

2020

Lincoln Highway Historic Byway Corridor Management Plan (CMP)

Ohio Department of Transportation

Updated ***September 2019***



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I. INTRODUCTION AND MAP

A. Byway Introduction

“Travel along the Lincoln Highway, America's first transcontinental road. In 1913 there were virtually no paved roads outside a city limit, and automobiles were only good for a short drive in town. There were no gas stations or repair shops. Auto manufacturers soon recognized that a network of good roads was needed. They reasoned that if a paved road were to be built connecting the Atlantic to the Pacific, other communities would connect, and soon a national network would be built, making automobile travel practical.

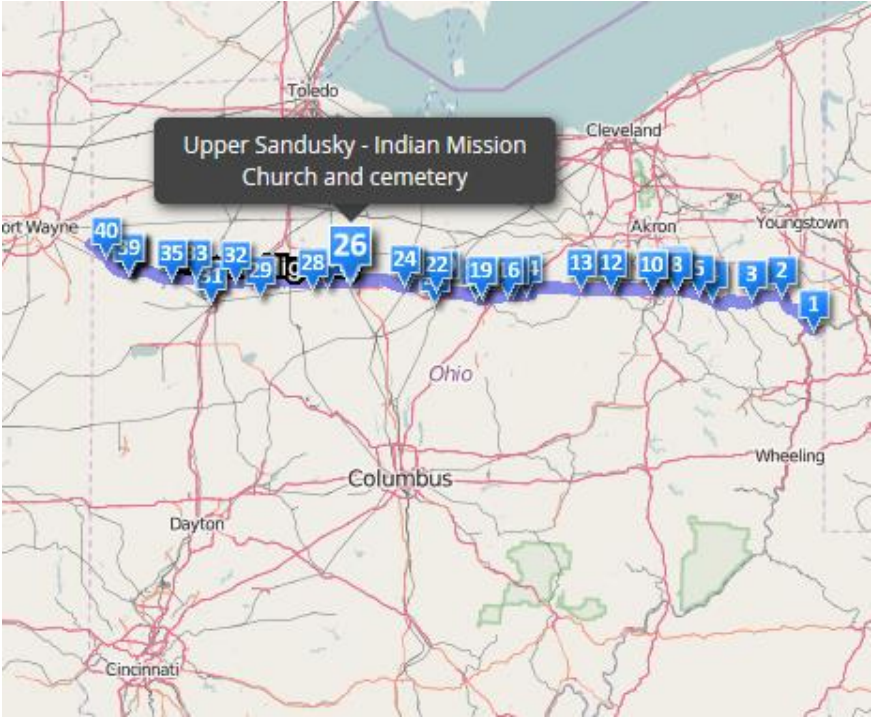
The road dedicated to Abraham Lincoln began September 14, 1913 as Henry B. Joy of Packard Motor Company; Frank A. Seiberling of Goodyear Rubber; and Carl Fisher, founder of Prest-O-Lite Company, maker of carbide car headlamps, announced this route to begin at Times Square in New York, and end 3,389 miles westward in Lincoln Park, San Francisco, passing along a corridor similar to today's Interstate Route 80. The Lincoln Highway route in Ohio passed through Northern Ohio from East Liverpool to Van Wert.

The success of the Lincoln Highway inspired connecting roads, and these were typically marked with symbols or colored stripes, sometimes painted on utility poles. By the 1920s, the federal government and states were building roads, and a new system was established for marking routes. Much of the Lincoln Highway was designated U.S. Route 30.

The Lincoln Highway Association ceased its operations in 1928. At that time 2,500 concrete directional posts were set by the Boy Scouts of America along the highway. Of these, some can be found yet today. This era of automotive history changed America. It helped create the middle class and changed how and where we live.

Enjoy learning the history of this road. Discover buildings that were once thriving businesses and look for remnants of old-style motor hotels, drive-in restaurants, or filling stations. We hope you enjoy visiting this great part of America's past!”

B. Byway Route Map



Refer to TIMS for further information on the Lincoln Highway Scenic Byway map.

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

A. Vision and Mission

Vision:

Our corridor will offer many stories through architecture, monuments, signage and businesses that will help interpret America’s first transcontinental highway. This set of stories will attract tourism which will create caring and support for the preservation of the road’s amenities.

It is the vision of the Lincoln Highway Association to establish the Lincoln Highway as a 3389-mile long living museum of transportation history stretching from New York to San Francisco. Such a living history can be accomplished through museums and a system of Lincoln Highway Interpretive Sites to educate visitors about where they can find the Lincoln Highway, the critical role it played in the United States history and the many ways they can discover and enjoy its remaining treasures. It will also help communities located along the Lincoln Highway to promote heritage education and tourism-related community and economic development.

Mission:

Our mission is to preserve, interpret and promote the Lincoln Highway. Our effort will strengthen education, increase tourism and encourage economic development along America’s first transcontinental paved highway.

B. Accomplishments since last CMP

- Continued promotion of the road via the Lincoln highway byway yard sale, which we have encouraged many people
- Regarding the Lincoln Highway byway yard sale, there is not as many of sales, but they are larger and better. Tons of people still attend the yard sale after all these years.
- Downtown Wooster has joined in for sidewalk sales

C. Goals, Objectives, and Action Plans

Goal I: To improve wayfinding and signage on the Lincoln Highway.

Objective	Person/group responsible	Timeline	Action Plan	Funding
Have signage on all 4-lane exits to the Lincoln Highway that announce it as an historic road	Jim Cassler, TBD	2023	<ul style="list-style-type: none"> • Procure funding • Coordinate production through ODOT sources • Plan installation schedule • Create press releases • Need to identify sign needs and locations • Coordinate funding and get with ODOT for signage 	TBD

Have signage in place on all state and county crossroads to announce the Lincoln Highway	CVBs, ODOT, Byway Committee	2023	<ul style="list-style-type: none"> • Analysis of needed signage by small committee • Garner monetary support from hero sponsors • Work with county engineers/ODOT for permissions or installation 	TBD
Inventory all Lincoln Highway markers, monuments and points of interest by GPS with a description for interpretive planning	CVBs	2023	<ul style="list-style-type: none"> • Get Ohio League on board • Gather information • Create maps • Identify weaknesses • Consult the ODOT sign inventory to check the coordinate accuracy • Coordinate with the CVBs and other organizations along the byway to confirm signage locations • Work to hire interns with other CVBs and coordinate with the local college programs 	TBD
			Treasurer works with Cassler, some membership, some money from the Lincoln Highway license plates. Mike did that, and it was not easy. Chamber did the map, helped fund, demanded for the byway to be on there.	

Goal II: Rejuvenate the OHLB organization and involvement with byway affairs.

Objective	Person/group responsible	Timeline	Action Plan	Funding
Attract new members to become engaged with the byway and instate memberships.	Martha Starkey	2020	<ul style="list-style-type: none"> • Begin calling meetings again • Discuss with the board the state of the byway and the future of it • Address how the byway will function in the future • Propose a new slate of officers with the rejuvenation of the byway 	None

Check what status the byway is in with certain past affiliations.	Martha Starkey	2021	<ul style="list-style-type: none"> • Check on IRS status 	None
Examine other states and their involvement with the Lincoln Highway to acquire new ideas.	Martha Starkey	2023	<ul style="list-style-type: none"> • Contact the sister organizations across the country, many are active, see what they are doing and where they are having success • Acquire new ideas from other states for byway events, fundraisers, and outreach 	None
Bring in more stakeholders along the byway to establish and maintain a professional relationship.	Martha Starkey	2025	<ul style="list-style-type: none"> • Contact stakeholders on the excel spreadsheet that was compiled by ODOT • Get support from more local businesses and community members 	None

Goal III: To implement a master plan for the Lincoln Highway Scenic Byway.

Objective	Person/group responsible	Timeline	Action Plan	Funding
Explore an interpretive master plan for the byway.	Executive committee	2025	<ul style="list-style-type: none"> • Find historic locations for preservation • Research potential funding options for executing the master plan 	TBD
Use old resources to help mold the new interpretive master plan.	Executive committee	2025	<ul style="list-style-type: none"> • Obtain all older documents from ODOT and others involved with the byway in the past. • Review documents for use. 	TBD

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

A. Structure:

The byway is currently undergoing a rejuvenation and restructuring. Mike Hocker, the former leader, is no longer involved. Martha Starkey is currently working on gaining more members to form a byway committee and this is outlined in Goal II of Section II.

The Ohio Lincoln Highway Heritage Corridor, d.b.a. Ohio Lincoln Highway Historic Byway is a 501(c') (3) charitable organization; corporation chartered in May 2002.

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

Wayne County Visitors Bureau – Martha Starkey

- 428 W Liberty St Wooster, OH 44691
- 800-362-6474
- mstarkey@wccvb.com
- <https://www.wccvb.com/>

Van Wert Area Convention Bureau – Larry Lee

- 136 E Main St Van Wert, OH 45891
- 419-238-9378
- llee@visitvanwert.org
- <http://www.visitvanwert.org/>

Wyandot County Visitors Bureau – Sara Lou Binau

- 108 E Wyandot Ave #2 Upper Sandusky, OH 43351
- 419-294-3556
- wyandotcovb@udata.com
- <https://www.visitwyandotcounty.com/>

John Long, Klingstedt Brothers Printing, Canton – John Long

- 425 Schroyer Ave SW Canton, OH 44706
- 330-456-8319
- orders@klingstedbrothers.com

Ashland Area Convention Bureau – Amy Daubenspeck

- 211 Claremont Ave Ashland, OH 44805
- 877-581-2345
- cvb@ashlandoh.com
- <https://ashlandoh.com/>

James Cassler, Lincoln Highway Trading Post – James Cassler

- PO Box 6088 Canton, OH 44706
- 330-456-8319
- orders@lhtp.com
- <https://lhtp.com/>

Canton/Stark Co. Convention Bureau – Ally Bussey

- 227 2nd St NW Canton, OH 44702
- 330-454-1439
- allysonb@visitcanton.com
- <https://www.visitcanton.com/>

Rita Shisler, Shisler’s Cheese House, Orrville – Rita Shisler

- 55 Kidron Rd Orrville, OH 44667
- 330-682-2105
- info@cheesehouse.com
- <https://www.cheesehouse.com/>

Bucyrus Tourism Bureau

- 117 E Mansfield St Bucyrus, OH 44820
- 419-562-0720
- info@visitbucyrus.com
- <https://visitbucyrus.com/>

Village of Forest

- 211 W Lima St Forest, OH 45843
- 419-273-2500
- info@villageofforest.com
- <https://www.villageofforest.com/>

COUNTY	POSITION	NAME	PHONE	EMAIL
Columbiana	County Commissioner	Mike Halleck	330-424-9511	mhalleck@cccommissioners.org
Columbiana	County Commissioner	Jim Hoppel	330-424-9511	jhoppel@cccommissioners.org
Columbiana	County Commissioner	Tim Weigle	330-424-9511	tweigle@cccommissioners.org
Stark	County Commissioner	Richard Regula	330-451-7370	rregula@starkcountyohio.gov
Stark	County Commissioner	Bill Smith	330-451-7359	bcsmith@starkcountyohio.gov
Stark	County Commissioner	Janet Weir Creighton	330-451-7376	jwcreighton@starkcountyohio.gov
Wayne	County Commissioner	Ron Amstutz	330-287-5400	commissioners@wayneohio.org
Wayne	County Commissioner	Sue Smail	330-287-5400	commissioners@wayneohio.org
Wayne	County Commissioner	Becky Foster	330-287-5400	commissioners@wayneohio.org
Ashland	County Commissioner	Denny Bittle	419-282-4354	dbittle@ashlandcounty.org
Ashland	County Commissioner	Jim Justice	419-282-4363	jjustice@ashlandcounty.org
Ashland	County Commissioner	Mike Welch	419-282-4266	mwelch@ashlandcounty.org
Richland	County Commissioner	Marilyn Johnson	419-774-5695	mjohnson@richlandcountyoh.us

Richland	County Commissioner	Darrell Banks	419-774-5553	dbanks@richlandcountyooh.us
Richland	County Commissioner	Tony Vero	419-774-5552	tvero@richlandcountyooh.us
Crawford	County Commissioner	Doug Weisenauer	419-562-5876	dougw@crawford-co.org
Crawford	County Commissioner	Tim Ley	419-562-5876	timl@crawford-co.org
Crawford	County Commissioner	Mo Ressallat	419-562-5876	mor@crawford-co.org
Wyandot	County Commissioner	William Clinger	419-294-3836	Bclinger@co.wyandot.oh.us
Wyandot	County Commissioner	Ron Metzger	419-294-3836	rmetzger@co.wyandot.oh.us
Wyandot	County Commissioner	Steven Seitz	419-294-3836	sseitz@co.wyandot.oh.us
Hancock	County Commissioner	Timothy Bechtol	419-424-7044	commissioners@hancock.oh.us
Hancock	County Commissioner	Mark Gazarek	419-424-7044	commissioners@hancock.oh.us
Hancock	County Commissioner	Brian Robertson	419-424-7044	commissioners@hancock.oh.us
Allen	County Commissioner	Cory Noonan	419-228-3700	cnoonan@allencountyohio.com
Allen	County Commissioner	Greg Sneary	419-228-3700	gsneary@allencountyohio.com
Allen	County Commissioner	Jay Begg	419-228-3700	jbegg@allencountyohio.com
Van Wert	County Commissioner	Stan Owens	419-238-6159	sowens@vanwertcounty.org
Van Wert	County Commissioner	Todd Wolfrum	419-238-6159	twolfrum@vanwertcounty.org
Van Wert	County Commissioner	Thad Lichtensteiger	419-238-6159	tlichtensteiger@vanwertcounty.org
Columbiana	County Engineer	Bert Dawson	330-424-1740	engineer@cceng.org
Stark	County Engineer	Keith Bennett	330-477-6781	
Wayne	County Engineer	Scott Miller	330-287-5500	
Ashland	County Engineer	Edward Meixner	419-282-4281	
Richland	County Engineer	Adam Gove	419-774-5591	
Crawford	County Engineer	Mark Baker	419-562-7731	
Wyandot	County Engineer	Michael Kohl	419-294-2330	
Hancock	County Engineer	Douglas Cade	419-422-7433	engineer@co.hancock.oh.us
Allen	County Engineer	Brian Rhodes	419-228-3196	infoallencountyohengineer@gmail.com
Van Wert	County Engineer	Kyle Wendel	419-238-0210	
ODOT D-11	DDD	Thomas Corey	330-339-6633	thomas.corey@dot.ohio.gov
ODOT D-4	DDD	Gery Noirot	330-786-3100	gery.noirot@dot.ohio.gov
ODOT D-3	DDD	Bob Weaver	419-281-0513	bob.weaver@dot.ohio.gov
ODOT D-1	DDD	Chris Hughes	419-222-9055	chris.hughes@dot.ohio.gov
Columbiana	Lisbon Historical Society			

Stark	Stark Genealogical Society		330-455-7043	lann496@yahoo.com
Wayne	Wayne County Historical Society		330-264-8856	host@waynehistoricalohio.org
Ashland	Ashland County Historical Society		419-289-3111	ashlandhistory@zoominternet.net
Richland	Richland Historical Society			
Crawford	Bucyrus Historical Society		419-562-6386	Curator@bucyrushistoricalsociety.org
Wyandot	Wyandot Historical Society		419-294-3857	treasurer@Wyandothistory.org
Hancock	Hancock Historical Society		419-423-4433	
Allen	Allen Historical Society	Amy Craft	419-222-9426	acraft@wcoil.com
Van Wert	Van Wert Historical Society		419-771-9851	www.historicalsociety@gmail.com
Columbiana	Tour Columbiana Ohio		330-482-2282	info@tourcolumbianaohio.com
Columbiana	East Liverpool Tourism Bureau		330-385-5394	eltourismbureau@gmail.com
Stark	Stark County CVB	Ally Bussey	330-454-1439	
Wayne	Wayne County CVB	Martha Starkey	800-362-8474	mstarkey@wccvb.com
Ashland	Ashland County CVB	Amy Daubenspeck	877-581-2345	cvb@ashlandoh.com
Ashland	Discover Mohican		419-994-2519	director@DiscoverMohican.com
Richland	Destination Mansfield	Lee Tasseff	419-525-1300	visitors@destinationmansfield.com
Crawford	Visit Bucyrus		419-562-0720	info@visitbucyrus.com
Wyandot	Wyandot County CVB	Tim Creger	419-294-3556	wyandotcovb@udata.com
Hancock	Visit Findlay	Alissa Preston	419-422-3315	apreston@visitfindlay.com
Allen	Visit Greater Lima	Christine Pleva	419-222-6075	cpleva@visitgreaterlima.com
Van Wert	Visit Van Wert	Larry Lee	419-238-9378	llee@visitvanwert.org
Columbiana	Columbiana Chamber of Commerce		330-482-3822	info@columbianachamber.com

Stark	Canton Chamber of Commerce	Dennis Saunier	330-456-7253	dennys@cantonchamber.org
Wayne	Wooster Chamber of Commerce	Justin Starlin	330-262-5735	jstarlin@woosterchamber.com
Ashland	Ashland Chamber of Commerce	Barbie Lange	419-281-4584	blange@ashlandoh.com
Richland	Richland Area Chamber	Jodie Perry	419-522-3211	info@richlandareachamber.com
Crawford	Bucyrus Chamber of Commerce	Jody Spiegle	419-562-4811	bacc@bucyrusohio.com
Crawford	Galion-Crestline Area Chamber of Commerce		419-468-7737	ceo@galion-crestlinechamber.org
Wyandot	Wyandot Chamber of Commerce	Dan Reid	419-294-3349	solutions@wyandotchamber.com
Hancock	Findlay-Hancock Chamber of Commerce	Dionne Neubauer	419-422-3313	info@FindlayHancockChamber.com
Hardin	Ada Area Chamber of Commerce		419-788-9459	debcurlis@yahoo.com
Allen	Lima Chamber of Commerce	Jed Metzger	419-222-6045	jmetzger@limachamber.com
Van Wert	Van Wert Chamber of Commerce	George Scott	419-238-4390	chamber@vanwertchamber.com
Van Wert	Delphos Area Chamber of Commerce		419-695-1771	info@delphoschamber.com

C. Primary and Secondary Byway Leader Contact Information

Primary Contact	Secondary Contact
Martha Starkey Wayne County Convention & Visitors Bureau 428 W Liberty St Wooster, OH 44691 Phone: 330-264-6474 Email: mstarkey@wccvb.com	Larry Lee Van Wert Area CVB 136 E Main St Van Wert, OH 45891 Phone: 419-238-9378 Email: llee@visitvanwert.org

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

Annually, the Lincoln Highway is represented at the Ohio Byway Links meetings.

E. Byway Leadership Succession Plan

As of April 2017, the byway committee is looking to find a new executive director upon the retirement of Mike Hocker, current executive director. Martha Starkey is his successor and is searching for more individuals to be involved. See Goal II in section II for further reference of this.

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

A. Road Conditions and Signage

In 2004 at ODOT's designation, several parts of Ohio's U.S. Route 30 were not yet bypassed by a four-lane limited access highway. Later 4-lane sections opened:

The stretch from Route 57 at Orrville to east of Wooster removed U.S. 30 traffic from a ten mile stretch of robust business activity along the sometimes-divided old road. This change affected many businesses negatively and many businesses shuttered along that stretch.

The stretch from Ontario to Bucyrus allowed the path of the LH through Crestline to be a safer and more leisurely drive by removing heavy truck traffic.

Likewise, the stretch from west of Upper Sandusky to north of Ada at State Route 235 allowed the original Lincoln Highway to be a county road with very little traffic.

In the end, most bypassed area businesses have not had an overall negative business impact, and some, in fact enjoy safer ingress and egress to their establishments. This ultimately creates a safer and more viewable and engaging historic byway.

The stretch of the original LH that is conjoined with U.S. Route 30 east of East Canton to the State Route 11 junction west of East Liverpool continues to be a congested traffic area for tourists.

There are no other issues with the roads themselves, other than being bypassed altogether. It would be worthwhile to confirm with other areas along the byway to see if that is true for their areas. These are ODOT maintained routes, but the bypassed county roads are not. Please refer to TIMS for further information.

Regarding signage, refer to TIMS for an extensive inventory on signage and byway information. For future signage needs, please refer to goal I.

<https://gis.dot.state.oh.us/tims>

i. Existing official ODOT byway signs.

See appendix.

ii. Local byway signs.

iii. Interpretive signs.

There are many interpretive signs along the byway. These include

iv. Future sign needs.

B. List of Primary and Secondary Intrinsic Qualities/Resources

scenic, natural, historic, cultural, archeological, and recreational

Primary Intrinsic Quality	Secondary Intrinsic Quality	Site and Location (GPS when available)	Description
Historic		East Liverpool (40.618295, -80.577041)	View of Ohio River, Museum of Ceramics
Historic		Lisbon (40.772173, -80.767998)	Downtown retails, Old Stone House
Historic		Hanoverton (40.753715, -80.934881)	Spread Eagle Tavern dining, walking neighborhood
Historic		Minerva (40.730089, -81.103825)	Great Trail Golf Course, downtown shopping, Hart Mansion dining
Historic		Robertsville (40.763255, -81.189797)	LH remnant brick street
Historic		East Canton (40.787245, -81.283708)	Clearview Golf Club
Historic		Canton (40.799249, -81.378363)	Pro Football Hall of Fame, McKinley Monument & Museum, various restaurants, Canton Classic Car Museum
Historic		Massillon (40.797771, -81.518666)	Massillon Museum, Lincoln Theater, Charm Neighborhood tour
Historic		Dalton (40.798780, -81.694906)	Historic downtown
Historic		Orrville (40.843617, -81.764141)	J. M. Smucker outlet and museum, Shisler's Cheese house shopping, Orrville Heritage Railroad Museum
Historic		Wooster (40.805009, -81.934432)	Local Roots Market shopping, downtown retails, various dining spots, College of Wooster galleries and attractions, Amish country, bucolic drives, Courthouse
Historic		Ashland (40.868478, -82.317267)	Ashland University activities, downtown shopping, country tours
Historic		Hayesville and Mifflin (40.773643, -82.261882) (40.774881, -82.363219)	Charles Mill Lake, camping, fishing, early road vistas
Historic		Mansfield (40.758582, -82.515769)	Mansfield Reformatory tours, Kingwood Center, Richland Carrousel, Oak Hill Cottage, shopping
Historic		Galion, Crestline (40.735055, -82.789814) (40.788289, -82.738328)	Railroad history, quaint towns, LH Bement and McMahon Markers
Historic		Leesville (40.795864, -82.788474)	Early pioneer village, J&M Trading Post

Historic		Bucyrus (40.809768, -82.975856)	150-year old kettle factory tours, murals, specialty local shopping at Coopers and Carles Bratwursts, LH Hopley monument
Historic		Upper Sandusky (40.827630, -83.281168)	LH remnant brick street, Indian Mill Museum, downtown shopping, Indian Mission Church and cemetery, Courthouse
Historic		Kirby (40.813626, -83.418826)	Frey Hardware (museum-like retail store)
Historic		Forest (40.802814, -83.512978)	Forest-Jackson Public Library, a restored train depot, Gormley Park
Historic		Ada (40.770107, -83.825037)	Ohio Northern University activities, downtown shopping and dining, Railroad Park and restored depot. Wilson Sports (football manufacturing) tours
Historic		Lima (40.743263, -84.105781)	Lima-Allen County Museum, downtown shopping, Kewpee Hamburger Diner
Historic		Cairo, Beaverdam (40.833476, -84.087275) (40.833746, -83.976398)	I-75 & LH overpass bridge installation, quaint small towns
Historic		Gomer (40.845926, -84.187151)	Welsh Museum, location of Admiral Byrd's Snow Cruiser crash and museum
Historic		Delphos (40.845948, -84.344055)	Miami & Erie Canal remnants, Canal Museum, Postal museum
Historic		Van Wert (40.870452, -84.584040)	Wassenberg Gallery, downtown shopping, VW Historical Society and campus, Lincoln Highway themed streetscape, Balyeat's Coffee Shop retro dining, Courthouse
Historic		Convoy Area (40.917287, -84.705516)	Early LH bridge preserved for interpretation

C. Changes in Intrinsic Qualities/Resources since last CMP

Still determining.

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

Along the Lincoln Highway, many historic sites and markers exist to communicate the presence of the Lincoln Highway towns and villages. Currently we have no static or active interpretive visitor centers focused exclusively on the Lincoln Highway in Ohio. Many states do have these. We have one existent 1930s era roadside pavilion that has potential to be converted to a static interpretive site, and we intend to pursue that happening in the future.

There are several privately owned restaurants and retails that are happy to overlay their products and services with Lincoln Highway themed items and memorabilia. Several of these retails also sell Lincoln Highway products provided by a partner with our organization, the Lincoln Highway Trading Post.

Not much of this has been achieved but has been outlined as a goal. Please refer to goal III in section II for a further explanation.

B. Byway Story

In September 1912, Carl Fisher of Indianapolis dreamed of constructing a “hard-surfaced, improved highway” from the Atlantic to the Pacific. He called this “The Coast-to-Coast Rock Highway.” He hoped to find financial support from other leaders of the automotive industry to build this first transcontinental automobile route. Automobile sales were waning because there were virtually no automobile roads. Fisher’s company manufactured headlamps for automobiles.

Later that same year, Henry B. Joy, president of Packard Motor Car Company, proposed that this road also be a memorial to Abraham Lincoln. His idea was well-received. On July 1, 1913 the Lincoln Highway Association was officially organized, with Joy being elected as its first president.

The actual route of the Lincoln Highway was determined two months later, and was announced on September 14, 1913. The original proclamation route across Ohio was through Canton, Mansfield, Marion, Kenton, Lima, Van Wert, known as Market Route No. 3, later to be designated U. S. Route 30 in Ohio. The road began at Times Square in New York City and ended in San Francisco, 3,389 miles across the continent, connecting a single automobile to both oceans for the first time in U.S. history.

With the advent of the Federal Highway Administration’s building of limited access highways in the 50s, the history of this internationally famous path dimmed. Its economic surge of businesses and buildings across the route languished and became derelict, were reused or torn down, leaving a treasure of history for us today to re-discover, interpret and reflect upon our automotive history.

The Lincoln Highway Association closed its operations in 1928. The federal and state governments were building roads at last, and their job was done. Through Ohio, the 1928 route heads westward from entering East Liverpool and generally follows old U.S. Route 30, with several other later routes, (see maps section).

C. Future Interpretation

The OHLLC will continue to offer the BUY-WAY Yard Sale as an opportunity for individuals to explore and learn about our byway's story. We will also continue to offer interpretation of our story on our website, through print media, social media and especially through public speaking to small community groups.

We continue to initiate and encourage partnerships with nonprofit organizations that serve as attractions and storytellers of the local history of the Ohio Lincoln Highway.

The OHLLC has a social media presence but is not as engaged as it could be. Jim X is the main perpetrator of the byway and goes out and talks about the byway. Additionally, CVBs talk about the byway to spread awareness and have some brochures that discuss it. Improving this will be included in goal III's action plan in section II.

D. Plans for Improving Visitor Experience

Being a CVB, there is always a push to send visitors downtown for a meal and always mentioning the Lincoln Highway Scenic Byway. There is also a push to try and educate the people to spread it.

On improving the byway, itself, it is undetermined if there are any projects to improve the byway itself that has not already been outlined. Helping visitors explore the byway would be worthwhile exploring, perhaps by providing a link to the story map on CVB websites.

Another way to further improve visitor experience would be to increase awareness of the byway through a membership. This could allow more people to explore and be involved with the byway.

E. Preservation

We believe that signage is the key to all future preservation efforts, in that it is our first line of education to the public. Once the public realizes that this highway is something important enough to be marked, then we can hold their attention by telling them why. This can be done through the private sector citing the Lincoln Highway as part of their business' existence, and once the education has created caring, we can direct dollars to private partners who wish to preserve and restore what they own that contributes to the architectural history of the road.

Currently, we have no grants in play or funding for preservation of any Lincoln Highway era bricks and mortar. Not much has been done on preservation with the byway overall. As a CVB, one of the things to encourage is economic development, promoting historic downtown districts, promote credits to historic things, and many other things. There are many tax incentive programs in Wooster for historic buildings, and it would be worthwhile to explore this. This can be encouraged, but generally out of the hands of many.

VI. MARKETING: PROMOTION, FEATURED ATTRACTIONS AND FUTURE PLANS

A. Current and Future Planned Marketing Activities

The current marketing activities that are done are tabletop displays that talk about the byway and its history at events it can be promoted. The Lincoln Highway yard sale is also one of the main promotional activities for the byway.

Past promotional activities

- Speakers bureau created three tabletop displays for use at libraries, universities, festivals, etc., (See attachment 18, "Tabletop Display.pdf")
- Rack cards describing the history and path of the Lincoln Highway (See attachment 20, "Rack Card F&B.pdf")
- T-shirt program for both the BUY-WAY Yard Sale and general Lincoln Highway theme (See attachment 22, "LH T-Shirts.pdf")
- Participation with all annual national Lincoln Highway conferences, which are held across the eleven Lincoln Highway states, which includes speaking engagements, sponsorships of events, lectures and pass out literature for Ohio. (See attachment 23, "12 Conference Guide.pdf"). (front cover included. The actual guide will be provided and is not available as a pdf file)
- Membership and products offering sell sheet (See attachment 24a, "Membership & Products.pdf")
- Membership three-fold brochure with application (See attachment 24b, "Join OLHHC 3-Fold.pdf")
- A partnership as one of Ohio's 27 byways allows us the privilege of advertising in the OHIO TRAVEL GUIDE with a brochure insert ad on the inside back cover (See attachment 26a, Ohio Travel Guide.pdf")
- with a stand-alone brochure available at other venues (See attachment 26b, OBL Brochure.pdf")
- Also, as a member of Ohio Byway Links (OBL) (Ohio Byway Links, a consortium of all of Ohio's byways, we are participating in Ohio's TICs (Travel Information Centers) with a kiosk ad (See attachment 27, Ohio Byways Kiosk.pdf")

Current and ongoing activities

Our Social media includes an active Facebook page with now 2,500 likes. Our member businesses interact with this page promoting their products and services while telling the story of the corridor. Our website, www.historicbyway.com, contains copious static content regarding each community's amenities, attractions and retails, and the site offers drivable maps, maps showing various sites of interest, and offers BUY-WAY Yard Sale listers the ability to have a printed guide and map sent by mail. It also offers links to hotels and Bed & Breakfasts, member lists and photos taken along the way. Our member businesses who support us at the highest level are eligible for a banner ad on the website. Now, the Ohio Lincoln Highway BUY-WAY Yard Sale offers tremendous exposure to the public. We continue to produce 30,000 Travelers Guide BUY-WAY Yard Sale brochure/maps annually (See attachments 28a, 28b, 28c "14 Trav Guide Outside.pdf," "14 Trav GuideInside1.pdf" "14 Trav Guide

Inside 2.pdf”). We are continuing with a bill sponsored by State Senator Cliff Hite, Van Wert for an ODOT License Plate promoting the Lincoln Highway. This was recently passed by the Ohio Senate again as a new bill and will now go to the House as a new stand-alone request in 2015. (See attachment 29” License Plate Program.pdf”)

Future planned activities

Although not a high priority, there is a sporadic two-day road rally cruise-In/scavenger hunt event that begins for enthusiasts at each end of the state (East Liverpool and Convoy) and travels to mid-state (Mansfield) for entertainment, a car show and an overnight with a breakfast and awards the second day. Many other states have a several-day tour within the state to promote their byway. This event could build to do the same. We also are considering working with one or several geocaching groups do to place a “story of the Lincoln Highway” series of geocaches across Ohio. There is also talk amongst other state’s Lincoln Highway Byways that we need a regional conference to share ideas and information, either during the national Lincoln Highway conference or as a stand-alone event.

Other Promotional items

We create and release news items (press releases) as needed and on an ongoing basis. (see attachment 30, “PR Example.pdf”)

B. Recommended Products or Attachments for Media and Public Relations

i. Short description of byway for use in publications.

“Rediscover our automotive past by traveling the Lincoln Highway, America’s first transcontinental road, built in 1913 to encourage good roads for all. Travel through small charming towns and see early relics of the road that your grandparents knew!”

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

See appendix, some photos are pending.

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

#	Name	Description	GIS
1	Cindell and Baywood Streets	Just east of Canton there are two stretches of brick streets that were laid as the original Lincoln Highway. These are very rare sections to remain of any road, and certainly of the 3,389 miles of the Lincoln Highway. Once widened from sixteen feet to 22 feet in the 30s, the bricks were simply spaced apart saving the cost of additional bricks. Baywood Street from the intersection of Route 30 west of Minerva extending to Applehill Road at Robertsville is the longest remaining stretch of original brick road of the LH in America.	40.780716, -81.247334
2	Route 30A viewsheds	This may be considered a “scenic” quality at first blush, and that is important. However, standing on any of the several hilltops on this stretch of road and seeing the valleys and bridges below are important as a glimpse into history; these	40.773145, -82.331117

		views are as close as we will get today in seeing what it was like driving in the 1920s on this road. There has been little changed as far as road grades, so imagining how a Model T would chug up these hills is an historic exercise.	
3	The Hopley Monument	Bucyrus, Ohio's newspaper publisher and later state representative John Hopley saw the importance of being involved with the early Lincoln Highway. He was the Ohio consul to the association for years. A way to commemorative his legacy, stones were gathered from places around the world where he had served as ambassador and assembled to create a 10-foot high monument on the east side of the town. This monument is totally unique and a must-see attraction of many Lincoln Highway travelers.	40.811979, -82.955228
4	Balyeat's Coffee Shop	The owner, who began working there in his teens is now 81 years old and has the restaurant for sale. Stepping into this restaurant is an amazing experience of going back to the 1930s. Waitresses do not write down orders for home-cooked meals like roast ham, pork and chicken with all the sides you'd expect at Thanksgiving. Located next to the courthouse, the charms of decades of hungry lunch goers can be sensed. A long low lunch counter is punctuated by the owner in a starched white shirt and black bow tie, as a reminder of soda jerk days.	40.869951, -84.581560
5	Ghost buildings and Ghost signs	Through the 39 communities along the Lincoln Highway in Ohio, one sees the remnants of an auto era that was replaced by modern signs, convenience stores and car dealerships. Because small towns did not usually grow exponentially, many buildings were preserved simply by the coincidence of non-growth. Many were gently re-purposed, leaving clues and hints of what their original purpose was. These leftovers of history create an amazing scavenger hunt for children and adults alike to discover the heritage of the Lincoln Highway	N/A

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

Website: www.historicbyway.com
 Facebook: Ohio Lincoln Highway Heritage Corridor

v. Marketing contact information:

Martha Starkey

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

A. Ongoing Communication and Cooperation with Community Partners

We will continue to use the annual BUY-WAY sale flyers, social media, our website activities, and will continue to keep an open office daily for interfacing with queries.

B. Public Meeting and Public Participation Opportunities

Meetings are very limited as it is a volunteer program and has been losing members. Rejuvenation of this is outlined in goal III of section II of the corridor management plan.

In the future, we will work to continue regular meetings, public speaking which allows for give and take discussion, and interface with local, state and national meetings.

C. Steps Taken to Update Byway Mission and Vision

Our board has reviewed these and made no changes for the immediate future. In the instance of a change, please refer to goal III.

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

The main critical issue is rejuvenating the byway committee to be active. It has dissipated over the years as it is a volunteer program. The byway currently is lacking a support system and cohesion between counties and other entities involved.

History has approved them in an area that there is no historical significance or intrinsic qualities. Due to reauthorization of funding, we are going to reject this.

VIII. APPENDIX

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

#	Byway	Latitude	Longitude	Direction	Condition
1	LHB	40.797756	-82.26181		
2	LHB	40.799397	-82.768318		
3	LHB	40.795269	-82.794617		
4	LHB	40.803825	-82.811317		
5	LHB	40.807281	-82.817764		
6	LHB	40.813259	-82.857765		
7	LHB	40.82725	-82.925797		
8	LHB	40.812679	-82.936607		
9	LHB	40.811996	-82.955055		
10	LHB	40.809299	-82.96579		
11	LHB	40.808773	-82.975685		
12	LHB	40.829018	-83.047668		
13	LHB	40.838913	-83.076248		
14	LHB	40.844734	-83.092987		
15	LHB	40.844727	-83.096367		
16	LHB	40.827667	-83.267487		
17	LHB	40.82756	-83.268776		
18	LHB	40.827503	-83.288841		
19	LHB	40.831951	-83.290047		
20	LHB	40.832664	-83.291328		
21	LHB	40.832443	-83.34301		
22	LHB	40.832283	-83.382309		
23	LHB	40.832302	-83.420555		
24	LHB	40.83252	-83.477737		
25	LHB	40.832737	-83.522789		
26	LHB	40.834209	-83.656097		
27	LHB	40.833904	-83.728912		
28	LHB	40.833801	-83.748482		
29	LHB	40.834293	-83.826645		
30	LHB	40.834429	-83.882027		
31	LHB	40.833298	-83.960976		
32	LHB	40.839943	-83.975937		
33	LHB	40.831985	-88.090996		
34	LHB	40.832012	-84.139618		
35	LHB	40.845074	-84.186165		
36	LHB	40.846893	-84.310219		
37	LHB	40.84719	-84.34033		
38	LHB	40.87061	-84.5695		
39	LHB	40.86967	-84.58049		

40	LHB	40.86967	-84.5828		
41	LHB	40.8697	-84.58404		
42	LHB	40.89518	-84.66558		
43	LHB	40.94704	-84.71441		
44	LHB	40.94699	-84.717		
45	LHB	40.93878	-84.69901		
46	LHB	40.86957	-84.58522		
47	LHB	40.88958	-84.57995		
48	LHB	40.86964	-84.5783		
49	LHB	40.86956	-84.57448		
50	LHB	40.86964	-84.5783		
51	LHB	40.87882	-84.48902		
52	LHB	40.84706	-84.35161		
53	LHB	40.84709	-84.3408		
54	LHB	40.84692	-84.30517		
55	LHB	40.84491	-84.18565		
56	LHB	40.8315	-84.13571		
57	LHB	40.83195	-84.08054		
58	LHB	40.83298	-83.97579		
59	LHB	40.83436	-83.87169		
60	LHB	40.83428	-83.82311		
61	LHB	40.83388	-83.72548		
62	LHB	40.83463	-83.65146		
63	LHB	40.03461	-83.65037		
64	LHB	40.83279	-83.51543		
65	LHB	40.83249	-83.47698		
66	LHB	40.83221	-83.41688		
67	LHB	40.83218	-83.38039		
68	LHB	40.83241	-83.34181		
69	LHB	40.83262	-83.29163		
70	LHB	40.851	-83.29011		
71	LHB	40.82749	-83.28968		
72	LHB	40.83085	-83.25659		
73	LHB	40.83859	-83.22489		
74	LHB	40.84342	-83.11084		
75	LHB	40.84474	-83.0909		
76	LHB	40.82692	-83.03823		
77	LHB	40.81049	-82.98681		
78	LHB	40.80856	-82.97557		
79	LHB	40.8126	-82.93146		
80	LHB	40.81327	-82.85572		
81	LHB	40.80726	-82.81741		
82	LHB	40.80586	-82.81268		
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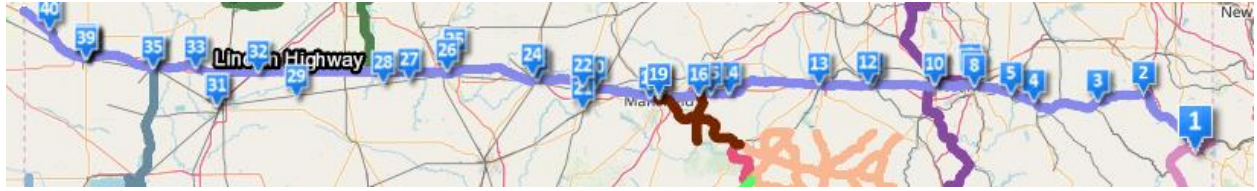
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87	LHB	40.77641	-82.61473		
88	LHB	40.7649	-82.5394		
89	LHB	40.76443	-82.53797		
90	LHB	40.75953	-82.5381		
91	LHB	40.75895	-82.53726		
92	LHB	40.7582	-82.50524		
93	LHB	40.75822	-82.50363		
94	LHB	40.77869	-82.47963		
95	LHB	40.77224	-82.37025		
96	LHB	40.77383	-82.36852		
97	LHB	40.77472	-82.35861		
98	LHB	40.77322	-82.36084		
99	LHB	40.77353	-82.24954		
100	LHB	40.77434	-82.24596		
101	LHB	40.77858	-82.22721		
102	LHB	40.78432	-82.21983		
103	LHB	40.78537	-82.2185		
104	LHB	40.8048	-82.19107		
105	LHB	40.80252	-82.00906		
106	LHB	40.79942	-81.97956		
107	LHB	40.79892	-81.93473		
108	LHB	40.79631	-81.78513		
109	LHB	40.79261	-81.78505		
110	LHB	40.79661	-81.77478		
111	LHB	40.79571	-81.74693		
112	LHB	40.79995	-81.71617		
113	LHB	40.80019	-81.71499		
114	LHB	40.79874	-81.69813		
115	LHB	40.7948	-81.69503		
116	LHB	40.7972	-81.67509		
117	LHB	40.79729	-81.66861		
118	LHB	40.7978	-81.65937		
119	LHB	40.79857	-81.64775		
120	LHB	40.7992	-81.63088		
121	LHB	40.79604	-81.57059		
122	LHB	40.79523	-81.55096		
123	LHB	40.79545	-81.52655		
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125	LHB	40.80005	-81.50959		
126	LHB	40.79861	-81.496		
127	LHB	40.79716	-81.48555		
128	LHB	40.79631	-81.42612		
129	LHB	40.79858	-81.40719		
130	LHB	40.79976	-81.39731		
131	LHB	40.79518	-81.35837		

132	LHB	40.79082	-81.33518		
133	LHB	40.7908	-81.33553		
134	LHB	40.78719	-81.28466		
135	LHB	40.78576	-81.28411		
136	LHB	40.78493	-81.28146		
137	LHB	40.78128	-81.26948		
138	LHB	40.77121	-82.22654		
139	LHB	40.7715	-81.22348		
140	LHB	40.76819	-81.21602		
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148	LHB	40.73877	-81.08752		
149	LHB	40.74601	-81.03444		
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151	LHB	40.75636	-80.89891		
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189	LHB	40.7972	-81.67394		
190	LHB	40.79744	-81.67543		
191	LHB	40.7988	-81.69488		
192	LHB	40.79879	-81.69559		
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194	LHB	40.79625	-81.78496		
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207	LHB	40.76448	-81.53794		
208	LHB	40.76486	-81.53843		
209	LHB	40.77593	-81.6114		
210	LHB	40.77675	-81.61542		
211	LHB	40.77937	-81.64077		
212	LHB	40.77904	-81.6433		
213	LHB	40.78767	-81.73555		

	Latitude	Longitude
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B. Most Current Byway Map



C. Maps Identifying Primary Intrinsic Quality/Resource Locations

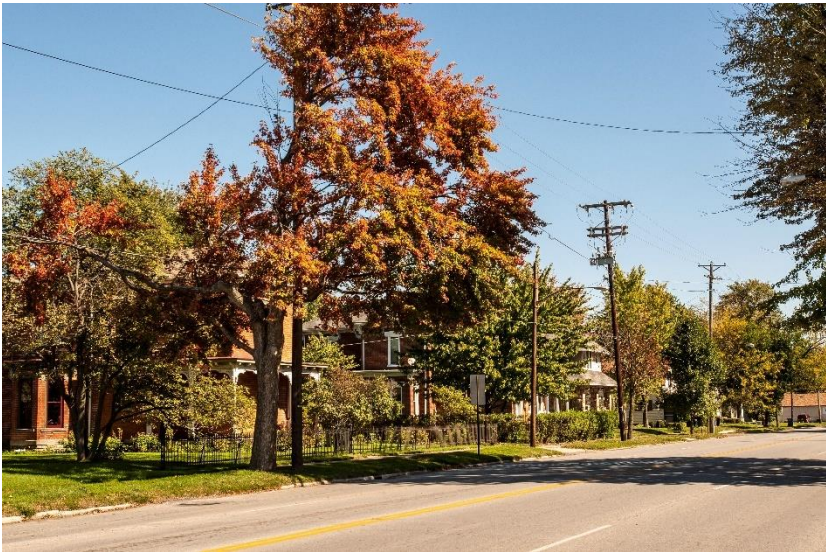


D. Byway Photographs- Include several images of your byway, at least one from each season.



































P-20

Balyeat's neon sign and restaurant in Van Wert since 1923



P-32

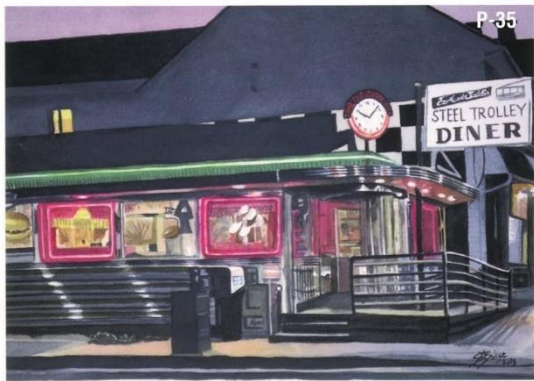


P-9

Downtown Van Wert and its courthouse



Williamstown - Remnants of the Bon-Air Motel



P-35

E. Marketing Materials- If applicable.

B-22

