

THE NATIONAL ROAD

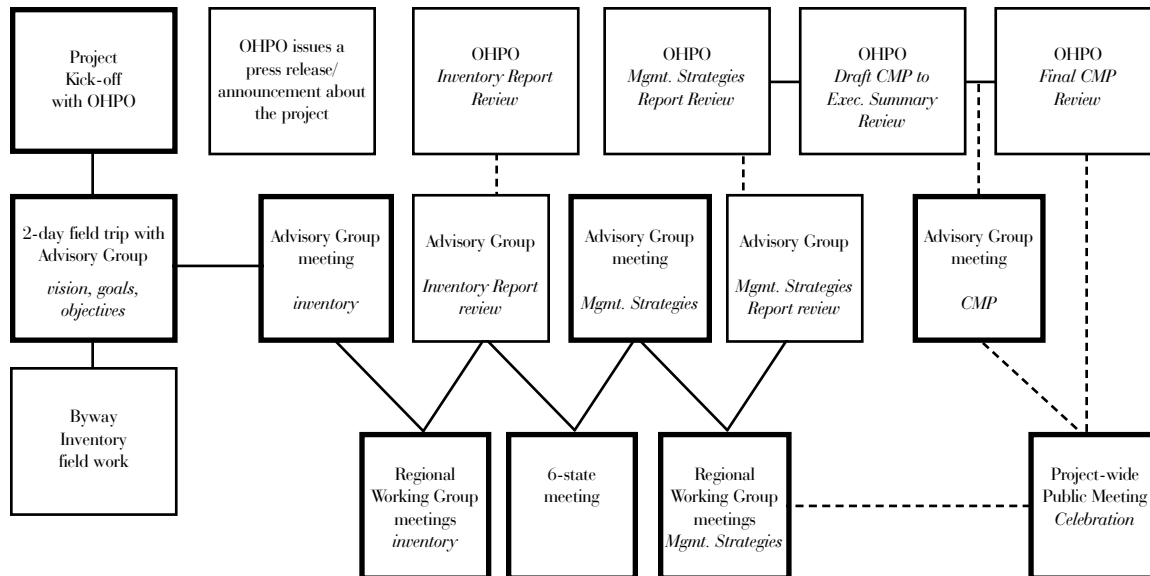
AN OHIO SCENIC BYWAY

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NATIONAL ROAD OHIO - CMP DEVELOPMENT PROCESS



Newsletter for the
Corridor Management Plan

THE NATIONAL ROAD

AN OHIO SCENIC BYWAY

May 2001



Drafting Management Strategies for the National Road in Ohio - A Direction for the Future

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



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Preservation & Enhancement Strategies for 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 tourists' destinations. Therefore, the preservation of the historic and archaeological resources along the National Road Scenic Byway is a major component of the Corridor Management Plan.

There are various tools that can be used by local governments and the public to preserve and enhance the historic and archeological resources along the National Road. These tools include preservation planning, listing on the National Register of Historic Places, scenic and preservation easements, local preservation ordinances, the Certified Local Government Program, the Ohio Main Street Program, and heritage education including archaeological field schools and Elderhostel programs.

By using the general preservation tools outlined in the Corridor Management Plan, many resources, including the hundreds of miles of the National Road itself, can be preserved. The plan recommends establishing regular maintenance and interpretive programs for National Road resources, including reinstalling mile markers along the National Road Scenic Byway and creating interpretive exhibits at Blaine Hill Bridge,



Peacock Road, Guernsey County

Peacock Road and Peter’s Creek Bridge. Pike towns are significant both for their rich history and their ability to provide today’s travelers with services. The Corridor Management Plan recommends listing many of the pike towns in the National Register of Historic Places and encourages communities to establish pike town design guidelines, local preservation ordinances and walking tours, and to achieve Certified Local Government and Main Street status.

Ways to address the preservation and enhancement of National Road-specific industries are also explored in the plan. These resources include 19th century taverns and inns as well as 20th century resources like gas stations, motels, restaurants, drive-ins, and truck stops. These building types are ideal for adaptative reuse projects, and recommendations include renovating an abandoned truck stop in Preble County for use as a western “gateway” visitor center. The plan also recommends establishing partnerships with local historical societies, colleges, and county commissions to restore and inform the public about these resources through heritage education initiatives.

Strategies for Other Historic and Cultural Resources

The Corridor Management Plan also addresses management strategies for those historic resources that are not related to the National Road, as well as cultural resources that add to the diversity of attractions along the route. It explores parallel preservation and tourism initiatives currently being conducted or proposed along the Byway, including the restoration of what surely will be a major attraction in Springfield - the Frank Lloyd Wright-designed Westcott House -, and partnerships with cultural and performing arts organizations along the road. Through joint marketing and technical and other support, these resources can be linked together, thus allowing all the resources along the National Road Scenic Byway to benefit from increased tourism and recognition.

Strategies for Managing Scenic and Natural Resources and Minimizing Visual Intrusions

The Corridor Management Plan recognizes that retaining the scenic and natural characteristics that make the byway so attractive is essential to the ability to attract visitors to it. A number of strategies are recommended that will help local communities and the Ohio National Road manage-



The pike town of Fairview



Red Brick Tavern in Lafayette



Early 20th century gas stations



Madonna of the Trail Statue, Springfield

Four Public Meetings Held on the National Road

Public meetings were held in Zanesville, Springfield, St. Clairsville and Columbus, drawing over 130 people and generating enthusiastic discussion from the audience on ways to preserve, promote and manage the National Road Scenic Byway and its resources. Members of the consultant team of HRC Consultants, Inc. and Gray & Pape, Inc. presented a synopsis of the National Scenic Byway program and its benefits, an overview of the qualities and resources along the road that make it worthy of National Scenic Byway designation, and a summary of the strategies being proposed for short and longterm management of the byway. Afterwards, the audience was invited to share their thoughts on the project and recommendations being made.



The original Hilltop Post Office, located on the National Road in Columbus

Although the four meetings were held in cities across the state, there were remarkable similarities in the topics in which the audience seemed most interested. The merits of recreating and/or reinstalling mile markers were discussed at all of the meetings, as was the need to identify funding sources for projects and provide technical assistance to organizations wishing to restore or designate a property. Recommendations for local resources also were made at the meetings, including suggestions to tie promotional efforts into the 100th anniversary of flight in Dayton and the 100th anniversary of the National Road in 2006, the need to involve communities in the implementation of the plan so that they can determine the level of visitation they would like to receive, and the importance of preserving sites such as the Madonna of the Trail statue, the Underground Railroad-related Gant House, and the National Road bridges.

Next Steps

After a year of work, the Corridor Management Plan process is drawing to a close. The draft management strategies currently are available for review on the Ohio Historic Preservation Office’s (OHPO) website at www.ohiohistory.org/resource/histpres. The Advisory Group will be reviewing the draft Corridor Management Plan at their quarterly meeting in June, and after review by the Advisory Group and OHPO, a final Corridor Management Plan will be produced. This should be completed in September, with the nomination forms being compiled and sent to the Federal Highway Administration in December. By spring of 2002 we expect that the Ohio National Road will be a designated National Scenic Byway!



Miami-Erie Canal bridge footings at Tadmor, Montgomery County



Salt Fork Creek S-Bridge

ADVISORY GROUP MEMBERS

Name	Organization
Floyd Barmann	Clark Co. Historical Society
Jay Bennett	City of Zanesville
Fred Bennett	Belmont County
Dennis Bigler	City of St. Clairsville
Steve Brown	Owner, Headley Inn
Randy Cole	Eaton-Preble Co. Chamber of Commerce
Diane Cole	City of Columbus EDPS
Pat Henahan	Ohio Arts Council
John Huey	Village of New Concord
Ed Kemper	Montgomery Co. Commissioners
Alan King	National Road/Zane Grey Museum
Nora Lake	Miami Valley Regional Planning Commission
Dan Lorek	Dept. of Admin. & Development
Lynn McNish	Clark Co.-Springfield Transp. Coord. Comm.
Charlie Miller	Village of West Jefferson
Dan Neff	Ohio Mid-Eastern Governments Assoc.
Matthew Hill	Licking Co. Area Transportation Study (MPO)
Linda Piar	Ohio Dept. of Transportation
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Debbie Robinson	Cambridge/Guernsey Co. VCB
Connie Torbeck	City of Columbus EDPS
Marian Vance	Bd. of Trustees - Scenic Ohio
Risa Varasso	Ohio Division of Travel and Tourism



Heritage Center of Clark County



Fox Creek S-Bridge Park

The Advisory Group also discussed creating a continuous bicycle route along the National Road. Many people already use the road for cycling and considering ways to make it safer would be beneficial. A review of the interpretive themes elicited the suggestion that both the Civil War and the Underground Railroad be highlighted as sub-themes of the 19th Century National Road Experience theme. It also was noted that the subtheme “Glaciation and the Landscape,” which appears under the theme of Physical Geography Along the National Road, could incorporate the story of strip mining in the eastern portion of the byway.



Mile marker at the Pennsylvania House, Springfield

In reviewing the strategies for establishing the management entity, it was emphasized that this will be a very critical piece of the plan. The management entity will be responsible for implementing the plan and ensuring the ultimate success of the byway, so selecting the appropriate organization for it will be important.

ment entity protect the most valuable landscapes along the byway route. These strategies include approaches to preserving agricultural lands, open spaces, and scenic viewsheds along the byway through conservation districts, easements purchased by or donated to qualified nonprofit organizations, and agricultural or large-lot zoning. Protecting the scenic and historic qualities of the towns and buildings along the National Road also is important, and the Corridor Management Plan contains a number of strategies that communities can apply to manage growth and revitalize their historic downtowns. Comprehensive planning initiatives, volunteer rehabilitation projects and participation in the Main Street program are three such techniques.

Minimizing visual intrusions, such as highway strip commercial development, cell towers and noise barriers, will enhance the visitor’s experience as they travel along the byway. The Corridor Management Plan contains strategies to reduce the impacts of these modern landscapes through design policies and review. Techniques for accomplishing this would be contained in a National Road Design Handbook which would provide communities with guidance on applying building setbacks, landscaping enhancements and sign standards that complement the byway to their development review procedures. The plan also encourages communities to adopt cell tower regulations to limit their visual impact on the byway. The Corridor Management Plan discourages the use of noise barriers and suggests that, in the event that this can not be avoided, they be created out of earthen berms or decorative wall panels.

Strategies for Roadway Management

Strategies that address the safety of the roadway and how its management can best respect the integrity of the resources are crucial to the long-term enjoyment of the byway by visitors. While the responsibility for safety improvements along the byway lies mainly with local and Ohio Department of Transportation (ODOT) transportation engineers, the plan includes strategies that encourage the use of flexible standards of design to enhance the roadway, new ways of addressing traffic safety through traffic calming measures, and visitor information that describes traffic congestion times at various locations. Also included in this section of the Corridor Management Plan are strategies for addressing the short- and long-term alignment of the byway route through Columbus and Springfield, where one-way streets make it impossible for visitors to travel the historic alignment of the National Road in both directions.



Scenic view in Preble County



Pennyroyal Opera House, Fairview



Buck Creek in Snyder Park, Springfield



View from National Road in Norwich



Morning rush hour in Columbus



Many regional hiker/biker trails cross the National Road



Local produce in Harmony

The Corridor Management Plan also addresses the need for the Ohio National Road management entity to work with the Ohio Department of Transportation (ODOT) and local communities to consider aesthetic issues and the presence of byway resources during roadway construction or safety improvement projects. Recommended strategies for accomplishing this include encouraging ODOT to apply their Aesthetic Design Initiative to any National Road-related projects and encouraging communities to apply model roadway design policies that would provide an additional level of review to projects. The Corridor Management Plan also contains strategies to work with ODOT and communities to initiate beautification projects and consider the installation of landscape medians, where appropriate.

Strategies to Link the Byway to the Region and Beyond

Marketing the byway to tourists requires that visitors be able to reach the byway easily from other cities and states. Visitors can reach the byway in less than two hours from any of the major airports, while most of the interstate systems in the state cross the National Road. While rail access is currently not available, the encouragement of a passenger rail system is advocated in the strategies. The plan also recommends that communities, especially the larger cities, develop and implement a strategic parking improvement plan. This will ensure that once visitors reach their destination on the byway, they can park their car and potentially leave it parked all day. To achieve this, adequate pedestrian connections and safety will need to be provided as well. As a result, the plan also recommends that communities undertake a comprehensive pedestrian access study at key attractions. Installing sidewalks and creating a bikeway along the National Road, so that it links into the many regional hiker/biker trails in the vicinity, are recommended to address circulation within the corridor and linkages to the surrounding area.

Strategies to Foster Economic Development

Being designated a National Scenic Byway can bring substantial economic benefits to communities and businesses located along the route. The strategies suggest a number of ways for the byway effort to support local businesses and bring economic development to communities. These include the promotion of specialty food producers from the region, an exploration of techniques to retrofit historic buildings for contemporary uses, and the support of new businesses that could provide byway visitors with services.

and those projects being undertaken by others, forging partnerships, applying for grant funding, promoting the road from within the state, hiring staff as needed, and maintaining a website and other public outreach materials. Funding the many projects contained in the management strategies will be a challenge but one that is not insurmountable with resourcefulness, creative fundraising, and community support. The strategies suggest a number of grant and loan programs that could be tapped for project funding, as well as philanthropic organizations and local fundraising efforts that could be used as additional sources of financial support.

Regional Working Groups Meet to Review Draft Management Strategies

The three Regional Working Groups lent a local perspective to the strategies during their meetings in mid-April by suggesting additional recommendations and priority projects. In St. Clairsville, the *Eastern Regional Working Group's* discussion focused on the creation of an eastern gateway in Bridgeport and the development of a Blaine Hill Bridge Interpretive Park, which it was suggested also have a community park component. Working Group members also identified the Sheriff's residence and jail across from the Belmont County Courthouse, the Lentz Tavern, and pike towns such as Morristown as priority sites for preservation and restoration.

The Central Regional Working Group's meeting in Columbus was centered on how to get the metropolitan area, which has so many other attractions, to identify with the National Road. Education and outreach were felt to be the most crucial elements to this objective. Local publications such as the *Columbus Dispatch* and *Columbus Monthly* were suggested as avenues for generating community enthusiasm for the byway. The Working Group also pointed out that the Hilltop area was a significant settlement for Quakers and African-Americans, which could be incorporated into the themes for the National Road.

The Western Regional Working Group debated options for recreating and reinstalling mile markers along the byway. The pike town of Tadmor, which was flooded when the Taylorsville Dam was created, was highlighted as an ideal site for interpretation and further archaeological work. Working Group members were excited about a recommendation to explore the possibility of reusing the Hines Truck Stop or another historic building on the western byway as a "gateway" visitor center, though it was noted that the truck stop is a Superfund site. There was great support for the idea of enhancing access to the Madonna of the Trail statue in Springfield.

Draft Strategies Are Reviewed by the National Road Scenic Byway Advisory Group

At their third quarterly meeting in February, the National Road Scenic Byway Advisory Group reviewed a draft set of management strategies for the Corridor Management Plan. Discussion focused on visitor centers and services, bikeways, interpretive themes and the management entity. The group agreed that a National Road visitor center in Bridgeport could take advantage of the tremendous opportunities for collaboration with the Ohio River Scenic Route on interpretation and marketing/promotion, since the city will be at the intersection of two National Scenic Byways. Potential western gateway visitor center sites also were discussed, including possible reuse of an old National Road-related building in Preble County (such as Hine's Truck Stop). Discussion also focused on the types of visitor services that are needed along the byway.

Elderhostel programs in conjunction with local universities, and advertising in national publications geared toward the heritage traveler. Partnerships with existing festivities, such as those associated with the Ohio Bicentennial or the National Pike Festival, and proposed promotional events, such as a byway-wide celebration following the designation of the National Road as a National Scenic Byway, are recommended to increase recognition of the byway.

A Sign Plan for the Ohio National Road

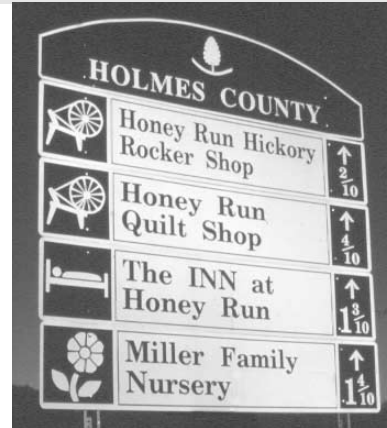
A sign plan recommends a wide variety of directional and interpretational signs for the byway. These include signs that help travelers find and stay on the byway route, locate services, businesses, and attractions nearby, and understand the significance of the byway's intrinsic qualities. Suggestions for signage include: minimizing billboards; installing Logo Signs that would help direct visitors from the interstate system to businesses on the National Road; installing Tourist Oriented Directional Signs and identifying ways to make them accessible to smaller attractions on the route; installing Trailblazer Signs at strategic locations to guide visitors along the proper route of the byway; installing interpretive signs at byway attractions; and developing a byway-wide signage program that would produce visually consistent signage. All of these strategies will require working with ODOT and local communities to achieve the most successful system of byway signs that provide important messages and minimize proliferation of signs.

Coordinating with the Five Other National Road States

Because the National Road traverses five other states - Maryland, Pennsylvania, West Virginia, Indiana and Illinois - that are seeking or already have received National Scenic Byway designation, the strategies address ways to coordinate on multistate issues such as interpretation, marketing and signs. Strategies suggest developing a six-state brochure or booklet on the National Road Scenic Byway, identifying shared themes, identifying joint marketing opportunities, and developing a shared logo or sign style.

Implementation of the Management Plan

In order to achieve the strategies contained in the plan, there will need to be an Ohio National Road management entity that oversees and coordinates their implementation. It is recommended that a nonprofit organization be formed to do this. In addition to overseeing the general implementation of the plan, the management entity would be responsible for developing and reviewing annual capital and operating budgets, identifying priority projects



Visitor service signs in Holmes County, Ohio



A good example of a logo for a multi-state trail, the American Discovery Trail



A byway management entity, the Ministerial Road Assoc.



Hines Truck Stop, a potential western gateway visitor center in Preble County



Interpretive panel at Fox Creek S-Bridge Park, New Concord



Blaine Hill Bridge, a priority interpretive site

Tourism & Visitor Services

The Tourism and Visitor Services strategies address the provision of visitor services, interpretation of the National Road resources, and marketing of the byway. It recommends that “gateways” be developed in Bridgeport and in Preble County to provide visual cues to the visitor that they have arrived at the byway, and would provide a place to stop and get information and services they might need to begin their journey. The creation of satellite visitor centers in communities all along the byway, including in Columbus and at the Heritage Center of Clark County in Springfield, is also recommended. Visitors also could stop at one of several scenic pulloffs and interpretive waysides being recommended in the plan.

Interpretive themes help visitors understand the significance of the buildings, landscapes and other attractions they see along the byway. They also provide a framework around which information can be developed by other organizations working to interpret the National Road. The strategies recommend the broad themes of:

- The 19th Century National Road Experience
- The 20th Century National Road Experience
- Physical Geography Along the National Road
- The Heartland Experience

Each of these themes have subthemes that range from “The National Road in National Crisis” and “Auto Touring on the National Road” to “Glaciation and the Landscape” and “Central Ohio Food Traditions.” The strategies suggest a number of ways in which these themes can be conveyed to visitors including kiosks, trails, panels, brochures, multimedia formats such as audiotapes and videos, and living history demonstrations. Priority interpretation sites are identified at locations such as the historic Blaine Hill Bridge, pike towns like Morristown, and archaeological sites such as Tadmor.

A number of ways to market the byway and increase its visibility are recommended in the strategies. Marketing approaches include producing marketing materials geared towards niche markets such as the history buff, the visitor in search of the “heartland” or the visitor seeking out the arts and crafts legacy of the region. Recommended marketing outreach strategies include scheduling appearances on local radio and television shows, developing

National Road Ohio Corridor Management Plan Schedule

	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.		
PUBLIC PARTICIPATION PLAN																				
Project Kickoff																				
Advisory Group																				
Four Quarterly Meetings			Vision				Inventory				Mgmt. Strategies				CMP					
Road Trip																				
Regional Working Groups																				
Hold Public Meetings								Inventory					Mgmt. Strategies							
Projectwide Meeting																				Celebration
Newsletter																				
Six State Meeting																				
BYWAY INVENTORY																				
Data Collection																				
Visual Preference Survey																				
Analysis																				
Draft Findings Report																				
Review																				
Final Findings Report																				
CORRIDOR MANAGEMENT PLAN DEVELOPMENT																				
Enhancement Plan																				
Development Plan																				
Marketing Plan																				
Interpretative Plan																				
Sign Plan																				
Project Recommendations																				
Responsibility Schedule																				
PLAN PREPARATION																				
Draft CMP																				
Final CMP																				
Executive Summary																				
Final Executive Summary																				

PROGRESS TO DATE

The schedule for the project appears above. This newsletter will provide quarterly updates on the progress being made and the next steps that will be undertaken.