

Hoosier Hills

SCENIC BYWAY STATE APPLICATION



Hoosier Hills Scenic Byway Committee

September 22, 2020

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Section 1: Qualifying Data and Statement of Significance

Qualifying Data

Project Name: Hoosier Hills Scenic Byway

State Designation Only: X

State and National Designation: —

State and All-American Designation: —

Route Location (County & Region in State):

The proposed Hoosier Hills Scenic Byway is located, north to south, between U.S. 40 (National Road byway) and U. S. Highway 50 (Historic Pathways byway).

As initially conceived, the majority of the byway corridor is located in Morgan and Brown Counties, however, due to the desire to have better connectivity with state highways and other state byways, the route was extended slightly north into Hendricks County and south into Jackson County. Note a section of this is segmented in Hendricks County due to business/interstate development.

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Route nominated because of the following quality (check all that apply):

Scenic Historic Natural

Cultural Recreational Archaeological

1. Statement of Significance: *(Briefly describe the route that is being nominated and why route sponsors believe it should receive state or national designation.)*

Cultural importance of the Morgan and Brown County Region

The area of south-central Indiana that has affectionately been called “Hoosier Hills” represents a region known for beauty, charm, culture, history, and hospitality. Steeped in a tradition that evokes both ideals of art and nature, this area is one of Indiana’s most visited regions. The Hoosier Hills Scenic Byway seeks to traverse this region, connecting all of its important population bases and destination points. This route would also provide linkages to other important transportation corridors that are also part of the state byways network. The byway is being nominated under the following intrinsic qualities: scenic, historic, natural, cultural, and recreational. Each of these are explained in greater detail under each category, though logically, categorical lines are blurred in terms of scenic, cultural and historic resources. For a listing of many of these resources, including architecture and cultural sites, see Appendix C at the end of this application.

Several aspects make the proposed byway a significant experience for the traveler. These include architecture, both historic and regionally-inspired, geography, and arts & culture. With regard to architecture, the region has a vernacular building tradition unique to the hills area, complimented with historic small farm and town buildings. These are nestled into the wooded hills and valleys of the area that have made it famous for over one hundred years. Tying the architecture and landscape together are the talented craftsman of the region, both in visual and performing arts, crafts, and cuisine. In the backdrop of all that makes the region important are its everyday people who have hosted visitors to their communities for generations. This value of hospitality has itself become part of the culture of the Hoosier Hills.

Historic

The region’s architecture is often a pure reflection of its people and the draw that made the region evolve into the area it is today. Much of what came to symbolize the Hoosier Hills were buildings constructed in the folk tradition of simple log buildings of the 1830s, and vernacular cottages, shops, and barns. The building tradition continued well into the 1930s when locally-derived materials like stone and wood were used to construct Rustic Revival style

buildings in Brown County State Park. Today, cabins, both old and new, dot the landscape along the byway, as respect for this folk building tradition continues. Even in the modern construction of Nashville, simple vernacular forms continue to carry the tradition into the future.

While not significant in number, other architectural styles are reflected in the rural areas along the byway and attest to the history of the region. Significant farmhouses front the route like the Thompson Farm (c. 1865, Gothic Revival) and Cedar Point Farm (1853, Greek Revival) in Morgan County, and the William Carmichael Farm (c. 1870, I-House) in Brown County, which is positioned at the base of a hill overlooking the valley to the west. A number of small rural churches with their churchyard cemeteries are also found along the byway and portray the spiritual roots of the region's pioneer settlers.

The byway passes through the county seats of both Morgan and Brown Counties, directly past their courthouse square and courthouse. Morgan County's courthouse was built in Martinsville in 1859 using the Italianate style. Its square is surrounded by late 19th and early 20th century commercial buildings and is part of a National Register district. The Brown County Courthouse was built in the Greek Revival style in 1873-1874 and is positioned with other county buildings, constructed of logs, on its square in downtown Nashville. The square and its public buildings are their own National Register district. Morgantown and Mooresville, in Morgan County, and the small village of Story in Brown County, also boast of National Register districts. Belleville, Monrovia, and Freetown all have small areas of early trade and commerce.

Natural/Scenic

The region is in many ways defined by its geography. The geography forms the backdrop to its architecture and its recreational events, and is the most important experiential aspect of driving the byway itself. While the geography of the byway's northern and southern termini is fairly flat agricultural land, the terrain quickly changes within a few miles on either end of the byway. Flat farmland gives way to gently rolling hills, then as the hills become more pronounced, farms give way to wooded terrain with steeper grades, small glens and crevices with creeks and narrow valleys punctuated with small farms.

The byway makes its way through a region rich with state forests and parks including Morgan-Monroe State Forest, Yellowwood State Forest, and through Brown County State Park. These forested hills provide vibrant colors in the fall and important vistas developed at key locations for travelers. Brown County

State Park is the largest of Indiana's state parks and most heavily visited. The park's rugged terrain is complimented by Depression-era projects that constructed landscape features as well as buildings from the region's unique brown-buff-colored stone.

The byway passes over tranquil creeks and rivers including McCracken Creek and White Lick Creek, which flows into the White River, visible from Blue Bluff Road. Oliver Creek, Crooked Creek, Bear Creek, and Indian Creek, over which the byway is carried by a historic metal bridge, continue the natural scenery that contributes to the byway. Bean Blossom Creek gives its name to both the village and nearby covered bridge, as does Gnaw Bone Creek east of Nashville. South of State Road 46, State Road 135 often parallels or crosses several smaller creeks that flow down from the hills and create picturesque settings along the byway. These include the David Branch, Pleasant Valley Creek, Little, Middle and South Forks of Salt Creek, Hamilton Creek, Kiper Creek, and the Wayman Ditch over which the byway passes just before it ends at U.S. 50.

Many of the roads that intersect with the byway have names that reflect the natural landscape, often tied to the earliest residents of the hills. Names like Beck's Grove and Mt. Nebo Roads, Reed Hollow and Sunshine Ridge Roads remind the traveler of their natural surroundings. Similarly, Grandma Barnes, Covered Bridge, and Old Settlers Roads inform the traveler of the history of the region. The portion of the byway that overlays Blue Bluff Road is also scenic, as the name would imply, and steeped in history as an important route into Martinsville.

Recreational

The proposed byway is just over 83 miles long and has potential for biking and hiking. An existing trailhead for the Johnny Wooden Interurban Parkway is along Blue Bluff Road north of Martinsville. The byway passes the north entrance to Brown County State Park where a network of hiking and biking trails also exist, as well as horse trails and camping facilities. See Appendix C for additional recreational resources on the byway.

Cultural

The region's geography set the stage for what propelled its popularity, when beginning around the turn of the century, artists like Adolph and Ada Shulz, Theodore Clement Steele, and Louis Oscar Griffith began to visit Brown

County, to paint its unspoiled natural beauty. As the artists began to settle here Brown County became known as the Art Colony of the Midwest. From the popularity of the geography as the subject matter for artists like T. C. Steele, to potters and craftsmen working in other trades, the importance of the region as a center for artists, artisans and craftsmen grew through the remainder of the 20th century. Old Town Nashville with the Historic Courthouse, and some 70 buildings, either eligible for the National Register of Historic Places or having some historical or architectural merit, are located on the streets and alleys of the original planned area of Nashville. They provide the sense of place that helps draw tourism to Nashville.

Coupled with the attraction of the scenery, the region evolved into a tourism destination of virtually unparalleled distinction in Indiana as people sought out the artwork and other handmade products of the region's craftsmen. The tradition of craft and artistry continues today as the region still boasts of its high visitor count. Art galleries are found in both Martinsville and Nashville, and artist's studios are spread throughout the Hoosier Hills. The tradition of hand-crafts is evident along the byway where mailboxes, fences, sculpture and decorative arts exude the creativity of the folk tradition.

The region's early connection to Bluegrass music has been forged by the Bill Monroe Festival, and the artist's connection to Bean Blossom. Today, an Indiana Historic Bureau sign marks the importance Bluegrass music had on the region at the Bill Monroe Park in Bean Blossom, where a performance venue regularly features the music of Kentucky and Appalachian roots. The festival is the longest continuous running bluegrass festival in the world. Other music and theater venues, such as the Brown County Playhouse and Indiana Redbarn, are also found along the byway.

In the last few decades, the region's cuisine also became an important attraction for visitors. Well-established restaurants known for their fare are spread along the byway and offer first-class dining experiences to the traveler. In more recent years, wineries, distilleries, and brew houses have also developed in the region, sometimes paired with restaurants or with their own tasting rooms. This has added to the richness of the region by attracting a wide range of visitors, from millennials to baby boomers, and across social classes.

The region also includes roadside farm markets and orchards as a tribute to the importance agriculture also plays in the hills. With agri-tourism increasing in popularity, these resources become important for attracting families to the region. Homemade candies, ice cream, honey, maple syrup, and baked goods are offered in mom & pop shops along the byway, which encourage people to slow down and enjoy the simpler way of life found in the hills.

2. Road section or areas: *(The road sections or areas recommended for designation should be clearly described by a written paragraph.)*

Hoosier Hills Scenic Byway

The Hoosier Hills Scenic Byway connects several small communities in Morgan and Brown Counties via a network of mostly state highways between U.S. Highway 40 and U.S. Highway 50, both of which are also state byways. The route begins in Belleville, a small community in Hendricks County at the crossroads of S.R. 39 and U.S. 40. The route continues south on S.R. 39 to Monrovia, then heads east/northeast to Mooresville on S.R. 42. It then turns south on S.R. 67 until it exits at Centerton Road for a short distance east to Blue Bluff Road. Blue Bluff Road is a scenic route that wraps along the west edge of the south-central Indiana hills from which the proposed byway takes its name.

Blue Bluff Road becomes Main Street in Martinsville, the county seat of Morgan County. The proposed byway route then turns east on Morgan Street passing the county courthouse square, then turns southeast at Hospital Drive which becomes S.R. 252 as it crosses S.R. 37. The route continues on S.R. 252 to Morgantown, then turns south on S.R. 135. The route remains on S.R. 135 through the remaining corridor until it reaches its southern terminus at U.S. 50, three miles west of Brownstown in Jackson County.

S.R. 135 is particularly scenic as it winds further into the hills region of Brown County. In Brown County, the route passes through Fruitdale, Bean Blossom, and Nashville, the county seat of Brown County, by which the courthouse square is also passed. S.R. 135 joins S.R. 46 on the south side of Nashville before turning south again, west of the village of Gnaw Bone, 3.5 miles east of its junction with S.R. 46. From this point, the route continues south through the village of Story, meandering along or through Brown County State Park to Freetown, a small village in Jackson County. From there the route goes south to its intersection with U.S. 50, the proposed byway's southern terminus. The Hoosier National Forest borders Highway 135 in southern Brown County and the Story area.

The Hoosier Hills Scenic Byway has over 35 historic points of interest on its 83 mile path, four Indiana Historical Bureau signs and fifteen National Register of Historic Places Sites or Districts within its corridor. This makes the byway route an important experiential opportunity for telling this region's history.

Description of the Byway Corridor

The Hoosier Hills Scenic Byway corridor is a 1,000 foot path with the road at its center. References in the appendix for National Register properties/districts, Historical Bureau signs; resources surveyed; and shopping, recreational, and entertainment venues fall within this corridor.

Driving Directions for the Hoosier Hills Scenic Byway

The Hoosier Hills Scenic Byway has its northern terminus at the intersection of Indiana Highway 39 and U. S. Highway 40 in the small village of Belleville in Hendricks County. Its southern terminus is at the intersection of Indiana Highway 135 and U. S. Highway 50 in Jackson County, approximately 3 miles west of Brownstown.

Mileage indicators are marked below with directional information. Proposed placement for byways signs, including arrows and begin/end points are also noted.

County	Mileage	Route Description
Hendricks	0.0	Belleville. Morgan Street/S.R. 39 beginning at U.S. 40/Cumberland Street. South on S.R. 39. <i>Pair of signs, begin/end signs, one turn sign (on 40)</i>
	0.7	<i>Beginning of segmented section through Hendricks County (a distance of 4.7 miles)</i>
	4.4	Intersection with Interstate 70, straight through. <i>Pair of signs</i>
	5.4	Intersection with Hendricks County Road/Keller Road. Hendricks County south line. <i>End of segmented section (a distance of 4.7 miles)</i>
	Morgan	6.9
13.2		Mooreville. Intersection with S.R. 267, straight through on S.R. 42. <i>Pair of signs</i>

County	Mileage	Route Description
	14.0	Intersection with S.R. 67, turn south on S.R. 67. <i>Pair of signs, turn arrows</i>
	21.0	Intersection with Centerton Road, turn east on Centerton Road, a local road. <i>Pair of signs, turn arrows</i>
	21.2	Intersection with Blue Bluff Road, turn south on Blue Bluff Road, a local road. <i>Pair of signs, turn arrows</i>
	27.0	Blue Bluff Road becomes North Main Street at Martinsville north corporate limits.
	27.9	Martinsville. Continue south on Main Street to its intersection with Morgan Street, a local road, turn east. <i>Pair of signs, turn arrows</i>
	29.1	Continue east on East Morgan Street to its intersection with Hospital Drive, a local road. Turn southeast on Hospital Drive. <i>Pair of signs, turn arrows</i>
	38.6	Morgantown. Turn south on S.R. 135 at its intersection with S.R. 252. <i>Pair of signs, turn arrows</i>
Brown	40.7	S.R. 135 enters Brown County at north county line.
	42.2	Fruitdale. Straight through/south on S.R. 135
	46.2	Bean Blossom. Intersection with S.R. 45. Straight through/south on S.R. 135. <i>Pair of signs</i>
	50.8	S.R. 135 becomes Van Buren Street, Nashville north corporate limits.
	51.5	Nashville. S.R. 135/Van Buren Street south through Nashville to pairing with S.R. 46, turn east with S.R. 135/S.R. 46. <i>Pair of signs, turn arrows</i>

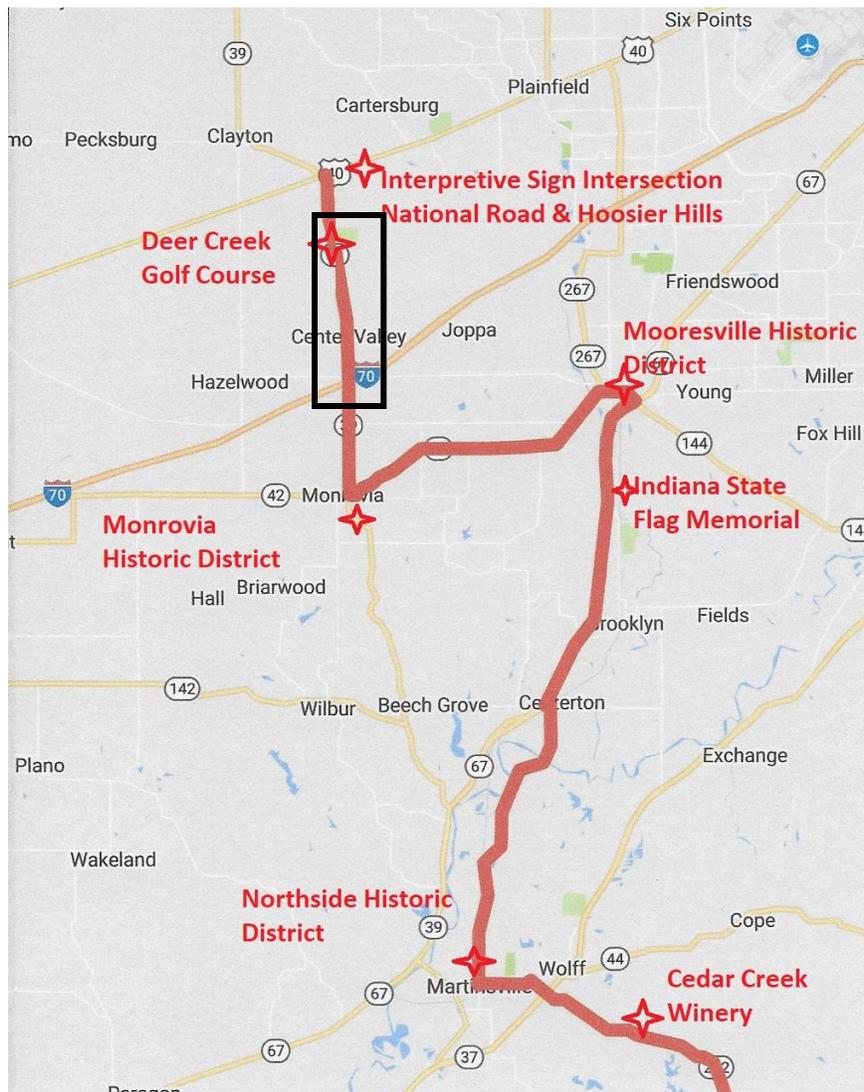
County	Mileage	Route Description
	54.7	Gnaw Bone. Turn south with S.R. 135, leaving S.R. 46. <i>Pair of signs, turn arrows</i>
	59.7	Stone Head. S.R. 135 intersection with Bellsville Pike, turn west to continue on S.R. 135. <i>Pair of signs, turn arrows</i>
	64.0	Story. S.R. 135 intersection with Elkinsville Road, turn south to continue on S.R. 135.
Jackson	70.3	S.R. 135 enters Jackson County at north county line.
	74.9	Freetown. Intersection with S.R. 58, straight through/south on S.R. 135/S.R. 58. <i>Pair of signs</i>
	77.5	Intersection with S.R. 58, continue straight through/south on S.R. 135. <i>Pair of signs</i>
	83.1	Intersection with U.S. 50, southern terminus of byway. <i>Pair of signs, begin/end, one turn sign (on 50)</i>

Section 3: Maps

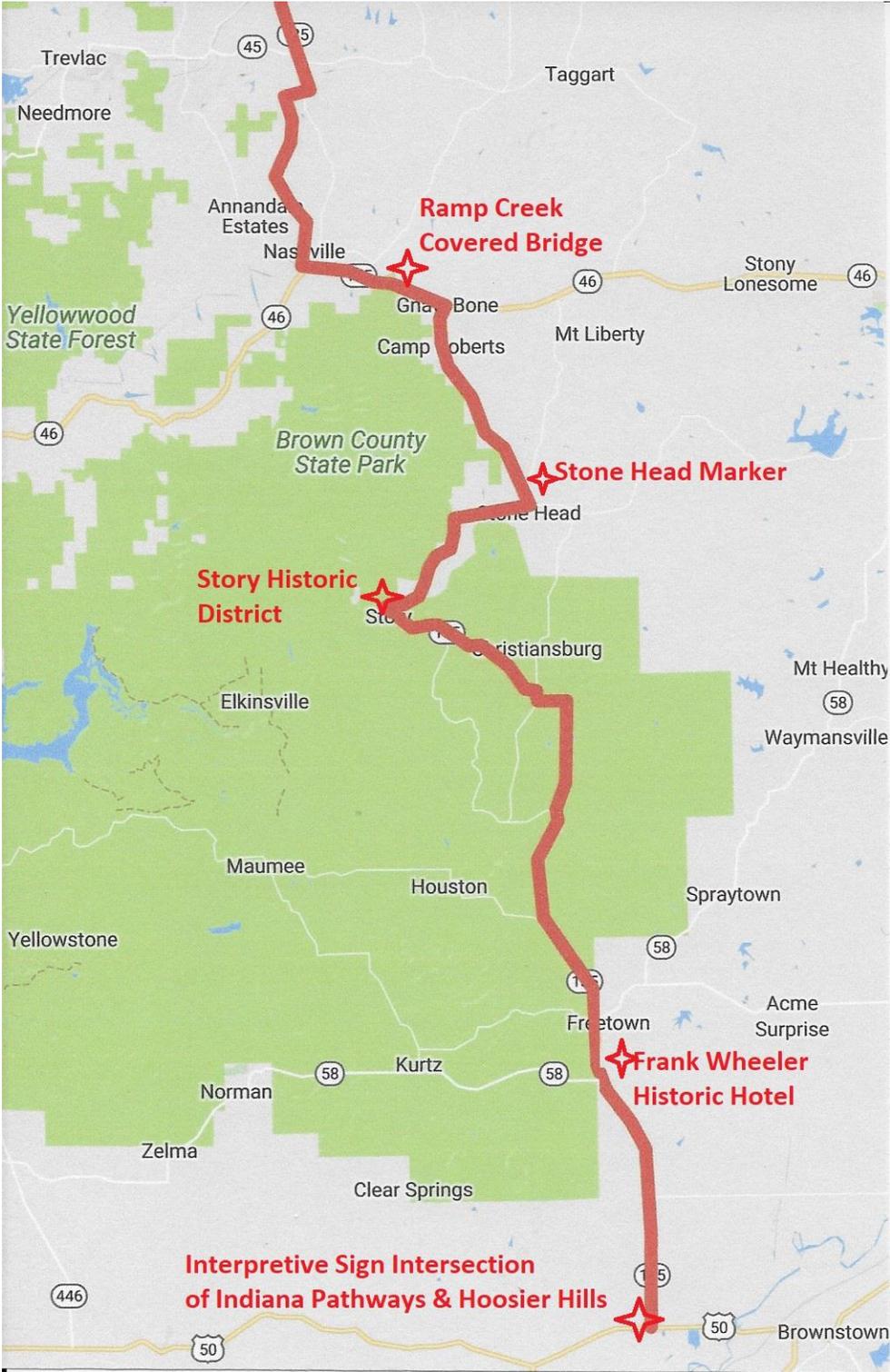
3. Maps: (The road sections or areas recommended for designation should be depicted on a standard published map.) The area depicted should include both roadway and visual boundaries and be delineated with marking pens or similar instruments of legible quality. Interesting, relevant points should be labeled.

These maps show the proposed route for the Hoosier Hills Scenic Byway. See the segmentation map for Hendricks County at the end of this section (shown in black outline below).

U.S. 40/Belleville to Martinsville Segment

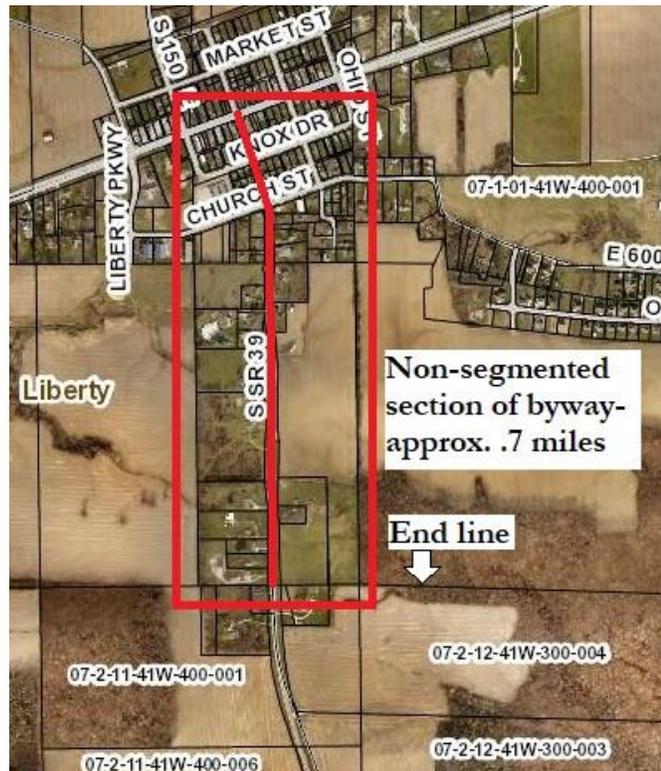


Nashville to U.S. 50 Segment



Segmented Section of Hoosier Hills Byway in Hendricks County

The total route in Hendricks County is 5.4 miles in length along State Road 39. The byway will be segmented a distance of approximately 4.7 miles from the south county line, north. The non-segmented section (shown in red) is approximately .7 miles in length from US 40, south to the end line shown in the enlarged map on the right below. Only this short section is required to comport to the signage prohibition on outdoor advertising. Because of substantial modern development at the interchange with I-70, and business park development stretching north on State Road 39, this area does not convey the intrinsic qualities for which the byway is noted. However, the importance of the Hoosier Hills Byway as a north/south connector between two other state byways, Indiana Pathways (US 50) and the National Road (US 40) remains integral to the mission of Hoosier Hills and the broader community of Indiana's network of byways. This connection is maintained despite segmentation.



Section 4: Project Support

4. Project Support: *(Identify the individuals or organization(s) having jurisdictional authority over the roadway and the part they will play in the designation process.)*

Hoosier Hills Scenic Byway Origins

A small group of interested persons took part in an informational meeting held in Morgantown on April 1, 2016, concerning the state byway program. Representatives from Morgan County, Morgantown, Brown County, and Nashville were in attendance, as well as other stakeholders in the promotion of the region. It was decided at that time to pursue development of the byway beginning with creating an understanding of what would be the most logical route/corridor.

On September 1, 2016, a second meeting was held in Morgantown with representatives from both counties again in attendance. A proposed route was reviewed which included the potential to create several loops that would also draw in Bartholomew and Monroe Counties. Work continued on this concept through the fall of 2016 and at a follow-up meeting in Nashville on November 14, this more extensive plan was detailed. Representatives from Morgan, Brown, and Monroe Counties were present. Documentation of this route and its loops also occurred during November 2016.

By early 2017, Monroe County declined inclusion in the proposed byway and a simpler, singular route was proposed from U.S. 40 to U.S. 50 with only a few miles of minor corridor development in Hendricks and Jackson Counties, and the majority of the byway corridor developed in Morgan and Brown Counties. New documentation was completed in June 2017 for segments not covered in the earlier survey work. This singular, lineal segment became the byway corridor as proposed in this document. A final presentation was made on November 2, 2017 in Nashville.

Included in many of these organizational meetings, or by correspondence, were as follows:

Joe Ellen Rowe, Morgantown Town Board
Daniel Elliott, Morgan County Council
Tosha Daugherty, Morgan County CVB
Ruth Reichmann, Peaceful Valley
Diana Biddle, Brown County Commissioner
Rhonda Dunn, Brown County Historical Society
Julie Warren, Visit Bloomington

Kurt West Garner, Indiana Byways
 Mark Dollase, Indiana Landmarks
 Jane Ellis, Brown County CVB

Jurisdictional Authority

The Indiana Department of Transportation (INDOT) has jurisdictional authority over Highways 39, 42, 67, 252, 135, and 46, portions of which are included in part in the proposed byway route. Maps marking the proposed route indicating State jurisdictional routes and crossings of jurisdictional routes have been forwarded to INDOT districts involved (Crawfordsville and Seymour).

County	Section
Hendricks	State Road 39 south from U. S. 40 to Morgan County line
Morgan	State Road 39 south to Monrovia State Road 42 east through Mooresville State Road 67 south to Centerton Road Centerton Road east to Blue Bluff Road (<i>Morgan County road</i>) Blue Bluff Road, becoming Main Street, south to Morgan Street in Martinsville (<i>Morgan County road & City of Martinsville street</i>) Morgan Street east to Hospital Drive (<i>City of Martinsville street</i>) Hospital Drive southeast crossing U. S. 37 to State Road 252 (<i>City of Martinsville street</i>) State Road 252 east to State Road 135 at Morgantown State Road 135 south to Brown County line
Brown	State Road 135 south through Nashville, merging with State Road 46 State Road 135/46 east to division of 135/46 State Road 135 south to Jackson County line
Jackson	State Road 135 south to U. S. 50

As noted above, **Morgan County**, through their highway department, has jurisdiction over the byway portion routed on Centerton Road and Blue Bluff Road, which becomes Main Street in Martinsville.

Similarly, the **City of Martinsville**, through their street department, has jurisdiction over the byway portion routed on Main Street, Morgan Street, and Hospital Drive (see section graph above).

Letters of Support

Letters of support have been received from people representing a broad spectrum of interested parties and stakeholders of the Hoosier Hills Scenic Byway. Resolutions supporting the application for the Hoosier Hills Scenic Byway have also been adopted by local government bodies. For resolutions and letters, please see Appendix D.

Surveys

The Hoosier Hills Scenic Byway Committee distributed surveys to interested citizens, chambers of commerce, convention and visitors bureaus, mayor's and town board offices, and county commissioners seeking input on areas of potential resource development on the proposed byway along with information on specific cultural, entertainment, recreational and shopping venues found in their respective communities. Survey results were incorporated into the marketing, promotional and development sections of this application.

Hoosier Hills Scenic Byway Committee Organization

A Byway Committee was formed to follow the process of byway nomination. The Byway Committee will be funded through membership and donations, both private and public.

Composition

The following are the guidelines set for the Byway Committee:

- One (1) representative appointee will be made by each County Board of Commissioners in which the byway is located. Hendricks and Jackson Counties may opt out of an appointment.
- One (1) representative appointee will be made by each incorporated city or town in which the byway is located.

- One (1) representative appointee will be made by each county convention & visitors' bureau in which the byway is located. Hendricks and Jackson Counties may opt out of an appointment.
- If desired, one (1) representative appointee shall be made by the following organizations: Indiana Landmarks Inc., Peaceful Valley Inc., and one from each MPO in which the byway is located.

Representatives will be composed of various stakeholders including county Convention and Visitors Bureau assignees, Chamber of Commerce assignees, municipal or county jurisdictional assignees, historical society assignees, and other interested parties.

Terms

Each term will be for four (4) years with no limit to consecutive terms. Initially, half of the committee will serve two (2) years and half four (4) years to provide staggered terms.

A president, vice-president, secretary and treasurer will be elected from the committee to serve one (1) year terms. Subcommittees will be developed to facilitate the committee's various goals.

Directives

The Byway Committee will follow the promotional, marketing and development plans produced as part of the byway application. The committee will pursue signage, interpretive panel, and historic resource development along the Hoosier Hills Scenic Byway.

The Byway Committee will act as the liaison to the counties and communities represented and shall be the primary contact for interface with the State of Indiana/INDOT for the byway designation and development goals.

It is also anticipated that members from the byway committee will represent the Hoosier Hills byway in their localities, providing presentations to local civic groups and tourist trade industries including bed and breakfasts and specialized dining establishments.

Section 5: Promotional and Marketing Plan

5. Promotional/Marketing Plan: *(Discuss how the route sponsor proposes to promote and market the route on the local and regional level. Include promotional activities, placement of scenic/historical markers, interpretive centers, and proposed improvements or developments along the route. Also include the financial resources available to develop, upgrade, promote and otherwise make the route available for its intended uses.)*

The Hoosier Hills Scenic Byway provides a vehicle to expand an already large visitor population in the hills region of south-central Indiana. With its connection to important transportation corridors, the byway seeks to draw tourists out into the region from its central most-visited areas, as well as create a corridor to draw tourists through the region as a means of travel to its most-visited areas of Nashville and Brown County State Park. This provides an enormous benefit to the communities of Monrovia, Mooresville, Martinsville, and Morgantown in Morgan County. It also provides a benefit to the smaller villages of Belleville, Fruitdale, Bean Blossom, Story, and Freetown.

For the most part, the byway hopes to capitalize on an already-existing tourism base but distribute the tourism activity along the byway, particularly into Morgan County. This provides a leisurely, scenic drive for people visiting Nashville and Brown County State Park. Driving the byway would consume about a day, or weekend, depending on stops and length of stay and lodging destinations. If marketed for a day-long venture, it may be beneficial to tap nearby larger population bases including Columbus and Bloomington, both of which have successful tourism components enticing visitors for architecture and shopping in Columbus to Indiana University-related activities and dining and entertainment activities in Bloomington. Both are short, roughly 30 minute drives from the byway on S.R. 46. The day-long trip would also be of most interest to those tourists already captured by their stay in Nashville or Brown County State Park.

The other aspect is marketing the byway as a two-day or weekend adventure to markets further away, but within a day's drive to either termini. Larger population markets like Indianapolis, Evansville, Louisville, and the metropolitan areas of Northern Indiana are logical population bases for this type of marketing. This would include an overnight stay somewhere along the byway, probably centered between Martinsville and Nashville.

As part of the development of the byway route, it was determined that within a few miles of Morgan and Brown County's boundaries were two already-established state byways: U.S. 40/National Road to the north and U.S. 50/Indiana's Historic Pathways to the south. It was logical and advantageous to extend the byway into Hendricks and Jackson Counties in order to connect the proposed Hoosier Hills byway with the other two byways for greater participation among the state's network of scenic byways. This permits tourists traveling to the Hoosier Hills byway to reach it through one of the other two byways. People who enjoy this type of rural highway travel will likely choose that alternative in reaching the Hoosier Hills Scenic Byway.

Not only is the linkage to existing byways important, the proposed Hoosier Hills Byway also crosses or overlays other driving routes promoted in the region. These include Arts Road 46 that connects Columbus and Bloomington across Highway 46 through Brown County, the Indiana Covered Bridge Loop that features two bridges in Brown County, and the Backroads Studio Tour of Brown County artists. A driving tour of historic sites and architecture has also been developed for the Nashville area and features many of the points of interest found in the appendix.

The best method for marketing the byway is to link activities found along the byway by interests. These include shopping/dining resources like antique stores, art galleries, historical sites, wineries, etc., as well as recreational activities such as golfing, hiking, fishing, etc. Conducting an in-depth survey of all of these resources along the route is important in understanding further what the byway has to offer. While not an exhaustive list, Appendix C at the end of this application begins to weave together those specific areas that may be of interest to varying tourist groups.

Regardless of who marketing activities are focused on, a web presence is necessary either as a page to both Morgan and Brown County's tourism sites, or as a link with its own domain. This should be mobile friendly so that travelers can easily navigate the route and anticipate points of interest and destination points along the byway.

Please see Appendix C for listing of historic sites, shopping, recreational and cultural activities located along the Hoosier Hills byway.

Other Promotional Activities

Working with county Convention and Visitors Bureaus and municipalities along the Hoosier Hills byway corridor will provide a cache of activities to promote such as festivals, farmers markets, fairs, and other locally significant events. Included with these can be regionally-planned activities specific to the byway. Driving tours, byway-wide yard sales, bike tours, artisan shows and other planned activities can provide purpose for day and weekend travel of the road.

Barn tours or other architectural-related tours along the byway could showcase different styles of Indiana barns and architectural styles or types including bridges, homes, commercial buildings and county courthouses. A driving tour could also be developed linking all of the historic markers, monuments, and properties listed on the National Register of Historic Places.

Directional Signage and Kiosks

Directional signage for the proposed byway is imperative to make marketing and traveling the route a success. Providing uniform directional signage across the entire length of the byway will allow for better ease of travel for the tourist as well as provide for its own promotion. The official Hoosier Hills byway logo shall be prominently displayed on the signs. The signs shall meet the size and color requirements set by INDOT.

Based on a count of required sign locations, consistent with INDOT's standards for signs at turns and intersections with other state or federal highways, a total of 34 signs will be required (see mileage section for locations) and 26 arrow and begin/end signs will be required. The Committee should have a few extra signs stored for replacements on local roads; INDOT replaces signs on state roads.

See section on development opportunities for potential kiosks for informational/interpretive signage sites.

Financial Considerations

The Hoosier Hills Scenic Byway Committee will make use of memberships and donations, both private and public, to fund general organization expenditures. The Committee anticipates funding certain items, such as promotional and marketing materials, through local and state tourism funds. The Committee anticipates funding larger functions such as rallies and events with community fundraisers and corporate sponsorships.

Establishing signage and informational kiosks will be completed by sponsorships, grants, and donations. With the aforementioned signage count, the Committee should anticipate funding requirements in the \$2000 range for purchase of signs. INDOT will complete installations on state roads through their district offices. Local roads (those sections in Morgan County including Centerterton, Blue Bluff, and Hospital Roads) will be the responsibility of the Committee, possibly installed through the local county highway department.

Additional features outlined in the development goals such as preservation activities and interpretive panels can be achieved through local fundraising, corporate and municipal support, historic preservation funds, byway funds, or transportation enhancement funds when available.

Section 6: Corridor Management Plan

6. Corridor Management Plan: National or All-American Roads only

Does not apply to the Hoosier Hills Scenic Byway application.

Section 7: Future Opportunities

7. Future opportunities to be developed: *(based on the goals of the sponsorship, projects that could be pursued and funding source – i.e., acquisition of easements, pull-offs, vistas, bike paths, etc.)*

Numerous opportunities and resources lining the Hoosier Hills Scenic Byway would provide a vibrant collage of the region’s history and culture if highlighted through the byway designation. Developing these assets will create educational and recreational opportunities for visitors.

Potential developments from the byway designation follow.

Community Awareness

With byway designation, route signage, and promotional and marketing activities, the Committee anticipates that public awareness of the broader region north and south of Nashville will increase, particularly due in part to the linkages formed with the major routes of U.S. 40, I-70, I-69/S.R. 37, S.R. 46 and S.R. 50. Visitors may be more likely to use the byway to travel to Nashville, a prime destination point, when coming from the northwest or south. The broader appreciation of the culture, architecture, and history of the region may be found in other communities lining the byway. This may result in a number of developments related to the road’s preservation and use as a cultural resource.

Recreational Opportunities

The proposed byway is just over 83 miles long and has very logical potential areas for trailheads for biking and hiking. Trailheads could be established in Belleville, at the northern terminus of the route, Monrovia, Mooresville, Martinsville, Morgantown, Nashville, Story, and Freetown (or extended to Brownstown following Indiana Historic Pathways/U.S. 50).

Optimal/preferred segments of the byway for these activities would be areas with lesser vehicular traffic, however, the entire byway could be considered for hiking/biking. The portion of Blue Bluff Road from Centerton to Martinsville includes lower traffic volume and has a higher scenic value than some other sections. This section has an existing trailhead for the Johnny Wooden Interurban Parkway. The segment of S.R. 135 south of S.R. 46 to U.S. 50 also includes a lower traffic volume and has high scenic value. A trailhead location

could be placed on INDOT property at the intersection of U.S. 50 and S.R. 135. The byway passes the north entrance to Brown County State Park where a network of hiking and biking trails also exist; these could be considered an extension of or opportunity paired with hiking and biking along the byway.

Brown County State Park also has horse trail opportunities. The Horse Camp located at the park is just off Highway 135.

See Appendix C for additional recreational resources on the byway.

Historic Designations

A few historic districts along the Hoosier Hills byway are already listed on the National Register of Historic Places. These include districts in the cities and towns of Mooresville, Martinsville, where two districts are traversed by the byway, Morgantown, the courthouse square in Nashville, Brown County State Park and Story. Historic districts and local designations provide the ability to guide development in historically important areas such as the commercial and residential areas represented already. Byway designation could provide a springboard for communities without districts or individually designated properties to create a formal set of guidelines protecting the architectural integrity of properties along the route in their communities.

With the increased awareness of the byway and its supporting architecture, property owners or communities may seek listing of additional eligible properties/districts to the National Register, including the commercial district of Monrovia which has been found to be eligible for listing. This designation not only opens the door for possible restoration assistance, but may also allow historic structure easements to be made to Indiana Landmarks for long-term protection. Other potentially-eligible National Register sites should be reviewed along the byway corridor in order to use those designations to market the historic significance of the byway to people engaged in history, preservation, and architecture.

Character Protection

Municipalities and counties may wish to implement plans to protect the character of the road in historic districts and rural areas. With developmental sensitivity, the Hoosier Hills byway can maintain its character in locations not yet

compromised. Development sensitivity may provide guidance in architectural styling, density, or frontage.

In rural areas, counties may find it important to bolster this tourism component by protecting the rural nature of the byway corridor or specific vistas by limiting additional development, or cause development to be sympathetically undertaken. Areas that are important in protecting the integrity of the byway include:

- The segment of S.R. 252 between Monrovia and Mooresville
- Blue Bluff Road between Centerton Road and Martinsville
- The segment of S.R. 135 from Mooresville to Nashville (this already carries a protection against outdoor advertising signage)
- The segment of S.R. 135 south of S.R. 46 to U.S. 50

The desire to grant land easements of undeveloped property may warrant the creation of a land trust organization interested in preserving the rural nature of the byway in some of the locations mentioned previously. This would go a long way in protecting the overall rural, rolling, and winding nature of the byway.



Historic Resource Development

A listing of historic sites/resources within the byway corridor has been developed to understand the full impact they could play on interpreting the significance of the region through which the byway passes. This reconnaissance of information provided the framework through which development possibilities have been created. Using each county's Historic Sites and Structures survey and through field surveys, these and other resources located along the route are recorded in Appendix C. All properties/districts listed on the National Register of Historic Places are included in Appendix A and Indiana Historical Bureau Signs are included in Appendix B. The list of historic sites include those that have been listed on the National Register (NR), or carry a notable or outstanding rating in the interim reports. Cemeteries and other resources relevant to interpreting the byway are also included. See Appendix A: Historic Sites.

Compiling the data and creating a threshold for properties important to the history of the route provided a network of sites that are potential interpretive opportunities, acquisition and preservation projects, and other educationally beneficial sites.

Interpretive and Acquisition Sites

Other than byway signage, the least difficult way to highlight the significance of the region through which the byway passes is to develop a network of interpretive panels at sites integral to either history or scenic appeal. For the traveler’s ease of use, it is recommended these panels are located on pull-offs on publicly owned land or within reasonable view on private property, with permission.

The following are potential interpretive and/or acquisition sites:

County	Potential Interpretive and/or Acquisition Sites
Hendricks	Interpretive sign: Junction of National Road and Hoosier Hills Byway
Morgan	Interpretive sign: road between Monrovia and Mooresville, history of communities/road Interpretive sign: Blue Bluff Road and White River Valley, history of region and road Interpretive sign: road between Martinsville and Morgantown, history of communities/road Acquisition: small site at highway bridge south of Morgantown for public access/sign
Brown	Interpretive sign: at state overlook north of Nashville, history of road & region Interpretive sign/potential acquisition: convenient pull-off/scenic overlook site near Story for history of road/region
Jackson	Interpretive Sign: Junction of Historic Pathways and Hoosier Hills Byway (land is owned by INDOT at substation)

Appendix A: Properties on the National Register of Historic Places

County	National Register Properties
Hendricks	No sites
Morgan	<p>Mooreville Commercial Historic District</p> <p>Martinsville Commercial Historic District</p> <p>Morgan County Courthouse, 1859</p> <p>Morgan County Sheriff's House and Jail, 1890</p> <p>Martinsville Northside Historic District</p> <p>Martinsville Sanitarium, c. 1885/1927</p> <p>Martinsville Vandalia Depot, 1911</p> <p>Cedar Point Farm, 1853</p> <p>Morgantown Historic District</p>
Brown	<p>Brown County Courthouse Historic District</p> <p>F. P. Taggart Store, Nashville, c. 1873</p> <p>Thomas A. Hendricks House and Stone Head Road Marker, 1891/1851</p> <p>Brown County State Park Historic District</p> <p>Story Historic District</p>
Jackson	Frank Wheeler Hotel, Freetown, 1890

Appendix B: Indiana Historical Bureau Signs

County	Sign
Morgan	Branch McCracken, basketball player, S. Chestnut, Monrovia Indiana State Flag, Indiana & East Main, Mooresville
Brown	Brown County Bluegrass Music, Bean Blossom DAR Ten O’Clock Line, Story

Appendix C: Historic Sites, Shopping/Dining, Recreational, and Cultural Activities

The following is a listing of shopping, recreational and cultural activities within a one thousand foot path of the Hoosier Hills Scenic Byway corridor.

County	Type	Site
Hendricks	Historic Sites	Center Valley Cemetery Brick schoolhouse, c. 1885
	Shops/Dining	Doss Ranch, dining, Belleville Lil Mo's Pizzeria, Belleville
	Recreational	Deer Creek Golf Course
Morgan	Historic Sites	Monrovia Downtown District (eligible)
		West Union Friends Church & Cemetery, 1856
		William Macy Farm, c. 1860, Italianate
		James Thompson Farm, c. 1865, Gothic Revival
		Mooresville Historic Commercial District NR
		Mooresville Town Government Center/church
		Indiana State Flag Memorial, Mooresville
		Centerton Cemetery
		Martinsville Hills/glacial bluffs Blue Bluff Rd.
		Link Observatory, Martinsville vicinity
		Hastings Cemetery, north of Martinsville
		Nutter Cemetery, north of Martinsville
		Brick schoolhouse, c. 1885, north of Martinsville
Northside Historic District, Martinsville NR		
Martinsville Historic Commercial District NR		
Coach John Wooden hometown		

County	Type	Site
		Martinsville County Courthouse, 1859, Italianate Martinsville Post Office/Mural, WPA Union Block Bldg./Minerals Sign, Martinsville East Washington Street District, Martinsville Sand Creek Church & Cemetery, c. 1890 Mt. Nebo Church & Cemetery, c. 1852 House & Nebo Mill, c. 1930/c. 1870 Williams Cemetery Cedar Point Farm, west of Morgantown Morgantown Commercial Historic District NR Knight House/Rock House, 1896, Morgantown INDOT Bridge No. 135-55-01522A, SR 135 over Indian Creek c. 1940, Morgantown
	Shops/Dining	Aquatic Design & Supplies, Monrovia Dawg House Pizza, Monrovia Main Street Bar & Grill, Monrovia Café on the Corner, Monrovia Greendale Landscape Solutions Gregory's Orchard Country Store Friend's Church Farmers' Market Squealers Award Winning BBQ, Mooresville Gray Brothers Cafeteria, Mooresville Monrovia Mudworks, Mooresville Hong Kong, Mooresville Sal's Famous Pizza, Mooresville Dong's Buffet, Mooresville Ward's Apparel, Mooresville Poe's Cafeteria, Mooresville JK's Cheesecake Café & Coffee, Martinsville

County	Type	Site
		Martinsville Candy Kitchen
		The Firehouse Pub, Martinsville
		Los Reyes Restaurant, Martinsville
		Forkey's Restaurant, Martinsville
		Come'n-get It Diner, Martinsville
		Tom Fiddery Music Shop, Martinsville
		Tiny Gallery at Hilliard Lyons, Martinsville
		Berries & Ivy Country Store, Martinsville
		Inside Scoop, Martinsville
		A to Z Auction House, Martinsville
		Stir In Delicious Bakery, Martinsville
		The Sterling Butterfly, Martinsville
		Knead the Dough Bakery, Martinsville
		21 North Eatery, Martinsville
		Bynum's Steakhouse, Martinsville
		Art Work by Elizabeth, Martinsville
		Cedar Creek Winery & Brew, east of Martinsville
		Serendipity, shopping, Morgantown
		Rosebuds Cellar Boutique, Morgantown
		Kathy's Café, Morgantown
		Graham's Beeworks, Morgantown
		Las Chalupas Restaurant, Morgantown
		Art Beyond Crayons, Morgantown
	Recreational	CenterBrook Drive-In
		White Flag Games, Mooresville
		Johnny Wooden Interurban Parkway
		Bradford Woods, Martinsville vicinity

County	Type	Site
		Morgan County Visitors' Center, Martinsville
		Morgan Farmers' Market
		Jimmy Nash City Park, Martinsville
		Veterans' Memorial Park, Martinsville
		Historic Glenn Curtis Gym, Coach Wooden, Martinsville
		Art Sanctuary of Indiana, Martinsville
		Merry Mac Players/Historic Vandalia Depot
		Barn Archery, Martinsville
		Acorn Ridge B & B, east of Martinsville

Festivals	Monrovia Festival, September
	Mooreville Victorian Christmas
	Roots N Rhythm Festival, Sept-Oct, Mooreville
	Artie Fest, July, Martinsville
	Chili Cook-off & Chalk Art Contest, Sept., Martinsville
	Fall Foliage Festival, Oct., Martinsville
	Martinsville Cookie Stroll, December
	Morgan County Fair, Martinsville
	Colonel Vawter Day, Sept., Morgantown
	Morgantown Memorial Day Parade

County	Type	Site
Brown	Historic Sites	<p>Allen Storer Anderson-Cullen House, 1861, Greek Revival</p> <p>Waltman's Grove-Clupper's Grove House, c. 1860, Greek Revival, Bean Blossom</p> <p>Bean Blossom Covered Bridge, 1880</p> <p>Bean Blossom Overlook</p> <p>Nashville District (includes the following)</p> <p>St. Agnes Catholic Church, 1940, Rustic Revival, Nashville</p> <p>Judge Hester House, 1853, Greek Revival, Nashville</p> <p>Frank Taggart House, c. 1880, Italianate, Nashville</p> <p>Jimmy Tilton-Dr. Tilton House, c. 1875, Gothic Revival, Nashville</p> <p>Masonic Lodge/Knights of Pythias Building, 1908, Nashville</p> <p>Nashville Presbyterian Church/Methodist Episcopal Church, 1910, Gothic Revival</p> <p>Bartley-Gibson-Hollenberger House, c. 1886, Italianate, Nashville</p> <p>Methodist Parsonage-Mary Bissell House, c. 1840, Nashville</p> <p>T.D. Calvin House, 1875, Queen Anne, Nashville</p> <p>Sarah House-James Sr. & Mildred Jones House, c. 1875, Queen Anne, Nashville</p> <p>Nashville Christian Church, 1932, Colonial Revival</p> <p>Brown County Courthouse Historic District/Pioneer Village, Nashville NR</p> <p>Taggart Store/Hob Nob Corner, Nashville NR</p> <p>Ramp Creek Covered Bridge, 1832/1932, Brown County State Park</p> <p>Brown County State Park NR</p>

County	Type	Site
		<p>Sampson David Farm & Cemetery, c. 1880</p> <p>Tommy Shepard Farm, c. 1860, log house</p> <p>Stone Head Road Marker & Hendricks House, 1851/1891 NR</p> <p>Mt. Zion Cemetery</p> <p>Story Historic District NR</p> <p>William Carmichael Farm, c. 1870, I-House</p> <p>Shiloh Cemetery</p> <p>Carmichael House, c. 1876, Double-pen Cemetery</p>
	Shops/Dining	<p>Critser's Greenhouse, north of Fruitdale</p> <p>Brownie's Bean Blossom Restaurant</p> <p>Bean Blossom Farmers Market</p> <p>Nashville Downtown District</p> <p>Hob Nob Corner, Nashville</p> <p>Big Woods Pizza, Nashville</p> <p>Artist Colony Inn & Restaurant, Nashville</p> <p>Brown County Inn, Nashville</p> <p>Muddy Boots/Pine Room</p> <p>Brown County Antique Mall, Gnaw Bone</p> <p>Story Inn & Restaurant</p>

County	Type	Site
	Recreational	Bill Monroe Music Park & Campground, Bean Blossom Hilltop Cabins & Suites, north of Nashville Scenic Overlook, north of Nashville Orchard Hill Inn, north of Nashville Brown County History Center, Nashville Brown County Art Guild, Nashville Brown County Playhouse, Nashville Brown County Inn, Nashville Redbarn Jamboree & RV Park Brown County State Park/Abe Martin Lodge Salt Creek Golf Retreat, Nashville Rawhide Ranch, USA, Gnaw Bone Gnaw Bone Camp The Remedy Ranch, south of Story
Jackson	Historic Sites	Freetown Church of Christ & Cemetery Frank Wheeler Historic Hotel, 1890, Queen Anne, Freetown NR
	Shops/Dining	Granny's Corner, Freetown
	Recreational	County Seat Hunt Club/South Central Gun Club

Appendix D: Letters of Support

Included with this application are letters of support and resolutions by the four boards of county commissioners supporting the designation of Hoosier Hills a State Scenic Byway.