

Strategy or Action	Potential Partners	Potential Funding Sources	Phase
<p><b>Byway Preservation/Conservation</b>                      GOAL: Working with existing and available tools, maintain the intrinsic qualities of the byway primarily through private, voluntary land conservation efforts; existing and available tax incentives for historic preservation and land conservation; innovative land management investment programs; and through the application of existing local land use plans, regulations, policies, and design guidelines.</p>			
<p><b>c.1 Recognize the Journey Through Hallowed Ground corridor and related parks, trails, and sites in each County's Comprehensive Plan to demonstrate the significant public benefit and establish a conservation purpose for the scenic and historic qualities of the open space lands and historic sites along the Byway.</b></p> <p><u>Implementation Steps:</u>                      i. County planning staff to prepare draft language for adoption in the Comprehensive Plan and include that language as part of the Planning Commission and BOCC/BOS public hearings and resolutions. Include language in the comprehensive plan policy that acknowledges the contribution of the setting to the overall intrinsic quality of the historic sites along the byway.                      ii. Coordination with existing and planned TDR and PDR programs – conservation priorities should be included as list of eligible properties for purchase of development or transfer of development programs.                      iii. County planning staff to include official map showing locations of views, and historic sites. Language in resolution should reference priorities as including the lands that can be seen from inventoried scenic viewpoints along the byway (CMP will include a map showing locations) and historic sites. Language could also reference the need to minimize the visual impact of major projects (powerlines, large scale land development, communication towers, etc.) as seen from these scenic viewpoints and historic sites                      iv. Priority criteria should include vulnerability, proximity to other conservation activities, and multiple values and interest among other conservation and preservation interests</p>	<ul style="list-style-type: none"> <li>• Local jurisdictions (planning staff)</li> <li>• PA DCED, MDP, VDCR (Virginia Outdoor Plan)</li> </ul> <p>JTHG Staff to support</p> <p>NOTE: A table with the current plans and policies already in place in each jurisdiction is found on page 62</p>	<p>FHWA Scenic Byway Program (Byway Management Grant)                      Pennsylvania DCED – Shared Municipal Services Grants, LUPTAP</p>	<p>Ongoing</p>
<p><b>c.2 Develop a data-sharing system to continually maintain and update the GIS inventory of intrinsic qualities and existing protected lands.</b></p> <p><u>Implementation Steps:</u>                      i. Establish data sharing methodology with JTHG partners to continue to update data, including the location of a “home room” for the data base.                      ii. Establish a permanent position for data base manager (split position with heritage tourism marketing committee) to support, maintain, and utilize the GIS data for the benefit of the byway and heritage area.</p>	<p>State Agencies and other Data providers:</p> <ul style="list-style-type: none"> <li>- Piedmont Environmental Council</li> <li>- ABPP, NPS</li> <li>- PSDA,</li> <li>- MSGIC, MD Property View, MHT, SHA</li> <li>- VDHR, VDOT, VDCR</li> </ul> <p>Local Jurisdictions with GIS data base (all three states)                      Rapidan-Rappahannock PDC                      TJ PDC                      JTHG Staff to support</p>	<p>ESRI Conservation Grants  <a href="http://www.esri.com/grants/Transportation Enhancement Program">http://www.esri.com/grants/Transportation Enhancement Program</a></p>	<p>Early Action</p>

<p><b>c.3 Assign the role of byway stewardship to the JTHG Partnership Preservation, Conservation and Land Use Committee – meet periodically to make decisions regarding funding applications for conservation and preservation grant opportunities, and conservation easements.</b></p> <p><u>Implementation Steps:</u></p> <ul style="list-style-type: none"> <li>i Discuss and apply criteria for determining priorities for purchase of development rights programs (priority scenic views, settings of historic sites where visitors are encouraged, areas vulnerable to change).</li> <li>ii Use GIS data base to select and prepare site specific analysis of priority conservation projects</li> <li>iii Identify potential funding sources (e.g. byway program funds, state programs to protect the Chesapeake Bay, local program funds, such as Albemarle's ACE program).</li> <li>iv Submit a minimum of one application to each of the identified programs per year</li> </ul>	<ul style="list-style-type: none"> <li>• Preservation planners from each jurisdiction</li> <li>• Virginia Outdoor Foundation and valid co-holders including local government entities</li> <li>• Piedmont Environmental Council</li> <li>• Civil War Preservation Trust</li> <li>• Association of Preservation of Virginia Antiquities</li> <li>• Soil and Water Conservation Districts</li> <li>• Potomac Conservancy</li> <li>• Chesapeake Bay Foundation</li> <li>• Land Trust of Virginia</li> <li>• Brandy Station Foundation</li> <li>• Blue Ridge Foothills Conservancy (Madison and Greene)</li> <li>• Northern Virginia Conservation Trust (Loudoun and Prince William)</li> <li>• Rivanna Conservation Society</li> <li>• Carrollton Manor Land Trust</li> <li>• Central Maryland Heritage League Land Trust</li> <li>• Land Conservancy of Adams County</li> </ul>	<p>[see <a href="http://www.privatelandownernetw.ork.org">http://www.privatelandownernetw.ork.org</a>]</p> <p><u>FSA Programs</u></p> <ul style="list-style-type: none"> <li>○ Conservation Reserve Program</li> <li>○ CP33 Habitat Buffers for Upland Birds</li> </ul> <p><u>NRCS Funding Resources</u></p> <ul style="list-style-type: none"> <li>○ Agricultural Management Assistance</li> <li>○ Environmental Quality Incentives Program</li> <li>○ Farmland Protection Program [see <a href="http://www.nrcs.usda.gov/prgrams/fpp/">http://www.nrcs.usda.gov/prgrams/fpp/</a>]</li> <li>○ Forestry Incentives Program</li> <li>○ Wildlife Habitat Incentives Program</li> </ul> <p><u>USDA Programs</u></p> <ul style="list-style-type: none"> <li>○ Conservation Reserve Enhancement Program (CREP)</li> <li>○ Forest Land Enhancement Program (FLEP)</li> <li>○ Forest Legacy Program</li> </ul> <p><u>U.S. Fish &amp; Wildlife Service Funding &amp; Technical Resources</u></p> <ul style="list-style-type: none"> <li>○ Partners For Fish And Wildlife Program - National</li> <li>○ Private Stewardship Grants Program</li> <li>○ Cooperative Endangered Species Conservation Fund (Section 6 Funds)</li> </ul> <p><a href="http://www.fws.gov/endangered/grants/section6/index.html">www.fws.gov/endangered/grants/section6/index.html</a></p> <p><b>Applicable state programs continued under C5 below</b></p>	<p>Early action and ongoing</p>
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<p><b>c.4 Establish a byway advocacy network to communicate using a wide range of media (print, web, radio and TV) to speak out on behalf of byway interests regarding future projects that affect the quality of the byway experience.</b></p> <p><u>Implementation Steps:</u></p> <ul style="list-style-type: none"> <li>i. Work with jurisdictions, landowners, developers and state agencies to establish notification system for projects on the drawing boards (e.g. how best to get early discussion with project proponents to provide ideas and suggestions prior to requesting permits)</li> <li>ii. Conservation and Land Use committee should periodically meet to discuss and review potential new projects and activities that will potentially impact the quality of the byway experience as discussed in CMP (e.g. powerline construction, road widening, large-scale land development, off-premise signage, cellular towers) and identify experts in the fields who can be utilized to give testimony regarding how to design these types of projects so that they fit within the context of the Journey Through Hallowed Ground.</li> <li>iii. Use GIS data base to determine whether projects are within byway corridor (immediately adjacent to roadway, visible from byway or historic site open to the public, or would have an effect on a regional resource of importance to the JTHG).</li> <li>iv. Identify design issues associated with the project (e.g. visibility/scale, visual contrast, orientation, secondary effects, etc.)</li> <li>v. Find examples of better approaches to the project, better management practices, better models, etc.</li> <li>vi. Determine how best to provide input in design and development review process on a project- by-project basis.</li> </ul>	<p><i>JTHG Partnership Preservation, Conservation and Land Use Committee</i></p> <p><i>Coalition of non-profit and civic organizations</i></p> <p>or</p> <p>Coalition of existing organizations modeled after one of the following:</p> <p>Catoctin Area Planning and Preservation Association (loose coalition of individuals and groups, moderate)</p> <p>Or Campaign for Loudoun's Future (coalition of conservation oriented and neighborhood organizations)</p> <p>Or Charlottesville Tomorrow (non-partisan 501 c3)</p>	<p>Funding from non-profit foundations required to establish a communication budget</p> <ul style="list-style-type: none"> <li>• Conservation Fund <a href="http://www.conservationfund.org/kodak_awards">http://www.conservationfund.org/kodak_awards</a></li> <li>• Doris Duke Charitable Foundation <a href="http://www.ddcf.org">www.ddcf.org</a></li> </ul>	<p>Early Action and Ongoing</p>
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<p><b>c.5 Establish a Byway-specific Conservation Easement Program through existing conservation partners to provide landowners with accurate, byway-specific conservation and preservation educational materials and a landowner information package</b> to facilitate the donation of conservation or preservation easements and/or purchase of conservation or preservation easements for property owners funded through public agencies and private foundation support. Notify landowners and explain to them the true costs and benefits of potential preservation opportunities, helping them overcome initial obstacles that limit their participation.</p> <p><u>Implementation Steps:</u></p> <ol style="list-style-type: none"> <li>i. Identify conservation priorities from each partner and determine areas of overlap with the Byway conservation priorities</li> <li>ii. Seek funding to prepare a conservation manual to be distributed through the Soil and Water Conservation Districts to farm and forest landowners [similar to You and Your Land, [<a href="http://www.fairfaxcounty.gov/nvswcd/youyourland/intro.htm">http://www.fairfaxcounty.gov/nvswcd/youyourland/intro.htm</a> ] but with information specific to conservation practices for farming and forestry]</li> <li>iii. Consider an annual conservation partnership roundtable to update funding sources and priorities for the Journey Through Hallowed Ground</li> </ol>	<p><i>JTHG Partnership Preservation, Conservation and Land Use Committee</i></p> <ul style="list-style-type: none"> <li>• Preservation planners from each jurisdiction</li> <li>• Virginia Outdoor Foundation and valid co-holders including local government entities</li> <li>• Piedmont Environmental Council</li> <li>• Civil War Preservation Trust</li> <li>• Association of Preservation of Virginia Antiquities</li> <li>• Soil and Water Conservation Districts</li> <li>• Potomac Conservancy</li> <li>• Chesapeake Bay Foundation</li> <li>• Land Trust of Virginia</li> <li>• Brandy Station Foundation</li> <li>• Blue Ridge Foothills Conservancy (Madison and Greene)</li> <li>• Northern Virginia Conservation Trust (Loudoun and Prince William)</li> <li>• Rivanna Conservation Society</li> <li>• Carrollton Manor Land Trust</li> <li>• Central Maryland Heritage League Land Trust</li> <li>• Land Conservancy of Adams County</li> </ul> <p>Pennsylvania Department of Conservation and Natural Resources  Maryland Department of Natural Resources  Virginia Department of Conservation and Recreation</p> <p>Local government – departments of Planning for County, City, Town and Municipal Governments</p>	<ul style="list-style-type: none"> <li>• National Fish and Wildlife Foundation</li> <li>- The Chesapeake Bay Small Watershed Grants (SWG) Program</li> <li>- Chesapeake Bay Conservation Innovation Grants Program</li> </ul> <p><u>Pennsylvania Programs</u></p> <ul style="list-style-type: none"> <li>▪ DCNR Peer-to-Peer Technical Assistance</li> <li>▪ DCNR Circuit Rider Projects</li> <li>▪ DCNR Acquisition Projects</li> </ul> <p><u>Maryland Programs</u></p> <ul style="list-style-type: none"> <li>• The MET Local Land Trust Assistance Program</li> <li>• MALPF</li> <li>• Maryland's Forest Legacy Program</li> <li>• Maryland's Program Open Space (POS)</li> </ul> <p><u>Virginia Programs</u></p> <p>Consult Virginia Outdoors Plan for more details:  <a href="http://www.dcr.virginia.gov/recreational_planning/vop.shtml">http://www.dcr.virginia.gov/recreational_planning/vop.shtml</a>  Open Space Lands Preservation Trust Fund  [<a href="http://www.virginiaoutdoorsfoundation.org/ptf.html">www.virginiaoutdoorsfoundation.org/ptf.html</a>]  The Virginia Land Conservation Fund  [<a href="http://www.dcr.virginia.gov/vlcf/index.htm">www.dcr.virginia.gov/vlcf/index.htm</a>]</p>	<p>One</p>
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<p><b>c.6 Farm and Forest Stewardship – develop conservation and preservation educational materials to encourage private landowners to take advantage of existing programs</b></p> <p><u>Implementation Steps:</u> i. Combine with 1.5 above</p>	<p><i>JTHG Partnership Preservation, Conservation and Land Use Committee</i></p> <p>NRCS – all states [extension offices]</p> <p>Pennsylvania DCNR Bureau of Forestry Service Foresters (for technical assistance) Maryland DNR Virginia DCR</p>	<p><b>NRCS Programs</b> - Forest Land Stewardship Plans all states (see web sites referenced in plan) - Forest Legacy/Land Enhancement Program – all states (see web sites referenced in plan) - Chesapeake Bay programs – all states Virginia Water Quality Improvement Fund <a href="http://www.dcr.virginia.gov/sw/wqia.htm">www.dcr.virginia.gov/sw/wqia.htm</a></p>	<p>One</p>
<p><b>c.7 Encourage and assist property owners wishing to donate an historic preservation easement for properties that are listed on the state inventories and the National Register of Historic Places, either individually or as contributing properties in historic districts.</b></p> <p><u>Implementation Steps:</u> i. Combine with 1.5 above</p>	<p><i>JTHG Partnership Preservation, Conservation and Land Use Committee</i></p> <p>PA Historical and Museum Commission Maryland Historical Trust Virginia Department of Historic Resources Certified Local Governments</p>	<p>Pennsylvania Historical and Museum Commission: - Keystone Historic Preservation Grant Program - Maryland Historical Trust: - Maryland Capital and Non-Capital Historic Preservation Grant Programs - The Historic Preservation Loan Program  Virginia DHR programs (see pages Civil War Preservation Trust [see <a href="http://www.civilwar.org/">http://www.civilwar.org/</a>]</p>	
<p><b>c.8 Preserve America community designation and grant applications</b> – existing designated communities should apply for preservation planning grants (1.9 below) and non-designated communities should apply for Preserve America designation. Applying for designation allows for eligibility to apply for grant funding.</p>	<p>Current Preserve America Program designees in the corridor: Gettysburg, City of Frederick, Leesburg, Warrenton, Prince William County – and any others that may be applying for such designation</p>	<p>Preserve America Program</p>	<p>Early Action and Ongoing</p>

<p><b>c.9 Preservation Planning</b> – Certified Local Governments are eligible for grants that can be used to survey architectural and archaeological resources, prepare nominations to the National Register of Historic Places, create preservation planning documents and programs, create public education programs, and rehabilitate publicly owned buildings listed on the National Register                  All designated Anchor (full service visitor attractions with interpretation, facilities, group tour accommodations, and on-site hosts) and Secondary sites (primarily self-guided sites with limited or no facilities) should have a preservation plan in place within five years</p> <p><u>Implementation Steps:</u></p> <ul style="list-style-type: none"> <li>i Inventory sites to determine status of preservation plans (collect those that are available, especially those that are exemplary for use by others to emulate)</li> <li>ii Use results of inventory to seek funding for preservation plans for those sites that do not have them, or for those sites that need to be updated.</li> </ul>	<p>Pennsylvania Historical and Museum Commission                  Maryland Historical Trust                  Virginia Department of Historic Resources                  Certified local governments                  Non-profit, 501 c3 organizations                  Civil War Preservation Trust [see <a href="http://www.civilwar.org/">http://www.civilwar.org/</a>]</p>	<ul style="list-style-type: none"> <li>- Preserve America Program</li> <li>- Save Americas Treasures Program (for nationally significant projects based on a preservation plan)</li> <li>- American Battlefield Protection Program (3 million dollars available in FY 2009 for all applicants))</li> <li>- Civil War Battlefield Land Acquisition Grants</li> <li>- National Trust for Historic Preservation, Preservation Services Fund</li> </ul>	<p>One</p>
<p><b>c.10 Preservation Tax Credits</b> -                  Technical and financial assistance may be beneficial to those that own historic properties but do not have the resources, nor the knowledge, to rehabilitate those properties. For example, the Virginia Rehabilitation Tax Credit Program issues credits worth 25 percent of eligible rehabilitation expenses to reduce state income tax liability. VRTC credits can be syndicated to companies and individuals looking to lighten their state tax bills – something that JTHG Partners could bundle.</p> <p><u>Implementation Steps:</u></p> <ul style="list-style-type: none"> <li>i Seek funds to support a “circuit rider” to work with historic sites (would be heritage area wide, not just byway) to provide advice on best methods of utilizing preservation tax credits</li> <li>ii Consider feasibility of establishing a method of syndicating tax benefits corridor-wide through an existing community investment corporation (such as National Trust CIC)</li> </ul>	<p>JTHG Partnership Land Use and Conservation Committee</p> <p>PA Historical and Museum Commission                  Maryland Historical Trust                  Virginia Department of Historic Resources                  Certified Local Governments</p> <p>National Trust Community Investment Corporation                  PEC                  Catocin Partnership</p>		<p>Two – based on results of c9</p>
<p><b>c.11 Preserve archaeological resources along the Old Carolina Road</b></p> <p><u>Implementation Steps:</u></p> <ul style="list-style-type: none"> <li>i. Establish MOA with VDOT regarding the preservation of archaeological resources in accordance with local government regulations for all work (non-federal) performed on US 15 (e.g. Loudoun County requires an archaeological and historic resources survey as part of all development applications. This survey must include a plan for recordation and preservation of identified resources and measures for mitigation and adaptive reuse)</li> </ul>	<p>VDOT, VDHR                  Adjacent Land Owners                  Local Government</p>	<p>SAFETEA-LU</p>	<p>Two</p>

<p><b>c.12 Develop model design guidelines</b> for communities to use and/or adopt to encourage appropriate types of development that are compatible with byway goals.</p> <p><u>Implementation Steps:</u></p> <ul style="list-style-type: none"> <li>i Review existing and available corridor guidelines (, especially those that are exemplary for use by others to emulate – such as Culpeper County, Albemarle US 29, etc.) and establish a scope of work and budget to develop model guidelines.</li> <li>ii Seek funds to prepare model development guidelines that can be adopted by jurisdictions (note: this could also be utilized throughout the heritage area as a model guideline). See CMP for list of topics</li> </ul>	<p>JTHG Partnership Land Use and Conservation Committee</p> <p>Local government planning departments and staff</p> <p>Local government planning and historic preservation commissions and design review advisory boards</p>	<p>FHWA Scenic Byway Program – Pennsylvania LUPTAP</p>	<p>Two</p>
<p><b>c.13 Establish a “Good Design-Good Business” program</b> to provide small matching grants for façade improvements, landscaping, and streetscape improvements on private land meeting guidelines. Recognize successful business participation along the byway</p> <p><u>Implementation Steps:</u></p> <ul style="list-style-type: none"> <li>1. Research potential funding streams that would yield \$25,000 per grantee for 50-50 matching grant program – may best be done as a program implemented locally, similar to Fairfax County revitalization program for Route 1 (SFDC Façade Improvement Program)</li> </ul>	<p>JTHG Partnership Land Use and Conservation Committee</p> <p>Chamber of Commerce Business Districts and Associations</p> <p>Main Street organizations</p>	<p>Pennsylvania LUPTAP USDA</p>	<p>Three</p>
<p><b>c.14 Manage Billboards and Off-Premise Signage</b> to establish mechanism to coordinate tourist-oriented destination signage in a cohesive way across the three states.</p> <p><u>Implementation Steps:</u></p> <ul style="list-style-type: none"> <li>i. Work with Commonwealth Transportation Board to negotiate a temporary moratorium on the Virginia DOT Tourist Oriented Destination Sign program in the JTHG counties.</li> <li>ii. Pursue funds for a visual and graphic identity package (see Wayfinding)</li> <li>iii. Establish a Gettysburg area “Wayfinding Signage Region”</li> <li>iv. Maryland TAC program coordination (see Wayfinding)</li> <li>v. Consider developing a mini-grant program for business participation in a JTHG Heritage Area business directory, in lieu of off-premise signage.</li> </ul>	<p>JTHG Partnership to contact Virginia CTB member for followup on TODS program in Virginia</p> <p>Tourism Council of Frederick (Maryland TAC program Coordination) Main Street Gettysburg (PA wayfinding region)</p>	<p>Scenic Byway Program Grant applied for FY 2009</p>	<p>Early Action and Ongoing</p>
<p><b>c.15 Research and develop investment vehicle to provide socially responsible investment for public markets and to purchase real estate from willing sellers at a market rate.</b></p> <p><u>Implementation Steps:</u></p> <ul style="list-style-type: none"> <li>i. To be implemented for the entire Heritage Area</li> </ul>	<p>JTHG Partnership</p>	<p>Heritage Area Management Plan and Program Funding</p>	<p>Three: part of Heritage Area Management Planning</p>
<p><b>c.16 Research and develop a compendium to catalogue the cultural works (i.e. books, diaries, letters, paintings, photos, oral histories, etc.).</b></p>		<p>National Endowment for the Humanities – Preservation and Access: Humanities Collections and Resources Program</p>	<p>One: Heritage Area</p>

<b>Byway Facilities and Enhancement</b> GOAL: Work with local jurisdictions to leverage existing funding and gain new funding for those locally supported enhancement projects that serve to lengthen visitor stay and minimize existing intrusions that detract from the special qualities of the byway.			
<p>ADAMS COUNTY and Municipalities</p> <ul style="list-style-type: none"> <li>- Gettysburg 3<sup>rd</sup> Ward – Small museum telling African American stories as yet untold; churches and 1-room schools a key part of story; oral history (initial grant to identify resources, 2<sup>nd</sup> grant to implement interpretation of resources)</li> <li>- Main Street Gettysburg – Revitalization of Steinwehr Avenue ( gateway area - how to retain business when visitor center moves); planning funds nearly in hand, implementation funds for recommendations will be needed</li> <li>- Implementation of Gettysburg Interpretive Plan</li> <li>- Washington Street (Elm Street project ) – implementation funds</li> <li>- Wills House ongoing implementation</li> </ul> <p>150<sup>th</sup> Anniversary exhibits and events:</p> <ul style="list-style-type: none"> <li>- Gettysburg College/Stevens Hall Museum</li> <li>- Seminary Ridge – historic walking tour, museum feasibility study and implementation</li> <li>- Wayfinding and signage project for sites, in coordination with Main Street Gettysburg, NPS</li> <li>- Adams County Shuttle Transportation System (planned to be up and running by Spring 2009) –</li> <li>- Eisenhower – one of best preserved sites with few problems – interpretation of historic landscape, (funds exist to rebuild barns burnt in fire)</li> </ul> <p>Education committee of interpretive plan</p> <ul style="list-style-type: none"> <li>- K-12 vision for interpreting Gettysburg history throughout curriculum</li> <li>- Field trips for school children incorporated into Journey experience</li> <li>- Extending visitor stays of school groups heading toward Washington DC</li> <li>- Hospitality Training</li> <li>- US 15/Business 15 visitor information kiosk</li> </ul>	<p>JTHG Partnership Transportation, Enhancement and Landscape Committee</p> <p>Input from local project sponsors as to how JTHG can best assist them with their efforts</p> <p>Main Street Gettysburg and partners</p> <p>Local government planning staff, historical and planning commissions</p>	<p>Transportation Enhancement Program, PA: The following are eligible to apply for the Transportation Enhancement program:</p> <p>Governmental agencies Municipalities Not-for-profit organizations</p> <p>Although it is not a requirement, non-governmental sponsors are encouraged to consider working through a local or county governmental entity.</p> <p>Lincoln Highway Heritage Corridor (3<sup>rd</sup> Ward Museum)</p>	
<p>FREDERICK COUNTY / City of Frederick see Catoctin Mountain Scenic Byway Corridor Management Plan for full list – current priorities for enhancement projects include:</p> <ul style="list-style-type: none"> <li>- Point of Rocks visitor facilities and interpretation</li> <li>- Cunningham Falls SP/Catoctin Furnace Interpretive Trail</li> <li>- Thurmont Buffering and Screening</li> </ul>	<p>Coordinated through the Byway Manager Maryland DNR, Maryland SHA, NPS Local civic organizations</p> <p>Consider Chesapeake Gateways Network for Point of Rocks</p> <p>Consider Recreational Trails for trail connecting Cunningham Falls with Catoctin Furnace by trail</p> <p>Maryland SHA is undertaking a planting program</p>	<p>TE Projects in Maryland - Any project sponsored by a nongovernmental agency, organization, or individual must have a government agency as a cosponsor. In these cases, SHA holds the government agency accountable for all aspects of the project, even if the nongovernmental agency will be executing the majority of the sponsor's responsibilities.</p>	



<p>LOUDOUN COUNTY / Leesburg</p> <ul style="list-style-type: none"> <li>- Multi-use pathway connecting Aldie Mill and Mt. Zion Church through Gilbert's Corner</li> <li>- Visitor center</li> <li>- Wayside at Goose Creek</li> <li>- OATLANDS: Refer to Oatlands Master Plan for complete list</li> <li>- Potomac River access and interpretation (Enhancements to state land at bridge)</li> <li>- Ball's Bike trail, pedestrian and equestrian corridor development</li> <li>- Bluff visitor enhancements</li> <li>- Loudoun County Heritage Plan implementation (currently being revisited)</li> </ul>	<p>NOTE: TE Projects require the following to be funded in Virginia:</p> <ul style="list-style-type: none"> <li>o Public Hearing – required before submitting application</li> <li>o Local government resolution</li> <li>o MPO resolution</li> </ul> <p>JTHG may support locally initiated projects upon request</p>	<ul style="list-style-type: none"> <li>- Your Town or Community and Countryside Workshop[s]</li> <li>- Transportation Enhancement Recreational Trails Program</li> <li>- Consider recreational trails program for multi-use pathway, Balls Bluff trails,</li> </ul>	
<p>PRINCE WILLIAM COUNTY</p> <ul style="list-style-type: none"> <li>- Prince William Gateway (potential site for visitor center)</li> <li>- Town of Haymarket Gateway</li> <li>- Old Carolina Road – opportunities for interpretation and enhancements along original travel route</li> <li>- Buckland Battlefield Preservation and Interpretation</li> <li>- Pulloff on 29/15</li> <li>- Visitor Center / Visitor Facilities</li> <li>- The following are proposed enhancements for the City of Manassas             <ul style="list-style-type: none"> <li>- Old Town Civil War Trails walking and driving tours</li> <li>- Manassas Museum expansion for the Civil War Sesquicentennial</li> <li>- Downtown Sector Plan to enhance and maintain the Old Town corridor</li> <li>- Mathis Avenue Sector Plan to redesign the Manassas/Centreville corridor</li> <li>- Restoration of Liberia Plantation, a National Register historic site</li> <li>- Manassas Old Town visitor facilities in the historic district</li> <li>- Bicycle, trail and pedestrian and equestrian corridor development</li> </ul> </li> </ul>	<p>NOTE: TE Projects require the following to be funded in Virginia:</p> <ul style="list-style-type: none"> <li>o Public Hearing – required before submitting application</li> <li>o Local government resolution</li> <li>o MPO resolution</li> </ul> <p><i>JTHG may support locally initiated projects upon request</i></p>	<p>Consider recreational trails for Old Carolina Road</p> <ul style="list-style-type: none"> <li>- ABPP</li> <li>- FHWA Scenic Byway Program</li> <li>- Your Town or Community and Countryside Workshop[s]</li> <li>- Transportation Enhancement Recreational Trails Program</li> </ul>	<p>Locally Initiated</p>
<p>FAUQUIER COUNTY / Warrenton</p> <ul style="list-style-type: none"> <li>- Opal community design</li> <li>- Town of Warrenton gateway</li> <li>- New Baltimore streetscape improvements along US 29/15 consistent with New Baltimore Service District comprehensive plan</li> <li>- Old Carolina Road – opportunities for interpretation and enhancements along original travel route</li> <li>- Equestrian trails connecting sites/equestrian corridor development</li> </ul>	<p>NOTE: TE Projects require the following to be funded in Virginia:</p> <ul style="list-style-type: none"> <li>o Public Hearing – required before submitting application</li> <li>o Local government resolution</li> <li>o MPO resolution</li> </ul> <p><i>JTHG may support locally initiated projects upon request</i></p>	<ul style="list-style-type: none"> <li>- FHWA Scenic Byway Program</li> <li>- Your Town or Community and Countryside Workshop[s]</li> <li>- Transportation Enhancement Recreational Trails Program</li> </ul>	<p>Locally Initiated</p>

<p>CULPEPER COUNTY / Town of Culpeper</p> <ul style="list-style-type: none"> <li>- Equestrian Trail within publicly accessible parcels, including road crossings between parcels</li> <li>- Brandy Station Graffiti House implementation of restoration plans</li> <li>- Brandy Station Battlefield wayside and visitor facilities implementation</li> <li>- Cedar Mtn. Battlefield wayside implementation – visitor facility and pull-off</li> <li>- Culpeper Gateway community design and implementation</li> <li>- Culpeper County bicycle plan – implementation of projects related to byway</li> <li>- Town of Culpeper Vision Plan implementation of projects related to byway</li> <li>- Transit services to connect train station with visitor sites to facilitate excursion train</li> <li>- Wayside and pull-off facilities – with adequate site distance and clear zone</li> </ul>	<p>NOTE: TE Projects require the following to be funded in Virginia:</p> <ul style="list-style-type: none"> <li>o Public Hearing – required before submitting application</li> <li>o Local government resolution</li> <li>o MPO resolution</li> </ul> <p><i>JTHG may support locally initiated projects upon request</i></p>	<ul style="list-style-type: none"> <li>- FHWA Scenic Byway Program</li> <li>- Your Town or Community and Countryside Workshop[s]</li> <li>- Transportation Enhancement Recreational Trails Program</li> <li>- Museum Assessment Program</li> <li>- National Endowment for the Humanities – Preservation and Access: Humanities Collections and Resources Program</li> </ul>	<p>Locally Initiated</p>
<p>MADISON COUNTY</p> <ul style="list-style-type: none"> <li>- Meander Inn wayside</li> </ul>	<p>NOTE: TE Projects require the following to be funded in Virginia:</p> <ul style="list-style-type: none"> <li>o Public Hearing – required before submitting application</li> <li>o Local government resolution</li> <li>o MPO resolution</li> </ul> <p><i>JTHG may support locally initiated projects upon request</i></p>	<ul style="list-style-type: none"> <li>- FHWA Scenic Byway Program</li> <li>- Transportation Enhancement Recreational Trails Program</li> </ul>	<p>Locally Initiated</p>
<p>ORANGE COUNTY / Town of Orange and Gordonsville</p> <ul style="list-style-type: none"> <li>- Town of Orange/Orange County Gateway and Implementation</li> <li>- Town of Orange visitor facilities</li> </ul>	<p>NOTE: TE Projects require the following to be funded in Virginia:</p> <ul style="list-style-type: none"> <li>o Public Hearing – required before submitting application</li> <li>o Local government resolution</li> <li>o MPO resolution</li> </ul> <p><i>JTHG may support locally initiated projects upon request</i></p>	<ul style="list-style-type: none"> <li>- FHWA Scenic Byway Program</li> <li>- Transportation Enhancement Recreational Trails Program</li> </ul>	<p>Locally Initiated</p>
<p>ALBEMARLE COUNTY</p> <ul style="list-style-type: none"> <li>- Visitor information kiosk/and or wayside at 22/231 intersection and 250/22 intersection and interpretation along VA 231</li> <li>- Additional study and corridor management for linking the byway directly to Monticello via VA 53</li> </ul>	<p>NOTE: TE Projects require the following to be funded in Virginia:</p> <ul style="list-style-type: none"> <li>o Public Hearing – required before submitting application</li> <li>o Local government resolution</li> <li>o MPO resolution</li> </ul> <p><i>JTHG may support locally initiated projects upon request</i></p>	<ul style="list-style-type: none"> <li>- FHWA Scenic Byway Program</li> <li>- Transportation Enhancement Recreational Trails Program</li> </ul>	<p>Locally Initiated</p>

<p>CORRIDOR WIDE</p> <ul style="list-style-type: none"> <li>- <b>JTHG Master Landscape Plan:</b> <ul style="list-style-type: none"> <li>- Best Management Practices for Roadsides</li> <li>- Gateway and traffic calming approaching towns</li> <li>- Historic sites and landscapes</li> <li>- Battlefield landscapes</li> <li>- Screening and buffering</li> <li>- Streetscape planting in towns</li> <li>- Existing roadside commercial areas</li> </ul> </li> <li>- JTHG Bicycle Trail guidebook, signage, and kiosks (digital and print)</li> <li>- Equestrian and pedestrian pathways and guidebooks (digital and print)</li> <li>- Relocating overhead utilities underground</li> <li>- Branded corridor-long tourism promotions and programs</li> <li>- Design and redevelopment guidelines</li> <li>- Train transportation analysis</li> </ul>	<p>NOTE: TE Projects require the following to be funded in Virginia:</p> <ul style="list-style-type: none"> <li>o Public Hearing – required before submitting application</li> <li>o Local government resolution</li> <li>o MPO resolution</li> </ul> <p><i>JTHG may support locally initiated projects upon request</i></p>	<ul style="list-style-type: none"> <li>- FHWA Scenic Byway Program</li> <li>- Your Town or Community and Countryside Workshop[s]</li> <li>- Transportation Enhancement Recreational Trails Program</li> <li>- USDA Urban and Community Forestry Program</li> </ul>	
<p><b>Interpretation and Education</b>          GOAL: Establish the byway as tool to extend visitor stays by coordinating the storytelling, interpretation and education associated with the themes of leadership, conflict, and natural beauty and rural character.</p>			
<p><b>i.1 Graphic identity:</b> Develop a graphic identity for Journey interpretive signage, wayfinding signage, and graphic content as a means of linking together the various independent sites with their common themes and presentations.</p> <p><u>Implementation Steps:</u></p> <ol style="list-style-type: none"> <li>i. Apply for scenic byway program funds</li> <li>ii. Hire a consultant and establish a multi-state task force of key stakeholders including agency, educational, and visitor attractions representatives</li> <li>iii. Working with task force, inventory existing interpretive signage, wayfinding and other graphic content to determine visual and graphic identity needs</li> <li>iv. Conduct program development work sessions with the task force to identify the types of media and communication that will be utilized to convey the educational and informational messages to byway travelers</li> <li>v. Develop prototypes for each type of media and method (e.g. tear-off maps, wayside panels, visitor information kiosk, web page, video/audio files, etc.)</li> <li>vi. Develop a master site location map for signs and interpretation</li> <li>vii. Develop and distribute a design manual for use by individual sites participating in the Journey Through Hallowed Ground Partnership</li> </ol>	<p>Journey Through Hallowed Ground Partnership (DMOC to take lead) plus stakeholders in all three states: PennDOT, SHA, VDOT, interpretive sites and providers,</p>	<ul style="list-style-type: none"> <li>- FHWA Scenic Byway Program</li> <li>- Transportation Enhancement</li> </ul>	<p>2008-2009 grant</p> <p>Part of overall heritage area implementation</p>

<p><b>i.2 Create a comprehensive interpretive plan</b> as part of the management plan for the Journey Through Hallowed Ground National Heritage Area:</p> <p><u>Implementation Steps:</u></p> <ul style="list-style-type: none"> <li>i. Apply for grant funding to support the development of the plan for the entire heritage area</li> <li>ii. Hire a consultant and establish a multi-state task force of key stakeholders including agency, educational and visitor attractions representatives (could be continuation or expansion of 2.1)</li> <li>iii. Using data collected in the corridor management plan, expand inventory to include evaluation of additional full-service, limited, and self-guided sites and attractions for the entire heritage area;</li> <li>iv. Develop overall conceptual framework to include: a. purpose and significance; b. visitor experience goals; c. themes and subthemes incorporating tangible/intangible meanings/universal concepts; d. assessment of existing interpretive personal services, facilities, and media; e. conditions; f. visitor profiles</li> <li>v. Develop interpretive sequences for implementation to link together groups of interpretive projects into easily implemented and funded annual programs. Annual programs should be tied to and supportive of new product development (educational programs, self-guided itineraries, commemorative and other special events, etc.)</li> <li>vi. Using visual and graphic identity from 2.1, develop specific implementation packages for installation for each sequence identified (could be design – build)</li> </ul> <p>NOTE: Take precautions to group sites into those involving simply the installation of a panel, or publishing of various types of medias and guides, with those that require construction and environmental permitting. Those requiring permitting will take longer and should be moved into later phases to get more immediate visibility and impact.</p>	<p>Journey Through Hallowed Ground Education Committee and partnering sites DMOC Committee participation</p>	<ul style="list-style-type: none"> <li>- FHWA Scenic Byway Program</li> <li>- Heritage Area Management Plan</li> </ul>	<p>2009-2010 grant (or sooner)</p> <p>Part of overall heritage area implementation</p>
<p><b>i.3 Coordinate interpretive and educational programming among sites to tell a complete story</b></p> <p><u>Implementation Steps:</u></p> <ul style="list-style-type: none"> <li>i. As part of the development of the master interpretive plan for the entire heritage area, work with existing sites and attractions to better coordinate the stories and themes so they are complementary, mutually supporting and not duplicative or in competition</li> <li>ii. As part of the development of existing educational programming, identify opportunities to coordinate interpretive presentations and tools at the various sites with the curricula and teaching goals. Give priority for implementation where multiple goals can be achieved.</li> <li>iii. Develop a training program for the staffs of existing attractions and visitor centers to learn about the interpretation at other sites and how sites relate to the story of the Journey landscape as a whole</li> </ul>	<p>Journey Through Hallowed Ground Education Committee and partnering sites</p>	<p>National Endowment for the Humanities</p> <p>Preserve America Program when all jurisdictions are eligible</p> <ul style="list-style-type: none"> <li>• Chesapeake Gateways Network Grants (must be designated as part of the network)</li> </ul> <p>JTHG Heritage Area Management Plan</p>	<p>Part of overall heritage area implementation</p>

<p><b>i.4 Presentation of the Journey's story</b> Based on the results of 2.3 above, create interpretive content and media to present the overall story of the Journey landscape, to set the interpretation of individual sites and attractions in context, and to create bridging storylines between sites. Present the overall story on the Journey website, in publications, on local community cable stations, through electronic media such as MP3s, and at kiosks at major attractions and gateway sites.</p> <p><u>Implementation Steps:</u></p> <ul style="list-style-type: none"> <li>i. Seek funding for delivery, installation, management, monitoring and maintaining interpretive content as per the interpretive master plan</li> <li>ii. Seek funding for the assessment and management of collections in the many small museums found throughout the Journey Corridor</li> <li>iii. Provide technical assistance to individual sites with implementation utilizing the resources developed as part of the visual and graphic identity, and the interpretive master plan (may require hiring a circuit rider to serve as a roving interpretive planner, designer, and installer).</li> </ul>	<p>Journey Through Hallowed Ground Education Committee and partnering sites</p>	<ul style="list-style-type: none"> <li>- Museum Assessment Program (MAP) [see <a href="http://www.ims.gov/applicants/grants/museumAssessment.shtm">http://www.ims.gov/applicants/grants/museumAssessment.shtm</a>]</li> <li>- Institute of Museum and Library Services – conservation project support</li> <li>- Preserve America Program</li> <li>- Chesapeake Gateways Network</li> <li>- FHWA Scenic Byway Program</li> </ul>	<p>Part of overall heritage area implementation</p>
<p><b>i.5 Additional Storylines:</b> Identify Journey storylines that are currently not being told but that have potential to interest visitors and residents, in particular, the stories of Native Americans, African Americans and women. Identify places and ways that these stories can be told.</p>	<p>Journey Through Hallowed Ground Education Committee and partnering sites</p>	<p>-Museum grants for African American History and Culture (IMLS)</p>	<p>Part of overall heritage area implementation</p>
<p><b>i.6 Self-guided Interpretation:</b> Develop a Journey-wide network of byway interpretative exhibits along the primary byway route as well as identified secondary routes. Use the Civil War Trails system as a model, but develop more sophisticated and complete exhibits and sites. Use the self-guided interpretation to tell stories not told at attractions and to link existing interpretive sites to the Journey-wide stories and contexts. Develop an initial network in the short term and add to it over time. Closely link the interpretive sites to web-based interpretive content and downloadable electronic content, including GPS and MP3 technology.</p>	<p>Journey Through Hallowed Ground Education Committee and partnering sites .</p>	<p>Pennsylvania History and Museum Grant Program <a href="http://www.artsnet.org/phmc/grants_pa_history_museum.htm">http://www.artsnet.org/phmc/grants_pa_history_museum.htm</a></p>	<p>Part of overall heritage area implementation</p>

<p><b>i.7 Continue research, writing and publication, video production and visual arts programming:</b> Undertake targeted academic research to better understand the history, themes and stories of the Journey landscape in the context of the nation's history. Outcomes of the research might include:</p> <ul style="list-style-type: none"> <li>i. Journey Articles: Coordinate the writing of articles on Journey stories and sites in magazines such as <i>Smithsonian</i> and <i>Preservation</i>.</li> <li>ii. A Journey History: Write a history of the Journey landscape and communities. Include a strong visual component of photographs and maps. Support the development of local town and regional histories of like format and complementary content to create a history series.</li> <li>iii. A Journey Novel: Write a historical novel about a compelling figure in Journey history bringing together the region's many themes and stories.</li> <li>iv. Journey Novels for Young Readers: Write a series of short novels for young readers about the lives of individuals from varying backgrounds within the Journey story.</li> </ul>	<p>Journey Through Hallowed Ground and partnering sites.</p>		<p>Part of overall heritage area implementation</p>
<p><b>i.8 Historic and Main Street Towns:</b> Develop and market Journey towns to present interpretation on their historical development within the Journey's story and to be places where traveler services are offered, including high quality dining, inns, and shopping.</p> <p><u>Implementation Steps</u></p> <ul style="list-style-type: none"> <li>i. As part of the interpretive master plan in 2.3 above, inventory existing the interpretive resources in each of the existing visitor centers in the towns along the Journey, including self-guided walking tours, special event tours, books and guides on the town itself, etc.</li> <li>ii. Inventory the arrival sequence for visitors to make sure that it is easy to find visitor information, parking, to walk through town, to get information about shopping, dining, or accommodations</li> <li>iii. Where needed augment the arrival sequence to with 24-hour visitor information kiosks, identify visitor parking, make improvements to sidewalks to promote walking, make improvements to guides and brochures to tie existing walking tours to Journey themes (or augment).</li> <li>iv. Where needed prepare additional interpretive media to allow visitors to delve deeper into the history of the Main Street community (e.g. through downloadable media, cell-phone tours, wayside exhibits, small community-based museums, etc.)</li> </ul>	<p>Journey towns, counties, and DMOs</p>	<p>State and National Main Street Programs</p> <p>National Endowment for the Humanities:</p> <ul style="list-style-type: none"> <li>- Implementation Grants</li> <li>- Planning Grants</li> </ul>	<p>Part of overall heritage area implementation</p>
<p><b>i.9 Continue to offer and develop new programs featuring regional crafts, produce, dining and other experiential approaches to interpreting the Piedmont region as a distinct identity.</b> Support the production and coordinate the marketing and sale of regional crafts and produce, such as the region's wines, apple products, etc. Support stores in downtown areas that feature local crafts and produce.</p>	<p>Journey Through Hallowed Ground, attractions, and visitor centers.</p>	<p>USDA Regional Marketing Grants USDA Rural Cooperative Development Program</p>	<p>Part of overall heritage area implementation</p>

<p><b>i.10 Develop stand-alone interpretation centers and visual and printed materials to allow for seamless interpretation along the corridor</b></p> <p><u>Implementation Steps</u></p> <p>i. Identify potential locations in CMP</p> <p>ii. Develop preliminary concept and feasibility studies to determine both capital and operating costs</p> <p>iii. Identify high priority sites and apply for funds for implementation</p>	<p>JTHGP Local government State agencies</p>	<p>Transportation Enhancement Program Scenic Byway Program</p>	<p>Part of overall heritage area implementation</p>
<p><b>Heritage Tourism Strategies</b></p> <p>GOAL: Promote the byway as a tool to create an exceptional visitor experience by coordinating the interpretation and education associated with the themes of the JTHG:</p> <p>1) Land of Conflict, Reunification and Rebuilding</p> <p>2) Land of Leadership</p> <p>3) Land of National Beauty and Rural Character.</p> <p>Through JTHG partnerships and participation in collaborative opportunities, the byway will be promoted to visitors in order to extend and enhance the visitor experience, to increase positive economic impact and to improve the quality of life within the region.</p>			
<p><b>h.1 Destination Brand, Logo and Tagline:</b></p> <p>Adaptation: The All American Road designation will be incorporated in marketing taglines, along with variations of the three themes. Examples might include:</p> <ul style="list-style-type: none"> <li>• “Take the Journey...on the All American Road”</li> <li>• “The All American Road...Where America Happened”</li> <li>• “Take the All American Road...to the Land of Leadership”</li> <li>• “Take the All American Road...to a Place of National Beauty and Rural Character.”</li> </ul>	<p>JTHGP / DMOC</p>		<p>2008-2009</p>
<p><b>h.2 JTHG Website:</b> www.hallowedground.org</p> <p>Adaptation: With the All-American Road designation, a new portal to the website will be created to lead directly to a tourism-only site.</p>	<p>JTHGP / DMOC</p>		<p>2008-2009</p>
<p><b>h.3 Tear-Off Map</b></p> <p>Adaptation: The existing map will be adapted to identify Route 15/20/231/22 as an All American Road. Text will be added to describe the route and to encourage tourists to use the road as their primary touring route through the region. Plans call for 100,000 maps with this adaptation to be printed upon receipt of All American Road designation in 2008.</p>	<p>JTHGP / DMOC</p>		<p>2008-2009</p>
<p><b>h.4 Professional Development</b></p> <p>Adaptation: The training program will incorporate information on All American Road designation. Instruction will include an explanation of the significance of this designation. Front line travel industry workers will receive the All American Road sample itineraries as the primary travel route and will be trained in how to assist visitors in planning their trips along the byway.</p>	<p>JTHGP / DMOC</p>	<p>Funded by Preserve America Program for JTHG Partnership training prior to the sesquicentennial (\$250,000)</p>	<p>2009</p>

<p><b>h.5 Guidebook</b>                  Adaptation: The DMOC has three goals:                  1) In the short-term (2-3 years), the guidebook will be expanded and revised to incorporate the All American Road and the National Heritage Area. The guidebook will include tour itineraries using the All American Road as the primary travel route.                  2) The JTHG Partnership will produce a new visitor guide which will include comprehensive listings of heritage sites and other attractions along the All American Road and in the heritage area as well as information on lodging, dining and other visitor services.                  3) The DMO Committee will actively pursue inclusion of the JTHG in travel guidebooks such as AAA, Frommer's and Lonely Planet.</p>	<p>JTHGP / DMOC</p>		
<p><b>h.6 International Marketing</b>                  Adaptation: This demonstration of commitment to promote the region's scenic byways will make CRUSA an outstanding partner through incorporation of JTHG's All American Road in future marketing efforts. Upon receipt of designation, JTHG partners will work with CRUSA to include the All American Road in future CRUSA marketing through the previously described strategies.</p>	<p>JTHGP / DMOC                  CRUSA</p>		
<p><b>h.7 International Visitor Services</b>                  Adaptation: The DMOs intend to continue development of promotional materials in foreign languages and to encourage heritage, cultural and natural sites along the byway to develop tour materials in foreign languages.</p>	<p>JTHGP / DMOC</p>		
<p>FUTURE MARKETING STRATEGIES</p>			
<p><b>h.8 Develop All-American Road Travel Itineraries</b>                  Existing itineraries will be adapted (as in the guidebook), and new itineraries will be created to facilitate tourists' preparation for trips of one, two, three or more days. Tours may follow specific themes or may be designed to appeal to general interests in history and nature.</p>	<p>JTHGP / DMOC</p>		
<p><b>h.9 Cooperative Advertising</b>                  JTHG and the DMOC are selecting publications and broadcast outlets in target markets to advertise the Journey's All-American Road.</p>	<p>JTHGP / DMOC</p>		
<p><b>h.10 Capitalize on publicity for the 2009-2015 Civil War Sesquicentennial and Other Commemorations</b>                  The JTHG Partnership will capitalize on this occasion (and other commemorative events) by focusing tour routes and events for Sesquicentennial activities along the All-American Road and the unparalleled Civil War sites within the region.                   i. The DMOC is developing a readiness model to provide guidance to Civil War heritage sites within the heritage area of how best to prepare for and participate in the Sesquicentennial.</p>	<p>JTHGP / DMOC</p>		



<p><b>h.11 Develop informational electronic kiosks</b>                  Informational kiosks will allow travelers to access information about the All-American Road and the JTHG in more locations throughout the region and at times when visitor centers may not be open.</p> <p>i. Grant funding will be sought to underwrite the cost of the kiosks to allow the purchase of as many as possible.</p>	<p>JTHGP / DMOC</p>		
<p><b>h.12 Build promotional partnerships for leisure travel packages</b>                  A variety of travel packages are being developed for promotion and sales to visitors traveling by car, RV, bicycle, hiking or horseback riding.</p>	<p>JTHGP / DMOC</p>		
<p><b>h.13 Intergenerational Travel</b>                  JTHG will develop tours and packages that appeal to the growing intergenerational travel segment.</p>	<p>JTHGP / DMOC</p>		
<p><b>h.14 Traveler Services Packages</b>                  These packages will be designed to offer all-inclusive experiences around popular themes to highlight specific communities and assets along byway.</p>	<p>JTHGP / DMOC</p>		
<p><b>h.15 Host travel and education writers press trips to showcase the byway</b>                  To generate media awareness of the Journey's All American Road designation,</p> <p>i. The JTHG and Destination Marketing Organization Committee will host a series of press trips. Invited media will include writers, photographers and broadcasters from within the JTHG region and travel writers and photographers from targeted visitor states of origin.</p> <p>ii. A concentration of press trips will be planned within one-to-two years of All American Road designation with the intention of offering press trips on a continuing basis in the years beyond.</p>	<p>JTHGP / DMOC                  JTHGP Education Program</p>		
<p><b>h.16 Provide displays and promotional videos to visitor centers</b>                  JTHG has created two new marketing tools for use at visitor centers.</p> <p>i. Ten pop-up displays are being produced and will be available for visitor centers in 2008. Additionally,</p> <p>ii. JTHG has produced three 1-2 minute DVDs conveying the themes of Land of Leadership, Land of Conflict, Reunification and Rebuilding and Land of National Beauty and Rural Character. The videos will be provided to visitor centers throughout the area.</p> <p>iii. It is anticipated that these three DVDs will be significantly supplemented with the development of additional DVDs once the All-American Road designation is achieved.</p>	<p>JTHGP / DMOC</p>		

<p><b>h.17 <i>The Journey Through Hallowed Ground Coffee Table Book</i></b>                  This 192-page, four-color book features text by historian Rudy Abramson and photographs by National Geographic cover photographer Kenneth Garrett and acclaimed photographer Jack Kotz. The book follows the history of the Old Carolina Road in Virginia from early settlements to the Revolutionary War to the Civil War.</p> <p>A second book, <i>Journey Through Hallowed Ground, The Birthplace of the American Ideals</i>, is currently in production and will be published by The National Geographic Society in 2008, with the support of Pulitzer Prize winners David McCullough and Geraldine Brooks. This publication will focus on the heritage, culture, recreation and vibrant Main Street and farming communities along the All American Road.</p>	<p>JTHGP / DMOC</p>		
<p><b>h.18 <i>Bike and Pedestrian Trail Plan and Guide; future equestrian guide</i></b>                  In 2007-2008, graduate students at Virginia Tech's Urban Affairs and Planning Program prepared a Bicycle and Pedestrian Trail Plan for the Journey Through Hallowed Ground. This plan forms the basis for a Bicycle and Pedestrian Trail Guide to follow.</p> <p>i. In spring 2009, BikeWalk Virginia will hold its annual five-day biking event, Bike Virginia, within the Journey Through Hallowed Ground. The event will bring 2,000 cyclists to the area who will stay overnight in Charlottesville and Culpeper. Cyclists cover approximately 60 miles per day on loop tours and routes that connect the two towns.</p> <p>An equestrian guide should follow to be coordinated with County Master Plans.</p>	<p>JTHGP / DMOC                  Area bike clubs</p>	<p>Recreational Trails Grants                  (SAFETEA-LU – apply through each state DOT)</p>	

<b>Roadway Safety and Wayfinding</b> GOAL: Promote the creation and maintenance of transportation systems that employ context sensitive design and protect efficient safe and enjoyable travel through the corridor for all modes and types of users <i>while maintaining character defining features.</i>			
<p><b>t.1 Understand and define the purpose and role of the road as part of a comprehensive travel network</b></p> <p><u>Implementation Steps</u></p> <ul style="list-style-type: none"> <li>i. Using CMP as a guide, research implications of National Highway System designation on character-defining features of the byway and propose techniques for meeting NHS goals while maintaining the character-defining features (e.g. policy language regarding trucks, design speed, etc.)</li> <li>ii. Work with localities to adopt language in comprehensive plans to reinforce CSS approach to achieving NHS goals</li> </ul>	<p>VDOT, SHA, PennDOT Localities</p>	<p>National Cooperative Highway Research Program - proposal concepts typically accepted in the late Spring</p>	<p>Two</p>
<p><b>t.2 Where more capacity is needed, distribute travelers by creating new network connections, not by channeling them to one corridor</b></p> <ul style="list-style-type: none"> <li>• Either move byway travelers or split commuter routes</li> <li>• Regional travelers will benefit from removing local traffic</li> <li>• Encourage localities to require new connected network routes when new developments are proposed; connect existing developments</li> </ul> <p><u>Implementation Steps</u></p> <ul style="list-style-type: none"> <li>i US 15/29 at Buckland: A series of meetings and a design charrette is needed to achieve a consensus approach and feasible concept(s) for the section of the byway where US 15 and 29 overlap in the vicinity of Buckland. The meetings and charrette should address the long-term capacity and safety issues of that section of the byway in a manner that preserves, maintains or enhances the character-defining features of the Buckland Battlefield and nearby preserved rural lands. The resulting approach and concept(s) should provide direct input to the programmed US 29 Corridor Study (I-66 to I-64).</li> <li>ii US 15 North of Leesburg: A series of meetings and a design charrette are needed to achieve a consensus approach and feasible concept(s) for the section of byway north of Leesburg. The meetings and charrette should address the long-term capacity and safety issues of that section of the byway in a manner that preserves, maintains or enhances the rural historic character and cultural resources of northern Loudoun. The resulting approach and concepts should provide direct input to the Loudoun County Planning Commission in their efforts to determine how best to identify new roadway network as part of their revised transportation plan (Spring 08).</li> </ul>	<p>For Charrettes, consider funding from:</p> <p>Your Town (proposals due mid-December) contact Shelley Mastran @shellmast@comcast.net</p>	<p>One and Ongoing followup from Charrette</p>	

<p><b>t.3 Link typical road sections to land use patterns</b>                  Along the byway, the character-defining features of the roadway incorporate both rural and urban features. Typical road sections should reinforce the desired land use and vice versa. As the byway transitions between rural and urban (or village), so too should the typical road section.</p> <p><u>Implementation Steps</u></p> <ul style="list-style-type: none"> <li>i. US 15 Business north of Culpeper – develop detailed concept plan for northern entrance to Culpeper as per illustrative concept sketches in CMP</li> <li>ii. US 15 north entrance to Orange – develop detailed concept plan for northern entrance to Orange as per illustrative concept sketches in CMP</li> </ul>	<p>Use National Trust or National Endowment design workshops as mechanism to develop public dialog</p> <p>Orange form-based code is a model project to use for other communities</p>	<p>Your Town or Community and Countryside Workshops</p>	
<p><b>t.4 Understand safety issues along the byway and develop techniques for resolving safety issues while maintaining character defining features:</b></p> <ul style="list-style-type: none"> <li>- Turning movements to and from 2-lane sections</li> <li>- Sight distance issues approaching congested intersections</li> <li>- Transitions between speed zones approaching towns and populated places (Gettysburg, Point of Rocks, Lucketts, Gilberts Corner, Orange, Gordonsville, Keswick</li> <li>- Create pull-offs where visitor attractions or views may slow vehicles in travel lanes</li> <li>- Coordinate JTHG Corridor pedestrian, bicycle and equestrian trail system with VDOT and County Transportation Plans</li> <li>- Utilize FHWA Turner Fairbanks Highway Safety Research Center to best advantage</li> </ul> <p><u>Implementation Steps</u></p> <ul style="list-style-type: none"> <li>i. Modify and apply techniques utilized on US 15 safety study north of Leesburg, to other sections of the byway</li> <li>ii. Modify and apply techniques utilized on the Route 50 Traffic Calming Study to other sections of the byway</li> <li>iii. Develop standard pull-off design for VDOT to use as needed (CMP to include concept)</li> </ul>		<p>National Cooperative Highway Research Council for demonstration projects and testing related to traffic calming, intersection safety, relationship between operating speed and posted speed, etc.</p> <p>Transportation Enhancement Program</p> <p>FHWA Scenic Byway Program</p>	

<p><b>t.5 Develop distinct identity for the byway, utilizing a family of roadway details to achieve the desired character of the byway and coordinating CSS implementation between VDOT and local agencies and departments, utility companies and private development.</b></p> <p><u>Implementation Steps</u></p> <ul style="list-style-type: none"> <li>i. Establish a working committee of representatives from each of the three state DOTs to discuss common issues associated with the byway (State Scenic Byway Coordinators, State CSS leadership, District Engineering representative, State design representatives (bridge, traffic and safety, transportation planning, bicycle and pedestrian coordinator, etc.)</li> <li>ii. Starting with the recommendations of the CMP, establish a working committee with representatives from each of the three DOTs to discuss and agree upon a minimum number of details for application and use along the byway</li> <li>iii. Seek funding for implementation through Transportation Enhancement, Scenic Byway program, etc.</li> <li>iv. Establish mechanism for triggering project review and coordination on all projects and activities associated with the byway.</li> </ul>		<ul style="list-style-type: none"> <li>- Chesapeake Bay Stewardship Fund – for incorporation of Low Impact Development (LID techniques into roadside drainage (Innovative Nutrient and Sediment Reduction )</li> <li>- National Scenic Byway Program for implementation grants to fund staff support</li> </ul>	
<p><b>t.6 Work with all three states to establish and implement a common wayfinding system that works within the existing signage systems consistent with the Manual of Uniform Traffic Control Devices and state variants.</b></p> <p><u>Implementation Steps:</u></p> <ul style="list-style-type: none"> <li>i. Establish a working group as part of Strategy 2.1, Visual and Graphic Identity, specific to wayfinding (State DOT District Engineering Staffs, State DOT traffic and safety representatives, state DOT CSS representatives, DMOC, etc.)</li> <li>ii. Using the inventory from Strategy 2.1, develop options for consideration that identify a common wayfinding element or elements (e.g. using a brown or black background for route marking signs, using the America’s Byways logo, using a JTHG logo (developed as part of 2.1), etc.)</li> <li>iii. Identify other ways in which the route can be easily identifiable without signage (based on strategy 4.4) such as using a dark background on all signs, common roadside details, etc.</li> <li>iv. Identify other ways in which the route can be followed including working with GPS systems and map delivery, working with printed media and guidebooks, etc.</li> </ul>	<p>PennDOT District 8-0 Maryland SHA Office of Traffic and Safety and District</p>	<p>National Scenic Byway Program (Visual and Graphic Identity FY 2009 Grant Applied for Spring 2008)</p> <p>Transportation Enhancement Program</p>	

<b>Coordination and Management</b> GOAL: Utilize the resources and capacity of the Journey Through Hallowed Ground Partnership to manage the byway, assure that the byway will be ready for visitors and that the byway experience will be maintained at a high level.			
<p><b>m.1 Organizational requirements for byway management.</b>                      Determine how best to organize the JTHG Partnership to implement the byway management plan (realizing that it will also have to play a similar role with the Heritage Area Plan).</p> <p>JTHG Partnership and its Board of Trustees hold the necessary and basic powers needed to manage the byway (and the heritage area):</p> <ul style="list-style-type: none"> <li>• Buy &amp; accept land &amp; easements (operate a revolving fund; operate as a land trust)</li> <li>• Raise money from private sector</li> <li>• Accept money from public sector</li> <li>• Make grants to the benefit of the JTHG Byway (and Heritage Area)</li> <li>• Undertake promotion, advocacy, etc.</li> </ul> <p>Alternative partnership arrangements with existing organizations can be made to do any of these basic powers, if the JTHG Partnership does not have the capacity to do them (e.g. buy and accept conservation easements and monitor those easements for compliance) some of the basic powers can be accomplished by partner organizations.</p> <p><u>The Byway Advisory Committee</u> would serve as the official “eyes and ears” of the byway. Advisory Committee members serve as committee chairs, meet with the Board of Trustees on a regular basis, speak out on behalf of the byway on issues of importance to the health of the byway.</p>	<p>JTHG Partnership</p>		<p>Part of CMP process and ongoing</p>
<p><b>m.2 Utilize existing JTHG Partnership committee structure for byway management entity.</b></p> <p>Four committees related to five goals goal:</p> <ol style="list-style-type: none"> <li>i. Preservation, Conservation and Land Use Committee</li> <li>ii. Destination Marketing Committee</li> <li>iii. Interpretation and Education Committee</li> <li>iv. Transportation, Enhancement and Landscape Committee</li> </ol>	<p>JTHG Partnership – see chart on page 175 of CMP</p>		<p>Ongoing</p>

<p><b>m.3 Assure that the byway is ready for visitors upon designation as an All-American Road.</b></p>	<p>JTHGP DMOC</p>		<p>Ongoing</p>
<p><b>m.4 Assure that the byway experience will be maintained at a high level by monitoring the progress on the implementation of the plan.</b>                  Make sure that each subcommittee maintains an ongoing five-year plan and assists subcommittees to help sort out potential overlapping interests when similar grants are applied for throughout the corridor.</p>			<p>Ongoing</p>
<p><b>m.5 Monitor changes in political leadership among Journey communities along the byway.</b> (suggest within the entire heritage area)                  Help to communicate to new leaders and the public what the vision, goals, strategies, and actions are that pertain to their community and to the Journey as a whole. – including utilizing appropriate methods and techniques for obtaining ongoing public involvement.</p>	<p>JTHG Partnership</p>		<p>Ongoing</p>
<p><b>m.6 Provide subject matter expertise on behalf of the byway and advocate for solutions that are in the byway’s (and heritage area’s) best interest.</b>                  Alternatively, if a separate advocacy organization is desired, then that role could be undertaken by a new 501 (c) 3 organization that may specifically advocate on the byway’s or heritage area’s behalf (such as a “Friends” organization).</p>	<p>JTHG Partnership</p>		<p>Ongoing</p>