and the Ohio Civil War Trails Commission to mention the Ohio National Road Scenic Byway in their promotional materials
- Bring the City of Bridgeport and the Village of Old Washington into the process as partners as well

PARTNERS/STAKEHOLDERS:

Management entity, Ohio River Trails, Ohio Civil War Trail Commission, City of Bridgeport, Village of Old Washington

ACTION:

Use significant festivals not associated with the National Road as opportunities to promote the National Road.

RATIONALE:

A number of festivals and events in and around the byway draw tremendous numbers of visitors both to specific venues and to the surrounding communities. Making promotional materials available either at the events or at locations in the surrounding area can tap into this market.

IMPLEMENTATION STEPS:

- Contact the organizers of the following festivals (as well as others that may not be listed) to determine if and how a presence can be established at their events:

- Ohio Pumpkin Festival in Barnesville (ohiopumpkinfestival.8k.com) – Belmont County Tourism Council
- Jamboree in the Hills in Lloydsville (www.jamboreeinthehills.com)
- Salt Fork Arts & Crafts Festival (www.cambridgeohiochamber.com) – Cambridge Chamber of Commerce
- Columbus Arts Festival (www.gcac.org/artsfest) – Columbus Arts Council
- Ohio State Fair (www.ohiostatefair.com/html/osf/osf.htm) – Ohio Expo Center
- Grand American World Trap Championships (www.shootata.com) – Amateur Trapshooting Association (note: this event will be moving to Illinois after 2003)
- Preble County Pork Festival (www.porkfestival.org) – Preble County Pork Festival

PARTNERS/STAKEHOLDERS:

Management entity, festival organizers

ACTION:


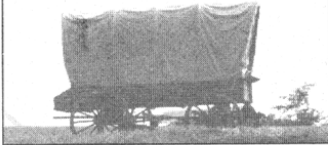
Create a presence at and, or help to sponsor and promote, small, local festivals that celebrate the history of the area and uniqueness of individual communities along the National Road.

RATIONALE:

For the same reasons that the National Road could benefit from a marketing presence at large regional festivals (see directly above), it also could benefit from a presence at smaller local festivals. These festivals are the types of events that the heritage tourist is particularly interested in and which the byway is most interested in promoting to them. For these reasons, the management entity might explore some type of support, such as promotional

Drovers' Trail Festival

Arts-Crafts-Food-Music

August 19-20, 2000

Sat. 10 am - 6 pm
Sun. 10 am - 6 pm

**Adults \$5.00
12 and Under FREE!!**

Free Parking!

The Drovers' Trail Festival is held each summer in Belmont County

Drovers' Trail Festival

support or financial support for certain aspects of the events.

IMPLEMENTATION STEPS:

- Contact the organizers of the following events (as well as others that may not be listed) to determine if and how a presence can be established at their events:
 - Drover's Trail Festival in Belmont County (www.droverstrail.com/general/pages/mainpage.htm)
 - Reynoldsburg's Tomato Festival (www.reynoldsburgchamber.com/profiles/tomato.htm)
 - West Jefferson's Labor Day Ox Roast
 - South Vienna's Corn Festival

OHIO NATIONAL ROAD SCENIC BYWAY

- Explore sponsorship of events or other aspects of the festivals with the contacts

PARTNERS/STAKEHOLDERS:

Management entity, festival organizers

TRAINING INITIATIVES

ACTION:

Sponsor “front desk” training seminars, possibly in partnership with CVBs and the Ohio Travel Association, that emphasize hospitality and information.

REFER TO THE PRIORITY PROJECT SHEET
AT THE BEGINNING OF CHAPTER 2 FOR
MORE INFORMATION.

A SIGN PLAN FOR THE OHIO NATIONAL ROAD

Signs along the byway help to orient travelers, guide them along the byway route, show them the way to attractions, and identify visitor services. But too many signs can become distracting and may even be hazardous if they cause too much confusion. An overabundance of signs also detracts from the visual quality of a roadway. The byway sign plan seeks the balance between the need for information and aesthetics.

FEDERAL REGULATIONS

The Federal Highway Beautification Act, 23 U.S.C.131, prohibits the construction of new billboards along designated scenic byways that are interstate, National Highway System or federal-aid primary roads. However, a number of sections of the byway are under local control, where local sign regulations would apply.

SIGNS DISCUSSED IN SIGN PLAN:

- Billboards or Outdoor Advertising Signs
- Logo or Specific Service Signs
- Tourist-Oriented Direction Signs
- Trailblazer Signs
- Wayfinding Signs
- On-premises Signs
- Interpretive Signs

BILLBOARD REGULATIONS

ACTION:

Encourage all byway communities to adopt regulations to minimize or eliminate outdoor advertising on the National Road.

RATIONALE:

Communities with zoning authority have the



Gabe Hays

Billboards can be distracting and visually unappealing, especially on scenic byways

power to regulate signs, so sign regulations pertaining to billboards along the National Road could be enacted locally to minimize outdoor advertising. According to Scenic Ohio, a 1998 state law was passed with a rider attached that made sign amortization illegal in Ohio.

Existing billboards detract from the visitor's enjoyment of the scenery and historic features, can be confusing and can obscure visibility of byway-related signs, and often promote businesses or products that are not located along the byway. To address this, the byway's sign plan as well as marketing efforts and publications will provide a viable marketing alternative to billboards (see "Strategies to Foster Economic Development" above).

IMPLEMENTATION STEPS:

- Work with local communities to enact billboard regulations that will minimize the number and/or effect of billboards along the National Road (could be part of a National Road Corridor District or Overlay as described above under "Local Land Use Policies").
- Refer to the model billboard ordinance in Appendix B as an example for local communities to follow.
- In particular, focus efforts on reducing billboard proliferation in Bridgeport and Zanesville.

OHIO NATIONAL ROAD SCENIC BYWAY

- Partner with Scenic Ohio to work towards reversing the 1998 state law that made amortization illegal and to provide assistance to local communities interested in regulating billboards.
- See also “On-Premises Signs” section below for recommendations on minimizing proliferation of other sign types.

PARTNERS/STAKEHOLDERS:

Management entity, local communities, Scenic Ohio

STATE REGULATIONS/POLICIES/PRACTICES

COORDINATION WITH ODOT

ACTION:

Coordinate with ODOT on the signage for the Ohio National Road Scenic Byway.

RATIONALE:

Coordination with ODOT is essential because ODOT is responsible for Logo and Tourist-Oriented Directional Signs (TODS) and/or must approve all signs within their right-of-way, and because they are the agency that installs the scenic byway trailblazer signs. Presently, ODOT does not permit unique trailblazer signs for each byway, making it difficult for these routes to fully take advantage of the program's opportunities for marketing, linkages, and public awareness of the byway. Logo signs and TODS are official tourist information signs that can help to direct people to the National Road and visitor services.

IMPLEMENTATION STEPS:

- Work with ODOT to define a process for designing, fabricating, and installing signs for and along the byway, using recommendations contained in the CMP (see “Trailblazer Signs” and “Interpretive Signs” sections below for specific recommendations relating to byway signs).
- Work with ODOT to permit a way for each

byway to distinguish themselves through trailblazer signs. The National Road Alliance has endorsed a trailblazer sign concept for all six National Road states that incorporates the colors red, white, and blue, a shield, and the words Historic National Road. The management entity should work with ODOT to develop and install trailblazer signs that follow this concept.

- Establish contacts in each of the ODOT district offices who have jurisdiction along the National Road to coordinate location and installation of signs.
- Work with ODOT to institute an advisory management entity review of applications for TODS and Logo signs
- Explore with ODOT the best approach to directing people to smaller attractions through existing programs, and in particular through an expansion of the TODS program. Currently, sites that do not meet the threshold of visitors defined in the TODS program can not have a sign posted to direct people to that site. This precludes small historic sites such as covered bridges or community historic markers from being identified, though they will likely be of interest to byway visitors.
- Request that ODOT inform the management entity of any changes to sign policies so that byway signs can continue to be in conformance

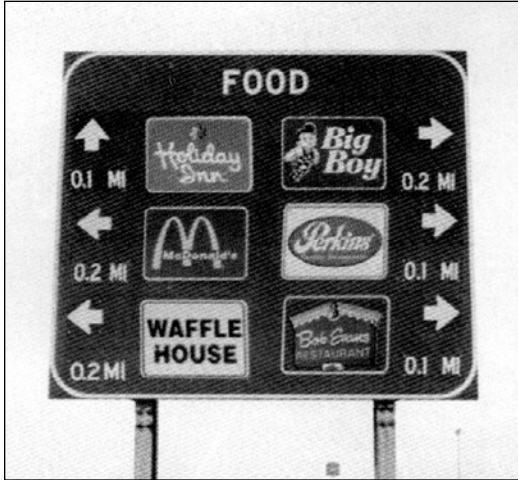
PARTNERS/STAKEHOLDERS:

Management entity, ODOT

SIGNS FOR VISITOR SERVICES AND ATTRACTIONS

LOGO SIGNS (SPECIFIC SERVICE SIGNS)

Specific Service Signs, more commonly known as Logo Signs, are located along the interstate system and are used to designate businesses near interchanges that can meet travelers' needs for food, lodging, and gasoline. These signs have



Ohio Department of Transportation

Logo signs direct drivers along highways to visitor services

a blue background with a white border, and generally bear logos for businesses located at the upcoming intersection. These signs are governed by detailed rules promulgated by the Federal Highway Administration (FHWA). These rules cover such details as the size and spacing of the signs, the number of logos that can be displayed, and business operation requirements for being listed. The program is administered by ODOT.

Although Logo signs may benefit some businesses, they will have a minimal impact on the success of the byway. First, the program is only open to businesses within three miles of an interstate highway interchange, which excludes many of the byway's establishments. Second, seasonal businesses or those with limited hours may not be eligible. Third, Logo signs are likely to be minimally effective for businesses that do not have regionally- or nationally-recognizable logos. Logo signs usually are read by motorists moving at 50 to 70 miles per hour. The motorist has only a few seconds to read the sign, so regional and national franchises, which have logos that are more recognizable, will be at an advantage over independent businesses hoping to attract customers.

However, Logo signs can help travelers locate

services that they may be seeking, and they should be employed by eligible byway businesses whenever applicable.

ACTION:

Conduct an assessment of the impact of Logo signs on National Road businesses.

RATIONALE:

An assessment will determine the number and distribution of byway businesses that are using these signs, as well as the number who are eligible but not using the program. This assessment may be conducted in partnership with ODOT, and may help the agency examine the program's effectiveness.

IMPLEMENTATION STEPS:

- Partner with ODOT to:
 - Identify highway interchanges that are within three miles of the byway.
 - Determine businesses identified on Logo signs located at these intersections. Sign contents can be determined by field visits or by ODOT records, if permitted.
 - Examine businesses in the byway corridor near interchanges and determine the proportion of eligible businesses that are using the Logo sign program.
- Share findings with byway businesses.

PARTNERS/STAKEHOLDERS:

Management entity, ODOT, area businesses

TOURIST-ORIENTED DIRECTIONAL SIGNS (TODS)

The TODS program is a relatively new program that also is governed by detailed regulations. Unlike the Logo signs, however, TODS are designed primarily for two-lane, rural surface highways. TODS identify and provide basic directional information for tourist-oriented businesses and attractions, and may include up to four names on one sign. Since the program is

OHIO NATIONAL ROAD SCENIC BYWAY



A TODS on the National Road directs visitors to a nearby attraction

specifically targeted to tourist businesses, and since the signs can be placed on rural roads, the TODS program may be a good advertising alternative for byway businesses.

The TODS program has fundamentally the same limitation as the Specific Services program: TODS provide only the most minimal information. If the facility is not located on the crossing route, other directional wayfinding signs may be needed to help the traveler locate the business. More significant however, the TODS signs give the traveler only the most rudimentary idea of what the destination has to offer. It is important to recognize that participation in the TODS program is not governed by any quality criteria. Businesses listed on TODS signs may or may not offer the quality expected by or match the interests of the byway traveler.

ACTION:

Work with ODOT to develop more flexible standards for the TODS program.

RATIONALE:

It is important for the National Road to maintain some standards for participation in the TODS program to enhance the traveler's experience and assist businesses or attractions that are open only limited hours and have small annual attendance. Expanding the program's eligibility (see Appendix B for existing program requirements) should allow destinations whose

hours and dates of operation coincide with peak tourist activity, local or unique attractions, and some small heritage-related attractions and services to participate in the program.

IMPLEMENTATION STEPS:

- Determine the number of byway businesses and attractions that are not eligible for the TODS program but would benefit from it. A survey of businesses and attractions would be preferable, but it may be possible to develop a good estimate on the basis of field experience. Concentrate on destinations that are close to TODS requirements but do not attain them; exclude destinations that are extremely far from current requirements, such as those that are open only one day per week or are making no attempt to attract visitors.
- Recommend to ODOT another layer in the TODS program that specifically is geared toward Scenic Byways. This layer should evaluate applicants less on attendance numbers and hours of operation and more on whether the site, resource, or attraction is identified in the CMP as significant.
- Hold a focus group meeting or workshop with ODOT, local businesses and attractions, and local government for proposed modifications.
- Work with ODOT on proposed modifications to the program requirements and/or alternative ways for smaller attractions to have a directional sign erected on the byway.

PARTNERS/STAKEHOLDERS:

Management entity, ODOT, local governments

ACTION:

Produce an information brochure for businesses that describes different opportunities to sign and advertise their business, particularly through the Logo and TODS programs.

REFER TO THE PRIORITY PROJECT SHEET AT THE BEGINNING OF CHAPTER 2 FOR MORE INFORMATION.

TRAILBLAZER SIGNS



A byway trailblazer sign on the Ohio River Scenic Route

ACTION:

See “Coordinating with the Other Five National Road States” for recommendations on trailblazer sign design.

ACTION:

Ensure that trailblazer signs are strategically placed at locations along the byway where the route can become confusing or where back-tracking is required.

RATIONALE:

Although for the most part the Ohio National Road Scenic Byway is on a fairly easily followed route (generally U.S. 40), there are a few places where the route is on local roads or where intersecting roads make it difficult to naturally discern the correct road to take. In these instances, trailblazer signs are needed to ensure that visitors can easily determine the direction they need to go to remain on the byway. Additionally, because the National Road was supplanted by both U.S. 40 and I-70, there are several places where the original route is fragmented and dead-ends. Visitors who wish to travel as much of the original National Road as possible will need to follow the road to its end

and then double back. They may need directional assistance returning to the through route.

IMPLEMENTATION STEPS:

- Work with ODOT to ensure that trailblazer signs are placed at the following locations to direct visitors along the proper byway route:
 - Hendrysburg (where the route follows Route 22)
 - at Route 800 east of Fairview
 - through Cambridge and Zanesville
 - Columbus, where Main Street becomes one-way
 - in Springfield, where Main Street splits off from U.S. 40 and where Main Street becomes one-way (eastbound travels are diverted to High Street)
 - around Taylorsville Dam
 - around Englewood Dam (while it is undergoing repairs).
- Work with ODOT to ensure that signs are installed at Lady Bend Hill/Stillwater Creek and between Fairview and Middlebourne on those sections of the road where the route will require visitors to double back if they follow the relict segments.

PARTNERS/STAKEHOLDERS:

Management entity, ODOT

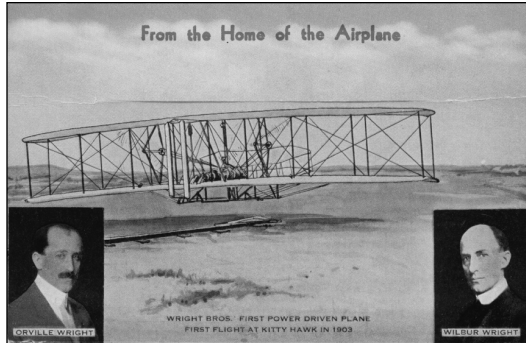
ACTION:

Install signs at key locations where traffic from intersecting roadways may be entering onto the byway and/or where other heritage routes intersect it.

RATIONALE:

Interstate highways and major tourist routes most likely will be the primary means of access onto the Ohio National Road Scenic Byway. It will be important for visitors to know they have

OHIO NATIONAL ROAD SCENIC BYWAY



Curt Teich/Robert J. Reynolds

The city of Dayton, while not on the byway, is close by and has a number of major attractions, including the Dayton Aviation National Historic Park

arrived at the byway and to know which direction they need to go to follow it. Installing trailblazer signs at exit ramps from interstate highways onto the byway or at the intersection of other major routes with the byway will help people get onto the byway. These signs also will function as promotional pieces, since many people will be entering onto the byway for other reasons. They will see the signs and may be enticed to explore the byway or get more information about it.

IMPLEMENTATION STEPS:

- Work with ODOT to install trailblazer signs in the following locations where the byway is intersected by interstate highways or other tourist routes:
 - where the ORSR intersects the byway in Bridgeport
 - at the intersection with I-77 in Cambridge
 - at major interstate intersections in Columbus
 - at Yellow Springs Road and I-68 in Springfield
 - at I-75 in Vandalia
 - at Route 127 (Annie Oakley Memorial Highway)
 - at I-70 at the Ohio/Indiana state line

PARTNERS/STAKEHOLDERS:

Management entity, ODOT

BYWAY WAYFINDING (DIRECTIONAL AND IDENTIFICATION SIGNS)

ACTION:

Assess the need for directional signs (TODS or other wayfinding) leading from the byway to significant public sites and visitor attractions .

RATIONALE:

Certain attractions that will be of interest to byway visitors are located off the byway proper. Visitors to these sites will require some directional assistance to reach these attractions and to navigate their way back to the byway. In order to avoid an overabundance of signs, these signs should work with Logos, TODs, and trailblazer signs, and sites and attractions should be evaluated to determine if their significance or popularity is great enough to warrant the signs. Incorporating byway sites and attractions into existing wayfinding systems, such as the one in downtown Columbus, can help avoid duplication.

IMPLEMENTATION STEPS:

- Evaluate the following sites to determine if they warrant a directional sign on the byway and/or if more than one attraction: can be listed on each sign:
 - **Eastern Region**
 - Barkcamp State Park
 - Dysart Woods
 - Egypt Valley Wildlife Area
 - The Wilds
 - Salt Fork Preserve & State Wildlife Area
 - Blue Rock State Park & State Forest
 - Dillon State Park/State Wildlife Area and Blackhand Gorge

□ **Central Region**

Flint Ridge State Memorial

Dawes Arboretum

Buckeye Lake State Park and Cranberry Bog Nature Preserve

Moundbuilders, Octagon and Wright Earthworks in Newark

Blacklick Woods Metro Park

Three Creeks Metro Park

Ohio Historical Center and Ohio Village

Battelle-Darby Creek Metro Park

Madison County Historical Museum

□ **Western Region**

Clark Lake State Wildlife Area

Buck Creek State Park and C.J. Brown Reservoir, including David Crabill Homestead owned and operated by Clark Co. Historical Society

Young's Jersey Dairy

George Rogers Clark Park

Charleston Falls Preserve in Tipp City Tadmor

City of Dayton and its resources such as the Carriage Hill MetroPark, Carillon Historical Park, Sunwatch, US Air Force Museum and Dayton Aviation National Historical Park

Aullwood Audubon Center & Farm

Englewood MetroPark (“off” the byway while the road over the dam is closed)

Sycamore State Park

Warnke Covered Bridge

Geetings Covered Bridge

Lewisburg

France Lake Park

- Certain sites simply may need to be

identified. Consider the following sites for identification signs:

□ Egypt Valley Wildlife Area – 14,300-acre public hunting and fishing area in Belmont County

□ New Concord S-Bridge Park (entrance not easily identified)

□ Pike towns – perhaps develop a symbol or consistent sign that can be posted at each pike town to identify it as such

□ National Road/Zane Grey Museum and Clark County Heritage Center as “bookend” museums of National Road-related artifacts and interpretive material

□ Effects of glaciation just west of Jacksontown – at this point there is a major shift from the unglaciated portion of the landscape along the byway to the glaciated portion; the hill between Atherton and Jacksontown is a significant and noticeable land feature that depicts the landscape changes that occur between the glaciated and unglaciated areas

□ Columbus Metro Parks and Five Rivers MetroParks located close to or along the National Road

□ Natural Landmarks including: Dysart Woods National Natural Landmark; Cranberry Bog National Natural Landmark; Walter A. Tucker Nature Preserve, a National Natural Landmark in Blacklick Woods Metro Park; and Pumpkin Ash/Swamp Forest State Natural Landmark in Englewood MetroPark

□ Olentangy State Scenic River, Stillwater State Scenic River, Big & Little Darby Creeks State and National Scenic Rivers

OHIO NATIONAL ROAD SCENIC BYWAY

- Pennsylvania House Museum (current sign is not easily noticed)
- Terminus of the National Road in Springfield; where funding for and paving of the road ended
- Taylorsville MetroPark
- Bachman (old village site) west of Arlington Road
- Beginning and end of National Road byway in Ohio
- Work with property owners, local government, and/or ODOT to install signs
- Form partnerships with local agencies that govern byway sign placement with respect to design and installation
 - Directing visitors to sites and districts in urban areas such as Zanesville, Columbus and Springfield will require a more complex level of directional signage and/or interpretive materials and maps that could be picked up at visitor centers or information kiosks

PARTNERS/STAKEHOLDERS:

Management entity, local communities, ODOT

ON-PREMISES SIGNS

ACTION:

Encourage communities to develop ordinances that limit sign proliferation, size, and type, particularly of those within the viewshed, while encouraging context-sensitive design.

RATIONALE:

Communities can be effective partners in maintaining a visually pleasing roadside character along the byway through local ordinances that minimize sign proliferation, provide incentives to produce unique signage of high quality materials, and establish a coordinated approach. Clearly defined on-premises signs support the aesthetics of the

byway corridor and ensures that drivers will be able to clearly read the signs without being distracted or confused.

IMPLEMENTATION STEPS:

- Make available case studies and surveys that support the “less is more” approach to signage to illustrate to communities the benefits of reducing and consolidating signage (Downtown Ohio, Inc., Scenic Ohio, and Scenic America may be good partners for accomplishing this)
- Refer to the Columbus Graphics Code as a model for sign regulation that other communities along the byway could use for their own sign ordinances
- Communities without zoning could use the regulations as guidelines or seek to establish voluntary incentives such as tax relief or accelerated permit processing
- For additional information, refer to the following publications on addressing sign issues, which are available through the American Planning Association: Sign Regulation for Small and Midsize Communities by Eric Damian Kelly and Gary Raso (1989), Saving Face: How Corporate Franchise Design Can Respect Community Identity by Ronald Lee Fleming (1994), and Fighting Billboard Blight: An Action Guide for Citizens and Public Officials by Frank Vespe (1999)
- In particular, place an emphasis on reducing signage in: Bridgeport; east of Middlebourne; Zanesville; and east and west of Columbus

PARTNERS/STAKEHOLDERS:

Local communities

BYWAY INTERPRETIVE SIGNS

GENERAL

ACTION:

Post interpretive signs at individual sites as suggested in the “Interpretive Techniques” listed in Table 2.

RATIONALE:

Signs and other stationary panel displays are the primary means of conveying interpretive information. Signs also are among the least intrusive interpretive measures. They call attention to the presence of something worth learning about yet have a broad range of flexibility in terms of size, design and placement.

IMPLEMENTATION STEPS:

- Develop an Interpretive Plan for the Ohio national Road Scenic Byway (see “Interpreting the National Road in Ohio” section)
- Using recommendations contained in the CMP, implement interpretive sign plans at public sites
- Initiate discussions with private property owners to erect interpretive signs that relate to resources on their property as identified in the Interpretive Plan
- Work with ODOT to erect interpretive signs within the right-of-way, if necessary

PARTNERS/STAKEHOLDERS:

Management entity, private property owners, ODOT

DESIGN & CONTENT GUIDELINES

ACTION:

Develop templates for interpretive signs that will maintain consistent sizes and graphic features for all interpretive signs along the entire byway.

REFER TO THE PRIORITY PROJECT SHEET AT THE BEGINNING OF CHAPTER 2 FOR MORE INFORMATION.

OHIO NATIONAL ROAD SCENIC BYWAY

COORDINATING WITH THE FIVE OTHER NATIONAL ROAD STATES

The long span of the National Road provides an ideal opportunity for travelers to learn about not just the history of a single state or county, but the history of an entire nation. The road serves as a literal time line from Maryland to Illinois, and presenting the history of the National Road and its communities along this line must transcend political boundaries. Through diligent coordination via the National Road Alliance, the National Road Scenic Byways in all six states have the opportunity to present their extraordinary stories in a way that provides a seamless experience for the multistate traveler while at the same time recognizes the uniqueness of each state.

ACTION:

Work with the National Road Alliance to coordinate on issues relating to interpretation and marketing that reach across state boundaries.

REFER TO THE PRIORITY PROJECT SHEET
AT THE BEGINNING OF CHAPTER 2 FOR
MORE INFORMATION.

IMPLEMENTATION OF THE MANAGEMENT PLAN

The Corridor Management Plan for the Ohio National Road Scenic Byway is grounded in local implementation and partnerships. Yet, in order for the management plan, with its huge array of projects and initiatives, to be an effective tool for ensuring the byway's success, it must be overseen by a central management entity. This management entity will need to act as coordinator, advocate, clearinghouse and advisor for the many locally-based projects that make up the bulk of the plan. It also will need to take the lead on most of the projects that span the entire byway and cross multiple jurisdictional boundaries. This section describes the formation, roles and responsibilities of the management entity, the partnerships that will need to be formed for implementation, and ways that funding for the plan's implementation can be secured.

MANAGEMENT ENTITY

INTERIM MANAGEMENT OF THE BYWAY

The formation of the management entity will take some time, as members are enlisted, organization is defined, bylaws are created, and roles and responsibilities are outlined. The momentum generated by the Corridor Management Plan development process and its public involvement should not be allowed to wither. An interim phase of management, during which time the long-term management entity is formed and initial projects are begun, will need to occur over the next year or so.

Because the Corridor Management Plan development process relied on an Advisory Group and three Regional Working Groups, a core assemblage of interested and committed individuals could readily be tapped to act as both the interim management entity and the foundation for an expanded group of people

THE INTERIM MANAGEMENT ENTITY WILL BE RESPONSIBLE FOR:

- Building support for the organization
- Implementing the formation of the long-term management entity
- Hiring a graphic designer to assist in the development of a byway logo
- Maintaining the web site currently hosted by OHPO
- Facilitating and applying for grant funds
- Preparing for and holding the designation celebration.

As part of the formation of the long-term management entity, this group will need to :

- Hold meetings
- Draft articles of incorporation or other documents to establish the management entity
- Take on initial priority projects as defined in Table 1, such as a map or brochure, by:
 - finding funding or sponsors
 - defining project scopes
 - building alliances for implementation.
- Develop a public outreach approach and build a volunteer network.

Put together a set of statistics that can be used by byway promoters at public meetings and in meetings with elected officials to communicate the "payoff."

that would serve as the long-term management entity. Members of the Advisory Group and the Regional Working Groups should be invited to participate in the interim management entity. Key leaders for the group, including people who could act in the capacity of chairperson or co-chairperson and secretary, need to be identified.

OHIO NATIONAL ROAD SCENIC BYWAY

Additional representation should be sought from legislative representatives, the business community, and the natural resources community, including:

- River Trails Conservation Assistance Program of the National Park Service
- Ohio Department of Natural Resources
- USDA Resource Conservation & Development Councils (Buckeye Hills, Crossroads, Heart of Ohio, Top of Ohio, and Miami Valley Councils)
- Ohio Extension Service District or County Offices.

A major responsibility of the interim management entity will be to contact and persuade key individuals, especially high-level business and political interests and public officials, to participate in the management entity once it is established.

LONG-TERM MANAGEMENT ENTITY STRUCTURE

The long-term management entity structure will need to be crafted in detail by the interim management entity. However, it is recommended that this organization be established as a nonprofit, membership organization to oversee the implementation of the Ohio National Road Scenic Byway Corridor Management Plan. Nonprofit organizations often have better access to grant and loan funds than private corporations. Opening the organization up to membership will encourage the management entity to hold annual membership meetings that can facilitate local implementation of the plan and build greater stewardship of resources. Alternatively, a legislatively-created authority could be established.

Once the management entity is established, they may wish to explore an expansion of their capabilities through the creation of a development arm. Development authorities have the advantage of being able to assist with

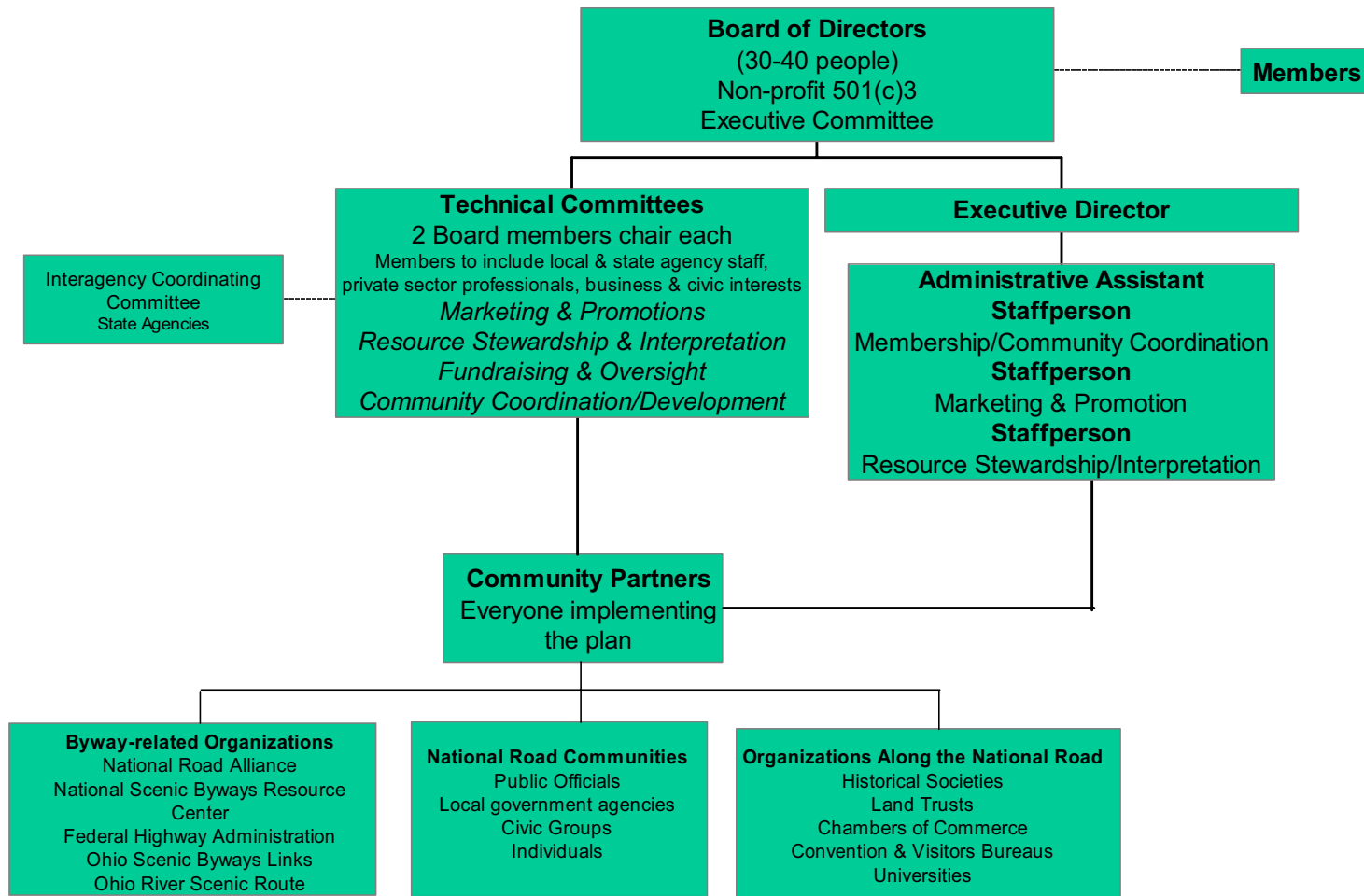
ORGANIZATION:

- Non-profit 501(c)3 membership organization with a Board of Directors and Executive Director
- Alternative option: legislatively-created authority
- Potential for a Development Authority “arm” to be created in the future to undertake large scale capital projects

creative project financing options, land assembly, and construction oversight, which would make private development of major byway projects more attractive.

Members of the interim management entity and those whom they have contacted for participation in the management entity should function as the first board for the long-term management entity. Because board members likely will not be in a position to manage the day-to-day operations of the organization, however, they should provide for the hiring of an executive director and other staff as needed to fill this need. The board should establish technical committees and/or staff positions dedicated to marketing and promotion, resource stewardship and interpretation, fundraising and oversight, and community coordination/development. Since a number of state agencies will be involved in the implementation of the CMP and likely will serve on the technical committees, an interagency coordinating committee should be established to facilitate the flow of information and exchange of ideas among these agencies. Community partners in implementation, including byway-related organizations, National Road communities, and other organizations along the National Road, will be brought into the management of the byway through interaction: with staff members and

Organizational Structure for the Ohio National Road Scenic Byway Management Entity



OHIO NATIONAL ROAD SCENIC BYWAY

participation at technical committee meetings. See the chart on the following page for a diagram of the recommended management entity organizational structure.

BOARD OF DIRECTORS RESPONSIBILITIES:

- Develop and review annual capital and operating budgets
- Hire staff
- Forge partnerships to facilitate implementation of the CMP at the local level
- Promote the road from within the state
- Meet quarterly with staff
- Attend Technical Committee meetings
- Hold annual membership meeting

BOARD OF DIRECTORS:

- Composed of: Directors of ODOT, ODNR, OHS, ODOD, Ohio Department of Agriculture, Ohio Arts Council; two (2) corporate leaders; two (2) civic leaders; and one (1) representative from each county selected by their county commissioners (preferably either a commissioner, director of a convention & visitor's bureau or other tourism organization, or director of a major county agency dealing with issues related to heritage tourism and/or the byway)
- Executive committee to be composed of a president, vice-president, secretary, and treasurer elected by the membership
- Meet quarterly to be advised by staff and make decisions regarding financial matters and policy issues
- Chair or attend technical committee meetings
- Meet annually with members to hold

elections, define priority projects and/or revise CMP, and discuss work program for upcoming year

- Develop and review annual capital and operating budgets, hire staff, forge partnerships to facilitate implementation of the CMP at the local level, and promote the road from within the state through media and agency partnerships

TECHNICAL COMMITTEES:

- Chaired by Board members and composed of technical advisors from state and local government agencies, private sector professionals, and business and civic interests
- Members should be drawn from: OHS, ODOT, ODOD, ODNR, Ohio Arts Council, Downtown Ohio, Inc., Ohio Farm Bureau, Ohio Department of Agriculture, county convention & visitors bureaus, Ohio Library Association, Ohio Public Works Commission, Resource Conservation & Development offices, Chambers of Commerce, Ohio State University Extension, Rivers and Trails Conservation Assistance Program, area universities, Columbus Metro Parks and Five Rivers MetroParks, grantmaking foundations, private corporations, local business leaders, local civic leaders
- Technical advisors should be selected by the Board in consultation with staff; selection should be based upon the advisors' professional expertise in the subject matter the committee deals with
- Meet quarterly as a committee and attend Board meetings as needed
- Quarterly committee meetings should include time devoted to meeting with community partners so that implementation matters can be addressed

Management Entity Staff:

- 1st position – Executive Director
 - hired by Board to oversee daily administration and implementation of the Corridor Management Plan; assist in the preparation of the annual capital and operating budgets; apply for grant funding of projects; maintain a web site and other public outreach materials; oversee staff
- 2nd position – Administrative Assistant to Executive Director
- 3rd or 4th position – Membership/Community Coordinator
 - oversees member services and coordinates efforts of communities to implement plan
 - This position should be divided into two positions as the byway effort gains momentum and membership grows; one position should handle membership services and fundraising, and the other position should be devoted to community development and coordination
- 4th or 3rd position – Marketing and Promotions Manager
 - develop and coordinate marketing and promotions efforts from within the organization and with communities
- 5th position – Resource Stewardship/Interpretation Manager
 - oversee preservation and interpretation efforts
- Staff responsible for maintaining day-to-day operations, implementing the plan, and serving as liaisons to the communities; responsible for setting up and attending all meetings
- Additional meetings as needed with

Community Partners, Technical Committees, and Board of Directors

- Funded through community contributions, membership dues, proceeds from sales of National Road merchandise, grants, and donations, possible future development authority
- Staff could be shared with and/or housed in an existing organization, such as the John and Annie Glenn Historic Site and Exploration Center in New Concord

MANAGEMENT ENTITY STAFF:

- Executive Director
- Administrative Assistant
- Membership/Community Coordinator
- Marketing & Promotions Manager
- Resource Stewardship/Interpretation Manager

PARTNERSHIPS

One of the most significant responsibilities of the management entity will be the formation of partnerships. The number and complexity of recommendations contained in the Corridor Management Plan require that strong local partnerships be formed for implementation of the recommendations to be a reality. The following list describes the types of partnerships that should be cultivated by the management entity as an ongoing objective.

MEDIA

- Utilize local media sources such as newspapers, magazines, radio and cable television to promote the National Road and relay interpretive material about it.

PEOPLE/ORGANIZATIONS

- Use local organizations, businesses, and institutions to help promote the byway,

OHIO NATIONAL ROAD SCENIC BYWAY

support local ordinances, donate time and services, identify projects, and implement CMP recommendations.

- Maintain close ties with Downtown Ohio, Inc., Heritage Ohio, and Byway Links in order to benefit from their strength in lobbying at the state level.
- Partner with local historical societies to promote the National Road through exhibits, lectures, publications, and media attention. This will help to generate support among community members to implement parts of the CMP at the local level.
- Use the regional Metropolitan Planning Organizations (MPOs) to incorporate the CMP into other planning efforts, distribute information, and act as liaisons to area citizens and organizations.
- Disseminate information at the local level through Chambers of Commerce, Village Councils, Township Trustee meetings, etc.
- Stress to legislators the return on investment that tourism produces and the need to support heritage tourism efforts.

GOVERNMENT AGENCIES

- Work closely with staff from the Ohio Department of Transportation, the Ohio Department of Development, the Ohio Historic Preservation Office and the Ohio Department of Natural Resources as members of the management entity to implement the CMP at the state level.
- Build partnerships with local governments to implement the CMP at the local level.

ONGOING PARTNERSHIP BUILDING

- Continually assess outreach efforts and gaps in outreach to identify those partnerships that still need to be formed.
- Host annual meetings that are open to the public and will provide updates on implementation and input on revisions or

additions to the plan.

OPERATING BUDGET

In order to sustain itself, the management entity will need to develop an annual operating budget that will maintain the day-to-day operations of the management entity. The operating budget should include costs associated with staff salaries, travel expenses, meetings/conferences, office rent and equipment.

CAPITAL BUDGET

Implementation of the Corridor Management Plan will require that the management entity create and annually update a capital budget. The capital budget will reflect the byway's priority projects that require capital funds. Typically, capital projects result in "bricks and mortar" or otherwise tangible products. The capital budget should identify timing, cost and funding sources for the projects. Table 1 presents an initial Capital Improvement Plan for identified priority projects.

FUNDING SOURCES

Identifying funding sources for the many projects contained in this plan will help to make them a reality. At the same time, funding changes on an annual basis, as budgets are adjusted to economic trends and political preferences. Table 3 provides the management entity and its partners in implementation with information on a number of sources that could be tapped to fund any number of byway projects. Additional actions related to funding appear below.

EXISTING FUNDING SOURCES

ACTION:

Apply for federal, state and local grants and loans for byway projects.

RATIONALE:

Grant and loan programs administered by government agencies are the most common source of funding for many community

Ohio National Road Scenic Byway
Table 3: Funding Sources

Source Type	Source Name	Web Page	Phone	Agency/ Organization	Region Served	Qualifying Projects/Fields of Interest	Funding Dollars	Application Deadlines
Federal								
	ARC: Appalachian Regional Commission	www.arc.gov	614.644.9228	Ohio Governor's Office of Appalachia	Appalachian region Belmont, Guernsey, and Muskingum Counties	<ul style="list-style-type: none"> * Program grants: for projects that further the goals of skills and knowledge, physical infrastructure, community capacity, dynamic local economies, and health care; types of projects include education equipment, economic development, infrastructure improvements, business training, entrepreneurial development, health care, travel and tourism, and welfare reform * Research grants: for research on topics that directly impact economic development in the Appalachian Region 	varies; approximately \$4 million per year	contact Office of Appalachia
	EPA-EEG Environmental Protection Agency - Environmental Education Grant Program	www.epa.gov/ocepa111/NNEMS	202.564.0443	Office of Environmental Education	National	Environmental education projects that enhance the public's awareness, knowledge and skills to make informed decisions that affect environmental quality	\$2-3 million annually Projects under \$25,000 awarded by regional office, with most being under \$5,000	15-Nov
	IMLS Institute of Museum and Library Services	www.imls.gov	202.606.8536	Institute of Museum and Library Services	National	<ul style="list-style-type: none"> IMLS offers funding through their General Operating Support, Museum Assessment Program, Conservation Project Support, Conservation Assessment Program, and National Leadership Grants for Museums * General Operating Support is offered to enhance educational services, strengthen collections care, and raise funds from other sources * The Museum Assessment Program (MAP) is administered through the American Association of Museums and provides Institutional Assessments, Collections Management Assessments, Public Dimension Assessments, and Governance Assessments. The Public Dimension Assessment "addresses how the museum is communicating with its audience and community. [The focus is on] programming, exhibits, visitor service, public relations, and marketing." * Conservation Project Support helps museums identify conservation needs and priorities and perform activities to ensure the safekeeping of their collections * The Conservation Assessment Program is administered through Heritage Preservation and provides a general conservation assessment of the museum's collections, as well as * National Leadership Grants for Museums provide funding for " 	<ul style="list-style-type: none"> * General Operating Support: up to \$112,500 * MAP: varies * Conservation Project Support: up to \$50,000 (up to \$75,000 for exceptional projects and up to \$10,000 in additional funds for education component) * CAP: varies * National Leadership Grants for Museums: \$15,000 - \$500,000 	<ul style="list-style-type: none"> General Operating Support: January 15 MAP: November 1; March 15 Conservation Project Support: October 15 CAP: December 1 National Leadership Grants for Museums: March 1

Ohio National Road Scenic Byway
Table 3: Funding Sources

Source Type	Source Name	Web Page	Phone	Agency/ Organization	Region Served	Qualifying Projects/Fields of Interest	Funding Dollars	Application Deadlines
	NEA: National Endowment for the Arts	www.arts.gov	202.862.5400	National Endowment for the Arts	National	Organization Grants for: Creation and Presentation; Planning and Stabilization; Heritage and Preservation; and Education and Access * Heritage & Preservation grants for the "conservation of highly significant works or collections of art, artifacts or designed elements, or of cultural traditions or practices" * Education grants for projects that use the original works of art as crucial elements of arts education projects, including exhibitions, training, and professional development	\$5,000 - \$20,000	14-Aug
	NEH: National Endowment for the Humanities	www.neh.fed.us		National Endowment for the Humanities	National	Relevant programs focus on Preservation and Access, Public Programs, and Education Development * Preservation and Access Grants support projects that preserve and make available resources for humanities research, education, and public programming * Public Programs Consultation Grants support initial planning for humanities programming for the general public * Public Programs for Libraries, Museums, or Special Projects: Projects in Museums and Historical Organizations are based on interpretive exhibitions-both long-term and traveling-on the interpretation of historic sites, and on other exhibition projects that complement museum collections, such as catalogs, public symposia, and websites; Special Projects typically use a combination of programming formats and take place at diverse venues regionally or nationally. Such projects may include reading or film discussion series, lectures and symposia, as well as ancillary exhibits, publications, brochures, or websites. * Public Programs Media Projects support the production of humanities-focused radio and television broadcasts, as well as * Education Development Grants support the inclusion and expansion of humanities-focused radio and television broadcasts, as well as	* Preservation and Access: varies * Consultation Grants: up to \$10,000 * Public Programs for Libraries, Museums or Special Projects: maximum \$40,000 for planning, maximum \$300,000 for implementation * Media Projects: maximum \$30,000 for planning, average \$60,000 for scripting, maximum \$400,000-\$800,000 for TV production and \$60,000-\$200,000 for radio production * Education Development: \$10-25,000 for Humanities Focus Grants, maximum \$250,000 for National Education Projects	* Preservation and Access: July 1 * Consultation Grants: September 11 * Public Programs for Libraries, Museums and Special Projects: November 1 for Planning only, February 1 for Planning and Implementation * Media Projects: November 1 for Planning only, February 1 for Planning, Scripting, and Production * Education Development: April 15 for Humanities Focus Grants, October 15 for National Education Projects
	NHPRC: National Historical Publications & Records Commission	www.nara.gov/nhprc	202.501.5610	National Historical Publications & Records Commission	National	Projects collecting, describing, preserving, compiling, and publishing (including microfilming and other forms of reproduction) documentary sources significant to the history of the United States and making them available to the public	up to \$10 million annually	June 1, October 1
	NPS-HPF: National Park Service - Historic Preservation Fund	www2.cr.nps.gov/hpf/hpf-fund		Ohio Historical Society (see below)	National	Preservation activities carried out through the State Historic Preservation Office, which works with local communities to achieve preservation goals	varies	varies

Ohio National Road Scenic Byway
Table 3: Funding Sources

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	NPS-NCPTT National Park Service - National Center for Preservation Technology and Training	www.ncptt.nps.gov	318.357.6464	National Center for Preservation Technology and Training	National	Preservation Technology and Training Grants fund training, technology, information management, and basic research in all related historic preservation fields	\$30,000-\$40,000	1-Feb
	USDA - RBE U.S. Department of Agriculture - Rural Business Enterprise Grants	www.rurdev.usda.gov/rbs/busp/rbeg.htm		Rural Business-Cooperative Service	National	Development of small and emerging private business enterprises located in areas outside the boundary of a city or unincorporated areas of 50,000 or more and its immediately adjacent urbanized or urbanizing area. Grants are awarded through the Rural Business-Cooperative Service (RBS) to public bodies, nonprofit corporations, and Federally-recognized Indian Tribal groups.	varies	contact USDA Rural Development State Office

Ohio National Road Scenic Byway
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	UDC-EDA U.S. Department of Commerce - Economic Development Administration	www.doc.gov/eda	Chicago Regional Office 312.353.7706	Economic Development Administration	National	* Public Works Development Facilities Program: helps distressed communities attract new businesses and industry; includes assistance with sustainable development and brownfields redevelopment * Economic Adjustment Program: helps states and local areas design/implement strategies for facilitating adjustment to changes in their economic situation that are causing or threaten to cause serious structural damage to the underlying economic base, including loss of industry	varies	contact local Economic Development Representative
	HUD-CDBG U.S. Department of Housing and Urban Development - Community Development Block Grant Program	www.hud.gov	202.401.0388	Ohio Department of Development, Community Development Division (see below)	National	Community development projects aimed at neighborhood revitalization, economic development, and public facilities * Must serve a majority of low- and moderate-income people	varies	contact Ohio Department of Development, Community Development Division
	FHWA-TE U.S. Department of Transportation Federal Highway Administration - Transportation Enhancements	www.fhwa.dot.gov		Ohio Department of Transportation (see below)	National	Transportation-related activities designed to strengthen the cultural, aesthetic, and environmental aspects of the intermodal transportation system	10% of Surface Transportation Program (approximately \$580 million FY02)	contact Ohio Department of Transportation
	FHWA-NSB U.S. Department of Transportation Federal Highway Administration - National Scenic Byways					Discretionary grants for planning, designing, and developing byways and state scenic byway programs	\$25.5 million FY02	
	FHWA-BPP U.S. Department of Transportation Federal Highway Administration - Bicycle and Pedestrian Paths					Projects to make bicycling and walking safer and more viable means of travel	Eligible for funds through National Highway System, Surface Transportation Program, Scenic Byways, and Recreational Trails Program	
	FHWA-RTP U.S. Department of Transportation Federal Highway Administration - Recreational Trails					Creation and maintenance of recreational trails	\$50 million FY02	

Ohio National Road Scenic Byway
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	FHWA-TCSP U.S. Department of Transportation Federal Highway Administration - Transportation and Community System Pilot Project					Projects that improve the efficiency of the transportation system, reduce the environmental impacts of transportation, and ensure efficient access to jobs, services, and centers of trade	\$25 million FY02	
State								
	COF-BI Clean Ohio Fund - Brownfields Initiative	www.odod.state.oh.us	614.466.4484	Department of Development with Ohio Environmental Protection Agency	State	Assessment, treatment, disposal of contaminated materials, acquisition of property	\$50 million per year	unknown
	COF-OSWC Clean Ohio Fund - Open Space and Watershed Conservation	www.pwc.state.oh.us	614.466.0880	Natural Resources Assistance Councils	State	* Acquisition of park and recreation areas, natural areas and other habitats, and development or rehabilitation of such areas * Purchase of easements or fee simple interest in land to protect and restore streams and forested riparian corridors, conservation measures to protect and restore natural stream functions	\$37.5 million per year	unknown
	COF-FP Clean Ohio Fund - Farmland Preservation	www.pwc.state.oh.us/CleanOhioAgricultural	614.728.4937	Department of Agriculture with Farmland Preservation Advisory Board	State	Purchase of agricultural easements	\$6.25 million per year	unknown
	COF-RT Clean Ohio Fund - Recreational Trails	www.dnr.state.oh.us	614.265.6402	Ohio Department of Natural Resources	State	Land acquisition, trail construction and maintenance, development and rehabilitation of trailside/trailhead facilities, planning/design/engineering for trail projects	\$6.25 million per year	unknown
	OAC - Ohio Arts Council	www.oac.state.oh.us	614.466.2613	Ohio Arts Council	State	Ohio Arts Council administers a number of programs that fund the arts. Those with the most applicability include: * Artists Projects Program: encourages the creation of new work with a public component (community involvement, education, or support) * Operating Support I and II: provides support for operating expenses of Ohio arts institutions, including salaries, travel, promotion, and production costs * Project Support: funds one part of an organization's activities (a one-time event, single production, or exhibition) * Appalachian Arts Program: promotes community development through the arts in Appalachian areas of Ohio and urban centers with large Appalachian populations; supports projects that make the art the center of community and economic development efforts	* Artists Projects Program - up to \$10,000 * Operating Support II (for organizations with operating budgets less than \$1 million) - up to \$40,000 * Project Support - no more than 50% of the project expense budget, with a maximum of \$40,000 * Appalachian Arts Program - up to \$2,000	* Artists Projects Program: December 1 * Operating Support: varies * Project Support: March 1 * Appalachian Arts Program: January 15

Ohio National Road Scenic Byway
Table 3: Funding Sources

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	Natureworks: Ohio Department of Natural Resources - Natureworks: Parks & Recreation	www.dnr.state.oh.us/real/grants/natrwrks	614.265.6408	Division of Real Estate and Land Management	State	Acquisition, development, or rehabilitation of public park and recreation areas	up to 75% of project cost \$5-10 million per year, distributed between counties	1-Jul
	ODOD-DRC Ohio Department of Development - Downtown Revitalization Competitive Grants	www.odod.state.oh.us/cd/ohcp/crcp	614.466.2285	Community Development Division	State	Projects that revitalize central business districts, aid in the elimination of slums and blight, create and retain jobs	up to \$400,000	13-Oct
	ODOD-EC Ohio Department of Development - Economic Development Program	www.odod.state.oh.us/cd/ohcp/edpn.htm	614.466.2285	Community Development Division	State	Gap-financing for local business development projects that result in permanent, private-sector jobs	\$500,000 for direct loans and \$400,00 for off-site infrastructure projects	n/a
	ODOD-MBD Ohio Department of Development - Microenterprise Business Development Program	www.odod.state.oh.us/cd/ohcp/mbdgn.htm	614.466.2285	Community Development Division	State	Grants to local cities and counties and nonprofit organizations to assist in the development of local microenterprise businesses and to create and retain long-term jobs in the private sector. Microenterprises are defined as for-profit entities with five or fewer employees, one of whom owns the business.	maximum \$50,000	14-Sep
	ODOD-SCCDBG Ohio Department of Development - Small Cities Community Development Block Grant	www.odod.state.oh.us/cd/ohcp/fapn.htm	614.466.2285	Community Development Division	State	Projects that are aimed at revitalization and community improvements and serve a majority of low- and moderate-income people	varies	6-Jul
	ODOD-TTA Ohio Department of Development - Training and Technical Assistance Program	www.odod.state.oh.us/cd/ohcp/taqp.htm	614.466.2285	Community Development Division	State	Federal and state resources are awarded, through a Request for Proposals process, to statewide and regional multi-county nonprofit organizations that will in turn assist in building local communities' and organizations' capacity to apply for and administer state and federal funds.	\$150,000 for statewide projects; \$35,000 for other projects	21-Sep

Ohio National Road Scenic Byway
Table 3: Funding Sources

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	ODOT-SB, ODOT-TCSF, ODOT-IBRC Ohio Department of Transportation - Discretionary Programs	www.dot.state.oh.us/programresource/ftp.htm	614.728.5078 (Scenic Byways) 614.728.8062 (Local Projects)	Scenic Byways Program Coordinator; Local Projects Administrator	State	* Scenic Byways Discretionary Program (ODOT-SB) - see FHWA above * Transportation and Community and System Preservation Pilot Program (ODOT - TCSF) - see FHWA above * Innovative Bridge Research and Construction Discretionary Program (ODOT-IBRC) - funds cost of innovative materials used for bridge repair, rehabilitation, replacement, or new construction * Public Lands Highway Discretionary Program - transportation projects within, adjacent to, or that provide access to the areas served by a public lands highway. A public lands highway is a forest road under the jurisdiction of and maintained by a public authority and open to public travel, or any highway through unappropriated or unreserved public lands, or other federal reservations under the jurisdiction of a public authority	funds vary; the legislation that authorizes these programs, TEA-21, expires in FY03 and will be up for reauthorization at that time; changes to the programs and their funding may occur	varies
	ODOT-TE Ohio Department of Transportation - Transportation Enhancements	www.dot.state.oh.us/programresource/te.htm	614.644.7095	District Planning & Program Administrator	State	Historic and archaeological transportation enhancements, scenic and environmental transportation enhancements, pedestrian and bicycle facilities	varies	varies
	ODOT-BPP Ohio Department of Transportation - Bicycle/Pedestrian Program					Paved shoulders, shared signed roadway, bicycle lanes, shared use path, pedestrian facilities	varies	varies
	OHPO-CLG Ohio Historic Preservation Office - Certified Local Government Program	www.ohiohistory.org/resource/histpres/toolbox/clg2	614.298.2000	Ohio Historic Preservation Office	Certified Local Governments in Ohio	CLG's can apply for funds for planning, registration, surveys, administration, public education, and acquisition and development	varies	1-Nov
Non-profit/								
<i>Community Foundations</i>								
	TCF: The Columbus Foundation	www.columbusfoundation.com	614.251.4000	The Columbus Foundation	Central Ohio	Advancing philanthropy, arts and humanities, conservation, education, health, social services, urban affairs	\$57.6 million given in 2000 4,400 grants to 1,200 organizations in 2000	varies by field of interest; notified in about 3 months
	TDF: Dayton Foundation	www.daytonfoundation.org	937.222.0410	Dayton Foundation	Dayton/Miami Valley region	"Grants to help launch new projects not addressed by existing organizations or to support special efforts of already-established nonprofit organization in the Miami Valley"		call for information

Ohio National Road Scenic Byway
Table 3: Funding Sources

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	FAO: Foundation for Appalachian Ohio	www.appalachianohio.org	740.753.1111	Foundation for Appalachian Ohio	29 counties of Appalachian Ohio (Belmont, Guernsey, Muskingum)	"Makes grants for charitable and civic purposes, provides and promotes leadership for collaborative and creative regional initiatives, and builds the capacity of individuals and organizations to meet community needs"	\$2 million	unknown
	GCAC: Greater Columbus Arts Council	www.gcac.org	614.224.2606	Greater Columbus Arts Council	Greater Columbus area	Grants for special, one-time arts activities such as public performances or exhibitions, the creation of new work, or special exhibitions * Fields: music, theater, visual arts, design arts, multidisciplinary	2001 Project Grants = \$130,270 to 17 organizations	April 1 and September 1 each year
	MCCF: Muskingum County Community Foundation	www.mccf.org	740.453.5192	Muskingum County Community Foundation	Muskingum County	Grants for projects that enhance the quality of life in Muskingum County	Spring 2000: 9 grants for \$25,000 Fall 2000: 5 grants for \$25,000 Spring 2001: 7 grants for \$30,000	Spring: March 1 Fall: November 1
<i>Private Foundations</i>								
	TGF: The Graham Foundation	www.GrahamFoundation.org	312.787.4071	The Graham Foundation		Graham Foundation grants are offered to individuals and institutions in support of activities focused on architecture and the built environment; generally activities that lead to the public dissemination of ideas through publication, exhibition, or educational programming	Typically less than \$10,000 and not more than \$25,000	January 15, July 15
	JPGT: J. Paul Getty Trust	www.getty.edu/grants	310.440.7320	J. Paul Getty Trust	National	Grants in the fields of research, conservation, and leadership and professional development to promote research in the history of art and related fields, advancement of the understanding of art, and conservation of cultural heritage * Conservation grants can be used for projects focused on the conservation of works of art as well as historic buildings, districts, landscapes, and archaeological sites * "The importance of research, conservation surveys, conservation planning, interpretation, and training is emphasized as part of a broader approach to effective stewardship and long-term preservation."	Architectural Conservation Grants available in two categories: Project Planning and Project Implementation * Project Planning: up to \$75,000 for research, documentation, and analysis for development of a comprehensive conservation plan * Project Implementation: up to \$250,000 for the actual conservation of the historic structure and fabric of a building or site * Other grants range from \$3,000 to \$300,000, with most under \$50,000	* Architectural Conservation Grants: April 10 annually, preliminary letter due two months prior * Other grants: no deadline; notification within six months
	KF: Kresge Foundation	www.kresge.org	810.643.9630	Kresge Foundation	National	Challenge grants for "bricks and mortar" projects by organizations operating in the fields of higher education, health care and long-term care, human services, science and the environment, arts and humanities, and public affairs.	Typically between \$150,000 - \$600,000 Challenge grants are designed to elicit additional contributions for projects, so Kresge Foundation awards typically account for one-fifth to one-third of the total project cost	n/a (decision in four to six months)
	TMF: The Midgard Foundation			The Midgard Foundation	National	Aging, Arts/Culture, Civil Rights, Education, LGBT Communities, Historic Preservation, People of Color, Women	Average grant: \$10,000	
<i>Public Charities</i>								

Ohio National Road Scenic Byway
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	ABF: America the Beautiful Fund	www.america-the-beautiful.org	202.638.1649	America the Beautiful Fund	National	Support provided for volunteer community projects aimed at preserving landmark and historical architecture, preserving national treasures of ecology, and creating community gardens * Types of support include advisory services, educational materials, grants of free seeds and plant materials, and small money grants	\$200-\$500; technical assistance	unknown
	SOS: Heritage Preservation/Save Outdoor Sculpture	www.heritagepreservation.org	202/634.1422	Save Outdoor Sculpture	National	* Conservation Treatment Awards: conservation of artistically and historically significant public outdoor sculpture * Assessment Awards: hiring of a professional conservator to assess and recommend treatment for sculpture	* Conservation Treatment Awards: up to 50% of the cost of conservation treatment, ranging from \$1000 to \$40,000 * Assessment Awards: up to \$850	rolling through November 1
	NTHP-PSF: National Trust for Historic Preservation - Preservation Services Fund	www.nthp.org	National: 1.800.944.6847 Midwest Regional Office: 312.939.5547	National Trust for Historic Preservation	National	Preservation Services Fund: matching grants for preservation planning and education efforts	\$550 - \$5,000 (typically \$1,000-\$1500)	contact Regional Office
	NTHP-JFF: National Trust for Historic Preservation -Johanna Favrot Fund					Johanna Favrot Fund: grants for projects that contribute to the preservation or the recapture of an authentic sense of place; project must involve a National Historic Landmark	\$2,500 - \$10,000	
	NTHP-CWMF: National Trust for Historic Preservation - Cynthia Woods Mitchell Fund for Historic Interiors					Cynthia Woods Mitchell Fund for Historic Interiors: grants to assist in the preservation, restoration, and interpretation of historic interiors; project must be a National Historic Landmark	\$2,500 - \$10,000	
	NTHP-LIP: National Trust for Historic Preservation -Local Initiative Program					Local Initiative Program: technical assistance grants to strengthen and stabilize organizational capacity and develop resources to hire staff (typically used for an organizational development consultant)	up to \$2,500	
	NTHP-CPP: National Trust for Historic Preservation - Collaborative Pilots Program					Collaborative Pilots Program: technical assistance grants for project planning for projects that advance the preservation mission and build the preservation movement at the local level	up to \$2,500	

Ohio National Road Scenic Byway
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	NTHP-NPLF: National Trust for Historic Preservation -National Preservation Loan Fund					National Preservation Loan Fund: loans "to establish or expand local and statewide preservation revolving funds; to acquire and/or rehabilitate historic buildings, sites, structures and districts; to purchase easements; and to preserve National Historic Landmarks."	\$50,000 - \$350,000	
	NTHP-ICVF: National Trust for Historic Preservation - Inner City Ventures Fund					Inner-City Ventures Fund: "finances the rehabilitation of historic buildings that serve economic and community development needs of low-, moderate-, or mixed-income neighborhoods."	\$50,000 - \$350,001	
	OHC: Ohio Humanities Council	www.ohiohumanities.org	614.461.7802 1.800.293.9774	Ohio Humanities Council	Ohio	Organization established to "encourage all Ohioans to become explorers of the human story, to use history, philosophy, and the other humanities as a means to arrive at new insights." * Eligible projects are broad-ranging and could include: exhibits; book or film discussions; lectures; radio, TV or website broadcasts; dramatic performances or readings; in-character presentations of historic figures; videos and study guides; K-12 education projects; community forums or town meetings to encourage public debate and discussion; preservation and documentation of aspects of a community's history; research and writing to produce interpretive material; minor publications * Projects must demonstrate: humanities focus; humanities scholar involvement; public benefit; balanced viewpoints; effective program formats; sponsor cost-share * OHC strongly encourages grant proposals in the following areas: 1) Community History: These include projects which record, preserve, and publicly share important aspects of local or state history; 2) K-12 Education: These include projects such as teachers institutes and scholar residencies which are designe	* Major grants (projects with regional or statewide impact, a variety of formats, and/or broad interest and appeal): \$5,001 - \$20,000 * Regular grants (short term, limited scope, part of a larger project, and/or single-site programs): \$2,001 - \$5,000 * Mini grants (same as regular grants): up to \$2,000 * Planning grants (preliminary work in designing a major humanities project): up to \$2,000	* Major grants: February 1, September 1, November 1 (notified within 6 weeks) * Regular grants: First business day of each month, at least 8 weeks before the project starts (notified shortly after end of month) * Mini grants: any time, but at least five weeks before the project starts (notified within 2 weeks) * Planning grants: any time (notified within 2 weeks)
<i>Corporate Grantmakers</i>								
	AEF: American Express Foundation	www.americanexpress.com/corp/philanthropy		American Express Foundation	National	Three program themes: Community Service, Cultural Heritage, Economic Independence *Grants for Cultural Heritage emphasize: "public awareness of the importance of historic and environmental preservation; preservation and management of major tourism sites; direct support for important cultural institutions and major projects in the visual and performing arts that are representative of national, regional and local cultures; access to the arts and assistance to organizations in developing new audiences."	In 1999, approximately \$8 million (29% of total) given to Cultural Heritage projects	unknown

Ohio National Road Scenic Byway
Table 3: Funding Sources

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	DCCF Daimler Chrysler Corporation Fund	www.fund.daimlerchrysler.com	248.512.2502	Daimler Chrysler Corporation Fund	Areas where DaimlerChrysler has a presence (there is a plant in Dayton, Ohio)	"...to be a leader and a catalyst in building a competitive, safe and productive society and to utilize our skills and resources to develop a skilled workforce; support responsive, healthy and attractive communities; encourage employee participation and involvement; support public policy and marketplace issues." * Under the program focus of "Community Vitality," programs are emphasized that build social and economic stability and make communities attractive places to live	In 1999, close to \$15.5 million was given to Community Vitality projects	unknown
	BEF Bob Evans Farms, Inc.	www.bobevans.com/web/site/homepage.nsf/pages/philanthropy		Bob Evan Farms, Inc.	Southeastern and central Ohio	Enhancing the quality of life in communities where they operate * Particularly interested in programs that provide the skills young people and adults need to become self-sufficient	unknown (based on a percentage of pre-tax profits)	1-Mar
	NF Nationwide Foundation	www.nationwide.com/about_us/involve/fndatn	614.249.4310	Nationwide Foundation	Locations where there is a large number of employees and agents (Columbus is the corporate headquarters)	Four focus areas: Health and Human Services; Education; Culture & Arts; Civic & Community * Culture & Arts grants made to established and pioneering organizations that support visual and performing artists in areas of geographic focus * Civic & Community grants made to improve and revitalize the community, improve the quality of government and the legal system, promote business, economic and public policy research, and address conservation issues	unknown	September 1 (notification by March 31)
Other								
	TPL Trust for Public Land	www.tpl.org	Cleveland Field Office: 216.928.7578	Trust for Public Land	National; Midwest	Land conservation for public enjoyment, recreation, and quality of life * Conservation Financial Program helps communities raise funds for land conservation through legislation, ballot measures, and other initiatives	n/a	n/a
	NC Nature Conservancy	nature.org	Ohio Chapter: 614.717.2770	Nature Conservancy	National; Ohio	Land and water conservation to preserve plants, animals, and natural communities that represent the diversity of life on earth * Works with land owners and other partners to conserve and manage resources	n/a	n/a
	NLC National League of Cities	www.nlc.org	202.626.3000	National League of Cities	National	Downtown revitalization * Through its "America Downtown: New Thinking, New Life" program, the NLC offers technical assistance to cities focused on downtown enhancement * Activities could include: Downtown Audits, Downtown Action Agenda and Marketing, Government Officials Network, and Training Forums	This is a fee-based program	n/a

Ohio National Road Scenic Byway
Table 3: Funding Sources

Source Type	Source Name	Web Page	Phone	Agency/ Organization	Region Served	Qualifying Projects/Fields of Interest	Funding Dollars	Application Deadlines
	DOI Downtown Ohio, Inc.		614.258.6200	Downtown Ohio, Inc.	Ohio	Technical assistance to designated Main Street communities * Includes intensive training and technical support to restore central business districts to centers of community activity and commerce. The assistance includes volunteer and program manager training, marketing and promotion, business recruitment, market analysis, design, historic preservation and fundraising.	n/a	n/a

development, enhancement, and preservation projects. Millions of dollars are available for the resourceful community or organization. These programs typically require a local match of some kind, although these requirements vary, and quite often are only open to local governmental entities or 501(c)3 non-profit organizations.

IMPLEMENTATION STEPS:

- Refer to Table 3 for funding sources and their programmatic requirements
- The management entity should apply for and/or assist communities and local organizations in applying for grant and loan funding

PARTNERS/STAKEHOLDERS:

Management entity, local communities and organizations

ACTION:

Write grant applications for foundation grants to fund projects.

RATIONALE:

Private philanthropic organizations can be a lucrative source of funding for projects. Many times these organizations are focused on a particular geographic area or special interest and are willing to support projects that are very local in nature and specific in focus.

IMPLEMENTATION STEPS:

- Consult Table 3 to identify philanthropic organizations that could be tapped to fund byway projects.
- Ask organizations that show an interest in the Ohio National Road Scenic Byway to participate in the management entity to solidify local participation and provide insight into the funding side of the implementation process.

PARTNERS/STAKEHOLDERS:

Management entity, local philanthropic

organizations

POTENTIAL FUNDING SOURCES

ACTION:

Establish a revolving loan fund, façade enhancement program, land trust, and/or technical preservation assistance resource.

RATIONALE:

A revolving loan fund, façade enhancement program and/or technical preservation assistance resource would encourage the renovation of deteriorated properties located along the byway route. Any or all of these methods would assist property owners with an undertaking that to many is very costly.

IMPLEMENTATION STEPS:

- Use grants, membership dues, and private donations to establish a revolving loan fund for preservation-related projects
- Seek applications on an annual basis
- Make awards on a rotational basis to regions or make the process competitive throughout the length of the entire byway
- Give priority to initiatives in the more beleaguered urban sections of the byway that lie within Bridgeport, Zanesville, Columbus, and Springfield

PARTNERS/STAKEHOLDERS:

Management entity

LOCAL FUNDRAISING

ACTION:

Partner with ODOD, local universities and foundations to sponsor grant writing and fundraising seminars and/or provide technical grant assistance for communities and organizations working to implement the CMP.

RATIONALE:

Local communities and organizations can be discouraged from applying for grants and loans

OHIO NATIONAL ROAD SCENIC BYWAY

if they do not have the resources or “know-how” to write a successful application. A number of agencies and organizations offer training or information on grant writing and fundraising.

IMPLEMENTATION STEPS:

- Partner with ODOD, local universities, area foundations, and Ohio State University Extension Service to provide grant writing and fundraising assistance

PARTNERS/STAKEHOLDERS:

Management entity, ODOD, local universities, foundations, local communities, local organizations

ACTION:

Work with communities and local organizations to host meetings and fundraising events that will enhance local funding of projects contained in the CMP.

RATIONALE:

The CMP is very oriented towards local implementation. Local citizens and organizations have a big stake in the success of the byway. They will realize the greatest financial and other benefits and so should be tapped to support it financially. Gaining local financial support for the byway gives communities a vested interest in seeing it succeed.

IMPLEMENTATION STEPS:

- Working with local partners, organize and host local fundraising events to help finance implementation of the plan

PARTNERS/STAKEHOLDERS:

Management entity, local communities, local organization

CHAPTER 3: INTRINSIC QUALITIES

INTRODUCTION

The Intrinsic Qualities Inventory presents a review of resources that fall into one or more of the six “intrinsic qualities” that are considered significant to All-American Road designation. These are: historic, scenic, cultural, natural, recreational, and archaeological. In order to be designated an All-American Road, potential byway routes should exhibit a predominance of resources associated with at least one of these intrinsic qualities, and preferably should contain resources associated with multiple intrinsic qualities. The following report unquestionably demonstrates the richness and diversity of the resources that can be found along the Ohio National Road Scenic Byway. Despite its primary attraction as a historic feature and the number of historic buildings, roadway segments, archaeological sites and other artifacts associated with the route’s past, the byway also provides visitors with stunning scenery, unique and renowned cultural facilities, pristine and ecologically diverse natural areas, and a wide array of opportunities for engaging in outdoor recreation and entertainment.

The scenic, cultural, natural, recreational and, to a certain extent, archaeological resources are emphasized in this report. A 1996 inventory conducted by Gray & Pape, Inc. examined in detail historic and archaeological resources associated with the National Road corridor. The results of this study are available as a separate document but have been integrated into the resource database and maps that are a part of this report and will be considered during the development of the management strategies. In order to avoid needless duplication, they are not described at length here. Instead, a brief statement on the historical significance of the road and its related resources, along with a

description of the physiographic conditions that set the stage for all that occurred along the byway, are presented in Part I. Part II summarizes the remaining intrinsic qualities found in the three easternmost counties (Belmont, Guernsey, and Muskingum). Likewise, Part III summarizes the intrinsic qualities found in the central counties of Licking, Franklin and Madison, and Part IV summarizes the intrinsic qualities found in the western counties of Clark, Miami, Montgomery and Preble.

THE HISTORIC AND PHYSIOGRAPHIC CONTEXT

HISTORIC QUALITIES OF THE NATIONAL ROAD

In the state of Ohio, the initial segment of the route that was officially known as the National Road commenced on the west bank of the Ohio River and continued along a corridor of 220 miles, the longest segment of any of the six states that it runs through. As the first federally planned and funded highway in the country, the National Road both literally and figuratively linked the older and established Eastern communities with the nascent and future settlements in the old Northwest Territory west and north of the Ohio River. Although the National Road's construction through Ohio post-dated the earliest migration routes into the territory and subsequent state and the establishment of its most important cities, the road's impact on the architecture, settlement patterns, and culture of the state is enduring.

The resources along the National Road/US 40 in Ohio are associated with the significant historic themes of settlement patterns, road building/maintenance technologies and administration, tourism and travel activities and services, and commemorative efforts. These themes reflect the road's importance that spans its 175 years of existence.

Construction of the National Road in Ohio commenced in 1825, a continuation of the original route between Cumberland, Maryland, to the east side of the Ohio River at Wheeling, West Virginia. Unlike many of the state's early roads, the National Road did not follow native American trails. The strict east-west route of the National Road was decreed by legislation and its destinations were the shortest routes to the states' capitals, rather than any traditional understanding of the landforms it traversed.

The National Road was a major feat of

engineering and government funding. In Ohio, the right of way was cleared for 80 feet and paved with 15 inches of crushed gravel in the first attempt at macadamization on this thoroughfare. The approximately 70 miles of the National Road between Bridgeport and Zanesville were completed in 1830, and was America's first new road built in the McAdam technique, which specified various sizes of stone laid in stratified layers. Many of its graceful stone "S" bridges, devised to cross streams at right angles and minimize working of the stone blocks, still remain as well as a remarkable number of original stone culverts. The signature signage along the road in Ohio, the sandstone and concrete mile markers, also appear in plentiful numbers.

While a number of the communities the road travels through were already established by 1825, the road strengthened their economic base and was also the impetus for the settlement of many new pike towns. These pike towns served stagecoach travelers and drovers through their taverns, drovers' inns, wagon and blacksmith shops, and liveries, of which many examples are still represented along the road. The physical development of the towns along the National Road was dominated by the Main Street model of settlement. While a town's location was dictated by a variety of factors, their plans often consisted of a principal street and either one or two parallel back streets. Main Street, the National Road, acted as a town's commercial and residential center while the back streets were used by teamsters and drovers.

For many towns, the National Road was the impetus for initial settlement and early growth, but the road's influence was soon diminished due to the mid-nineteenth century rise of the railroads as the most desirable mode of transportation and shipping. While the National Road continued to serve as the towns' Main Street, it was little used for cross-state travel or

for shipping. As its cross-state function declined, so did the condition of the road. Those communities that did not have an alternate connection with the outside world, such as a railroad, canal, or other major road tended to decline as well, albeit abetting preservation through the lack of “progress”. The three major cities on the road in Ohio, Zanesville, Columbus, and Springfield, were all established prior to the road’s survey and construction, and not only survived, but prospered during the road’s languishing years in the late nineteenth century. The combination of diverse industries and transportation networks through these cities had more of an impact on these towns than the single factor of the National Road’s location through their centers.



Late nineteenth-century roads were poorly maintained

By the late nineteenth century overland routes across the country were in a sad state of disrepair. This situation changed dramatically, however, in the years between 1880 and 1925, during which time many rural roads (and most urban roads) were paved with some kind of patented surface. These improvements were due to the combined efforts of numerous groups and individuals, from bicyclists to farmers and nascent automobile industries. In the early twentieth century, the National Road in Ohio was partially paved in brick to facilitate the transport of war materiel during World War I. The treatment, resulting in numerous brick-

lined roads on the eastern side of the state, is regarded as one of the most evocative physical elements of the road in Ohio. But even earlier, in 1891, 16 miles of the road in Ohio were paved with concrete as an experiment in paving surfaces by the Federal government.

The National Road in Ohio was also part of an early twentieth century movement to designate a coast-to-coast highway composed of “old trails” in the country. While short-lived as an entity, the National Old Trails Road is commemorated by the 11 monumental Madonna of the Trail statues along the route. The first of these statues was dedicated on July 4, 1928, in Springfield, Clark County, by Judge (later President) Harry S. Truman.

By 1925 there were coast-to-coast highways in operation, with partial federal funding for a highway department in every state. Not only did state highway department buildings and garages become part of the road’s landscape, their road improvements to accommodate the automobile resulted in distinct changes to the National Road. These changes included bypasses, beginning in the 1930s, to relieve traffic congestion in small towns; the realignment of the road to straighten its rollicking curves; and new infrastructure for the route, newly-named U.S. 40 in 1926. Several of the by-passed towns again experienced a slowdown in traffic that ironically helped preserve the nineteenth century character that is so attractive to visitors today.

These roads and improvements served an ever-increasing number of auto-tourists and commercial uses as railroads became less favored as the mode of travel. A proliferation of new services and attendant building types evolved to assist travelers: fuel services evolved from filling pumps on curbs to corporate-designed gas stations and garages, while lodging progressed from camping in farmers’ fields to small cabin developments and tourist homes

OHIO NATIONAL ROAD SCENIC BYWAY



Carl Hakeman "1925 - Adoption of uniform signs"

U.S. 40 replaces the National Road

and, finally, to motels. Many examples still exist on the byway, although these twentieth century resources are considered to be in a more fragile state of preservation.

HISTORIC RESOURCES

The inventory of historic qualities along the National Road mainly encompasses over 700 architectural resources documented during a recent comprehensive survey of National Road-related resources in Ohio. These resources were identified with reference to historic themes that presented the entire history of the road and its metamorphosis from its earliest years in the 1820s to the 1950s. The historic themes include: pre-National Road routes in Ohio that influenced the location of the road; nineteenth century settlement patterns along the road; nineteenth century commercial and travelers' services; nineteenth and early twentieth century road construction practices and maintenance administration; memorials; and twentieth century commercial and travelers' services.

Most of the resources easily fell into either the vibrant early nineteenth century period, when the road's construction was the motivating factor for settlement and commercial services, or the early to mid-twentieth century, when automobiles quickly transformed the sleepy thoroughfare and led to a variety of new building types that served the "auto-tourist".

The resources include individual buildings and structures as well as historic districts in several of the "pike towns." Included in the byway inventory are a number of early nineteenth century taverns, remnants of Zane's Trace and the National Road, stone S-bridges and mile markers, as well as the increasingly fragile twentieth century resources such as gas stations, motels, tourist camps, and a small number of tourist homes, restaurants, garages, and early truck stops.



Gray & Pape

The Nickel Saver Tourist Cabins in Preble County

In addition to the resources specifically related to the road's history as a transportation corridor, the historic qualities also include properties considered important in various communities that were located on the road, usually the community's main street, including courthouses, city halls, and schools.

THE PHYSIOGRAPHY OF THE NATIONAL ROAD

Anyone traveling west across Ohio along the National Road will experience a contrast between the "hilly" and dissected landscape of Belmont, Guernsey, and Muskingum counties and the relative levelness of the western two-thirds of the route. The shift from steep, wooded hills and valleys to gently rolling farmland begins west of Zanesville, near Gratiot in Licking County. At that point, the route descends from the unglaciated Allegheny Plateau into the Glaciated Allegheny Plateaus

INTRINSIC QUALITIES



The rolling topography along the byway in the eastern region

HRG

region of eastern Licking County. The entire western half of the route, beginning west of Kirkersville, is located within the glacial till plains of Ohio's Central Lowlands section. The Illinoian Glaciation, which lasted from about 130,000 to 300,000 years ago, was the first of two glacial periods to extend south from Canada, leveling much of the Midwest in the process. Licking County's glaciated plateaus are an artifact of Illinoian glacial scouring. The later Wisconsin Glaciation extended across the rest of the state, leaving behind a network of glacial moraines when the period ended 18,000 years ago.

The shift from unglaciated to glaciated landscape has implications for everything from how the National Road was planned, built and bypassed to how people along it made a living. In the dissected eastern counties, stream valleys are deeper and narrower; bedrock outcrops in abundance on hilltops and bluffs and in stream beds. Consequently, shorter bridges made from locally available stone could be built to span the streams. In addition, road engineers were forced to balance the mandate for an arrow straight route with the fact that the topography would simply not permit it in eastern Ohio. As such, the road meanders from floodplain to ridgetop, pursuing a far less direct route than is seen west of Zanesville. When U.S. 40 supplanted the National Road as the major east-west route

through central Ohio, it bypassed many towns on the eastern section of the road in favor of terrain and alignments more suited to high-speed automobile traffic. On the west, U.S. 40 typically was constructed directly on top of the National Road, since terrain was not as much of an issue.

The glaciated lowlands of the central and western parts of the state presented a whole different set of problems to the builders of the National Road. To begin with, the bedrock that was so readily available to the east was buried under yards of glacial till. Often, it was easier to



The flat, glaciated landscape in western Ohio

HRG

import stone than to acquire it on site. The broad stream valleys of western Ohio were a product of glacial meltwater, which carved rivers like the Stillwater and Great Miami out of the freshly deposited till as it rushed south to the Ohio River. Although bedrock was scarce, the glaciers did leave behind an abundant supply of gravel, which was used to build up the roadbed where the route crossed swampy ground and wide floodplains. Whereas the topography of eastern Ohio sometimes forced a circuitous route, the level landscape of the western counties allowed engineers to make the National Road the epitome of the phrase "the shortest distance between two points (Columbus and Indianapolis in this case) is a straight line."

OHIO NATIONAL ROAD SCENIC BYWAY

The glacial legacy of the National Road also influenced subsistence along the route. Despite the shift in topography, the early nineteenth century landscape traversed by the road was almost entirely covered in beech-maple forest. However, the level to gently rolling landscape of the western two-thirds of the state proved ideal for large-scale farming, and the forested stands that enveloped arable prairies were soon cleared. Farmers in the eastern counties chose smaller agrarian plots on hilltops and along stream bottoms, leaving much of the beech-maple forest. As such, in spite of timbering activities, much of the route remains wooded in the eastern counties.

The geology of the National Road and the historic utilization that followed are reflected in the traveler's experience. The eastern end of the state is noticeably more wooded, has far fewer fields, and is dissected by deeper streams. The National Road cuts across ridgetops rather than follows them, with far more topography-induced deflections north or south than are seen west of Zanesville. The western two-thirds of the route traverses some of Ohio's richest farmland. Views that frequently extend from the road to the horizon reinforce the notion that farming is the economic birthright of this part of the state.

THE EASTERN BYWAY (BELMONT, GUERNSEY AND MUSKINGUM COUNTIES)

SCENIC

The following narrative describes the visual characteristics, views and special features, the traveler encounters as they travel from east to west along the Ohio National Road Scenic Byway. The scenic intrinsic qualities were identified during site reconnaissance work, through community surveys and by public comment. The predominance of resources occurs in the eastern and western regions of the byway corridor and within the National Road Pike Towns. The ridgelines in the east offer long views across the forested hilly terrain of the unglaciated landscape while the panorama views in the west extend to the horizon across agricultural fields of the glaciated Ohio plains.

SCENIC QUALITIES

BELMONT COUNTY

Views and Viewsheds

- Two short views to Wheeling Creek in Lansing
- Rock outcrops in Lansing
- Two 180-degree northerly views to fields and woods on top of Blaine hill and west of Arches of Memory Bridge n Southeast view west of Friends Church Road
- View west along road east of Lloydsville
- Views north through trees to fields and hills on the west side of Lloydsville
- View west along road
- Southerly views across hills on the east side of Morristown
- Broad sweeping view north across hills, fields and woods west of Morristown

- Rock outcrops and view north near Stillwater Creek
- Views to northern hills west of Hendrysburg

Scenic Beauty

- Downtown St. Clairsville, a National Road Pike Town



A scenic view west of Morristown

HRG

- Morristown, a National Road Pike Town
- Barkcamp State Park and Belmont Lake
- Dysart Woods
- Sections of the old brick remnants of the National Road west of Hendrysburg
- Hendrysburg, a National Road Pike Town

GUERNSEY COUNTY

Views and Viewsheds

- Views north and south at Pisgah Road
- Views of the road east of Middleborne
- View south across the Salt Fork to hills and trees at Carlisle Road
- View of Moore Memorial Woods County Park
- Enclosed view (wooded edge) between Easton and Elizabethtown
- Eastern enclosed views along road
- Rock outcrops
- Enclosed views along road near Cassell Station
- View south across agricultural fields east of New Concord

Scenic Beauty

- Fairview, a National Road Pike Town

OHIO NATIONAL ROAD SCENIC BYWAY

- Old Washington, a National Road Pike Town
- Peacock Road – Old National Road brick section on the National Register of Historic Places
- Downtown Cambridge
- Salt Fork State Park and Wildlife Area

MUSKINGUM COUNTY

Views and Viewsheds

- 180-degree long view over valley east of Norwich
- Long views looking north and south across agricultural rolling hills west of Norwich
- Views along road and toward the north east of Bridgeville
- Southeasterly view over Boggs Creek
- Views of Muskingum River in Zanesville
- Southeastern view west of Hopewell
- View along road at the County line
- View of three transportation routes - the National Road, U.S. Route 40 and I-70 just outside of west Gratiot

Scenic Beauty

- Village of New Concord
- Blue Rock State Park and Forest
- St. Nicholas Church in Zanesville
- Dillon State Park and Wildlife Area, Blackhand Gorge

LANDSCAPE CHARACTERISTICS

The route for the Ohio National Road Scenic Byway travels across an ever-changing roadway character. The cross section varies from an urban, closed section that has curb and gutter to a rural open section with asphalt or grass shoulders and drainage swales.

BELMONT COUNTY

The intersection of the National Road and the

Ohio River Scenic Route Ohio in the town of Bridgeport is the Eastern Gateway to the National Road in Ohio. Highway commercial development, sign proliferation, I-70 towering overhead and the absence of landscaping through Bridgeport and Brookside make this entrance unappealing, disorienting and harsh. Enhancing this gateway will be critical to welcoming travelers. The traveler passes a variety of residential and commercial properties in Belmont County along a more urban cross section between Bridgeport and Blaine. As the National Road becomes more rural, offering views across the undulating landscape, it passes a landscape that once was dominated by mining operations but now is covered with pasture and second growth forests.

Road cross sections –

- From Bridgeport to Blaine, the road is a two-lane curb and gutter urban cross section with sidewalks on both sides adjacent to the traveling lane. One lane of parking can be found in Bridgeport and sometimes a narrow grass strip separates the sidewalk and travel lane.
- Two lanes continue west to become an open cross section with six-foot-wide shoulders on the northern side of the road just east of St. Clairsville
- Within St. Clairsville, the road is a four-lane urban cross section with streetscape plantings, sidewalks and parking on both sides.
- West of St. Clairsville, the two-lane rural open section has two-foot shoulders on both sides of the road

GUERNSEY COUNTY

In Guernsey County, similar landscape characteristics continue but become more rural. Earlier strip coal mining operations evident in the eastern portion of the county irreversibly altered the terrain and vegetation of the region,

though nature is slowly reclaiming these once barren hills. The byway alignment weaves through the rolling hills and parallels I-70 very closely, often with views of the interstate. As the byway approaches Cambridge, the county seat, there is an increase in traffic and commercial activity. Cambridge offers many services and includes the County Courthouse, a dominant scenic feature along an attractive main street in the historic core of the city.

Road cross sections include –

- A four-lane open section with a three-foot concrete median west of Morristown
- A two-lane open section with no shoulders in the eastern portion of the County and in the National Road Pike Town of Fairview
- West of Fairview, the road is a four-lane divided open section highway with a large grass median and shoulders
- In Cambridge, the road is a four-lane urban section with parking and sidewalks
- West of Cambridge near Fairdale, the four-lane section continues with no median

MUSKINGUM COUNTY

A heavily vegetated landscape encloses views along the road. Muskingum County's topographic features are characteristic of the unglaciated landscape that often affords long views from ridgelines.

Road cross sections include –

- A four-lane urban section in New Concord has two lanes of traffic, parking on both sides, and brick crosswalks at the intersections. Mature street trees, sidewalks and other streetscape elements enhance the pedestrian and vehicular experience.
- A four-lane divided rural section with a narrow grass median and grass shoulders from west of New Concord
- A two-lane brick closed section of the Old



Main Street in New Concord

National Road can be driven on in Norwich

- A two-lane open section with three-foot shoulders begins west of Norwich
- Approaching Zanesville from the east, the road widens to three lanes and becomes a closed section in the downtown historic core
- West of Zanesville, the road becomes a four-lane open section undivided highway with shoulders; it becomes two lanes through Hopewell and Gratiot

VISUAL INTRUSIONS

Billboards are concentrated at the eastern gateway and at other isolated locations in the eastern counties of Belmont, Guernsey and Muskingum Counties, often at I-70 exit or interchange locations. Sign proliferation in highway commercial areas, in particular, detract from the byway view and are usually found near the Interstate interchanges, major road intersections and the approaches to the more urbanized communities. The occasional location of cell towers can be found along the entire route.

Throughout the National Road corridor, highway commercial areas provide visitor services but are also places that could be made more attractive to improve the visitor experience. Within the eastern region, these areas are found between Lansing and Blaine, at the Intersection of East Richland and the I-70

OHIO NATIONAL ROAD SCENIC BYWAY

Interchange, on the western edge of St. Clairsville, at the Route 513 intersection, at the I-77 Interchange, in Cassell Station, near Route 197 and just west of Zanesville.

A former quarry to the west of Cambridge is visible from the road and storage facilities on the east side of New Concord could be buffered to improve the view along the byway.

VISUAL PREFERENCE SURVEY RESULTS

Regional Working Group members were asked to participate in a Visual Preference Survey designed to elicit a local perspective on favorite vistas, favorite features and things that need to be improved along the National Road. The information received yielded interesting results. With only a few exceptions, most people who responded did so with photos and information that reflected their particular locale or county. As a result, in areas where more than one person responded to the survey, there were instances where the same features or things to improve were submitted. However, in areas where only one response was received this kind of correlation was not possible.

In the eastern region, correlation between photos submitted by different people was found among those things that need to be improved: the “gateway” aspect of entering Ohio at the state line, Blaine Bridge, and Soldier Park in Bridgeport. Significant features included National Road-related resources such as the mile markers, Blaine Bridge, and Peacock Road, as well as Mail Pouch barns, the Soldier statue and the Frasier Home. The scenic views that were identified were characteristic of the landscape in the east, showing broad views across hillsides covered in forests and fields.

CULTURAL

A number of excellent cultural facilities and events are located in the eastern section of the byway corridor. These include museums,

festivals, and facilities that highlight history, the visual and performing arts, and local arts and crafts traditions.

Traveling east to west, the first museum the visitor encounters will soon be the John and Annie Glenn Historic Site and Exploration Center, scheduled to open in Spring 2002. The facility will be located in the village of New Concord, the boyhood home of this American hero. Nearby in Norwich, another national icon with local ties is memorialized at the National Road/Zane Grey Museum. In addition to the collection of memorabilia related to the life and writing career of author Zane Grey, the museum contains a collection of vehicles and dioramas that tell the history of the National Road. The area’s renowned history of pottery, particularly art pottery produced from around the turn of the twentieth century through mid-century, also is showcased through a collection of pieces from such well-known makers as Roseville, Hull, Shawnee, Weller and McCoy. The museum is open Wednesday through Sunday year-round and all week May through September. Just west in Zanesville, the Zanesville Art Center also includes exhibits devoted to art pottery, as well as American glassmaking and European, American, Oriental and Mexican art. The museum is open Tuesday through Sunday.

The arts and history of the eastern portion of the byway also come to life in several area festivals. At the end of August, the Drover’s Trail Festival in Belmont recalls the early days of commerce and transport and offers arts and crafts, food, music, and wagon rides. In nearby Barnesville, the annual Ohio Pumpkin Festival celebrates the pumpkin on the last weekend of September. Events include a “King Pumpkin” contest for the largest pumpkin, carnival rides, a queen pageant and entertainment. The eastern part of the byway also is host to Jamboree in the Hills, the “Super Bowl of Country Music.” Held just outside of Morristown in mid-July, this large

INTRINSIC QUALITIES



Jamboree in the Hills takes place on the byway near Lloydsville

outdoor country music festival attracts over 100,000 people annually to hear nationally known country music bands perform over the course of four days.

Colleges and universities located along a byway offer visitors the chance to take in a theater or musical performance or lecture as a diversion during their travels. Muskingum College in New Concord and Ohio University – Eastern campus in St. Clairsville both host several theater productions and musical performances each year as well as art exhibits, lectures and film festivals, all of which are open to the general public.

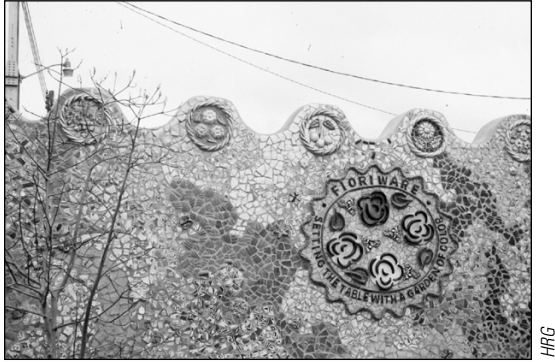
Because of its rich natural resources, over the centuries the eastern portion of the byway has become well known for several artisan craft traditions that are still practiced today. Visitors to the byway can learn about and experience the region's tradition of pottery, glassmaking and basketry in the areas around Cambridge and Zanesville. The Muskingum River valley has provided clay for pottery for hundreds of years. The ceramics industry began to develop in the area in the nineteenth century and reached its apex in the early twentieth century, when pottery produced by manufacturers such as Roseville, Shawnee, Hull, McCoy and Weller were extremely popular. Today these pieces are highly collectible, and the legacy of the manufacturers attracts visitors from near and far. The Ohio Ceramic Center in Crooksville, located in Perry

County just beyond the Muskingum County line, contains exhibits devoted to the history of pottery in east central Ohio. It is open May through October from Wednesday to Sunday. Numerous retail and wholesale outlets are located in the area as well. These include:

- Alpine Pottery (Roseville)
- Beaumont Bros. Pottery (Crooksville)
- Burley Clay Products Company (Zanesville)
- Dresden Pottery (Dresden)
- Ebenezer's Barn (Zanesville)
- Fioraware (Zanesville)
- Hartstone, Inc. (Zanesville)
- Ohio Pottery East (Norwich)
- Ohio Pottery West (Zanesville)
- Robinson-Ransbottom Pottery Company (Roseville)
- Zanesville Pottery & China (Zanesville)

Another local craft industry that attracts visitors to the area is glassmaking. Several museums devoted to the industry, which flourished in the early twentieth century and continues today, are located in the Cambridge area. The Cambridge Glass Museum displays over 5,000 pieces of Cambridge Glass and is open June through November from Monday to Saturday. Also located in Cambridge, the Degenhart Paperweight & Glass Museum focuses on the history of glassmaking in Ohio, western Pennsylvania and northwestern West Virginia. It is open seven days a week March through December, and in January and February from Monday through Friday. The National Cambridge Collector's Museum in Cambridge is open daily and contains a collection of over 4,500 pieces of glassware, molds and etching plates. Another glass museum, the National Heisey Glass Museum, is located nearby in Newark (see description under the Central Byway section). Factories and showrooms where visitors can tour glassworks and purchase merchandise include Mosser

OHIO NATIONAL ROAD SCENIC BYWAY



Fioriware Pottery carries on the tradition of pottery in the Muskingum River valley

Glass, Inc. and Boyd's Crystal Art Glass. Both are located in Cambridge and are open Monday through Friday.

Another regional industry that attracts numerous visitors to the area is that of basket making. The abundance of hardwood maple trees in eastern Ohio made the production of woven wood baskets for the transport of farm and household goods a popular craft industry. One of the most popular basket makers in the region, Longaberger Baskets, revived a basket making tradition that supported the pottery industry in the early twentieth century by providing containers in which to transport unfired pottery to the kiln. The Longaberger Homestead, located in Frazeytsburg in Muskingum County, attracts hundreds of thousands of visitors each year to shop, eat and learn about the Longaberger Basket tradition. It is open seven days a week, with the exception of certain holidays. In Zanesville, Mapletree Baskets has a factory retail store for handmade wooden baskets that is open from Monday through Friday.

RECREATIONAL

A number of parks are located on or near the byway in the eastern portion of the route. There are no national parks located along any portion of the byway, however, a number of fine state parks offer visitors a chance to explore the

natural beauty of central Ohio and engage in a variety of recreational pursuits.

Southeast of Morristown in Belmont County, Barkcamp State Park is a 1,232-acre park centered around 117-acre Belmont Lake. Activities include fishing and boating, camping, hiking and bridle trails, and picnicking. Close by, the 50-acre Dysart Woods site, managed by Ohio University, is one of the few remaining stands of old-growth forest in the state. It offers visitors the opportunity to explore this rare environment on one of several hiking trails. Western Belmont County is home to the Egypt Valley Wildlife Area, the southernmost boundary of which lies along Route 40 between Morristown and the western county line. Egypt Valley Wildlife Area is a 14,300-acre public hunting and fishing area managed by the Department of Natural Resources. Just north of Cambridge lies another state wildlife area, Salt Fork State Wildlife Area, which is adjoined by Salt Fork State Park. The state park contains 17,229 acres that incorporates the woodlands and fields surrounding the Salt Fork Reservoir. Activities available here include camping, an 18-hole golf course, fishing and hunting, swimming, picnicking, and boating. A guest lodge provides overnight accommodations. Dillon State Park, located in Nashport northwest of Zanesville, is a 5,888-acre park featuring wooded hills and Dillon Reservoir. It offers a variety of recreational activities including camping and cabins, boating, swimming, fishing, hunting, trap and skeet shooting, trails, picnicking, sledding and ice skating. It also has a park office and restrooms for the convenience of its guests. Blue Rock State Park & State Forest, situated southeast of Zanesville, is another large state recreational facility. The State Forest contains 4,573 acres and offers hiking, 26 miles of bridle trails and hunting, while the State Park has a 15-acre lake (Cutler Lake) and offers camping, boating, fishing, hiking, picnicking and swimming.

At the local level, several towns offer opportunities for visitors to get out of their cars and experience the byway communities on foot or bicycle. St. Clairsville contains two such notable facilities. The National Road Bikeway is a planned 7.7-mile Rail-Trail that links schools, parks and houses on the north and south sides of the city with the downtown. Four miles of the trail have been constructed. The city is working to obtain the right-of-way that would enable a link to be established from the Bikeway to a striped bike lane on the National Road itself. Features along the Bikeway include a tunnel, bridge, gazebo, nature walk, landscaping and kiosks/stops along the way. On the east side of town, St. Clairsville Memorial Park offers a swimming pool, picnic facilities and shelters, a playground, ballfields, tennis courts and restrooms.

One of the area's more unique recreational facilities is found at The Wilds, a privately owned and operated wildlife conservation park located 18 miles south of New Concord in Muskingum County. The park is located on 14 square miles of land reclaimed after surface mining operations. It is the largest nature preserve in North America dedicated to breeding endangered species. Open daily from May through October, The Wilds provides guided safari tours, a visitor center, a café, and an education center with exhibits on conservation work.

ARCHAEOLOGICAL

For the purposes of the byway inventory, archaeological qualities of the National Road have been divided into two classes. The first are resources that are easily accessible and, more important, are already developed and open to the public. These resources are geared toward prehistoric archaeology, and include everything from visible mounds to museums with interpretive displays. The second group of resources are largely culled from a series of 41

sites documented by Gray & Pape's 1998 survey of archaeological sites associated with the National Road. While only three of them are presently open to the public, several private sites are described here with the intent that they have the potential to be developed for public interpretation at a later date. As a whole, this group of resources represents a sample of the range of known historic archaeological sites along the National Road.

There are no public archaeological sites located in the eastern region of the National Road. However, several other sites located on private property that had previously been identified by Gray & Pape in their 1998 study and were revisited in August 2000 were noted as having (1) good archaeological integrity, (2) ready access, and (3) public interpretation potential. These are described below.

ZANE'S TRACE AND BLAINE BIG HILL, BELMONT COUNTY

This site includes four remnant segments of the original Zane's Trace and later National Road located along Wheeling Creek between Bridgeport and Blaine. The four segments, which are not contiguous, have Ohio Archaeological Inventory (OAI) numbers 33Bl265, 33Bl266, 33Bl267, and 33Bl268. Archaeological reconnaissance in 1998 confirmed the survival of most of the original route, and located two cut-stone masonry features associated with the initial construction of the National Road. At that time, the route was recommended eligible for listing on the National Register, and was recommended as an important location for future public interpretation efforts. Due to time constraints and accessibility issues, the segments were not revisited in 2000. Nonetheless, the site is included in the present inventory because it retains tremendous public interpretation potential.

TOLL HOUSE AND CHAMBERS TAVERN AT BLAINE S-

OHIO NATIONAL ROAD SCENIC BYWAY

BRIDGE, BELMONT COUNTY

A residence and privy (OAI 33Bl269) possibly associated with a tavern and toll house that once stood on the north side of the Blaine S-Bridge, were standing here as late as 1932. Archaeological investigations conducted in 1998 suggested that the suspected site area was disturbed by the installation of a sewer line and water main along the north side of the stone bridge. While a number of historic artifacts dating from the mid-nineteenth to early twentieth centuries was recovered from units excavated on the site, no evidence for structural features was encountered. Nonetheless, the excavations confirmed the archaeological survival (albeit disturbed) of the tavern and toll house site. In light of the fact that restoration efforts at the Blaine S-bridge are ongoing, further archaeological fieldwork sufficient to establish the integrity (and perhaps gather data useful for a reconstruction) is warranted prior to further disturbance by heavy equipment.

BRICK TAVERN HOUSE (LENTZ TAVERN), BELMONT COUNTY

This c. 1830 brick tavern and associated outbuildings (Ohio Historic Inventory # BEL-342-7) is located east of Lloydsville and just up the hill from the 1870 National Register listed Great Western School. The tavern site was listed in the National Register in 1995 and is owned by Ohio University, which is beginning the process of stabilizing the building in advance of proposed rehabilitation. In addition to the two-story brick tavern, the site includes a frame privy, small frame shed, and large wood barn. While formal archaeological investigations have not been conducted at the site, several archaeological features were observed at the site during an August 2000 visit. The features include a circular depression on the east side of the tavern that may be a well and a small rectangular concrete box located behind the tavern, just east of the standing privy. What



The Lentz Tavern site

PHG

appears to be a collapsing ceramic pipe runs alongside the concrete box. Taken together, these features have the appearance of a cistern, although there is a remote possibility that the concrete rectangle served as the foundation for a small outbuilding.

A 1903 photograph of the tavern shows a two-story shed roof extending from the east gable end of the tavern's roof and sheltering an area almost as large as the tavern itself. At the time, the tavern was at grade with the National Road, which was lowered in the 1950s. In the archival photograph, a driveway is shown extending from the road and passing directly in front of the brick tavern and adjacent lean-to. The depression noted in 2000 would have been located within the area sheltered by the lean-to. As this site does not function as a private residence and has not been substantially impacted by development over the last 50 years, it has tremendous potential for public interpretation.

MASONRY TOLL HOUSE, BELMONT COUNTY

The ruins of a cut-stone masonry toll house (OAI 33Bl274) are located on the south side of US 40 just west of Morristown. The materials, workmanship, and surface detailing of the stone masonry are consistent with the 1830s bridge masonry known along the National Road in Ohio. A surface depression near the standing

ruins may indicate the location of a shaft feature such as a privy or well. No subsurface investigations were conducted in 1998, although based on features observed, the site was recommended as potentially eligible for listing on the National Register of Historic Places. The site, which is situated between two private drives, was revisited in August 2000. Given its accessibility and excellent state of preservation, the site has tremendous potential for interpreting the archaeology of a National Road toll house.

PENN TAVERN, GUERNSEY COUNTY

The Penn Tavern (OAI 33Gu197) was demolished prior to November 8, 1996, having stood on the same site since 1842. Two capped wells associated with the Penn Tavern were still visible at the surface when Gray & Pape conducted archaeological work there in 1998. The wells may retain deposits directly associated with the occupation of the tavern itself. Evidence of a cut-stone foundation was also documented on the site, which remains a private residence. Based on its ability to yield archaeological information useful to a better understanding of how the old National Road taverns operated, the site was recommended eligible for listing the National Register. Although a private residence, the site retains good integrity and potential for public interpretation.

HEADLEY INN, MUSKINGUM COUNTY

The Headley Inn (OAI 33Mu1139, OHI MUS-9-13), which is listed in the National Register, is one of the most renowned public houses associated with the old National Road. A spring box and well were identified during Gray & Pape's 1998 archaeological investigation. That investigation indicated that these features retain intact contexts, and suggested that a program of combined archaeological and architectural investigation may provide additional data on the construction sequence

and flow of activities within this fascinating complex. The Headley Inn was revisited in 2000, and although it is privately owned, the site retains a good deal of public interpretation potential.

NATURAL

Although much of the aboriginal forest that once flanked the National Road is gone, a remnant of the grand beech-maple woods that blanketed much of Eastern Ohio can be experienced at Dysart Woods Laboratory, located 8.5 miles south of Morristown. Bought by Ohio University from the Nature Conservancy in 1967, the 50-acre deciduous woods is designated a National Natural Landmark by the U.S. Department of the Interior. Visitors can hike through the 400-year old forest remnant on trails that are accessible from parking areas adjacent to the gravel road which passes through the property.

The Muskingum Watershed Conservancy District (MWCD), one of two such districts along the National Road, is also located in the eastern section of the byway. Created in 1933 out of a need for flood control, the district actually encompasses 18 Ohio counties, including Belmont, Guernsey, Muskingum, and Licking. While the MWCD's Piedmont Lake in Belmont County is primarily a recreational lake, the lake is surrounded by some of the 12 million trees planted by the MWCD as part of their exhaustive efforts to reforest eastern Ohio.

In terms of acreage, Blue Rock State Forest in Muskingum County is second to the watershed districts along the National Road. The 4,579-acre forest (including Cutler Lake) is located about 12 miles southeast of Zanesville on SR 60 and is managed by the Ohio Division of Parks and Recreation. Blue Rock has been largely reforested since it was acquired by the Federal Government in the 1930s and remains one of the largest contiguous havens for wildlife in eastern

OHIO NATIONAL ROAD SCENIC BYWAY



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The Muskingum Watershed Conservancy District in Belmont County

Ohio. While the forest has numerous recreational facilities, it also has miles of trails suited for nature walks.

The natural features and visitor facilities found within Ohio State Parks (SP) and State Wildlife Areas (SWA) along the byway vary, although they are usually representative of the part of the state in which they are located. Barkcamp SP, for example, is largely covered in second growth forest, and highlights the hills and valleys of southeastern Ohio. Woodland wild flowers abound at Barkcamp, as do native fauna ranging from wild turkey to white-tailed deer. Other state-run facilities in the Eastern Section include Salt Fork SP/Reservoir/SWA in Guernsey County, and Dillon SP/SWA and Muskingum River SP in Muskingum County.

While some of the streams that cross the National Road are little more than agricultural drainages, a surprising number of rivers and creeks remain quite natural. Most counties have at least one such stream, and they are representative of the types of waterways bridged by the National Road's builders. For example, Crooked Creek (Guernsey County) and Fox Creek (Muskingum County) are deeper and narrower than meandering western streams such as Beaver Creek (Clark County) and Twin Creek (Preble County). While recreational facilities may not be developed along all of these waterways, they are ideally suited for a quiet canoe trip.

THE CENTRAL BYWAY (LICKING, FRANKLIN AND MADISON COUNTIES)

SCENIC

The following narrative describes the visual characteristics, views, and special features travelers encounter as they travel from east to west along the Ohio National Road Scenic Byway. The scenic intrinsic qualities were identified during site reconnaissance work, through community surveys and by public comment. The predominance of resources occurs in the eastern and western regions of the byway corridor and within the National Road Pike Towns. The ridgelines in the east offer long views across the forested hilly terrain of the unglaciated landscape while the panorama views in the west extend to the horizon across agricultural fields of the glaciated Ohio plains.

SCENIC QUALITIES

LICKING COUNTY

Views and Viewsheds

- Southeast view just outside of Gratiot on the east of the village
- Panorama view at the Licking/Muskingum County line west of Gratiot
- A series of views of the road and farmland occur consistently between Linnville and Hebron including a panorama eastern view east of Licking River
- View along road west of Hebron
- Southeast view east of Luray
- Eastern views north and south near South Fork
- View along road east of Kirkersville
- View along road and northerly view near York Road
- Views along road to the west of Etna

Scenic Beauty

- Gratiot, a National Road Pike Town
- Brownsville, a National Road Pike Town
- Hebron, a National Road Pike Town
- Kirkersville, a National Road Pike Town

FRANKLIN COUNTY

Views and Viewsheds

- East and west views along Broad Street in downtown Columbus
- View of Ohio State Capital in Downtown Columbus
- Eastern views of Downtown Columbus from Hilltop Neighborhood
- Eastern view along road near Darby Creek Road



Downtown Columbus

HRG

Scenic Beauty

- Bexley
- Franklin Park
- Downtown Columbus

MADISON COUNTY

Views and Viewsheds

- Views to Big Darby Creek
- Southwesterly views at the Franklin/Madison County line
- Northerly views across cornfields and the glaciated landscape
- Panorama view on the east side of Lafayette
- 180-degree views between Lafayette and Summerford across an agricultural landscape
- Southeasterly view near Roberts Mill Road

OHIO NATIONAL ROAD SCENIC BYWAY

- Panorama view west of Potee Road

Scenic Beauty

- Big Darby Wild and Scenic River
- Little Darby Wild and Scenic River
- West Jefferson, a National Road Pike Town
- Lafayette, a National Road Pike Town

LANDSCAPE CHARACTERISTICS

The route for the Ohio National Road Scenic Byway travels across an ever-changing roadway character. The cross section varies from an urban, closed section that has curb and gutter to a rural open section with asphalt or grass shoulders and drainage swales.

LICKING COUNTY

As in Muskingum County, vegetation close to the road frames views along the road and minimizes extended views over the landscape. These enclosed areas are not continuous but present a diversified view along the road. Near Jacksontown, the National Road traveler will begin to see the transition from the rolling terrain of the east to the glaciated plains more typical of the western region of the byway. As the topography changes, vegetative types also change and the view from the road becomes more open with fewer vegetative enclosures. The transition of this road corridor is evident in several places where the Old National Road, U.S. Route 40 and I-70 can be seen.

Road cross sections include –

- On the east side of Gratiot along Route 40, one shoulder is marked as a bicycle lane.
- A four-lane undivided highway
- A two-lane open section with three-foot shoulders near Linnville
- A two-lane closed section with grass edge and sidewalk in Hebron
- A three-lane center turn lane exists for about three miles exists near Luray



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Sections of U.S. 40 in Licking County have a grass median

- A two-lane open section with three-foot shoulders east of Kirkersville
- Angle and parallel parking in Kirkersville with two travel lanes
- A four-lane open section with three-foot shoulders and wide grass median begins west of Kirkersville

FRANKLIN COUNTY

The Columbus metropolitan area in Franklin County is the most urbanized area along the National Road in Ohio, with suburban development and highway commercial areas on the eastern and western borders. Many of the communities, such as Reynoldsburg, Whitehall and Bexley have attractive streetscape elements or are in the process of constructing streetscape enhancement projects. It is also in Franklin County where the topography is flat and the natural landscape becomes less visible because the buildings and development along the road corridor limit the view from the road.

Road cross sections include –

- A four-lane undivided urban cross section dominant in Franklin County, typically with parking on both sides
- Downtown Columbus has an eight-lane cross section with six travel lanes and two parking lanes
- West of Columbus, the byway becomes a four-lane divided open section road with a

large grass median to the Franklin/Madison County line, resulting in a parkway-like appearance and a more rural feel

MADISON COUNTY

Madison County displays the landscape features that predominate the more western sections of the byway. It is generally flat to gently rolling and principally agricultural. The combination of these features offers the National Road traveler long, broad views across farm fields. These views are occasionally punctuated by forest-lined streams or are enclosed as one travels through small towns. West Jefferson, a picturesque and vibrant pike town that is the principal town along the National Road in Madison County, recently has undertaken a streetscape enhancement project.



The pike town of West Jefferson

HRG

Road cross sections include –

- Four travel lanes with two parking lanes that are enhanced with street trees, sidewalks, planters and lighting in West Jefferson.
- A two-lane open section road west of West Jefferson.

VISUAL INTRUSIONS

In the western portion of the National Road, there is a large area through the Columbus metropolitan area that is dominated by highway commercial development. These include Reynoldsburg, White Hall, Franklinton, the I-270 Interchanges and the fringes of West

Jefferson. Several cell towers and transmission line near Brownsville and above-ground telephone poles along the road intermittently interrupt views through a rural landscape. Mobile homes at the Franklin/Muskingum County line are visible from the road. A number of billboards line the road on the western side of the county.

CULTURAL

The central part of the byway contains some of the larger cultural facilities found along the route. One of the few archaeological sites near the National Road corridor that are open to the public, Flint Ridge State Memorial is located just outside of Brownsville and is reached from the National Road by a scenic, two-lane road. The park, operated by the Ohio Historical Society, features a museum with exhibits devoted to the history of flint quarrying -- emphasizing its prehistoric importance -- as well as walking trails, picnic facilities and restrooms. The park is open Wednesday to Sunday from Memorial Day through Labor Day, and Saturday and Sunday from Labor Day through October.

Closer to Columbus, several other cultural facilities offer byway visitors a selection of diversions suited to family members of all ages and interests. The Motts Military Museum in Groveport, just outside of Columbus, houses a collection of military items and memorabilia from the various military conflicts in which the U.S. has been involved. It is open Tuesday through Sunday. The Columbus Zoo and Aquarium features animals and environments from the African rainforest, North America, South America, Asia and Australasia. It also has special exhibits devoted to reptiles and manatees, as well as a children's zoo. The zoo is open daily. Another general interest cultural facility in Columbus is COSI, the Center of Science and Industry. COSI explores the worlds

OHIO NATIONAL ROAD SCENIC BYWAY

of technology, science and nature with interactive exhibits and multi-media theaters. It is open daily, with extended theater, restaurant and retail hours on Friday and Saturday. Visitors whose tastes run more towards the arts can take advantage of the Columbus Museum of Art, which features a collection of art covering the Impressionist through Modern eras. The museum also has a sculpture garden, photography center, gift shop, and café. It is open Tuesday to Sunday.

Annual festivals and events provide byway visitors with a wonderful opportunity to experience local celebrations and specialties. The Ohio State Fair takes place at the Expo Center in Columbus each year in August. The fair attracts nearly one million visitors to hear local and nationally renowned musical artists, take part in livestock contests and auctions, view arts and crafts exhibits, purchase Ohio-made products, and play games at the midway. Another large event is the Columbus Arts Festival. Held every year in early June, it features over 300 artists and food from area restaurants. West Jefferson holds an Annual Labor Day Ox Roast. The 2000 roast was the 50th anniversary of the event, which features food, games, and entertainment.

The central region of the byway is home to one of the state's largest educational institutions, Ohio State University. The university gives byway visitors a chance to attend lectures, sporting events or other special events that only a large university can offer. Visitors also can take advantage of the many exhibits, performances and films offered at the Wexner Center for the Arts, designed by noted architect Peter Eisenman.

The many craft traditions found in east central Ohio were described in the previous Eastern Byway section. Glassmaking also took place in the central section, most notably around Newark, famed for the Heisey Glass Works that

operated from 1896 to 1957. The National Heisey Glass Museum in Newark highlights the work of this firm through the display of over 4,500 pieces of glassware and glassmaking articles related to Heisey glass. It is open from Tuesday to Sunday. Augustus Heisey was one of many Germans whose family came west in the mid-nineteenth century and settled in Ohio, oftentimes after having traveled overland along the National Road. Many other Germans settled in Columbus around what is now called German Village. This area, listed on the National Register of Historic Places, experienced a steady decline in the mid-twentieth century but has slowly been brought back to life through preservation. Today the area's restored cottages and brick-lined streets are part of a viable, attractive community that welcomes visitors year-round. In addition to the architecture, the bakeries, restaurants, tours, and events help bring to life the historical origins of this community. The nearby Brewery District, also a National Register Historic District, further emphasizes the German-influenced traditions that shaped the city. Though none of its original breweries are still in operation, many of the historic warehouses and other buildings survive and have been turned into specialty stores, nightclubs, restaurants and bars, including several micro-breweries that carry on the traditions of the neighborhood. At least 14 other National Register Historic Districts located in the vicinity of the National Road await the curious visitor looking to explore the local history and architecture of Columbus.

RECREATIONAL

As in other parts of the byway corridor, the central byway area contains no national parks. It is, however, blessed with several state parks and an excellent system of regional parks, the Columbus Metro Parks.

Buckeye Lake State Park, partially located in

INTRINSIC QUALITIES



Franklin Park in Columbus

Licking County, is the oldest state park, established in 1894. Its central focus, Buckeye Lake, was created once the canal system fell into disuse and the feeder reservoirs were no longer needed. Tourism in the area was well established by 1900, and today visitors can still enjoy its boating, swimming, fishing and picnicking opportunities. Blackhand Gorge State Nature Preserve, located east of Newark in Licking County, is a narrow gorge through which the Licking River runs. It offers a 4.3-mile asphalt-paved path for hiking and cycling. On the other side of Columbus, Madison Lake State Park in Madison County has as its centerpiece a 106-acre lake. The park offers fishing, hunting (for migratory game birds only), swimming and picnicking, as well as a half-mile long hiking trail.

The Columbus Metro Park system augments the state park system in the central part of the byway. Three Metro Parks -- Battelle-Darby Creek, Three Creeks, and Blacklick Woods -- lie within the byway corridor and offer visitors not only a chance to take a break from driving but also to learn about some of the state's most unique natural environments. Blacklick Woods Metro Park, located on Columbus' east side, is a 632-acre park that includes the Walter A. Tucker Nature Preserve, a swamp preserve designated a National Natural Landmark. Other activities available here include a four-mile



Wolfe Park in Columbus offers a paved hiker-biker trail, part of the Ohio to Erie Trail.

trail, picnic facilities, a nature center, a golf course, and cross-country skiing. Meeting facilities and restrooms also are available. In southern Columbus, Three Creeks Metro Park is located at the confluence of the Alum, Big Walnut and Blacklick Creeks. Its 1000 acres offer athletic fields and trails, canoeing, fishing, picnicking and a six-mile paved multi-purpose trail. Restrooms also are available. On the far western side of Franklin County lies Battelle-Darby Creek Metro Park. The park is situated along the Big and Little Darby Creeks, designated State and National Wild and Scenic Rivers. Its 3,500+ acres contain land management areas and a variety of ecosystems including prairies, wetlands, and woodlands, as well as Big and Little Darby Creeks. The park has several trails ranging in length from one-tenth of a mile to two miles, and offers other activities including hiking, picnicking, nature and history programs, canoeing, sledding, cross-country skiing, hunting and fishing, and a pet trail. A ranger station and restrooms also are available.

The city also has several local parks. Notable among these are Franklin Park and Wolfe Park. Wolfe Park lies on the east side of Alum Creek and has tennis courts, playing fields, and a hiker-biker trail. Nearby Franklin Park offers picnic facilities, walking trails, a pond and a playground. It also is the home of Franklin Park

OHIO NATIONAL ROAD SCENIC BYWAY

Conservatory, an impressive indoor botanical garden.

The Ohio to Erie Trail, a multi-use trail that links Cincinnati, Columbus, and Cleveland, is being developed in sections. The Alum Creek section, which runs through Wolfe Park, crosses the National Road at Alum Creek.

One of the more exceptional natural and recreational facilities located near the byway is found along the central section. Dawes Arboretum, located just north of the National Road between Jacksontown and Newark, is a 1,149-acre arboretum that includes land dedicated to arboreal collections, agriculture and silviculture, and natural areas. It has a visitor center, a two-mile auto tour of the Arboretum, several trails ranging in length from one-third-mile to five miles and thousands of trees, shrubs, vines, perennials and other plants. It is an excellent facility for byway visitors to learn about the native flora of the area while they stretch their legs and take in the scenery. The arboretum is open daily.

ARCHAEOLOGICAL

For the purposes of the byway inventory, archaeological qualities of the National Road have been divided into two classes. The first are resources that are easily accessible and, more important, are already developed and open to the public. These resources are geared toward prehistoric archaeology, and include everything from visible mounds to museums with interpretive displays. The second group of resources are largely culled from a series of 41 sites documented by Gray & Pape's 1998 survey of archaeological sites associated with the National Road. While only three of them are presently open to the public, several private sites are described here as well with the intent that they have the potential to be developed for public interpretation at a later date. As a whole, this group of resources represents a sample of

the range of known historic archaeological sites along the National Road.

The only public archaeological sites located along the byway are found in the central region of the National Road.

Additionally, several sites located on private property that had previously been identified by Gray & Pape in their 1998 study and were revisited in August 2000 were noted as having (1) good archaeological integrity, (2) ready access, and (3) public interpretation potential. These are described below.

ARCHAEOLOGY INTERPRETED AT PUBLIC FACILITIES

The Flint Ridge State Memorial, located three miles north of Brownsville is undoubtedly the finest interpretive facility concentrating on prehistoric archaeology along the National Road. The memorial, which was established in 1933, includes a museum/ visitors center built over a flint quarry that was created by prehistoric Americans. A system of walking trails (one of which is handicapped accessible) wind through a series of other open prehistoric flint quarries located on the site. The museum also interprets the geological development of eastern Ohio, which was responsible for the presence of the flint that proved so attractive to the region's earliest inhabitants. The interpretive center at Flint Ridge State



Flint Ridge State Memorial, an archaeological site near the byway that is open to the public

Memorial is open on weekends Memorial Day through October.

Moundbuilders State Memorial, Octagon Earthworks, and Wright Earthworks are located in Newark, Licking County. Although the three sites are part of the Newark Earthworks, they remain as the vestiges of what has been called the “largest system of connected geometric earthworks built anywhere in the world.” The Wright works, located at James and Waldo Streets in Newark, includes the 50-foot long remnant of one side of what was a square enclosure. Octagon Earthworks, situated on the west side of Newark at the Moundbuilders Country Club, includes an octagonal series of parallel walls that enclose a group of small mounds. The Wright and Octagon sites are open year round, although there are no interpretive facilities. Moundbuilders State Memorial, located on the south side of Newark, is the largest publicly interpreted remnant of the Newark Works. The site, which includes the 1200-foot diameter Great Circle, and those who built the works, are interpreted at a museum that is open most days from Memorial Day through October. While Newark is arguably outside of the National Road corridor, the prehistoric earthworks there are very well interpreted and are worth visiting.

The Ohio Historical Center and Ohio Village complex is located off I-71 northeast of Columbus in Franklin County. The 250,000-square-foot historical center has been described as “probably the finest museum in America devoted to pre-European history,” and includes a museum, auditorium, and the Ohio Historical Society Archives/Library. Exhibits include permanent displays concerning archaeology and 200 years of Ohio history and a rotating schedule of temporary exhibits covering topics such as Ohio’s flora, fauna, geology, geography, climate, and weather. A typical 1860s Ohio county seat is recreated on 15 acres at the Ohio

Village, which is adjacent to the Ohio Historical Center. While historic archaeology is not expressly interpreted at the site, the size, layout, and function of the village’s buildings are good reconstructions of what a traveler in the mid-nineteenth century would have encountered along the National Road. More important, the village provides a visual representation of how some of the sites discussed below (especially the taverns and the Village of Tadmor) appeared before they became archaeological resources.

OTHER ARCHAEOLOGICAL SITES

LICKING RIVER FEEDER CANAL, KIRKERSVILLE,
LICKING COUNTY

A small canal defines the northeast edge of the village of Kirkersville. The canal was apparently constructed to provide a navigable channel between the National Road and the Licking River, which runs just north of Kirkersville. The feature is clearly visible at the base of the slope below the edge of several street corners along Kirkersville’s east side. Although not subjected to formal archaeological investigations, the site’s ready access provides a good opportunity for public interpretation.

CAMP CHASE/WESTGATE PARK/CEMETERY, FRANKLIN
COUNTY

Westgate Park and Camp Chase Cemetery are two small portions of a small Army base called Camp Chase, which served as an induction center and POW camp during the Civil War. Today, Westgate Park is the largest relatively undeveloped landscape in the vicinity of Camp Chase. Two vacant lots on the east side of Derrer Road also survive, one to each side of the intersection with Olive Street. Both lots were well within the mapped perimeter of the camp. No excavations were conducted by Gray & Pape in 1998. A secondary goal of the 1998 field visit to Camp Chase was to establish if any viewsheds survived which were evocative of this Civil War occupation along the National Road. This goal

OHIO NATIONAL ROAD SCENIC BYWAY



Dawes Arboretum introduces visitors to native flora

was overwhelmingly met by a brief visit to the Camp Chase Cemetery on Sullivant Avenue, where over 2000 Confederate POWs are buried in row upon symmetrical row of graves. The cemetery was revisited in 2000; the view remains a powerful one and is considered an ideal location for interpreting the National Road's role in America's greatest conflict. While the park and cemetery are essentially open to the public, care must be taken to ensure that interpretation of the cemetery is accomplished in a manner befitting the dignity of the place.

BIG DARBY CREEK CROSSING, FRANKLIN COUNTY

The National Road crosses the Franklin/Madison County line at Big Darby Creek, which is a State and National Scenic River. Gray & Pape's 1998 archaeological investigations found that a 1923 USGS quadrangle showed the old National Road deflecting slightly south along the bluff overlooking the east bank of the stream. The road then turned abruptly northwest and followed the ravine out the west side of the valley. At that time, surface reconnaissance was successfully employed to reconstruct the route of the original crossing, which has been designated OAI site 33Fr1571. The site vicinity was revisited in 2000; it offers a good opportunity for public interpretation of routing constraints in earlier periods of road construction.

NATURAL

A remnant of the old forest of Eastern Ohio survives in the Central Section at the Deep Woods plot in Dawes Arboretum, located 1.3 miles north from Jacksontown on SR 13 in Licking County. The 1149-acre arboretum was established in 1929 and is one of two excellent interpretive facilities for natural features along the National Road. The arboretum includes a modern visitors center, three driving tours, eight walking trails, and acres of gardens, natural areas, and experimental agricultural and arboreal parcels.

While the Eastern Section benefits primarily from state, county, and municipal parks, the Central and Western sections are greatly enhanced by the presence of several Metro Parks. In the Central Section, the National Road passes near three of Franklin County's quality Metro Parks, including Battelle-Darby Creek, Three Rivers, and Blacklick Woods. While facilities and natural features vary from park to park, visitors may explore remnant woods, prairies, wetlands, and wildlife management areas on a variety of trails. The Walter A. Tucker Nature Preserve in Blacklick Woods Metro Park is a National Natural Landmark. All of the Metro Parks also offer a full schedule of events, including everything from poetry readings to interpretive walking tours.

In addition to the "big picture" presented by Metro Parks and state facilities like Buckeye Lake SP in Licking County and Sawmill Plaza Wetland SWA in Franklin County, travelers on the National Road may experience snapshots of the corridor's natural bounty at a number of smaller nature preserves. Preserves located in the Central Section include Cranberry Bog (at Buckeye Lake) and Blackhand Gorge, both in Licking County. Although open to the public only once yearly (or by permit), the 50-acre Cranberry Bog is believed to be the only floating

INTRINSIC QUALITIES

bog mat island in the world. It is a National Natural Landmark. Blackhand Gorge preserves a narrow gorge, offering a glimpse of the geological development of western Ohio, as well as a fine display of spring wild flowers.

Many of the National Road's natural qualities are associated with one or more of the numerous streams and rivers that run through the corridor. The most significant of these in the Central Section is the Olentangy River in Franklin County, which is an Ohio Scenic River. Big and Little Darby Creeks in Madison County are both Ohio and National Scenic Rivers.

OHIO NATIONAL ROAD SCENIC BYWAY

THE WESTERN BYWAY (CLARK, MIAMI, MONTGOMERY AND PREBLE COUNTIES)

SCENIC

The following narrative describes the visual characteristics, views and special features, the traveler encounters as they travel from east to west along the Ohio National Road Scenic Byway. The scenic intrinsic qualities were identified during site reconnaissance work, through community surveys and by public comment. The predominance of resources occurs in the eastern and western regions of the byway corridor and within the National Road Pike Towns. The ridgelines in the east offer long views across the forested hilly terrain of the unglaciated landscape while the panorama views in the west extend to the horizon across agricultural fields of the glaciated Ohio plains.

SCENIC QUALITIES

CLARK COUNTY

Views and Viewsheds

- View looking west near Brighton
- Southeast views west of Brighton
- Northeasterly views near Forgy/Donnellsville
- Several expansive views west of Forgy

Scenic Beauty

- Brighton, a National Road Pike Town
- Beaver Creek
- Buck Creek State Park
- Harmony, a National Road Pike Town
- Warder Literacy Center, Heritage Center of Clark County and several other churches and historic architecture in Springfield
- Ohio Edison Building outside of Springfield

MIAMI COUNTY

Views and Viewsheds



Wardner Literacy Center, one of Springfield's architectural gems

- Southerly views at Miami/Clark County line
- Panorama views west of Brandt
- Easterly view along road west of Brandt
- Southerly view at Flick Road

Scenic Beauty

- Brandt, a National Road Pike Town

MONTGOMERY COUNTY

Views and Viewsheds

- Enclosed views along eastern edge of the Great Miami River
- Eastern view at Heber Road
- Panorama view west of Swanktown
- Panorama view near Bachman

Scenic Beauty

- Great Miami River
- Taylorsville MetroPark
- Buckeye Trail
- Aullwood Audubon Center & Farm
- Old National Trail Riding Center
- Stillwater River
- Englewood MetroPark

PREBLE COUNTY



Jane Lightner

U.S. 40 in Preble County

Views and Viewsheds

- Panorama view at Preble/Montgomery County line
- Enclosed views along road west of Lewisburg
- Northerly views across agricultural fields near Price Creek
- Panorama views across agricultural fields and glaciated landscape west of Goose Creek
- Panorama views across agricultural fields west of Gettysburg

Scenic Beauty

- Lewisburg, a National Road Pike Town

LANDSCAPE CHARACTERISTICS

With the exception of the two urbanized areas of Springfield and Vandalia, the western region has a distinctive landscape representative of the Midwest plains. It is this region that offers views across agricultural fields to the horizon beyond, where the historic architectural features are beacons and landmarks that can be seen from afar, and the views are less obscured by mature roadside vegetation. It is, on the other hand, a straight direct road corridor through a very flat but attractive rural landscape. The city of Springfield with its remaining industrial and public buildings provide a glimpse of its past in the publishing and railroad businesses.

CLARK COUNTY

Road cross sections include –

- A four-lane undivided highway with wide shoulders near Harmony

- A two-lane open cross section with three-foot shoulders in Donnelsville

MONTGOMERY COUNTY

Road cross sections include –

- Four-lanes with a center turn lane in Englewood
- In downtown Englewood, four-lane urban cross section is enhanced with brick sidewalks, street trees and pedestrian lighting

PREBLE COUNTY

Road cross sections include –

- A two-lane open cross section with three-foot shoulders
- A two travel lane closed section with parking on both sides, grass panels and sidewalks in Lewisburg

VISUAL INTRUSIONS

The occasional billboard, cell tower and transmission line detract from the rural landscape that dominates most of the western region of the byway. Billboards along I-70 can often be seen from the byway due to extended views across a level landscape. Highway commercial areas in Springfield, Vandalia and Englewood also have signs that are large in size, height and number and asphalt parking lots that, with improvement, could enhance the traveler’s experience.

VISUAL PREFERENCE SURVEY RESULTS

Regional Working Group members were asked to participate in a Visual Preference Survey designed to elicit a local perspective on favorite vistas, favorite features and things that need to be improved along the National Road. The information received yielded interesting results. With only a few exceptions, most people who responded did so with photos and information that reflected their particular locale or county. As a result, in areas where more than one person responded to the survey, there were instances

OHIO NATIONAL ROAD SCENIC BYWAY

where the same features or things to improve were submitted. However, in areas where only one response was received this kind of correlation was not possible.

In the western region, favorite features noted by more than one person included Taylorsville Dam and MetroPark, Tadmor (a former National Road pike town now in ruins), Aullwood Audubon Center and the adjacent public spaces, the National Road, and the Pennsylvania House. Scenic views most frequently identified were typically of rural, agricultural landscapes. Areas that could use some improvement included individual resources such as the Wescott House in Springfield and the Hines Truck Stop, as well as general conditions such as traffic congestion.

CULTURAL

The western portion of the byway offers a diversity of cultural attractions for the byway visitor, including two exhibits devoted to the history of the National Road. The Heritage Center of Clark County in downtown Springfield is housed in a huge, Romanesque historic market building that once was City Hall. Renovation of the buildings for use as a multi-purpose heritage facility was completed in 2001. It includes a museum, commercial space, a research facility and archives for the Clark County Historical Society. A portion of the museum is dedicated to the history of the National Road. The Heritage Center provides an excellent introduction to local history and traditions for byway visitors, and the potential for creating a visitor center there is being discussed. Also in Springfield, the Pennsylvania House Museum, owned and operated by the Lagonda Chapter of the Daughters of the American Revolution, is a c. 1822 historic National Road tavern. The museum, which features period furnishings and collections of dolls and buttons, holds a monthly open house. Otherwise, private group tours must



The Heritage Center of Clark County in Springfield

be arranged in advance.

Further west, the Dayton area offers several cultural attractions that might entice a byway visitor to venture slightly south of the route. The Dayton Aviation National Historical Park is dedicated to the work of the Wright brothers. It also memorializes the life and work of native Paul Laurence Dunbar. The park consists of several sites scattered throughout the city, including the National Historic Landmarks of the Wright Cycle Company building and Wright brothers' print shop building, the Huffman Prairie Flying Field, and the 1905 Wright Flyer III. It also includes the Paul Laurence Dunbar State Memorial. The national renown and popularity of the Wright Brothers' story attracts approximately 34,000 people per year. The Wright Cycle Company building is open Wednesday through Sunday; other buildings in

the park have varying hours.

Another Dayton area museum dedicated to aviation history is the US Air Force Museum at the Wright-Patterson Air Force Base. The museum contains a collection of air force weaponry and memorabilia, as well as the Aviation Hall of Fame. Carillon Park in Dayton is a 65-acre park dedicated to the history of invention, transportation and pioneer life in Dayton and the Miami valley. It contains 20 exhibit buildings and structures, including a 1796 log tavern, antique automobiles, a 1903 parlor car, a 1930s print shop, and a one-room schoolhouse. Carillon Park also is the home of the Wright Flyer III, part of the Dayton Aviation National Historical Park, and a National Historic Landmark. Some of the exhibits relate to the National Road, and the museum as a whole is a good place introduction to local history. The museum is open April through October, seven days a week. SunWatch Indian Village/Archaeological Park recreates a circa 1200 Fort Ancient period settlement near the Great Miami River in Dayton. This National Historic Landmark is one of the few public archaeological sites in the state. It offers the public a chance to try their hand at archaeology in addition to conducting more standard tours and special events. The park is open Tuesday through Sunday year round. The Dayton Art Institute provides an alternative to historical sites. It houses a collection of 12,000 European, American and Asian art objects, hosts classical music concerts and has an art reference library. It is open daily, with extended hours on Thursdays.

The western byway hosts several festivals and events. Each year, the town of South Vienna holds a Corn Festival. The Preble County Pork Festival is held annually during the third full week in September and celebrates the county's hog farming tradition. It offers food, entertainment, games and arts and crafts.

The western region of the byway is close to three significant educational institutions, though they are not located directly on the byway. Wittenberg University in Springfield, Antioch College in nearby Yellow Springs, and the University of Dayton in Dayton, offer a wide range of lectures, performances and exhibits that byway visitors could enjoy. This is particularly true if such events are publicized beyond the immediate area of the college to the larger community.

The rural, agricultural tradition of the western region of the byway is celebrated in many ways - from local festivals to local businesses. In addition to area farm stands that sell seasonal produce, visitors can get a taste of the region's agricultural specialties at Young's Jersey Dairy near Yellow Springs, south of Springfield. The dairy is one of the region's most popular attractions and offers a variety of family-oriented activities, including cow-milking, an ice cream parlor and restaurants, miniature golf and batting cages. The dairy is open seven days a week.

RECREATIONAL

The western region has the greatest diversity of recreational opportunities, ranging from state and regional parks to county parks and hiker-biker trails.

Buck Creek State Park in Springfield is centered around the 2120-acre C.J. Brown Dam and Reservoir. Activities available include boating, hunting and fishing, swimming, picnicking and eight miles of hiking trails, and cottages and camping facilities. Sycamore State Park is located a few miles south of the byway in the Dayton area. It offers fishing, hunting, boating, picnicking, eight miles of hiking trails and 15 miles of bridle trails.

The Dayton area's park system is called the Five Rivers MetroParks. There are 20 MetroParks in the Dayton vicinity, two of which lie directly on

OHIO NATIONAL ROAD SCENIC BYWAY



Englewood MetroPark, part of the Five Rivers MetroPark system in Dayton

HRG

the National Road byway. Taylorsville MetroPark near Vandalia consists of 1293 acres surrounding the Great Miami River. Included in this area are historic sites such as the ruins of the pike town of Tadmor and the Miami-Erie Canal, as well as nearly 13 miles of hiking trails along the Great Miami River and part of the Buckeye Trail, a 1200-mile long trail encircling Ohio. Other activities include picnicking, fishing (especially below the dam), sledding, cross-country skiing and canoeing. In nearby Englewood, Englewood MetroPark is a 1,925-acre park that includes the Pumpkin Ash/Swamp Forest (a State Natural Landmark) and three waterfalls. Aullwood Garden, a 32-acre estate garden donated by Mrs. John Aull, adjoins Aullwood Audubon Center (see below). Englewood MetroPark has 12 miles of hiking trails, guided trail rides, picnicking, fishing, canoeing, bicycling (paved path as well as a bike lane marked on main park road) and cross-country skiing. Both MetroParks are open daily except Christmas and New Year's Day, and restrooms are available. Carriage Hill MetroPark, located just south of the byway in Dayton, offers byway visitors a chance to learn about the agricultural traditions of the region. It is a 900-acre historical farm with a visitor center and farm history demonstrations. Other activities include fishing, five miles of hiking trails, guided trail rides, and cross-country skiing. The park is open daily.

Two notable county parks are located near the byway as well. George Rogers Clark Park, located in Clark County south of Springfield, is a 200-acre park that includes the 1854 Hertzler House and the site of the 1780 Battle of Peckuwe. This was the largest battle of the American Revolution west of the Allegheny Mountains, and resulted in the Shawnee being driven out of the county. Other activities available at the park include hiking on five miles of nature trails through some old-growth forests, picnicking, fishing and non-motorized boating on Hosterman Lake. The park hosts the Fair at New Boston, a demonstration of eighteenth-century frontier life, every Labor Day weekend as well. Two shelters are available,



The 1854 Hertzler House is located within George Rogers Clark Park

HRG

and a new visitor center with views across the battlefield and interpretation/historical displays recently opened. Restrooms are available and the park is open daily. The Miami County Park District maintains the Charleston Falls Preserve in Tipp City, north of the byway. The 169-acre park has a 37-foot waterfall, two miles of hiking trails, and a variety of ecosystems including a Tall Grass prairie.

The western section of the byway has several hiker-biker trails that reach well beyond the byway corridor, making it possible for visitors to make regional connections to the byway. The Little Miami Scenic Trail links Springfield and Milford in Clermont County over 69 miles of the former Little Miami Railroad. The route generally follows the Little Miami River and is a