

**2020**

***Johnny Appleseed Historic Byway*** Corridor Management Plan (CMP)

Ohio Department of Transportation

Submitted ***April 2020***



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## I. INTRODUCTION AND MAP

### A. Byway Introduction

The Johnny Appleseed Historic Byway (JAHB) was awarded Phase II—Designation at the Ohio Byway Review Committee Meeting, Thursday, March 9, 2017, for the purpose of preserving, conserving and promoting the scenic, cultural, historical, natural, architectural, archaeological and recreational integrity and significance of Ohio’s Ashland and Richland counties, thus enhancing residents’ and visitors’ experiences while traveling through the region.

Focusing on State Route 39 from Loudonville to Mansfield and SR 603 from Mifflin to Malabar Farm, the JAHB committee, representing private, public, local, state, cultural, archaeological, geological, historical, educational and philanthropic interests, continues to prepare data required by the State of Ohio Byways Program to manage its initial strategic comprehensive corridor management plan.

JAHB’s committee members are comprised of representatives from local and regional resources whose mission is to focus on managing the JAHB, involving State Route 39 between Loudonville and Mansfield, Ohio and State Route 603 between the Village of Mifflin and Malabar Farm, as well as surrounding associated destinations relative to the life, times and themes of John “Appleseed” Chapman, which include Appleseed’s original landholdings and nurseries, original sites of American Indian culture, early settlers and settlements, events during the War of 1812 and related present-day destinations.

It is JAHB’s intention to manage the route and surrounding corridor equitably for all who pass through this unique area of North Central Ohio.

B. Byway Route Map



**II. BYWAY STRATEGIC PLAN: VISION, MISSION, GOALS AND ACTIONS**

A. Vision and Mission

Vision:

Increase the celebration of Johnny Appleseed in communities along the byway.

Mission:

Preserve, conserve and promote the scenic, cultural, historical, natural, architectural, archaeological and recreational integrity and significance of Ashland and Richland counties, Ohio, thus enriching residents’ and visitors’ experiences while traveling through the region as relates to Johnny Appleseed.

B. Accomplishments since Designation (March 9, 2017)

Designation Awarded to JAHB (March 9, 2017)

Attended Ohio Byway Links Annual Conference, Granville, Ohio- March 21, 2017

JAHB Committee Meeting and Official JAHB Name Adjustment- March 22, 2017

Final Revision and Approval of JAHB Signage Logo Design- April 28, 2017

JAHB Story Map Photos and Narrative Completed- May 10, 2017

JAHB Committee Meeting and JAHB Public Introduction at Media Reception- May 15, 2017

Commendation Letters from National Scenic Byway Foundation and Ohio byway Links- May 15, 2017

News Media Sources Articles- May 15-16, 2017

Updated JAHB CMP- June 1, 2017

Signs went up June of 2018

RichHistory Alliance established a standing committee for the JAHB in November of 2019.

C. Goals, Objectives, and Action Plans

**Goal I:** Increase marketing.

<b>Objective</b>	<b>Person/group responsible</b>	<b>Timeline</b>	<b>Action Plan</b>	<b>Funding</b>
Create a print brochure and promote web presence (RichHistory.org).	Louis Andres of RichHistory Alliance.	2020	<ul style="list-style-type: none"> <li>• Finalize brochure design and print.</li> <li>• Brochure to influence updates of Web presence.</li> <li>• Include brochure pdf in the Geological Society newsletter.</li> </ul>	Funding in place for 2500 copies.

**Goal II:** Establish a preserved Johnny Appleseed site for visitation.

Objective	Person/group responsible	Timeline	Action Plan	Funding
research potential locations and explore avenues for funding.	Louis Andres of RichHistory Alliance.	2024 which is Appleseed's 250th celebration of his birthday.	<ul style="list-style-type: none"> <li>• Research archives</li> <li>• ID sites</li> <li>• Discuss with Ohio History Connection</li> <li>• Organize a committee to acquire land or protect sites related to Johnny Appleseed.</li> </ul>	TBD. Clean Ohio Green Fund would be ideal source

**Goal III:** Create an archive.

Objective	Person/group responsible	Timeline	Action Plan	Funding
Coordinate with Mr. William E. Jones for guidance.	Louis Andres of RichHistory Alliance	2020	<ul style="list-style-type: none"> <li>• Connect with William E. Jones to determine the legacy of his research.</li> <li>• Ohio Genealogical Society will act as a depository.</li> </ul>	TBD

**Goal IV:** Increase Interpretive Signage.

Objective	Person/group responsible	Timeline	Action Plan	Funding
Tell the story at historic sites.	Louis Andres of RichHistory Alliance	2021	<ul style="list-style-type: none"> <li>• Identify each site deserving of a sign.</li> <li>• Establish a cost for signs, land purchase, pavement etc. and write grants. Letter of interest due in January for TAP Grants.</li> <li>• Establish 20% local match. Rover or MWCD in kind.</li> <li>• Consider pull offs and visitor accessibility.</li> <li>• Ensure signs are installed to be accessible to persons with disabilities.</li> <li>• Place an apple tree offspring at each sign.</li> </ul>	TBD

**Goal V:** Establish a JAHB Fund.

Objective	Person/group responsible	Timeline	Action Plan	Funding
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Start a restricted account in Richland County Foundation.	Louis Andres of RichHistory Alliance	2020	• Reach out to Fred Boll.	TBD
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**Goal VI:** Celebrate Johnny Appleseed along JAHB.

Objective	Person/group responsible	Timeline	Action Plan	Funding
Start events.	Louis Andres of RichHistory Alliance	2024- 250th anniversary of Johnny Appleseed's Birth (September 26th, 1774)	<ul style="list-style-type: none"> <li>• Each interpretive marker to be celebrated at an event.</li> <li>• Plan for a 250th Anniversary event as a kick-off to an annual event.</li> <li>• Sell clones of trees. Start trees in 2020</li> </ul>	TBD

**Goal VII:** Drive visitors to the RichHistory website.

Objective	Person/group responsible	Timeline	Action Plan	Funding
Establish a RichHistory.org sign below the ODOT byway sign.	Louis Andres of RichHistory Alliance	May 2020	<ul style="list-style-type: none"> <li>• Coordinate with Tom Barrett about how to accomplish. Adopt-a-Highway?</li> <li>• Determine specification and cost.</li> <li>• Design and schedule production/installation before May.</li> <li>• Track web site traffic before and after signs.</li> </ul>	ODOT and/or grants.

**Goal VIII:** Become a National Scenic Byway.

Objective	Person/group responsible	Timeline	Action Plan	Funding
Look into the process a of becoming designated.	Louis Andres of RichHistory Alliance	May 2025	<ul style="list-style-type: none"> <li>• Look at the new application, deadlines and decide.</li> <li>• Consider joining efforts with Lincoln Highway.</li> </ul>	Grants.

### **III. BYWAY ORGANIZATION: STRUCTURE, COMMITTEES, VOLUNTEERS, AND PARTNERS**

#### A. Structure:

RichHistory Alliance established a standing committee for the JAHB in November of 2019. There is a chair and committee members. RichHistory.org

Louis Andres, Chair

Sunda Peters, Member

David Crawford, Member

Lee M. Tasseff, Partner

Miranda Burrell, Partner

Amy Daubenspeck, Partner

#### B. Description of Current and Future Byway Committee Representatives, Partners and Stakeholders

David and “Dee Dee” Culler

- The Old Summer House Bed and Breakfast, Proprietors
- 3501 State Route 39 Lucas, OH 44843
- 419-571-7844
- [deedee@oldsummerhouse.com](mailto:deedee@oldsummerhouse.com)
- <http://www.oldsummerhouse.com/welcome.html>

Amy Daubenspeck

- Ashland Area Convention & Visitors Bureau, Executive Director
- 211 Claremont Ave Ashland, OH 44805
- 877-581-2345
- [cvb@ashlandoh.com](mailto:cvb@ashlandoh.com)
- <https://www.visitashlandohio.com/>

Joe Eggerton

- Perrysville Economic Development, Inc., President
- PO Box 315 Perrysville, OH 44864
- 419-606-4183
- Email:
- <http://www.perrysvilleecodev.com/index.html>

William E. Jones

- Appleseed Byway Founder

Miranda Burrell

- Mohican-Loudonville Convention and Visitor’s Bureau
- 544 N Union St Loudonville, OH 44842
- 419-994-2519
- [info@DiscoverMohican.com](mailto:info@DiscoverMohican.com)
- <https://discovermohican.com/>

Lee Tasseff

- Destination Mansfield-Richland County
- 124 N Main St Mansfield, OH 44902
- 419-525-1300
- [visitors@destinationmansfield.com](mailto:visitors@destinationmansfield.com)
- <https://www.destinationmansfield.com/>

Kenny Libben

- Director of Cleo Redd Fisher Museum in Loudonville, Ohio
- 203 E Main St Loudonville, OH 44824
- 419-994-4050
- [info@crfmuseum.com](mailto:info@crfmuseum.com)
- <https://www.crfmuseum.com/>

RichHistory Alliance in care of the Richland Area Chamber of Commerce

- 55 North Mulberry Street Mansfield, Ohio 44902
- (419) 522-3211
- [landres@mwcd.org](mailto:landres@mwcd.org)
- RichHistory.org

C. Primary and Secondary Byway Leader Contact Information

The following represent the active byway committee as of the writing of this CMP update.

Primary Contact	Secondary Contact
Louis Andres JAHB Committee Chair MWCD, Park Naturalist 3431 State Route 95 Perrysville, Ohio 44864 (419) 938-7884 <a href="mailto:landres@mwcd.org">landres@mwcd.org</a>	Lee M. Tasseff President Destination Mansfield 124 North Main St Mansfield, OH 44902 419-525-1300 / 800-642-8282 ext. 24 419-524-7722 Fax <a href="mailto:ltasseff@DestinationMansfield.com">ltasseff@DestinationMansfield.com</a>

Miranda Burrell  
 Mohican-Loudonville Convention and Visitor’s Bureau  
 419-994-2519, [director@discovermohican.com](mailto:director@discovermohican.com)

Amy Daubenspeck  
 (419) 281-4584  
 (419) 281-0377

(419) 606-0634  
Ashland CVB  
211 Claremont Ave  
Ashland, OH 44805  
[cvb@ashlandoh.com](mailto:cvb@ashlandoh.com)

D. Level of Participation in State/Regional Byway Meetings and Trainings

Attended Ohio Byway Links Conference, Granville, Ohio, March 21, 2017 and will continue to attend as opportunities present.

E. Byway Leadership Succession Plan

The RichHistory Alliance will be responsible for populating the committee.

**IV. BYWAY CORRIDOR CONDITIONS: ROADWAYS, SAFETY, INTRINSIC RESOURCES, AND ACCESSIBILITY**

A. Road Conditions and Signage

No encumbrances, construction, demolition, resurfacing, etc., identified nor planned at this time (as of June 1, 2017).

Coordinate with ODOT to track future projects as a consulting party.

i. Existing official ODOT byway signs.

See TIMS.

ii. Local byway signs.

None currently.

iii. Interpretive signs.

None currently.

iv. Future sign needs.

There is a hope to install signage along the byway to promote RichHistory.org as best as possible. The details of this are still being worked out to see if this is a possibility.

B. List of Primary and Secondary Intrinsic Qualities/Resources

<b>Primary Intrinsic Quality</b>	<b>Secondary Intrinsic Quality</b>	<b>Site and Location (GPS when available)</b>	<b>Description</b>
Historic		Village of Loudonville (40.63587, -82.233166)	Loudonville, Ohio was laid out on August 6, 1814 by James Loudon Priest for whom the town was named. Priest himself surveyed the lots, wrote out the titles and was assisted by Stephen Butler, Caleb Chappell, and George Davidson, and his own sons, staked off the village, and numbered and marked the lots. Appleseed was in this area even earlier and had business with Priest, as early as indicated in Priest’s account book, dated December 1, 1814, just four months after Loudonville was founded.
Historic		Charles Franklin Kettering (40.635425, -82.232777)	A pioneer in automotive innovation, Charles Franklin Kettering (1876-1958) was born three miles north of Loudonville. He attended local schools and graduated from Ohio State University in 1904. He organized the Dayton Engineering Laboratories Company (Delco) in 1909, which later

			<p>became a part of General Motors (GM). “Boss Ket” served as vice-president of research for GM until 1920 and held over 140 patents (including four-wheel brakes, safety glass, and “ethyl” gasoline), achieving his greatest fame for an all-electric starting, lighting, and ignition system. The electric starter debuted on the 1912 Cadillac and was soon available on all cars, helping to popularize them with women. In 1945 he helped establish the Sloan-Kettering Cancer Research Institute in New York.</p>
Historic		The Workman Cabin (40.635258, -82.233888)	<p>Pastor Morgan Workman built his log-cabin home- that doubled as his Dunkard Church – in 1840. The home served its purpose for nearly one hundred years before being left vacant. In 1963 it was restored and moved to Central Park, where it is now supplied with period-authentic home goods and on display to the public as a living-history museum showcasing life on the frontier.</p>
Historic		Peter A. Reinhard, Gun Maker (40.637880, -82.235277)	<p>Peter Reinhard was born in Bavaria, Germany on June 1, 1827 became quite adept at building and repairing muzzle-loading rifles. These were the main guns in use at the time, and he became one of the best at both building and shooting them. As his notoriety grew, his shop on North Water Street became one of Loudonville’s main attractions. Reinhard was known not only for his ability to shoot them. He was one of the greatest shooters in his area and won many national competitions, including the 1877 National Shoot. He also only used his guns in his contests. He would never use a gun in a competition unless he had made it himself.</p>
Historic		Old John Oliver Farm c. 1826 (40.654269, -82.255555)	<p>Of Appleseed’s many land holdings on the byway and elsewhere in “Appleseed Country”, one is of particular interest (in the southeast corner of section 27 on the old Oliver Farm), just west of Loudonville, OH, where in the recorded lease, signed April 22, 1826 and recorded August 18, 1829 it reads “...by John Oliver, landlord, to John Chapman, tenant, a piece of ground (1/2 acre) where the said John Chapman plants fruit. Payment, 20 apple trees.” Earlier, about 1820, Appleseed wrote and signed a handwritten</p>

			note, "Due John Oliver one hundred and fifty trees when he goes for them to some of my nurseries on Mohican waters."
Historic		Coulter Blockhouse (40.652333, -82.303055)	Thomas Coulter and family were some of the earliest settlers in what would one day become Perrysville, which Mr. Coulter founded June 10, 1815. The site of the Coulter family's first log cabin was built on today's VFW property, near its picnic pavilion. The Coulter cabin saw lots of interesting people pass through its doors, including residents of the Delaware Indian village of Greentown, Johnny Appleseed, Jedediah Smith, who would later become of the most famous fur traders and mountain men of the West.
Historic		Perrysville's Pioneer Cemetery (40.656222, -82.312500)	Many early settlers, friends and acquaintances of Appleseed's are buried here, including Rosella Rice, who frequently wrote about Appleseed from the 1850s to 1880s.
Historic		Home of Rosella Rice (40.662675, -82.310555)	Rosella Rice (b. August 11, 1827-d. June 6, 1888), was a third generation original Perrysville settler and prolific Ohio author who wrote for regional newspaper and national publications like Godey's and Arthur's Ladies Home Journal. As a child and teen, she remembered Appleseed and often wrote about him, "The last time we saw Johnny was one summer day when we were quilting upstairs...we can hear him read now, just as he did that summer day...as the balmy airs that stirred and quivered the morning glory leaves about his gray head."
Historic		Appleseed Landholding c. 1815 (40.675069, -82.314444)	John Chapman was the first lessee of this 160-acre tract (NW ¼ S 20, T 20, R 16), when he secured it for 99 years from the Virginia Military District School Lands on April 10, 1815. This \$320 lease complied with the Ordinance of 1785 which stipulated that proceeds from the sale or lease of a 36 <sup>th</sup> of all new land in the Northwest Territory be used to support public education.
Historic	Cultural	Greentown Delaware Indian Village (40.698227, -82.326388)	Following the 1782 Moravian Indians and missionaries' massacre at Gnadenhutten, Ohio, Delaware Indians from Hell Town moved to this stronger defensive position

			and named it Green Town, in honor of Connecticut Tory, Thomas Green. Although considered peaceful during the war, Green Town residents were removed for safety on or about September 2, 1812. The village was said to have been burned within sight of the departing Indians, resulting in retaliatory attacks on settlers. Considering John Chapman's extensive travels, it is reasonable to assume that he visited Green Town regularly and new its residents well.
Historic		Mohawk Hill (40.711877, -82.378611)	According to pioneer reports, somewhere very near here is the location where the evicted Delaware Indians, under guard, paused to take one last glimpse of their village of Greentown, only to discover clouds of smoke curling skyward from hungry flames beneath, set by prejudiced members of the militia, during the War of 1812.
Historic		Town of Lucas (40.704316, -82.417500)	Lucas was named for Ohio's 12 <sup>th</sup> Governor, Robert Lucas, serving from 1832 to 1836. It was surveyed and laid out in 1836 by John Tucker, who acted as agent for his brother David, the proprietor of the town. John Tucker was a doctor, schoolteacher and friend of Appleseed who introduced Tucker to his Swedenborgian faith. In later years, John Tucker concluded that Johnny's religious tracts contained as much religion as any man needed and succeeded in organizing a Swedenborgian reading society.
Historic		Appleseed Landholding c. 1814 (40.731266, -82.466111)	From the intersection of State Route 39 and Interstate 71, looking southwest ½ mile, one will see a wooded hill representing a quarter section of land (160 acres) owned by John Chapman jointly with the "Widow" Jane Cunningham. It is the first known (of many) 160-acre Virginia Military District School Lands leases owned by Chapman in his lifetime. This parcel was secured May 31, 1814.
Historic		Mansfield Square (40.758716, -82.514722)	The killing of local shopkeeper Levi Jones, whose store was located on the northwest corner of the square, stirred rumors of an impending Indian attack. On the evening of August 10, 1813, Johnny Appleseed is believed to have embarked from here on a daring overnight journey to the settlements

			of Clinton and Mt. Vernon for help. He returned the following day with reinforcements, a round trip of at least 52 miles.
Historic		Old Drake Inn (40.756719, -82.515833)	Formerly known as the old Drake Inn or Stagecoach Inn, this Federal style structure, c. 1814, is possibly the oldest standing building in Mansfield.
Historic		Appleseed's Mansfield Town Lot (40.755836, -82.514444)	John "Appleseed" Chapman is considered one of Richland County's original pioneers. In the summer of 1809, Chapman arrived in the Mansfield area, just as Mansfield's first town lots were being offered for sale. Chapman purchased town lot 265 for \$120 from Henry H. Wilcoxon. Wilcoxon served as Richland County Sheriff from 1820 to 1825. Chapman later sold the lot to Jesse Edgington on October 30, 1818 for \$100.
Historic		Monument in Mansfield's South Park (40.755930, -82.542222)	Originally, dedicated in Mansfield's Middle Park in November 8, 1900, by General Roeliff Brinkerhoff (an original founder of The Ohio Historical Society) and others, the monument was eventually discarded and retrieved by Bill Jones and transported to its new home at The J. M. Smucker Company indoor auditorium and library at the Johnny Appleseed Heritage Center and Johnny Appleseed Forest, 2 miles south of Mifflin, OH. The monument you see here is a replacement which was dedicated on this spot, September 26, 1953.
Historic		Monument in Ashland (40.873502, -82.329166)	Third Oldest Known Monument to John Chapman, was originally constructed of stones collected by Ashland County school children, erected and dedicated in downtown Ashland on July 28, 1915 and later moved to Ashland's Brookside Park, west of town, where it still stands today.
Historic		Louis Bromfield and Malabar Farm (40.649452, -82.377222)	Acclaimed author, conservationist and farmer, Louis Bromfield was born in Mansfield, Ohio on December 27, 1896 and died March 18, 1956 (on the very same date as JA, only 111 years later). Bromfield shared his Aunt Mattie's stories about Appleseed in Pleasant Valley, 1945. He also referenced Appleseed in The Farm, 1933 (fiction). Having set about to restore the land, putting into

			practice soil and water conservation techniques that later became widely influential, you might say Bromfield was a bit of a Johnny Appleseed himself.
Historic		Malabar Farm Restaurant (40.650430, -82.378888)	Malabar Farm Restaurant, built around 1820, served as a stagecoach stop and could easily have had Appleseed's bare feet cross its threshold numerous times.
Historic		Copus Family Attack (40.733872, -82.363333)	Site of the Copus Family Attack, where the Reverend Copus, his family, and nine Ohio Militia were attacked on September 15, 1812. The Copus family stated, "John Chapman distinguished himself with honors" as he warned other settlers of impending attack. In 1882 a marker was dedicated at the gravesite of the fallen. At the suggestion of Rosella Rice, local author and early friend of Appleseed, John Chapman's name was included on the north side of the obelisk, making it the first (or oldest) known monument referencing Appleseed.
Historic		War of 1812 Frontier Violence (40.738733, -82.360833)	On September 10, British-allied Indians attacked and killed the Frederick Zimmer family and neighbor Martin Ruffner one mile north of here. Five days later, on September 15, Reverend James Copus and three militiamen were killed while defending Copus' family from a raiding party one mile south of this site. In 1882, a reported 6,000 spectators converged in this area to participate in dedicating two monuments over the graves of the fallen settlers and soldiers.
Historic	Natural	Johnny Appleseed Forest (40.744633, -82.356666)	Johnny Appleseed Forest was dedicated below Charles Mill Dam, on May 19, 2000, during the unveiling of the Ohio Historical Marker, "Frontier Violence During the War of 1812."
Historic		Old Thomas Tavern (40.773758, -82.363611)	George Thomas erected the first tavern which he opened in 1816 until 1820. Although the building has been replaced numerous times since its original construction, Appleseed often slept on the floor. Across the street and to the west was the wagon shop where in later years Charles F. Kettering tinkered and learned from Mr. Sweet.

Historic		Historic Mifflin (40.774158, -82.362222)	Mifflin was founded in 1816. Originally known as Petersburg, the name was changed in 1827 in honor of the settlers that moved here from Mifflin Township, Allegheny County, Pennsylvania. In 1897, inventor of the automobile self-starter, Charles F. Kettering was the Mifflin schoolmaster. In 1904, Kettering was instrumental in the formation of the Mifflin-Widowville Telephone Company.
Historic		Martin Ruffner Cabin (40.773438, -82.374444)	Martin Ruffner, whose cabin was 3/5 mile west of this site, lost his life during an Indian attack on September 10, 1812, while trying to rescue the Zimmer family, whose cabin was 1.6 miles south of here.

C. Changes in Intrinsic Qualities/Resources since last CMP

There have been no changes since designation in 2017.

D. Accessibility to Intrinsic Quality/Resources: Pull-Offs, Parking, Rest Areas, Visitor Amenities, etc.

All interpretation, Pull-Offs, and visitor amenities along with associated parking, public restrooms and amenities are to be accessible per the Americans with Disability Act. This includes accessibility for persons with mobility, hearing, sight, and cognitive impairments. The 2010 US Census revealed that at least 56.7 million or 20 percent of the US population have some level of disability, about 20 million of which are mobility impaired Americans. Therefore, for the story of the byway to be told to all, new programs and improvements need to be accessible while existing sites should have transition plans in place by those who own and maintain them.

The byway organization will have a hand improving accessibility by raising awareness about the need to remove barriers to access and by installing all interpretive signs or other improvements according to the United States Civil Rights ADA laws. For free information and guidance, please contact the Great Lakes ADA Center at 800-949-4232 (V/TTY).

## **V. VISITOR EXPERIENCE: INTERPRETATION, STORIES, AND PRESERVATION**

### **A. Interpretation since Designation**

The main accomplishment since designation has been the development of a narrative with photographs for Ohio Byway's JAHB page Story Map and a new brochure, completed February 2020. Signs are now up, and the web presence had been established.

### **B. Byway Story**

Whether you are a resident, guest to our area, or just passing through, the Johnny Appleseed Scenic Byway will enhance your experience.

Although John "Appleseed" Chapman was born in Massachusetts on September 26, 1774, and died in Indiana on March 18, 1845, he spent a large portion of his adult life in and throughout north central Ohio.

Today, Ohio State Routes 39 and 603 pass many of Appleseed's land holdings, apple tree nursery sites, and other significant historical locations and event sites associated with Appleseed's heroic life and deeds.

Numerous commemorative monuments and historical markers already identify locations where Appleseed lived and worked. More are planned.

The Byway route passes within sight of former homes of those with whom Appleseed associated- Jedediah Smith, mountain man and fur trader; Rosella Rice, Victorian period author of national renown; and Delaware Indians from Greentown, who played such an important role in the area's early history during the War of 1812.

But, the Appleseed Scenic Byway weaves through more than the past. Today, the route offers access to Ohio's Canoe capitol, Mohican Country, Mohican State Forest and Park, Johnny Appleseed Heritage Center and Amphitheatre, Appleseed Forest, Malabar Farm, Muskingum Watershed Conservancy District, Amish country, and some of the prettiest farms and scenery in Ohio.

### **C. Future Interpretation**

See Goal IV.

### **D. Plans for Improving Visitor Experience**

See goal I and VI.

### **E. Preservation**

1. This will be accomplished by identifying a site(s) that can interpret Johnny Appleseed.
2. JM Smucker Auditorium and site needs to be preserved.
3. See Goal III.
4. Locate, preserve, and reproduce apple tree offspring.

## **VI. MARKETING: PROMOTION, FEATURED ATTRACTIONS AND FUTURE PLANS**

### A. Current and Future Planned Marketing Activities

1. Destination Mansfield visitor's guide has information about JAB and the web site has a landing for JAHB.
2. May is Drive Ohio Byways month. Promote events and coordinate with ODOT.
3. See Goal I.

### B. Recommended Products or Attachments for Media and Public Relations

#### i. Short description of byway for use in publications.

Whether you are a resident, guest to our area, or just passing through, the Johnny Appleseed Scenic Byway will enhance your experience.

Although John "Appleseed" Chapman was born in Massachusetts on September 26, 1774, and died in Indiana on March 18, 1845, he spent a large portion of his adult life in and throughout north central Ohio.

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But, the Appleseed Scenic Byway weaves through more than the past. Today, the route offers access to Ohio's canoe capitol, Mohican Country, Mohican State Forest and Park, Johnny Appleseed Heritage Center and Amphitheatre, Appleseed Forest, Malabar Farm, Muskingum Watershed Conservancy District, Amish country and some of the prettiest farms and scenery in Ohio.

#### ii. Seasonal digital photographs (at least 300 dpi).

See appendix.

To be updated in spring of 2020.

iii. Brief description of the top 5-10 unique/authentic attractions on the byway.

#	Name	Description	GIS
1	Mansfield City Square	The killing of local shopkeeper Levi Jones, whose store was located on the northwest corner of the square, stirred rumors of an impending Indian attack. On the evening of August 10, 1813, Johnny Appleseed is believed to have embarked from here on a daring overnight journey to the settlements of Clinton and Mt. Vernon for help. He returned the following day with reinforcements, a round trip of at least 52 miles.	40.758546, -82.515174
2	Malabar Farms	Malabar Farms is a state park located near Mohican State Park that is a historical landmark and a gem in this area of Ohio.	40.652602, -82.394026
3	Pleasant Hill	Pleasant Hill is an 850-acre lake surrounded by rich history and beautiful scenery.	40.645720, -82.344220
4	The Workman Cabin	Pastor Morgan Workman built his log-cabin home- that doubled as his Dunkard Church – in 1840. The home served its purpose for nearly one hundred years before being left vacant. In 1963 it was restored and moved to Central Park, where it is now supplied with period-authentic home goods and on display to the public as a living-history museum showcasing life on the frontier.	40.635258, -82.233888
5	Charles Mill Dam	Part of the Muskingum Watershed Conservancy District, this dam and park, it is one of the many parks managed by MWCD and has ample recreational opportunities.	40.740350, -82.362768

iv. Provide website/URL (if available) and local website/URL that manages byway.

Two domain names have been reserved for JAHB by Lee Tasseff at Destination Mansfield (Richland County’s CVB). They are: [AppleseedByway.com](http://AppleseedByway.com) and/or [JohnnyAppleseedByway.com](http://JohnnyAppleseedByway.com).

v. Marketing contact information:

Lee Tasseff

[ltasseff@destinationmansfield.com](mailto:ltasseff@destinationmansfield.com)

419-525-1300 ext. 24

## **VII. PUBLIC PARTICIPATION: COMMUNITY PARTNERS, PUBLIC FORUMS, AND CRITICAL ISSUES**

### **A. Ongoing Communication and Cooperation with Community Partners**

The RichHistory Alliance will be reaching out to partners and stakeholders starting in 2020.

### **B. Public Meeting and Public Participation Opportunities**

Media Reception—May 15, 2017, conducted news conference at restaurant south of Mifflin, Ohio, on JAHB State Route 603, in conjunction with ODOT and Ohio Byways' official introduction of JAHB to the public. JAHB's rack brochure was included in ODOT/Byway's media packets. Signage design unveiled.

RichHistory Alliance's Passport to History Weekend on the first weekend in May.

### **C. Steps Taken to Update Byway Mission and Vision**

None currently.

### **D. Narrative on Critical Issues and How They Will Be Addressed**

See goals.

## VIII. APPENDIX

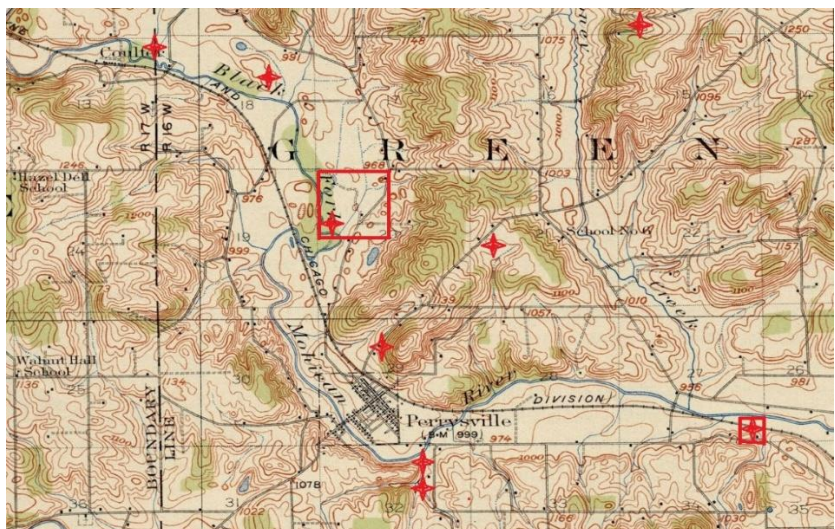
### A. Ohio Byway sign inventory (Microsoft Excel Spreadsheet, GIS information formatted as latitude, longitude as per ODOT guidelines)

See TIMS.

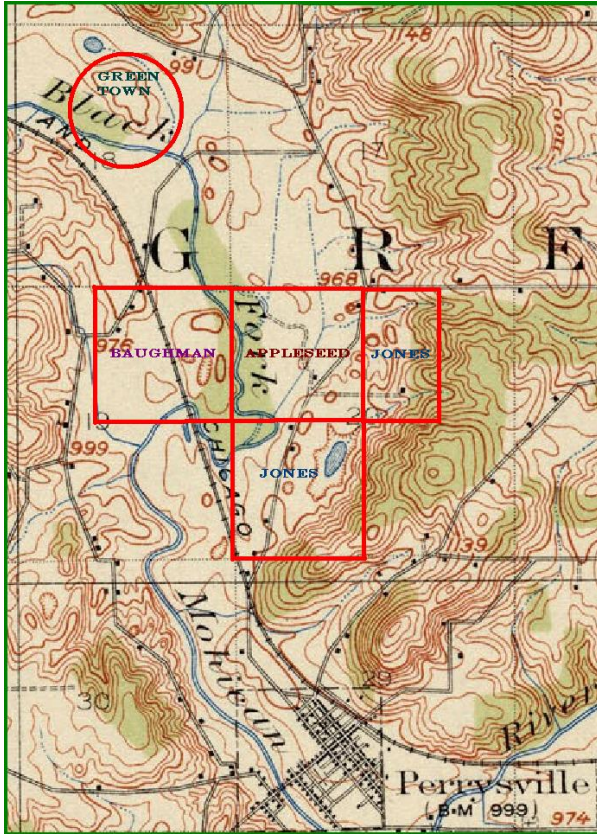
### B. Most Current Byway Map



C. Maps Identifying Primary Intrinsic Quality/Resource Locations



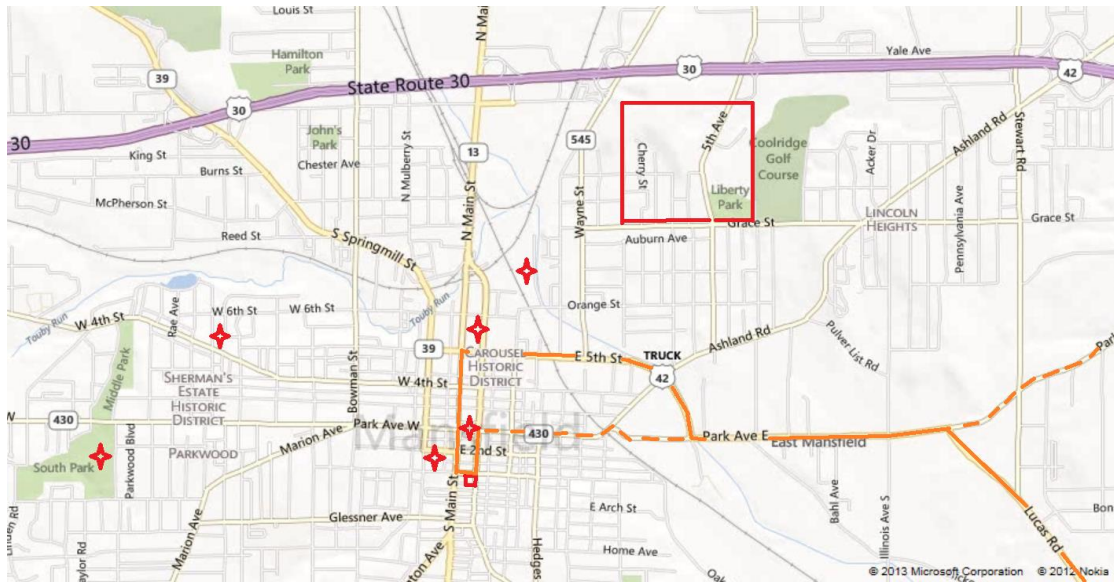
Red – Applesseed Landholdings (squares), nursery sites, acquaintances, etc.



Map Legend

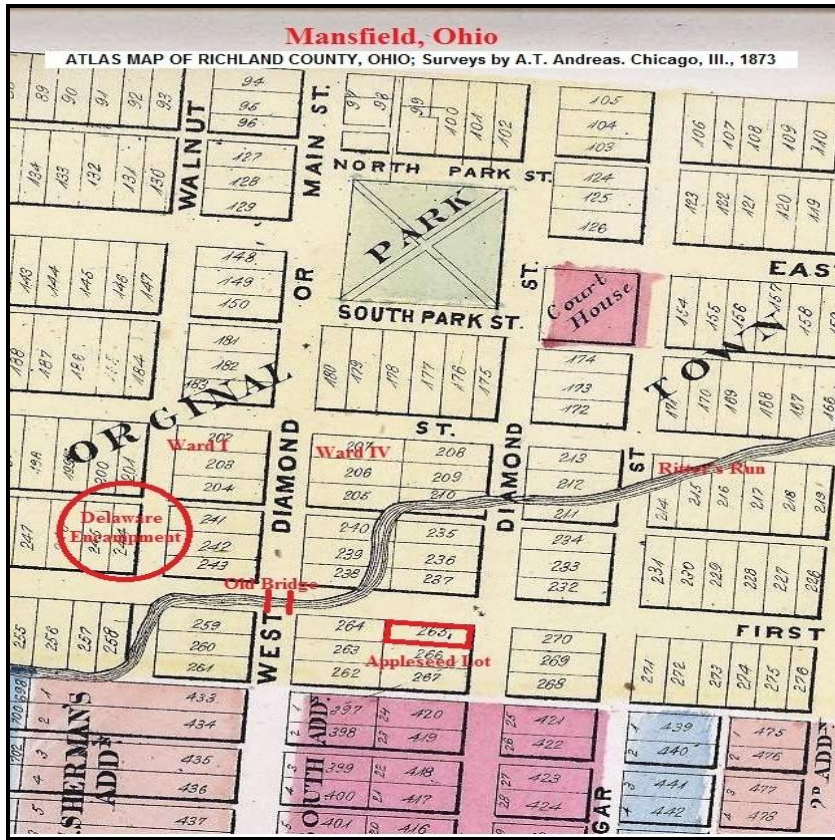
**Red**—Delaware Indian village of Greentown (circle)

**Red**—Indicating earliest settlement in Richland County (Baughman 1807); Applesseed landholding and nursery (1815); Jones landholdings where Applesseed historical events took place



Map Legend

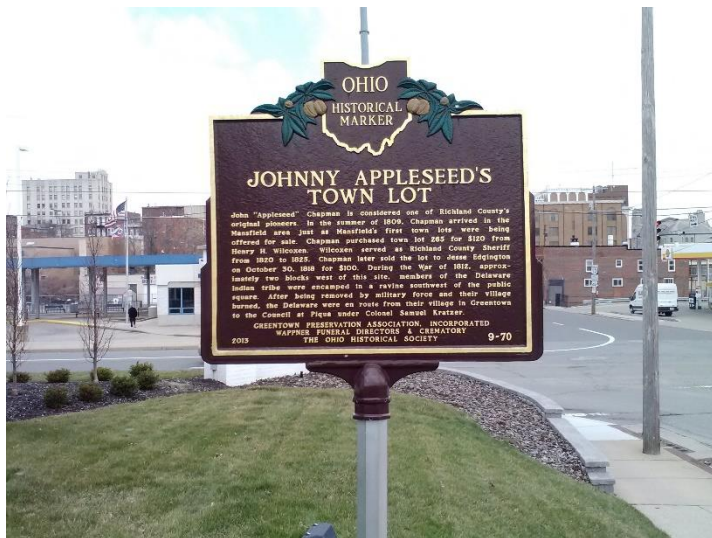
**Red Crosses**—Appleseed landholdings (squares) and other Appleseed historical events

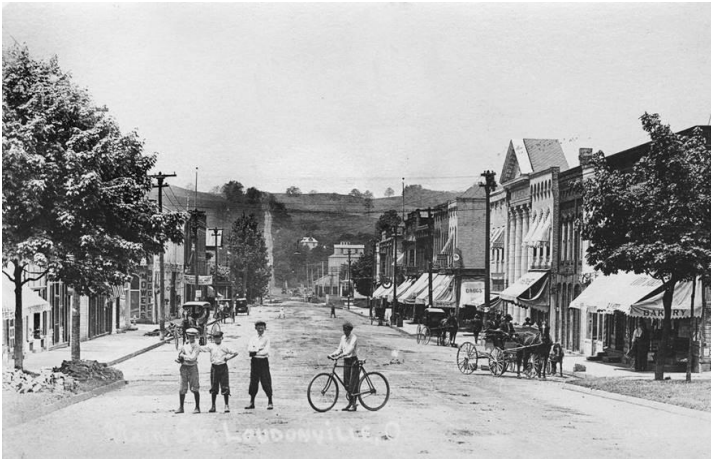


Map Legend

**Red**—Delaware Indian encampment during displacement from Greentown c. 1812; Appleseed town lot, c. 1816

**D. Byway Photographs-** *Include several images of your byway, at least one from each season.*

























**E. Marketing Materials- If applicable.**

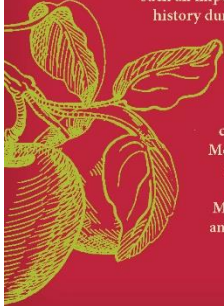


Whether you are a resident, guest to our area, or just passing through, the Johnny "Applesseed" Chapman was born in Massachusetts on September 26, 1774, and died in Indiana on March 18, 1845. However, he spends much of his adult life in North Central Ohio in what is today Ashland and Richland counties. Today, Ohio State Routes 39 and 603 pass many of Appleseed's land holdings, apple tree nursery sites, and other significant historical locations associated with Appleseed's heroic life and deeds.

Numerous commemorative monuments and historical markers already identify locations where Appleseed lived and worked. More are planned. The route passes within sight of former homes of those with whom Appleseed associated: Jedediah Smith, mountain man and fur trader; Rosella Rice, Perrysville author of national renown in the 1800s; and Delaware Indians from Greentown, who played such an important role in the area's early history during the War of 1812. But, the

Johnny Appleseed Historic Byway weaves through more than the past.

Today, the route offers access to Ohio's canoe capitol— Mohican Country, Mohican State Forest and Park, Johnny Appleseed Heritage Center and Amphitheater, Malabar Farm, Amish country and some of the prettiest farms and scenery in Ohio.



Focusing on State Route 39 from Loudonville to Mansfield as the primary byway, with spurs utilizing SR 603 north to Mifflin and south to Malabar Farm, the route will connect to existing Ohio byways. The Ohio Department of Transportation states that its Scenic Byway Program is, "A grassroots effort designed to increase the focus on Ohio's history and to preserve, enhance and protect the State's intrinsic resources for visitors and residents of the state by designation of highways, roads and streets as scenic byway corridors.

The Johnny Appleseed Historic Byway can increase the cultural and economic impact of our region while enhancing its aesthetic beauty. It can fit easily into the existing mix of regional, historical, cultural and conservation-driven organizations, such as Muskingum Watershed Conservancy District, those already mentioned and many more. Other byway benefits include resource protection, community recognition, economic development/tourism, community visioning and partnering. Also, in tandem with historical markers, education programs and other means of interpretation, a byway can increase awareness, pride, a sense of belonging and can introduce visitors to other resources unrelated to Appleseed. For a map and list of stops, please visit the website for the Ohio Department of Transportation for more details.

[www.dot.state.oh.us/ohiobyways](http://www.dot.state.oh.us/ohiobyways)  
[www.VisitAshlandOhio.com](http://www.VisitAshlandOhio.com)  
[www.DiscoverMohican.com](http://www.DiscoverMohican.com)  
[www.DestinationMansfield.com](http://www.DestinationMansfield.com)

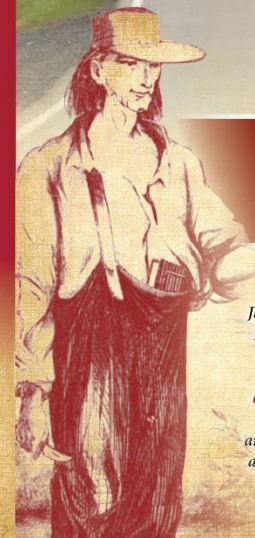
**RICH HISTORY ALLIANCE**

[RichHistory.org](http://RichHistory.org)

*RichHistoryAlliance member organizations collaborate to discover, preserve, and share history in Richland County.*



*Your guide to Stops & Shops*



*"This way to Appleseed Country!"*

*Johnny Appleseed Historic Byway helps to preserve, conserve, and promote Ashland and Richland counties' scenic, cultural, historical, natural, architectural, archeological and recreational integrity.*

### Additional Information on the Byway:

#### The Resource: What is Appleseed Country?

A migration of Indians throughout Ohio began due to unstable conditions created by the American Revolution. Delaware Indians abandoned the village of Helltown (c. 1750) south of present-day Pleasant Hill Lake and settled five miles northeast on the present site of Greentown, along with a small group of Mingo, Mohawk and Mohican Indians, as early as 1782.

John "Appleseed" Chapman had an amicable relationship with the Delaware and was known to visit Greentown on his travels throughout the region, when he arrived here as early as 1807. Observers noted that there were at least 60 dwellings at Greentown by 1812.

Although considered peaceful, the intentions of the Greentown Indians were questioned during the War of 1812. Following General William Hull's surrender to the British at Detroit on August 16, 1812, residents were removed from Greentown, sometime around September 2, for fear that they would aid

“unfriendly” Indians. Greentown’s Chief Armstrong was assured, through the urging of local settler James Copus, that Greentown’s property would be inventoried and protected until peace ensued.

However, a faction of militiamen, who “assisted” in the removal, disobeyed orders and stayed behind to set fire to the village.

This unfortunate act spawned various tragic consequences including the killing of Chief Toby in Mansfield, the Ruffner/Zimmer attack south of Mifflin and the Copus battle north of Greentown, all in which Appleseed and many others found themselves caught in the middle. Appleseed knew them all and seemed to traverse the area with impunity, warning local settlers of impending attacks, as he was so highly regarded by both the settlers and Indians. At this time Appleseed had already planted numerous apple tree nurseries nearby and would soon be securing various land holdings in this area, which he called home for over 20 years.

### The Opportunity

The name *Johnny Appleseed* is well known and his characteristics are synonymous with themes already represented by existing local destinations such as *embracing conservation* at Gorman Nature Center, *pondering history* at Johnny Appleseed Heritage Center, *examining horticulture* at Kingwood Center, *considering agriculture* at Malabar Farm, *investigating environmentalism* at Mohican School in the Out-of-Doors, *engaging humanitarianism* at Ohio Bird Sanctuary, *respecting other cultures* at Greentown, *reflecting spirit* on Mohican Waters, *researching roots* at Ohio Genealogical Society, *seeking recreation* at Muskingum Watershed Conservancy District Lakes, or *just resting* at Mohican State Park, to name a few. A byway is supposed to tell a story and no one else—anywhere else—has the opportunity that we do to share Appleseed’s story through current and proposed destinations en route SR 39, SR 603 and their surrounds.

### The Case

The Ohio Department of Transportation states that its Scenic Byway Program is, “A grassroots effort designed to increase the focus on Ohio’s history and to preserve, enhance and protect the State’s intrinsic resources for visitors and residents of the state by designation of highways, roads and streets as scenic byway corridors. Through partnerships with communities, organizations and government agencies, efforts can be combined to promote travel and recreation, and to enhance and provide stewardship for the features that distinguish the designated byways. With this collaboration it is hoped that we can establish a balance between conservation and land use that heightens the experience of traveling designated byways while improving the quality of life in communities.”

JAHB can increase the cultural and economic impact of our region while enhancing its aesthetic beauty. It can fit easily into the existing mix of regional, historic, conservation and culture-themed nonprofit and *for-profit* organizations, such as those mentioned above, as well as virtually connect with Lincoln Highway Historic Byway, Amish Country Byway, Wally Road Byway and Mohican State Scenic River. Other benefits include resource protection, community recognition, economic development/tourism, community visioning and partnering. Also, in tandem with historical markers, education programs and

other means of interpretation, a byway can increase awareness, pride, a sense of belonging and can introduce visitors to other resources unrelated to Appleseed.

Considering that a byway must exhibit significant, exceptional, and distinctive features of the region that it traverses, ABC already has a good start. Thanks to earlier efforts, Appleseed story-related venues and assets are already in place, such as the Appleseed Heritage Center and Amphitheatre, Johnny Appleseed Forest, Greentown Preservation Association, and several Appleseed-related Ohio Historical Markers along State Routes 39 and 603, and the downtowns of Mansfield and Mount Vernon. The tallest known Appleseed wooden sculpture can be found at Mohican Wilderness.

North Central Ohio has the richest heritage of Appleseed lore anywhere on Earth—most of his landholdings, nurseries, personal relationships, his life and legacy. A Johnny Appleseed Historic Byway (JAHB) makes sense.