

Outline of Draft Management Strategies for the Ohio National Road National Scenic Byway

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 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.

Preservation & Enhancement Strategies for National Road Resources

1. General
2. Zane's Trace
3. Remnant Road Sections
4. Mile markers
5. Monuments and Markers
6. Bridges
7. Tollhouses
8. Pike Towns and Town Structures
9. Traveler Services
 - a. 19th Century Traveler Services
 - i. General
 - ii. 19th Century Inns and Taverns
 - b. 20th Century
 - i. General
 - ii. 20th Century Motels and tourist camps/cottages
 - iii. 20th Century Truck stops
 - iv. 20th Century Gas stations

Strategies for Other Historic and Cultural Resources

1. Historic Resources
2. Cultural Resources
 - a. General
 - b. Focusing on Diversity of Attractions

Strategies for Managing Scenic and Natural Resources And Minimizing Visual Intrusions

1. Retaining the Cultural Landscape
 - a. General
 - b. Pike Town Guidelines

- c. Scenic Byway Performance Standards
- d. Land Preservation/Conservation
- e. Growth Management Initiatives
- f. Revitalization Initiatives
2. Protecting/Improving the Visual Quality of Modern Landscapes
 - a. General
 - b. Local Land Use Policies
 - c. Design Policies and Guidelines (signs, setbacks, streetscaping etc.)
3. Cell Towers, Billboards, Noise Barriers, Telephone Poles
 - a. General
 - b. Key Locations for Minimizing Intrusions
 - c. Methods for Minimizing Intrusions
 - d. Model Guidelines

Strategies for Roadway Management

1. Routing in Columbus and Springfield
2. Safety Improvements
3. Minimizing Impacts of New Roadway Construction on the National Road
4. Reducing Conflicts with Daily Traffic
5. Vegetative Maintenance
6. Landscaping/Streetscaping Enhancements

Strategies to Link the Byway to the Region and Beyond

1. Linking to Major Transportation Routes (Interstates, Airports, Rail Stations)
2. Providing Adequate Parking
3. Bicycle and Pedestrian Linkages and Safety Enhancements
4. Linking to Other Heritage and Recreational Areas and Activities (scenic byways, heritage areas, recreational areas, etc.)

Strategies to Foster Economic Development

1. Retention and Growth of Businesses that Support the Goals of Heritage Tourism
2. Programs, Partnerships and Incentives

Tourism & Visitor Services

1. Providing Visitor Services
 - a. Developing “Gateways” to the Byway (design, facilities, other enhancements)
 - b. Visitor Information Sources (excluding interpretive information) – address multi-lingual needs (AAR)
 - c. Visitor Centers and Rest Stops
 - d. Scenic and Interpretive Pull-offs
 - e. Traveler Services (gas, food, lodging)
2. Interpreting the National Road in Ohio
 - a. Themes

- i. Themes
 - ii. Subthemes
 - iii. Interpretive stories
 - b. Audience Approach
 - i. Local Audience
 - 1. Schools/camps
 - 2. Adults
 - ii. Visitor Audience
 - c. Interpretive Media
 - i. Construction projects (kiosks, panels, displays, trails)
 - ii. Print media (brochures, guides, books, maps)
 - iii. Multi-media (audio and video cassettes, websites, CD-ROMs and DVDs)
 - d. Partnerships
 - e. Interpretation Quality Control and Site Readiness
 - i. General
 - ii. Maintaining Authenticity
 - iii. Assessing Site Readiness
 - f. Priority Interpretation Sites (including sites that are currently under-interpreted)
 - i. Theme
 - ii. Site Objectives
 - iii. Program & Service Objectives
- 3. Marketing the National Road in Ohio
 - a. Marketing Approaches (what to emphasize and to whom)
 - b. Market Outreach Strategies (ways to “get the word out”)
 - c. Promotional Events (to host or link up with)
 - d. Organizations and Programs (to partner with or participate in for promotional purposes)
 - e. Training Initiatives

A Sign Plan for the Ohio National Road

- 1. Federal Regulations
 - a. Billboard Regulations
- 2. State Regulations/Policies/Practices (including guidelines for locating signs)
 - a. Coordination with ODOT
 - b. Trailblazer Signs
 - c. Signs for Visitor Services and Attractions
 - i. Specific Service Signs
 - ii. Tourist Oriented Directional Signs (TODS)
 - iii. Alternative Ways to Identify Visitor Services and Attractions
- 3. Byway Interpretative Signs
 - a. General
 - b. Design & Content Guidelines

Coordinating with the Five Other National Road States

1. General
2. Interpretation
 - a. Themes
 - b. Interpretive Materials
 - c. Activities
3. Marketing
 - a. Marketing materials and distribution
 - b. Signs
 - i. Logo, Symbols, Colors

Implementation of the Management Plan

1. Management Entity
 - a. Structure
 - b. Duties/Responsibilities
 - c. Partnerships
 - i. Media
 - ii. People/organizations
 - d. Operating Budget
2. Funding Sources
 - a. Programs
 - i. Grants
 - ii. Loans
 - b. Donor/philanthropic organizations
 - c. Local fundraising
3. Project List
 - Bridgeport/National Road gateway
 - Blaine Hill Bridge
 - Lentz Tavern
 - Peter's Creek S-Bridge
 - Salt Fork Bridge
 - Wayside pull-offs/rest areas
 - Tadmor
 - Wescott House
 - Madonna of the Trail Statue
 - Mile Markers
 - National Road Bikeway
 - Touring Guide and Maps
 - Website

outline

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 fourteen 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.

Preservation & Enhancement Strategies for National Road Historic Resources

10. General Preservation Tools
11. The Road Itself
12. Monuments and Markers
13. Pike Towns and Town Structures
14. National Road Specific Industries

Strategies for Other Historic and Cultural Resources

3. Historic and Archaeological Resources
4. Cultural Resources
 - a. General
 - b. Focusing on Diversity of Attractions

Strategies for Managing Scenic and Natural Resources And Minimizing Visual Intrusions

4. Retaining the Cultural Landscape
 - a. General
 - b. Pike Town Guidelines
 - c. Local Scenic Road Designation
 - d. Land Preservation/Conservation
 - e. Growth Management Initiatives
 - f. Revitalization Initiatives
5. Protecting/Improving the Visual Quality of Modern Landscapes
 - a. General
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8. Safety Improvements
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5. Interpreting the National Road in Ohio
 - a. Themes and Interpretive Topics
 - i. Themes
 - ii. Interpretive Topics and Actions
 - b. Audience Approach
 - i. Local Audience
 - ii. Visitor Audience
 - c. Interpretive Media
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 - Salt Fork Bridge Interpretation
 - Wayside pull-offs/rest areas
 - Tadmor Interpretation
 - Wescott House Restoration
 - Madonna of the Trail Statue – Restoration/Relocation
 - Mile Marker – Restoration/Recreation
 - National Road Bikeway
 - Touring Guide and Maps
 - Website Development
 - National Register Travel Itinerary for the National Road
 - National Register of Historic Places Historic Road designation

Table 1 - Interpretive Techniques for Byway-wide Topics and Specific Sites

Preservation & Enhancement Strategies for National Road Historic Resources

GENERAL PRESERVATION TOOLS

Identified below are various tools that can be used to preserve and enhance the historic and archeological resources along the National Road. These tools will help to plan for the future preservation of the road. All of the resources should be re-evaluated every five years to determine if additional preservation tools are needed. Often times, the charm of a particular resource is lost as pressures mount for excessive or inappropriate adaptive reuse. By reevaluating the resource, the Management entity can assess if their initial preservation efforts are still successful.

- Preservation Planning
- The National Register of Historic Places
- Easements
 - Scenic Easements
 - Preservation Easements
- Agricultural districts
- Fee simple ownership
- The Transportation Equity Act for the 21st Century
- Partnerships
- Section 106
- Local Ordinances
- Certified Local Governments
- Ohio Main Street Program
- Heritage Education
 - History To Go
 - Archaeological Field Schools
 - Elderhostel Programs
- BarnAgain!

THE ROAD ITSELF

1. Contact landowners about conducting archaeological work on their property to assess the condition of abandoned portions of the Zane's Trace roadbed.
2. Adapt preservation easements and a regular maintenance program for road remnants of the original National Road route.
3. 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 in various locations along the scenic byway.
4. Create a regular road maintenance program for Peacock Road in collaboration with the Guernsey County Commissioners, local residents, and local historians. Interpretation and signage could be incorporated into this program (see “Priority Interpretation Sites”).
 5. Create partnerships with the Ohio Department of Transportation, and local governments to preserve and protect the remaining stone bridges along the National Road.
 6. Assist in the restoration of Peter’s Creek Bridge in Guernsey County for use as a roadside park.
 7. Establish a Friends of Blaine Hill Bridge organization that will undertake the preservation and interpretation of the bridge and its setting. Conduct a Phase I Archaeological Investigation and develop an Interpretation Plan for the site (see “Priority Interpretation Sites”).
 8. Restore and preserve the “U” Bridge at Leatherwood Creek, west side of Cambridge, Guernsey County.
 9. Approach the property owner (currently a gravel company) of the Masonry Toll House site near Lady Bend Hill about the possibility of conducting archaeological investigations at this rare site type on the National Road.

MONUMENTS AND MARKERS

1. Work with the Ohio Department of Transportation to create a safe pull-off for viewing the Eagle Nest Hill Monument (see “Scenic and Interpretive Pull-offs”).
2. Create interpretive signage (or include information in a driving tour pamphlet) that informs the visitor about the location of the National Road Traffic Accident Memorial on the eastern edge of Norwich.
3. Work with the Lagonda Chapter of the DAR to evaluate the Madonna of the Trail statue’s current location as well as to consider the relocation of the statue to a more accessible location (see “Scenic and Interpretive Pull-offs”).

PIKE TOWNS AND TOWN STRUCTURES

1. Designate the Blaine Hill Bridge Area (in the small mining/railroad community of Blaine) in Belmont County as a National Register Historic District.
2. Support nomination of the intact pike town of Fairview to the National Register of Historic Places by community officials
3. Conduct further documentation of the ruins and archaeological resources at Tadmor in Englewood MetroPark that will support increased interpretive exhibits about and public access to the site (see "Priority Interpretation Sites").
4. Nominate Lafayette, a small pike town, in Madison County to the National Register of Historic Places.
5. Contact landowners and city officials about the benefits of nominating Brownsville in Licking County to the National Register of Historic Places.
6. Encourage city officials to nominate Euphemia, now part of the community of Lewisburg, in Preble County, to the National Register of Historic Places.
7. Provide information about local preservation ordinances and the federal Certified Local Government Program that is administered by OHPO to the local citizens and the city government officials of Morristown.
8. Conduct public meetings and provide educational materials to the local citizens and the city government of Old Washington in Guernsey County on the importance of local preservation ordinances.

NATIONAL ROAD SPECIFIC INDUSTRIES

1. Conduct archaeological testing at Hyde Hill Tavern located at the top of Serpentine Hill, east of Peacock Road in Guernsey County.
2. Conduct further archaeological investigations at Penn Tavern in Middlebourne, Guernsey County for listing in the National Register of Historic Places.
3. Further architectural and archaeological work is recommended at Headley Inn, located in Muskingum County, since it may provide additional data on the construction and use of the National Road. Field school and heritage education programs are recommended. A preservation easement to protect the building is also advised.
4. Conduct further research on the Massie/Olinger Tavern and Stage Stop located in Clark County to determine National Register eligibility.

5. Conduct further archaeological work in the form of a field school to help the Pennsylvania House Museum enhance its collection and history of the property. The archaeological work could also help redefine the entrance to the museum. Currently, the museum's deep setback create the potential for visitors to miss the entrance and/or not be enticed to visit.
6. Ohio University is currently conducting restoration work at Lentz Tavern in Belmont County. Recommended further work should include an archaeological field school along with developing a Phase I & II Cultural Landscape Report and site development concept plan. This plan should include the exploration of public access and interpretive development options and would be an excellent project for nearby Belmont Technical Institute, which has a technical restoration/rehabilitation associates' degree program.
7. Begin documentation and research on a National Register Multiple Properties Submission to list numerous gas stations along the National Road. Heritage education materials could also be developed including classroom lesson plans and a traveling exhibit.
8. Reassess the National Register eligibility of the five extant truck stops built before 1948 along the National Road.

Strategies for Other Historic and Cultural Resources

HISTORIC AND ARCHAEOLOGICAL RESOURCES

1. Establish relationships with local historical societies, the Columbus Park district, the Civil War Institute of the Ohio Historical Society, and the Ohio Historic Preservation Office to conduct archaeological work at Camp Chase Military Prison, now part of Westgate Park in Columbus, Ohio.
2. Document and preserve historic cemeteries along the National Road.
3. 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.
4. 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.
5. Conduct further research on the significance of Footprint Rock in eastern Jefferson Township, Preble County
6. Develop resource materials that provide property owners with information on technical issues associated with historic preservation and building repair.

CULTURAL RESOURCES

General

1. 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.
2. Partner with area museums such as the 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.

Focusing on Diversity of Attractions

1. Work with local Convention and Visitor's Bureaus to develop byway information that highlights historic/thematic sites and attractions associated with the National Road as well as some of

the more popular, well known attractions, to emphasize the diversity of attractions.

Strategies for Managing Scenic and Natural Resources And Minimizing Visual Intrusions

RETAINING THE CULTURAL LANDSCAPE

General

1. Using Elizabeth Township in Miami County as a model, consider other large collections of historic, rural buildings and land that could be recognized in some form (National Register designation, local historic district designation, etc.), thus acknowledging the significance of rural life – particularly on the western portion of the byway.

Pike Town Guidelines

1. 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. Guidelines should be based upon design studies of the pike towns that discern prevailing or common characteristics and suggest general applications that can be tailored to the particular features of each community – they should not be used to make each pike town look the same or fit a certain “stereotype” of what a pike town should look like.

Local Scenic Road Designation

1. Encourage communities to develop local Scenic Road designation programs or zoning overlays (using the program developed by MORPC as a model) to maintain compatible development in the vicinity of the National Road. Priority should be put on roads that access onto another local or state scenic byway, especially the National Road

Land Preservation/Conservation

1. For landscapes that lie within the viewshed of sites identified for scenic or interpretive pull-offs (see “Tourism and Visitor Services” section), identify the specific conditions threatening long-term

- maintenance of these landscapes and the land preservation techniques that most effectively will address preservation.
2. Establish conservation districts and/or “green belt” buffers along the Byway to protect natural resources, scenic viewsheds, green space and agricultural lands.
 3. Preserve agricultural lands and other green spaces that are visible from the byway.
 4. Partner with organizations such as the Ohio Farm Bureau and other groups trying to increase the viability of farming, drawing upon the heritage tourist profile to promote visitor patronage of local farm markets and produce stands as links to regional food products and area residents.
 5. Encourage local communities to adopt large-lot or agricultural zoning, ideally with minimum lot sizes of 20+ acres.
 6. Educate local communities about the benefits of using cluster development and conservation subdivision practices.

Growth Management Initiatives

1. Educate local politicians and developers about the importance of developing and/or upholding sound land use planning principles and design review along the byway. Emphasize the economic benefits associated with land use regulations.
2. Work with local elected officials and planning agencies to encourage growth management practices that do not promote growth beyond the carrying capacity of infrastructure and environmental systems. This is particularly applicable to areas where the extension of utilities are being considered, such as: St. Clairsville, Cambridge, and West Jefferson.
3. Support and participate in any pre-construction/pre-development planning efforts, such as the Bethel Township Development Plan focusing on Brandt, that encourage the greatest amount of consideration for all impacts of proposed projects on the National Road and avoids conflict with the CMP goals.

Revitalization Initiatives

1. Contact individual property owners of historic buildings associated with the National Road/US 40, especially old gas stations and tourist cabin camps, to explore the potential for volunteer rehabilitation projects that would clean up/preserve and reuse the structures.
2. Work with communities to review zoning and subdivision regulations for flexibility in adaptive reuse projects.

3. Encourage participation in Downtown Ohio Partnership's Main Street program to aid in revitalization/beautification projects.
4. Explore the potential for hiring a National Road Main Street coordinator as part of participation in the Main Street program, who would be a "circuit rider" coordinator shared by several National Road communities, thus allowing them to pool their resources.

PROTECTING/IMPROVING THE VISUAL QUALITY OF MODERN LANDSCAPES

General

1. Make available information about and/or contacts for National Road-related projects in byway communities to entice others to follow (i.e., St. Clairsville architectural review and streetscaping, New Concord S-Bridge restoration and streetscaping, streetscaping in Whitehall, West Jefferson and Englewood).
2. Encourage the creation of design review boards in communities or through the Management entity for projects along the byway.
3. Link funding for development projects to the implementation of compatible design policies (i.e., funding for certain types of projects to be contingent upon implementation of compatible policies).

Local Land Use Policies

1. Encourage areas with no zoning to consider it so that they can have some degree of control over the future of land uses in their locales.
2. Explore with communities the potential for introducing cluster development and conservation subdivision practices adjacent to the National Road.

Design Policies and Guidelines (signs, setbacks, streetscaping etc.)

1. Develop a National Road Design Handbook and distribute to all byway communities and counties. The handbook should act as the Management entity's policy guide and should contain:
 - a) Pike town design guidelines (see "Retaining the Cultural Landscape" above);
 - b) Guidance for using building setbacks, landscaping enhancements, fencing, etc. to define public/private space and maintain the streetscaping "lines;"
 - c) Guidance on how to define community character and use its features (setbacks, lot size, massing, roof pitch, fenestration,

- materials, public spaces, etc.) to achieve sensitive and compatible design in both new and infill development;
- d) Demonstrations on how to use color coordination, signage and/or fabric awnings as ways to improve overall appearances;
 - e) Development guidelines for preserving scenic viewsheds that could include techniques such as clustering or conservation subdivisions;
 - f) Techniques for property owners and local jurisdictions to beautify or screen areas of 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 at the roadside and within parking areas, street furniture, sign design and/or billboard removal.
 - Specifications might be included for recommended individual features such as lighting fixtures and paving
 - In particular, the following locations could benefit from such techniques: 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); 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);
 - g) 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.
2. Encourage local jurisdictions to adopt the guidelines in the National Road Design Handbook as part of their subdivision or development regulations
 3. Encourage communities to adopt a National Road overlay zone for the byway corridor to encourage design review, building setbacks, and landscape buffers, among other things, that will complement the byway visitor's experience. This could be the area within which the guidelines in the National Road Design Handbook or similar guidelines defined by the community are applied.

4. Aggressively pursue infill projects in Springfield, where many large warehouses and industrial buildings have been torn down, and in Bridgeport
5. Identify funding sources for design-related improvements to make design review a more palatable concept

MANAGING CELL TOWERS, NOISE BARRIERS, AND TELEPHONE POLES

Key Locations for Minimizing Intrusions

1. Encourage vegetative screening along the National Road in areas where signs and cell towers located in the distance are visible from the Byway, especially at: top of Blaine Hill, just west of Middlebourne, near Bridgeville, Zanesville, near South Vienna, west of Lewisburg, near the Ohio/Indiana state line

Methods for Minimizing Intrusions

1. Encourage communities to bury their telephone lines or relocate them to the backs of buildings where feasible to improve the overall viewshed; however, telephone poles in Phoneton should be retained due to their historical association with the community
2. Discourage ODOT from using noise barriers on the National Road. In the event that they are to be used in the future, advocate for the use of earthen berms or decorative wall panels to maintain an aesthetic view for the National Road traveler.
3. Encourage communities to adopt cell tower regulations that govern the location of cell towers, encourage collocation and disguise, and require that they be dismantled and removed once the technology becomes obsolete. Regulations should emphasize that the towers not be visible from the byway.

Model Guidelines

In progress

Strategies for Roadway Management

HISTORIC ALIGNMENT – PROPOSED ROUTING IN COLUMBUS AND SPRINGFIELD

1. Work with city officials Springfield to further evaluate the potential for allowing two-way traffic on Main Street. As an interim measure, a loop system will allow the visitor to travel in one direction on the historic alignment of the National Road. It is important to ensure that the alternate routes are clearly signed (see Sign Plan: Directional Signs below).
2. The National Road Advisory Group is working with the City of Columbus and ODOT to allow two-way traffic on Main Street so visitors can travel along the historic alignment of the National Road.

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 with respect to safety improvements:

1. To support the ongoing responsibilities of the ODOT, Metropolitan Planning Organizations, County Highway departments and local Public Works agencies in their efforts to ensure public safety on the National Road;
2. To help traffic safety experts examine flexible design standards and context sensitive design to address safety concerns that have a minimal possible impact on the Byway's intrinsic qualities;
3. To act as a clearinghouse for information on and examples of transportation safety improvements.

Ohio Department of Transportation (ODOT)

The Management entity should:

1. Encourage ODOT to apply their new Aesthetic Design Initiative to the National Road to enhance the aesthetic appearance of this potential National Scenic Byway when addressing safety improvements.
2. Develop partnership with ODOT regional offices to help them gain state and local political support for safety-related improvements.
3. Support the ODOT-led safety study project being proposed for US 40/Broad Street in the vicinity of I-270 on the west side of Columbus. Participate in developing political support to

implement its recommendations, including proposed streetscape improvements.

Local Public Works and County Highway Agencies

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

1. Document any hazardous roadway conditions along the National Road and report them to the appropriate local agency for investigation.
2. Help local agencies explore alternatives to address hazardous conditions.
3. 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. Reynoldsburg, White Hall, Columbus, and Vandalia are locations along the National Road that could improve vehicular and pedestrian use through traffic calming measures. Common traffic calming devices include:
 - a. Street trees and other streetscaping features that will visually enclose the roadway corridor and make it less conducive to high speed traffic
 - b. Speed enforcement (both through police officers and volunteer community members)
 - c. On-street parking and landscaped medians that reduce the number of lanes and also give visual cues that can reduce speeds

The management entity and its partners should apply traffic calming devices carefully to match the local situation. A device that works well in one community may not work in another or may have unexpected side-effects, such as increasing traffic congestion.

4. Work with the County Engineer to improve the vehicular and pedestrian access to the Blaine Bridge site from US 40. The approach to the site creates a dangerous intersection at Arches of Memory Bridge, particularly as a vehicle approaches from the west. Possible solutions might include:
 - a. Use of the old bowling alley site as a parking area with a pedestrian walkway to the site; or,
 - b. Use of an ODOT pull-out on the National Road approximately ½ mile east of the site for satellite parking, in conjunction with the establishment of a shuttle to transport visitors and the creation of a greenway along the Wheeling Creek for hikers and cyclists

MINIMIZING IMPACTS OF NEW ROADWAY CONSTRUCTION ON THE NATIONAL ROAD

Ohio Department of Transportation (ODOT)

The Management entity should:

1. Encourage ODOT to implement their Aesthetic Design Initiative for all improvements to the Byway route to incorporate attractive design elements. This is an opportunity for the management entity and local partners to work with ODOT in finding solutions that protect the Byway's intrinsic qualities and enhance the appearance of the Byway for the visitor.

Local Public Works and County Highway Agencies

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

1. Develop model roadway design policies and a process through which communities can protect and enhance significant roadway elements during roadway construction or alteration projects. This model should be established so that it can be adopted by a municipality as part of existing review procedures or as part of a National Road Design Overlay. Elements of the model design standards could include:
 - a. 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 examined
 - c. An additional level of review performed by the Management entity and/or the local municipality
 - d. 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 as possible
 - e. A requirement that historic sites be given sufficient buffers around their perimeters and any necessary measures be taken to protect the resources
 - f. Guidelines for the siting of buildings and alignments of new roads so that scenic views are preserved to the maximum extent possible
 - g. Guidelines for limiting the number of new curb cuts allowed onto the National Road. Preferred access to a site would be from side streets with already established intersections on the National Road. This situation occurs in:
 - The suburban communities particularly to the east and west of Columbus and in the vicinity of Springfield

- Etna Township (Licking County) and West Jefferson (Madison County) where planned or proposed industrial areas are located adjacent to the National Road
 - Cambridge where the extension of utilities is planned. Careful planning near Peacock Road and the Leatherwood Creek (Cooks Run) U-Bridge could help to protect these intrinsic qualities.
- h. Recognition of the need to establish a balance between owners' needs and byway goals.

REDUCING CONFLICTS WITH DAILY TRAFFIC

Ohio Department of Transportation (ODOT)

The Management entity should work with ODOT to:

1. Encourage the placement of truck weight limits on the National Road, particularly in the vicinity of Zanesville, to discourage truck use on the National Road. It is critical that this recommendation be considered after careful examination with ODOT to assure alternative truck routes for normal and emergency situations.
2. Assess locations where truck traffic is significant and determine whether existing signs are directing trucks to the interstates.
3. Examine speed limit signs every 3 – 5 years to ensure that they are still appropriate and visible.

Local Public Works and County Highway Agencies

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

1. Use National Road publications to convey to visitors when sections of the byway are most congested so that they can have a more pleasant experience. Providing adequate identification and directional signs and ample warning for tourist attractions and services also minimize conflicts between visitor and daily traffic.

VEGETATIVE MAINTENANCE

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

LANDSCAPING/STREETSCAPING ENHANCEMENTS WITHIN THE RIGHT-OF-WAY

Ohio Department of Transportation (ODOT)

The Management entity should:

1. Encourage ODOT to establish a beautification program with local organizations along the National Road similar to the “Color Columbus” effort, which is working with ODOT to plant wildflowers in medians
2. Preserve and enhance medians through the planting of flowers and shrubs for the following areas: (in progress). Encourage ODOT to maintain landscape medians where they exist along highway sections to promote safety and maintain the aesthetic qualities of the road
3. Contact local organizations such as Rotary Clubs, Lions Clubs, Boy/Girl Scout troops, school groups, garden clubs and/or local landscaping firms or commercial gardening companies (such as Spring Hill Nurseries in Tipp City, Miami County) about taking on National Road-related projects that will enhance the byway corridor, such as: trash clean-up; landscaping/beautification projects; building renovation; ODOT’s Adopt-a-Highway program

Local Public Works and County Highway Agencies

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

1. Investigate with officials in Reynoldsburg, Columbus, Vandalia and Englewood ways to enhance the roadway through their jurisdictions that could involve the installation of landscape medians that include turning bays. 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.
2. Encourage communities to undertake streetscape enhancement projects that could incorporate tree and flower planting, decorative pavers and lighting fixtures, and street furniture in urban areas with “hard” streetscaping, such as: Bridgeport, Zanesville; Reynoldsburg (extend streetscaping already done around Jackson Street); Whitehall (already in progress but may need additional funding or other assistance); Springfield (build off of streetscaping enhancements done in the vicinity of the Heritage Center)
3. 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.

Strategies to Link the Byway to the Region and Beyond

LINKING TO MAJOR TRANSPORTATION ROUTES (INTERSTATES, AIRPORTS, RAIL STATIONS)

1. Incorporate a description of the existing regional transportation services in National Road brochures, on the web page and in other visitor information sources.
2. Advocate for the proposed Amtrak route between Cincinnati and Cleveland to travel through and stop in Columbus. Byway visitors would benefit from improved rail access to the region.

PROVIDING ADEQUATE PARKING

1. Develop shared parking agreements among private owners whenever possible.
2. Install appropriate signage and possibly a kiosk with a map of the area, and develop printed information to help visitors find parking.
3. Encourage local municipalities to:
 - a. Conduct a parking inventory in business districts on or near the Byway and/or in locations where there is a concentration of heritage resources, such as in St. Clairsville, Cambridge, Zanesville, Columbus and Springfield.
 - b. Develop and implement a strategic parking improvement plan for each business district and/or area where there is a concentration of heritage resources.

BICYCLE AND PEDESTRIAN LINKAGES AND SAFETY ENHANCEMENTS

1. Undertake a study to create a bikeway along the National Road, taking advantage of its wide shoulders and linkages into other regional bikeways such as the Ohio to Erie Trail, the Buckeye Trail, the Little Miami Scenic Trail/Buck Creek Trail, and Wolf Creek Rail Trail. The bikeway also should link into local trails like the National Road Bikeway and the proposed Penn Central Rail Trail in Licking County, and existing bike lanes, such as the lane along the southbound lane on US 40 near Gratiot and the lane in St. Clairsville. Connections should be made through signs, trail maps, and other information sources.

- a. 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
 - b. Assess bicycle safety as part of proposed bikeway. Look for separated bike paths where vehicular conflict is a problem, such as at off-ramps from I-70, or where there is political resistance to on-road facilities
 - c. 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
2. Communities should consider the following measures to address how visitors will be accommodated once they get out of the car:
- a. Undertake a comprehensive pedestrian access design study at key attractions or where there are visitor services to address any pedestrian safety issues or linkages
 - b. 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
 - c. In areas lacking the right-of-way to create a sidewalk separated by a landscaped buffer, alternative pedestrian travel areas, such as paths, should be considered
 - d. Consider the installation of lights, creation of safety patrols or installation of call boxes in areas where safety is a concern
3. Create parking areas with convenience facilities such as restrooms/showers, bicycle racks and vending machines at trailheads or points where the National Road crosses trails

LINKING TO OTHER HERITAGE AND RECREATIONAL AREAS AND ACTIVITIES (SCENIC BYWAYS, HERITAGE AREAS, RECREATIONAL AREAS, ETC.)

1. Explore ways to link the Byway with recreational modes of transportation such as canoeing on area rivers (Mad River in Clark County is popular with canoeists and could be linked to the byway through the hiking trails or bikeways). Work with the Metro Parks systems and river organizations to find opportunities to increase and promote river recreation.
2. Create a strong visual link to the Ohio River Scenic Route where it crosses the National Road in Bridgeport. This could be accomplished through the gateway ideas discussed under the "Providing Visitor Services" section below. Incorporate

programmatic linkages through marketing and interpretive materials.

3. Create visual and programmatic linkages to some of Ohio's heritage areas, including the Ohio Hill Country Heritage Area and Miami and Erie Canal Corridor.

Strategies to Foster Economic Development

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

1. Highlight in visitor information sources businesses such as local farm markets, produce stands, restaurants or food producers that provide a direct connection to the seasonal bounty of the region, reflect some of its food traditions and/or just serve good food (i.e., Kirke's Ice Cream in St. Clairsville, Clark's Family Restaurant in Jacksontown, German Village shops and restaurants in Columbus, Graeter's Ice Cream in Bexley, Shuler's Bakery in Springfield, Young's Dairy in Mad River Township (Clark County), Mikesell's Potato Chips from Dayton)
2. Utilize byway publications and marketing pieces to provide local merchants and service providers with alternative ways to market their products or services. This could reduce pressure to use billboards or other types of signs to attract customers
3. Promote and encourage the development of "retro" and historic-related or regional specialty businesses that support heritage tourism such as cottage industries, bed& breakfasts, campgrounds, ice cream stands, local restaurants, antiques dealers and local artisans and craftsmen. This will help counteract the predominance of "chain" visitor services that are located along I-70 and oftentimes are the only options for travelers along the National Road
4. Support the establishment of antiques shops or other businesses that complement the historic focus of the National Road and would appeal to the profile of the heritage tourist.
5. Support the establishment of .com or other high-tech businesses in historic downtowns like Springfield and Zanesville. Explore options for funding the retrofitting of wiring, etc as an economic development initiative.
6. Support an increase in the number of recreational equipment rental facilities along the byway, particularly at points where the byway intersects hiking and biking trails or rivers used for water recreation, such as the Ohio to Erie Trail, the Buckeye Trail, the Little Miami Scenic Trail/Buck Creek Trail, and Wolf Creek Rail Trail, the National Road Bikeway and the proposed Penn Central Rail Trail in Licking County.

PROGRAMS, PARTNERSHIPS AND INCENTIVES

1. Encourage existing small businesses to make use of the Ohio Department of Development's small business development programs and the resources of affiliates such as the Central Ohio Small Business Development Center
2. 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
3. Work with local chambers of commerce to identify and attract businesses that will support the Byway goals and objectives (see "Retention and Growth of Businesses" above)
4. Encourage public funding of prototype projects to serve as examples (i.e., St. Clairsville is considering buying an old hotel to then market for renovation and use as a hotel again)

Tourism & Visitor Services

PROVIDING VISITOR SERVICES

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

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

1. Create an eastern gateway to the byway in Bridgeport that will address design, parking, and linkages.
 - a. Key off of Belmont County’s bicentennial and the intersection of two National Scenic Byways
 - b. Design of the gateway features should address the obstructive presence of the Route 7 overpass – potential solutions could include redesigning the central portion of the bridge to be more transparent, putting the road back to grade level, or tunneling the route
 - c. Redesign the layout of Soldier Park and the open parcel to the north to become a more vibrant, welcoming and usable space. Design concepts should explore ways to incorporate artwork and a small information center, and should address the building foundation and blank wall at the north end.
 - d. Remove meters under Route 7 – visitor parking should be free
 - e. Replace iron truss bridge with a reconstruction of the former covered bridge and make into a pedestrian bridge to Wheeling Island
 - f. Reinstall brick paving on National Road at the gateway
 - g. Create a greenway along Wheeling Creek that would link Bridgeport to Blaine and highlight the area’s natural resources as well as remnants of Zane’s Trace
 - h. If/when the Aetnaville Bridge is open to traffic, an alternative route for getting visitors to Bridgeport could be 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
2. Create a western gateway to the byway that will signify arrival for visitors

- a. 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 byway
- b. Renovate the Hines 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.

Visitor Information Sources

1. Publish and annually update a visitor guide and map that lists businesses, dining and lodging
2. Create a National Road Ohio web site and incorporate links to other regional web sites. Professional services could be donated for the development of the site by university students looking for a project or large companies such as NCR or Lexus Nexus in Dayton as part of their local outreach efforts.
3. Publish a book of the GIS maps prepared for the Corridor Management Plan
4. Work with area businesses and merchants to stock publications
5. Develop guidelines for local National Road visitor service publications that are produced so there is a unified logo or association with the National Road
6. Develop a National Road Travel Itinerary for the National Register Travel Itineraries program

Visitor Centers and Rest Stops

1. Identify locations for and construct satellite byway visitor centers in Bridgeport, on the western side of the byway, at the Heritage Center in Springfield, at the Zane Grey Museum and in Columbus, where a significant number of potential visitors may be entering onto the byway.
2. Develop a network of satellite information kiosks that could be located in small communities, museums or visitor bureau offices. For example, MOT-1935-12 (a former truck stop in Arlington) could be used as a satellite information center in Montgomery County.
3. Coordinate with the visitor center in Richmond, Indiana to act as a western visitor center for the National Road in Ohio.
4. Coordinate with ODOT and ODOD/Division of Travel and Tourism to stock publications at interstate welcome centers and rest stops.
5. Investigate with ODOT the potential for creating access from the National Road to the rest area on I-70 just east of Old Washington.

Scenic and Interpretive Pull-offs

1. Explore the development of scenic pull-offs at the following significant views so that visitors can safely take in the scenery and information:
 - a. 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 provides a possible opportunity to create one there.
 - b. 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
 - c. between Fairview and Middlebourne – ridge top views overlook I-70 and forested hills, and extend far into the distance
 - d. 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
 - e. east of Linnville – long views across gently rolling hills. A remnant section of road that parallels US 40 east of Linnville could be used as a basis for a pull-off.
 - f. east of Lafayette – sweeping views of a rural landscape begin east of the Route 42 interchange.
 - g. to the east and west of Brighton – a number of views along the road and across a rural landscape characterize the area to the east and west of Brighton. A pull-off in 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.
 - h. 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 a number of locations.
2. Design pull-offs to have amenities such as picnic tables, trash cans, benches and restrooms (where appropriate) so that they double as roadside parks where people can picnic, etc.
3. Create interpretive waysides that provide interpretation of:
 - a. 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

- b. the various generations of roads (National Road, US 40, I-70)
 - a good place to do this would be on the west side of Gratiot, where all three roads are visible and a pull-off also could provide scenic views
- c. 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)
- d. west of Bridgeville near the I-70 interchange – 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
- e. National Road Accident Memorial
- f. 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 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.
- g. Madonna of the Trail Statue – the statue currently is situated at the edge of Snyder Park along a busy stretch of US 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 enhancement grant. Several options exist for enhancing access to the statue. If it remains in its current location, a pedestrian bridge could be constructed from Snyder Park across Buck Creek to the site. If the statue is moved, it could be relocated to an abandoned service station just west of the Route 68 interchange, which could be renovated and relandscaped to accommodate a visitor rest stop and interpretive wayside for the statue.

Traveler Services (gas, food, lodging)

1. Encourage the establishment of additional local restaurants along the Byway. In general, there is a need for more restaurants both because of the distance between these 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.
2. Encourage the establishment of overnight accommodations. In general, there 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. 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 if renovated. There is ample opportunity to convert homes and former taverns in some of the pike towns into Bed & 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.
 3. Explore small business initiatives to encourage the development of gas, food and lodging between West Jefferson and Springfield, and lodging near the Indiana line.

INTERPRETING THE NATIONAL ROAD IN OHIO

Themes and Interpretive Topics/Actions

Themes

1. The 19th Century National Road Experience
 - a. Construction of the Road (including Indian trails and Zane's Trace)
 - b. Life Along the National Road: Pike Towns, Farms and Cities
 - c. The National Road in National Crisis
 - d. The Influence of Other Transportation Technologies (canals, railroads)
2. The 20th Century National Road Experience
 - a. Paving the National Road, the Construction of U.S. 40 and Other Roadway Improvements
 - b. Auto-Touring on the National Road & the Building Types that Served the Tourists
 - c. The Rise of the Interstate System & its Lasting Effects on the National Road
3. Physical Geography Along the National Road
 - a. Glaciation and the Landscape
 - b. Soils & the Tradition of Agriculture
 - c. Natural Landmarks Along the National Road
 - d. The Columbus and Dayton Metro Park systems
4. The Heartland Experience
 - a. Arts & Crafts (pottery, basketry, glass making, domestic crafts)
 - b. Central Ohio Food Traditions

c. Community Celebrations

Interpretive Topics/Actions

1. A number of interpretive topics and actions for interpretation at specific sites have been identified and appear in Table 1. A set of interpretive techniques is identified for each topic, and these are summarized below:
 - a. Panel – A fixed interpretive display that conveys information through words, photos and illustrations mounted on a flat surface
 - b. Brochure – A pamphlet or booklet that provides interpretive information through words, photos and illustrations and can be taken or purchased by visitors
 - c. 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
 - d. Interactive Interpretation – “Hands on” learning that allows visitors to become personally involved in aspects of interpretation such as reenactment festivals, public archaeological digs, and oral history projects
 - e. Living History – Live productions that can convey themes and stories through costumed reenactors and demonstrations of events, techniques or lifestyles
 - f. Audio/Video – Interpretive media that includes audiotapes, videotapes, films, CD-ROMs, DVDs, websites
 - g. Trail – A dedicated walking or cycling path that provides access to interpretive sites and is keyed to a map or otherwise defined route

Audience Approach

Local Audience

1. Coordinate and enhance community history programs which result in widely available public products, such as slide presentations, oral histories, exhibits, surveys, and plans, that are useful to community planning and preservation.
2. 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.

3. Develop hands-on heritage education lessons that can be used by home schools, scout troops, junior historical societies, and other student organizations.

Visitor Audience

1. Develop interpretive materials geared primarily to “history buffs,” and more particularly National Road buffs, who will be the primary visitor audience
2. Develop interpretive materials geared toward 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, including parents of college students.
3. Develop interpretive “filler” for areas along the byway where there is not a lot to see or do, particularly long stretches of agricultural land on the western part of the byway. Such material could focus on using audio tapes and/or printed material to interpret the geography of the region, how it affected the design and construction of the road and its communities, and the agricultural use of the land.

Interpretive Media

Construction projects (kiosks, panels, exhibits, trails)

1. Construct kiosks, panels and other interpretive displays at interpretive waysides and individual sites
2. Explore the potential for creating an interpretive walking trail near the remnant sections of Zanes Trace along Wheeling Creek, possibly as part of a riverfront “ribbon” park or greenway (there are some reasonably well-preserved stone features along portions of the route)

Print media (brochures, guides, books, maps)

1. Publish a guidebook with historical information such as photographs, artifacts and maybe information on different archaeological investigations. The guidebook could have 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 could also be included. The guidebook could be a multiple state effort fostering better relationships between like organizations.
2. Develop walking tour brochures for the historic districts in

- Morristown, Zanesville, Columbus, Springfield and Euphemia. Other towns also should consider developing walking tours that highlight their individual history.
3. Develop a brochure that gives information on the history and diversity of mile markers and helps orient visitors along the route (coordinate with a program of restoring/reconstructing the mile markers) (see contact information below)

Multi-media (audio and video cassettes, websites, CD-ROMs and DVDs)

1. Develop a variety of interactive interpretive media that can be used together or separately, including interactive CD-ROMs or DVDs that link into websites, audio tapes and CDs that can be used in cars or personal listening devices such as Walkmans or Discmans, and videocassettes that can be viewed both at home or in the car
 - a. Incorporate multi-media formats that could include recordings of regional music and storytelling (could build off of recordings recently put out by Sylvia Miller entitled "The National Road: A Ride Through Time"); video clips of interviews with locals and historians as well as historic film footage
2. Use living history demonstrations, plays, and museum exhibits to convey the stories of the National Road.

Partnerships

1. Make use of local avenues of information to provide interpretation of the Byway. These 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.
2. Work with local historical societies to develop and/or host exhibits and publications that interpret the National Road from a local perspective
 - a. Historical societies might include: Ohio Historical Society, Guernsey County Historical Society, Pioneer & Historical Society of Muskingum County, Hebron Historical Society, Reynoldsburg-Truro Historical Society, Livingston House Society, Hilltop Historical Society, Grandview Heights Marblecliff Historical Society, Columbus Jewish Historical Society, Columbus Historical Society, Madison County Historical Society; Canal Society of Ohio, South Fountain Preservation, Daughters and Sons of the American Revolution, George Rogers Clark Heritage Association, Clark

- County Historical Society, Carillon Historical Park and the Historical Society of Vandalia-Butler
- b. Funding for such activities could come from local businesses or educational grants from area foundations
 3. Work with local historical societies (see above) to develop and/or host exhibits and publications that interpret non-National Road-related aspects of history and community life as a way to enhance the visitors' understanding of the area and appeal to a wide variety of visitor interests.
 4. Encourage Ohio Historical Society to consider undertaking an "Archaeology of the National Road Scenic Byway" exhibit
 5. Work with local Convention & Visitor's Bureaus to develop interpretive materials that also can double as promotional pieces (for example, maps of historic districts and National Register properties that also indicate the location of bed & breakfast accommodations or restaurants)

Interpretation Quality Control and Site Readiness

Quality Control

1. Develop quality control guidelines for facilities to meet in order to be promoted as a byway resource (esp. historic sites)
 - a. Could include documentation of authenticity, training of staff, etc.
 - b. Could result in a "seal of approval" that can double as a marketing tool
2. Conduct regularly scheduled training sessions for guides, interpreters, and living history demonstrators

Assessing Site Readiness

1. Develop a benchmark system for assessing the readiness of sites to receive visitors and provide interpretation. Benchmarks could include: hours of operation, parking facilities and other visitor amenities, condition of resources, levels of staff training, and diversity of programming
 - a. Could be incorporated into the "seal of approval" program described above under Quality Control

Priority Interpretation Sites

Blaine Hill Bridge
Pennsylvania House
Morristown

Camp Chase
Tadmor
Peacock Road
Taverns (Lentz)

MARKETING THE NATIONAL ROAD IN OHIO

Marketing Approaches (what to emphasize and to whom)

1. Promote the fact that US 40 is “Main Street” many communities along its length
2. Emphasize the diversity of features and attractions along the Byway to appeal to non-history buffs as well as history buffs
3. Promote the small cultural organizations and productions found along the byway, such as: Pennyroyal Opera House in Fairview; John & Annie Glenn Historic Site and Exploration Center (to open in October 2001); National Road/Zane Gray Museum; Muskingum Area Performing Arts Center; Livingston House (home of Livingston Seed Company founder Alexander Livingston); Thurber House (home of author James Thurber); Ohio History of Flight Museum; African American Historical & Education Center of Columbus; Trapshooting Hall of Fame & Museum
4. Produce marketing materials geared toward the visitor in search of the “heartland experience.” 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.
5. Produce marketing materials geared toward the visitor in search of the arts and crafts legacy of the region. These materials could 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.
6. Market the byway as destination for a users of recreational facilities, using byway brochures and other media to highlight access to regional and long-distance hiking trails or multi-use trails such as: the Ohio to Erie Trail through Columbus; the Buck Creek Trail in Springfield that links into the Little Miami Scenic Trail; and the Buckeye Trail that goes through Taylorsville Metro Park.
7. Explore ways to package the National Road so that tourists can travel it through a variety of approaches, including: in day-long segments; by thematic areas of interest; and, by geographic areas.

- Develop materials so that visitors can easily pick up in the middle of the route and/or continue a part of the journey started previously.
8. Develop a Calendar of Events that is maintained on a regular basis
 9. Develop a partnership with the Ohio River Scenic Route to provide cross-promotional opportunities geared toward visitors who are already traveling other byways

Market Outreach Strategies (ways to “get the word out”)

1. Develop Elderhostel programs in conjunction with Elderhostel and: University of Dayton; Wright State University; Ohio State University; Ohio University and other area educational institutions
2. 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. Yellow Springs’ NPR station WYSO has a local news show called “Sounds Local” that could do feature segments on the National Road, and local cable stations also usually have a locally-oriented program that could be used in a similar fashion.
3. Market the National Road on the Ohio Division of Travel & Tourism website (www.OhioTourism.com)
4. Participate in Travel & Tourism (T&T) media tours and trade shows
5. Participate in the National Register Travel Itineraries program (see above under “Visitor Information Sources”)
6. Advertise in national magazines that are devoted to travel, such as: Heritage Traveler, National Geographic Traveler, and Historic Traveler.

Promotional Events (to host or link up with)

1. Stage a massive byway-wide celebration after designation to generate enthusiasm and recognition of the National Road in Ohio
2. Work with the Ohio Bicentennial Commission to link the National Road into promotional events in 2003 that are organized around the Ohio Bicentennial (Bicentennial Commission in Columbus) and the centennial of flight (Inventing Flight in Dayton)
3. Promote the National Pike Festival in Ohio as a celebration of the National Road, its transformation into US 40, and the towns that developed along the National Road. Coordinate with and cross-promote through Pike Festivals in other states
4. Host a “Hike the Pike,” “Bike the Pike,” or “National Road Rally” as a community celebration event and/or fundraiser for historic site preservation or local charities

5. Link the National Road with the multi-state efforts of the John Hunt Morgan National Trail, a portion of which goes through the pike town of Old Washington, and the Ohio River Scenic Route, which skirts Bridgeport
6. Use significant festivals not associated with the National Road, such as the Ohio Pumpkin Festival in Barnesville, Jamboree in the Hills in Lloydsville, Salt Fork Arts & Crafts Festival, the Columbus Arts Festival, Ohio State Fair, Grand American World Trap Championships, and Preble County Pork Festival as opportunities to promote the National Road (either at the festival or in surrounding areas, knowing that a significant number of people will be passing through). Incorporate these events into the Calendar of Events (see “Marketing Approaches” above)
7. 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, such as: the Drover’s Trail Festival in Belmont County; West Jefferson’s Labor Day Ox Roast; and South Vienna’s Corn Festival

Organizations and Programs

(to partner with or participate in for promotional purposes)

1. Make use of the National Scenic Byway Program’s marketing and promotion efforts
2. Form a partnership with the CVBs to market the Byway
3. Explore ways to compensate for lack of visitor bureaus in counties that do not have them
4. Partner with local educational institutions such as Ohio State University, Muskingum College, Capital University, Wright State, Ohio University, Belmont Technical College, University of Dayton and Wittenberg University to promote a visit to the National Road byway to students, parents and alumni in their publications, websites and other outreach materials

Training Initiatives

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

A Sign Plan for the Ohio National Road

FEDERAL REGULATIONS

Billboard Regulations

1. Create a campaign to remove billboards along the Byway through advocacy and local support. In particular, efforts should be focused on reducing billboard proliferation in Bridgeport and Zanesville.
2. Encourage communities to adopt policies and measures to minimize or eliminate outdoor advertising on the National Road

STATE REGULATIONS/POLICIES/PRACTICES

Coordination with ODOT

1. Coordinate with ODOT on the signage for the National Road that is located within the right-of-way. This includes Logo and Tourist-Oriented Directional Signs (TODS) and the Scenic Byway trailblazer signs.

Signs for Visitor Services and Attractions

Logo (Specific Service) Signs

1. Coordinate with ODOT on an assessment of how Specific Service signs can benefit businesses on the National Road.
2. Produce an information flier for distribution to businesses that may not be using Specific Services signs and encourage ODOT to place general visitor service signs at major interchanges, such as, I-77, I-270, I-71 and I-75, in lieu of individual signs that may produce a proliferation of signs.
3. Help businesses apply for Specific Services signs.

Tourist Oriented Directional Signs (TODS)

1. Work with ODOT to locate National Road Scenic Byway signs at major entry points.
2. Identify businesses eligible for the Tourist Oriented Directional Signs (TODS) signage program.
3. Produce an information flier on the TODS program for distribution to businesses and municipalities.
4. Help businesses and municipalities apply for TODS.

5. Work with ODOT to develop more flexible standards for the TODS program that will support better exposure for small, heritage tourism-related attractions and services; currently, there are requirements for hours of operation and annual attendance, among other things, that may be difficult for small attractions to meet.

Trailblazer Signs

1. Coordinate with the Ohio River Scenic Route on the posting of trailblazer signs at the juncture of the National Road and the Ohio River Scenic Route in Bridgeport
2. Post trailblazer signs at the following locations along the route where back-tracking is required: Lady Bend Hill/Stillwater Creek; between Fairview and Middlebourne
3. Ensure that trail blazer signs are strategically placed at locations along the Byway where the route can become confusing, especially: 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)
4. Install signs at key locations where traffic from intersecting roadways may be entering onto the byway and/or where other heritage routes intersect it, such as: 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); and, at I-70 at the Ohio/Indiana state line

Management Entity–operated Sign Program

1. Develop a National Road signage program in order to create a unified system for the byway, coordinate the multitude of state and local sign programs, and ensure that signage needs that are not met by ODOT or other existing programs are addressed in a manner that is visually and functionally consistent and complementary to the goals of the Byway. The signage program could include:
 - a. design elements and templates
 - b. guidelines for use and sign placement (relationship to National Road themes, sites of State or National significance,

- and sites that may be of interest to the “typical” National Road visitor based on visitor profiles)
- c. incentives for use of Byway sign programs (design assistance, placement assistance, seed grants, etc)
2. Assess the need for directional signs leading from the Byway to significant public sites and visitor attractions. Design and installation may also require partnerships with local agencies that govern Byway sign placement.

Directional signage may be required for some of the following significant sites:

- a. Eastern Region
 - i. Barkcamp State Park
 - ii. Dysart Woods
 - iii. Egypt Valley Wildlife Area
 - iv. Salt Fork Preserve & State Wildlife Area
 - v. Blue Rock State Park & State Forest
 - vi. Dillon State Park/State Wildlife Area and Blackhand Gorge
- b. Central Region
 - i. Flint Ridge State Memorial
 - ii. Dawes Arboretum
 - iii. Buckeye Lake State Park and Cranberry Bog Nature Preserve
 - iv. Moundbuilders, Octagon and Wright Earthworks in Newark
 - v. Blacklick Woods Metropark
 - vi. Three Creeks Metropark
 - vii. Ohio Historical Center and Ohio Village
 - viii. Battelle-Darby Creek Metropark
 - ix. Madison County Historical Museum
- c. Western Region
 - i. Clark Lake State Wildlife Area
 - ii. Buck Creek State Park and C.J. Brown Reservoir, including David Crabill Homestead owned operated by Clark Co. Historical Society
 - iii. Young’s Jersey Dairy
 - iv. George Rogers Clark Park
 - v. Charleston Falls Preserve in Tipp City
 - vi. Tadmor
 - vii. 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
 - viii. Aullwood Audubon Center & Farm

- ix. Englewood MetroPark (“off” the byway while the road over the dam is closed)
- x. Sycamore State Park
- xi. Warnke Covered Bridge
- xii. Geetings Covered Bridge
- xiii. Lewisburg
- xiv. France Lake Park

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.

Individual Business Signs

1. Encourage communities to develop and/or enforce regulations that minimize the placement of signs within the right-of-way of county or town roads. Use 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. may be a good partner for accomplishing this). Specific areas where signage should be reduced include: Bridgeport; east of Middlebourne; Zanesville; and east and west of Columbus
2. Encourage communities to develop ordinances that limit sign proliferation, size and type, particularly of those within the viewshed. The Columbus Graphics Code could serve 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.
3. Involve local governments in the Byway signing process so that they can recognize the need to support sign minimization

BYWAY INTERPRETIVE SIGNS

General

1. Post interpretive signs at individual sites as suggested in the “Interpretive Stories” section above
2. Initiate discussions with private property owners to erect interpretive signs that relate to resources on their property. These signs could be placed on their property with their consent, or could be erected within the right-of-way with the consent of ODOT.

3. In addition to content-heavy interpretive signs, there will be a need simply to identify the location of individual sites through interpretive markers. Sites that should be identified include:
 - a. Egypt Valley Wildlife Area – 14,300 acre public hunting and fishing area in Belmont County
 - b. Pike towns - perhaps develop a symbol or consistent sign that can be posted at each pike town to identify it as such
 - c. National Road/Zane Grey Museum and Clark County Heritage Center as “bookend” museums of National Road-related artifacts and interpretive material
 - d. 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
 - e. Columbus Metroparks and Dayton Metro Parks located close to or along the National Road
 - f. Natural Landmarks including: Dysart Woods National Natural Landmark; Walter A. Tucker Nature Preserve in Blacklick Woods Metropark; and Pumpkin Ash/Swamp Forest State Natural Landmark in Englewood Metro Park
 - g. Olentangy State Scenic River, Stillwater State Scenic River, Big & Little Darby Creeks State and National Scenic Rivers
 - h. Pennsylvania House Museum (current sign is not easily noticed)
 - i. Terminus of the National Road in Springfield; where funding for and paving of the road ended
 - j. Taylorsville Metro Park
 - k. Bachman (old village site) west of Arlington Road
 - l. Beginning and end of National Road byway in Ohio

Design & Content Guidelines

1. Develop templates for interpretive signs that will maintain consistent sizes and graphic features (borders, font, drawing style or picture frames, etc.)for all interpretive signs along the entire byway. The interpretive sign design should reflect the design of the byway trailblazer sign while allowing for flexibility to accommodate differing content and visuals.
2. Develop guidelines for interpretive signs erected by organizations other than the Management entity to maintain consistency
3. Follow the recommendations contained in the Interpretive Plan (see “Interpreting the National Road in Ohio” above) for defining site interpretation sign content.

Coordinating with the Five Other National Road States

GENERAL

1. Look at examples of other projects being done on a multi-state level, such as the Great River Road and the Connecticut River Scenic Byway (NH & VT), to identify successful coordination measures that might be used on the National Road

INTERPRETATION

Themes

1. Coordinate with the other states on thematic development and identify those themes that could be applied to the National Road in all six states

Interpretive Materials

1. Develop interpretive materials such as brochures, books, panels, website 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
2. 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

1. 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

1. Work with the other five National Road states to develop a map and/or guidebook for all six states that highlights the route, attractions in each state and places to get additional information for each state
2. Coordinate on points of dissemination, approach and format

Signs

Logo, Symbols, Colors

1. Coordinate on a uniform, recognizable sign style (logo, colors, language, symbols) that is harmonious with the road
2. Develop a simple, bold design for signs, for example one that incorporates arrows and a logo such as a Conestoga wagon

Implementation of the Management Plan

MANAGEMENT ENTITY (In Progress)

Structure

1. Establish a non-profit organization to oversee the implementation of the Ohio National Road Scenic Byway Corridor Management Plan.
 - a. Look at similar organizations as models (i.e., Ohio River Trails: county committees, one member from each committee = Board)
2. Hire an Executive Director and other staff as needed to maintain the operation of the management entity on a day-to-day basis
3. Other.....

Duties/Responsibilities

1. Develop and review annual capital and operating budgets
2. Identify priority projects and projects being undertaken by others, to factor into the budgeting process
3. Forge partnerships (see “Partnerships” below) to facilitate implementation of the CMP at the local level
4. Apply for grant funding
5. Promote the road from within the state through media and agency partnerships (see below)
6. Hire staff, as needed
7. Maintain a website and other public outreach materials

Partnerships

1. Media
 - a. Utilize local media sources such as newspapers, magazines, radio and cable television to promote the National Road and relay interpretive material about it
2. People/organizations
 - a. Use local organizations and schools to help promote the Byway, support local ordinances, donate time (such as for planting vegetative buffers), and identify the resources that are important to preserve and interpret
 - b. 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

- c. 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.
 - d. Use the regional Metropolitan Planning Organizations (MPOs) to distribute information and gather comments from area citizens and organizations
 - e. Disseminate information at the local level through Chambers of Commerce, Village Councils, Township Trustee meetings, etc.
 - f. Stress to legislators the return on investment that tourism produces and the need to support heritage tourism efforts. 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”
3. Government Agencies
- a. 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 to implement the CMP at the state level
 - b. Build partnerships with local governments to implement the CMP at the local level
4. On-going Partnership Building
- a. Continually assess outreach efforts and gaps in outreach to identify those partnerships that still need to be formed
 - b. Host annual management entity meetings that are open to the public and will provide updates on implementation and input on revisions or additions to the plan

Operating Budget

- 1. Develop an annual operating budget that will maintain the day-to-day operations of the management entity, including staff salaries, travel expenses, meetings/conferences, office rent and equipment

FUNDING SOURCES

Programs

- 1. Grants
 - a. Use State and National Scenic Byway designation to access TEA-21 funds for developing visitor services

- i. Give priority to projects within areas that are working toward or have committed to the protection and enhancement of the intrinsic qualities along the National Road
- ii. Tap the FHWA National Scenic Byways Discretionary Grant Program
- iii. Tap Enhancement funds at the state and MPO levels
- iv. Apply for the ODOD, Community Development Division's Downtown Revitalization Competitive Grants program (maximum grants \$400,000)
- v. Apply for Clean Ohio Fund funds for brownfields (\$175 million over 4-5 years), farmland preservation (\$25 million over 4 years), stream and watershed restoration (\$40 million over 4 years), recreation trails creation (\$25 million over 4 years), and greenspace preservation (\$100 million over 4 years)
- vi. Utilize Ohio Arts Council's Design Review program, which funds plans and schematics for streetscape projects

2. Loans

- a. Explore funding for .com business establishment in historic downtowns through ODOD's job tax credit program and micro-enterprise loan program (Over-the-Rhine has used this for numerous .com business start ups)
- b. Establish a revolving loan fund, façade enhancement program and/or technical preservation assistance resource to encourage the renovation of deteriorated properties located along the byway route, giving priority to: Bridgeport; Zanesville; Columbus; and, Springfield.

Donor/philanthropic organizations

1. Identify, contact and develop relationships with local and state philanthropic organizations focused on historic preservation, community improvement and beautification, or heritage promotion that could fund relevant projects contained in the CMP
2. Write grant applications for foundation grants to fund CMP projects

Local fundraising

1. Work with communities and local organizations to host meetings and fundraising events that will enhance local funding of projects contained in the CMP

2. 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

PRIORITY PROJECT LIST

- Bridgeport/National Road gateway
- Blaine Hill Bridge Interpretive Park
- Lentz Tavern Restoration
- Peter's Creek S-Bridge Restoration
- Salt Fork Bridge Interpretation
- Wayside pull-offs/rest areas
- Tadmor Interpretation
- Wescott House Restoration
- Madonna of the Trail Statue – Restoration/Relocation
- Mile Marker – Restoration/Recreation
- National Road Bikeway
- Touring Guide and Maps
- Website Development
- National Register Travel Itinerary for the National Road
- National Register of Historic Places Historic Road designation

NATIONAL ROAD, OHIO SCENIC BYWAY Draft Management Strategies

**Table 1
Interpretive Techniques for Byway-wide 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
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	X	X	X		X	X	

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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				
Significance of mile markers	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	
Interpretation Actions at Specific Sites							
Develop interpretative exhibits at the Blaine Hill Bridge	X	X					X
Develop a walking tour of Morristown based upon the local plaque program there	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		X				X	

NATIONAL ROAD, OHIO SCENIC BYWAY Draft Management Strategies

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	<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 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						
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

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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					
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		
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					
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		

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	<i>Panel</i>	<i>Brochure</i>	<i>Exhibit</i>	<i>Interactive Interpretation</i>	<i>Living History</i>	<i>Audio/Video</i>	<i>Trail</i>
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						
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					