# TABLE OF CONTENTS

## Chapter 1: Introduction

- Project Background ................................................................. 3
- Summary of Public Participation ............................................... 5
- Letters of Support/Local Resolutions ...................................... 13
- Vision and Goals ........................................................................ 28
- How to Use the Corridor Management Plan ............................. 29

## Chapter 2: Action Plan

- Introduction ................................................................................ 33
- Priority Capital Projects and Programmatic Initiatives ............. 34
  - Table 1: Five-Year Capital Improvement Plan for Priority Projects 93
- Strategies for Preservation & Enhancement of National Road Historic Resources 99
- Strategies for Other Historic and Cultural Resources .............. 112
- Strategies for Managing Scenic and Natural Resources And Minimizing Visual Intrusions 118
- Strategies for Roadway Management ....................................... 135
- Strategies to Link the Byway to the Region and Beyond .......... 146
- Strategies to Foster Economic Development ......................... 151
- Tourism & Visitor Services ...................................................... 154
  - Providing Visitor Services .................................................... 154
  - Interpreting the Ohio National Road .................................... 160
  - Table 2: Interpretive Techniques for Byway Topics and Specific Sites 166
  - Marketing the Ohio National Road ....................................... 176
- A Sign Plan for the Ohio National Road ................................. 189
- Coordination with the Five Other National Road States ........ 198
- Implementation of the Management Plan ............................... 199
  - Table 3: Funding Sources ...................................................... 205

## Chapter 3: Intrinsic Qualities

- Introduction ................................................................................ 219
- The Historic & Physiographic Context ................................... 220
- The Eastern Byway (Belmont, Guernsey and Muskingum Counties) .................................................. 225
- The Central Byway (Licking, Franklin and Madison Counties) 235
- The Western Byway (Clark, Miami, Montgomery and Preble Counties) .................................................. 244

## Chapter 4: Analysis of Existing Conditions

- Introduction ................................................................................ 255
- Transportation and Signs ......................................................... 256
- Travel Trends and Visitor Services ......................................... 260
- Land Use Planning .................................................................... 263
  - The Eastern Byway ............................................................... 263
OHIO NATIONAL ROAD SCENIC BYWAY

The Central Byway ................................................................. 267
The Western Byway .............................................................. 274

CHAPTER 5: INTRINSIC QUALITY INVENTORY
Sample Inventory Form ............................................................ 283
Intrinsic Quality Database ..................................................... 285
Inventory Maps ................................................................. 339

APPENDIX A: PUBLIC PARTICIPATION SUPPORTING DOCUMENTS
Contact Database ................................................................. A2
Visual Preference Survey Forms ............................................ A10

APPENDIX B: ACTION PLAN REFERENCE MATERIAL
“About the National Register of Historic Places” .......................... B3
“Questions and Answers About the National Register of Historic Places” (Ohio Historic Preservation Office) ................ B5
“Section 106 Requirements” (Ohio Historic Preservation Office) .......... B7
Model Scenic Byway Ordinance (Mid-Ohio Regional Planning Commission) ...... B10
“About the Main Street Program” (National Main Street Center, National Trust for Historic Preservation) .................... B14
Wireless Communication Facility Siting Ordinance Excerpts (Petaluma County, California) ................... B17
Community Self-Assessment for Downtown Revitalization Competitive Program (Ohio Department of Development) ........ B22
National Register Travel Itineraries Information (National Register, National Park Service) .......... B33
Sample Visitor Surveys (Ohio Division of Travel & Tourism) ................. B35
Byway Celebration Examples (Historic Columbia River Highway, Oregon and Volcanic Legacy Scenic Byway, Oregon) ........ B40
Model Billboard Ordinance (Scenic America) .................................. B46
Summary of Ohio Tourist Oriented Directional Signs and Specific Service Signing Program .......... B69
Traffic and Accident Data .................................................. B71