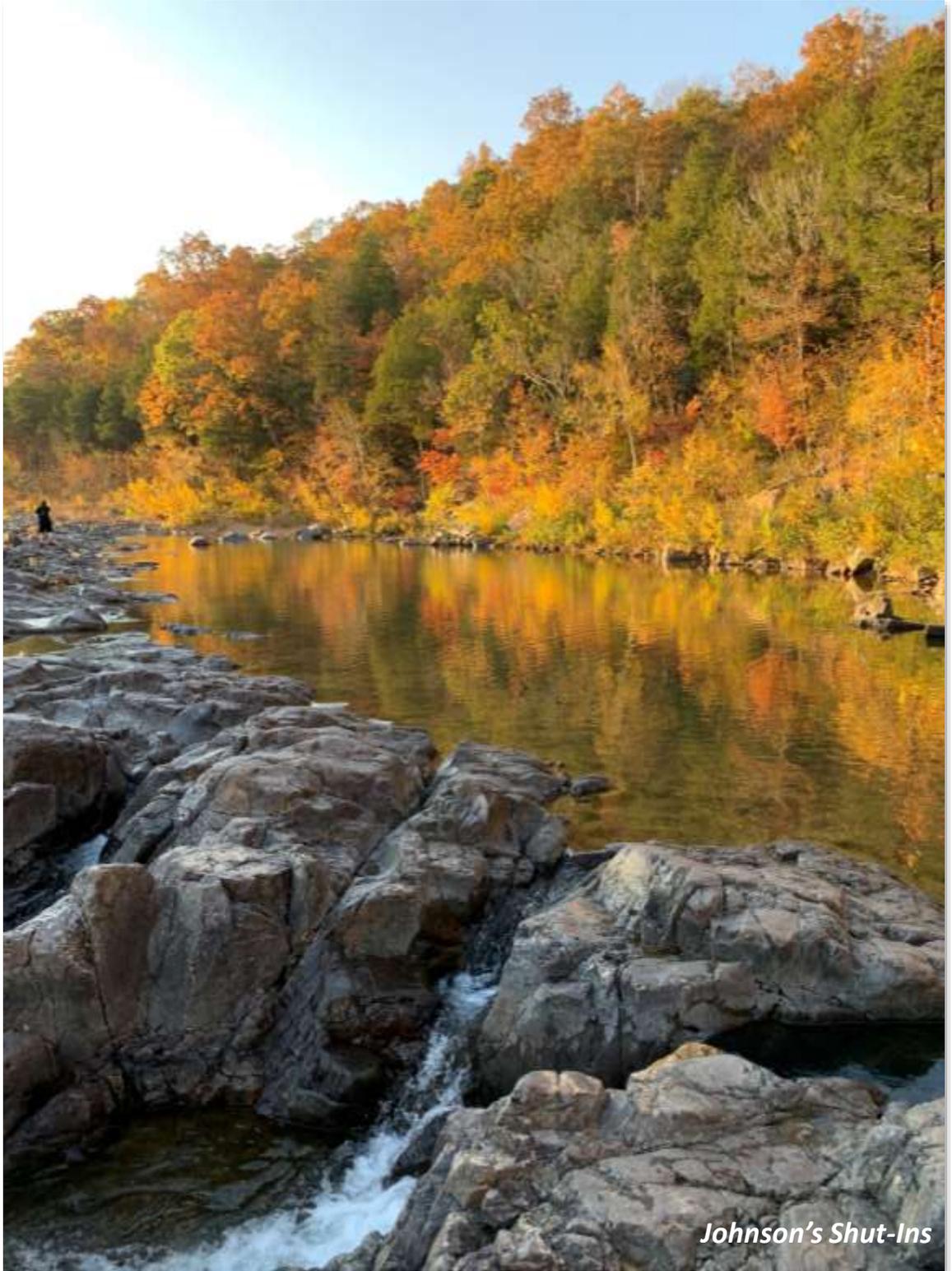


# *Ozark Run*

## *Scenic Byway*

### **Missouri Application and Corridor Management Plan**





*Johnson's Shut-Ins*

January 10, 2023

Brenda K. Harris  
Assistant to State Design Engineer - Right of Way  
Missouri Department of Transportation  
105 West Capitol Avenue, Jefferson City, MO 65102

Dear Ms. Harris,

Per the 2017 Missouri Byways Program Guide, Scenic Missouri is officially nominating a route for scenic byway designation. The proposed name is the Ozark Run Scenic Byway. We believe that this route exhibits multiple intrinsic qualities that warrant this recognition, specifically, recreational opportunities, scenic beauty, and historical interest. A byway of this magnitude will bring more attention to the state, and economic benefits to the communities along the route.

This application package has been assembled according to the instructions in section C of the Program Guide, and includes a data sheet, a thorough description of the byway route and its intrinsic qualities, and a preliminary corridor management plan.

Respectfully,



Eric Hermanson  
Scenic Missouri  
eric@ozarkrun.org  
314-540-1533

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## DATA SHEET

Byway Name	Ozark Run Scenic Byway
Driving Distance	78 miles
Official Designation	74 miles
Routes Included	MO 21, MO 8
Counties	Washington, Iron
Incorporated towns	Caledonia, Pilot Knob, Ironton, Arcadia
Excluded per zoning	Potosi
Organization	Scenic Missouri 607 Dougherty Terrace Dr. Ballwin, MO 63021
Contact	Eric Hermanson <a href="mailto:eric@ozarkrun.org">eric@ozarkrun.org</a> 314-540-1533

### Reasons for Designation:

The Ozark Run Scenic Byway will guide drivers through a key region of the Missouri Ozarks. This route exhibits three intrinsic qualities which qualify it as a scenic byway: recreational, scenic, and historic. The Ozark Run provides access to numerous recreational and historic sites, and travels through unique Ozark scenery.

# *Ozark Run* **Initiative**



We are proposing the designation of a scenic byway across two counties in the Missouri Ozarks.

The route will start at the Big River near Washington State Park, reach westward to Courtois Creek in Berryman, and head south through the St. Francois Mountains and the historic towns of Caledonia, Pilot Knob, Ironton, and Arcadia, and end near the Black River.

This 78-mile journey through small towns and wilderness will link together many scenic and historic highlights in Missouri, and provide access to numerous recreational opportunities.

A scenic byway of this magnitude will help to unite communities and organizations around a common mission: bringing the world's attention to the Missouri Ozarks – a supremely beautiful, yet largely overlooked territory in the heart of our nation.

The name of the proposed route is the  
***Ozark Run Scenic Byway***

# Ozark Run Route Map



The byway will include two state highways within Washington and Iron Counties:

Route 21 from the Big River southward through Potosi and Ironton, ending at the Iron county line.

Route 8 from Potosi westward into the Mark Twain National Forest, ending at the Washington county line.

(Potosi is excluded per zoning restrictions. See page 47.)

# Ozark Run

## Theme



*The purpose of the Ozark Run Scenic Byway is to  
Define and Discover  
the Ozarks*



*Pilot Knob*

### Define

What is "The Ozarks"? The answer is not that simple. Is "Ozarks" singular or plural? Is it a plateau, or are they mountains? Where is "The Ozarks"? The boundaries are nearly imperceptible, and there is no obvious center. Having a scenic byway stretching from the Big River to the Black River, passing by Missouri's highest peak, will define this corridor as a focal point in the Ozark region.



## Discover

The towns and natural attractions of the Ozarks are quiet and somewhat remote. This adds to their charm, but it also means they are largely overlooked and unknown. Most major highways bypass the area, to avoid the rough terrain. As a result, many people do not get the opportunity to encounter the treasures waiting to be discovered in the rugged hills.

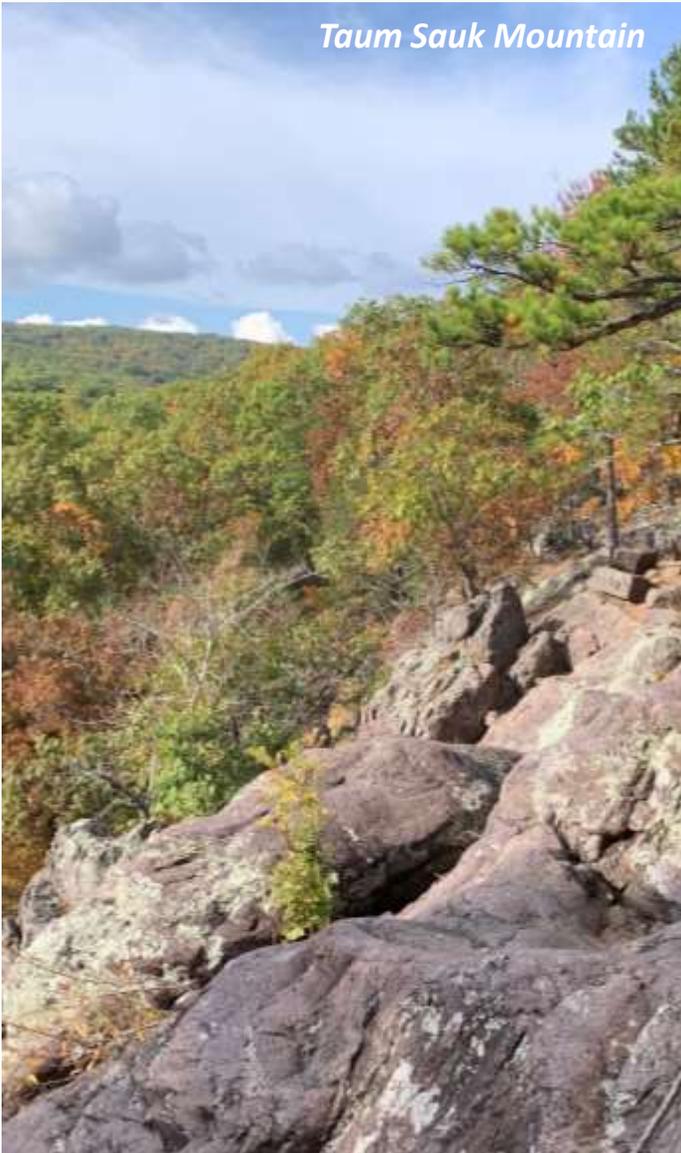
Now is the time to invite everyone to discover the Ozarks! Everyone should come marvel at the billion-year old granite boulders in Elephant Rocks State Park. Campers should come spend a peaceful night alongside the Black River. History buffs should visit the lovingly restored village of Caledonia. Hikers should experience the countless wilderness trails, including the 350-mile Ozark Trail. And tourists from other states really ought to know...yes, Missouri actually does have hills!

## What qualifies the Ozark Run to be a Scenic Byway?

In order to earn a designation as a Missouri Scenic Byway, a route "must contain exceptional examples of any of the following six intrinsic qualities: Cultural, Historical, Archeological, Natural, Scenic and Recreational."

The Ozark Run Scenic Byway exhibits three of these intrinsic qualities: **Recreational, Scenic, and Historic**. The next few pages demonstrate the abundance of recreational opportunities, historic sites, and enjoyable Ozark scenery along the route.

*Taum Sauk Mountain*



### Recreational

*Recreational Quality* involves outdoor recreational activities directly associated with and dependent upon the natural and cultural elements of the corridor's landscape. The recreational activities provide opportunities for active and passive recreational experiences. They include, but are not limited to, downhill skiing, rafting, boating, fishing, and hiking. Driving the road itself may qualify as a pleasurable recreational experience.

## Scenic

*Scenic Quality* is the heightened visual experience derived from the view of natural and manmade elements of the visual environment of the scenic byway corridor. The characteristics of the landscape are strikingly distinct and offer a pleasing and most memorable visual experience. All elements of the landscape—landform, water, vegetation, and manmade development—contribute to the quality of the corridor’s visual environment. Everything present is in harmony and shares in the intrinsic qualities.



*Elephant Rocks State Park*

## Historic

*Historic Quality* encompasses legacies of the past that are distinctly associated with physical elements of the landscape, whether natural or manmade, that are of such historic significance that they educate the viewer and stir an appreciation for the past. The historic elements reflect the actions of people and may include buildings, settlement patterns, and other examples of human activity.

<https://www.scenic.org/bywayqualifications>

# Ozark Run

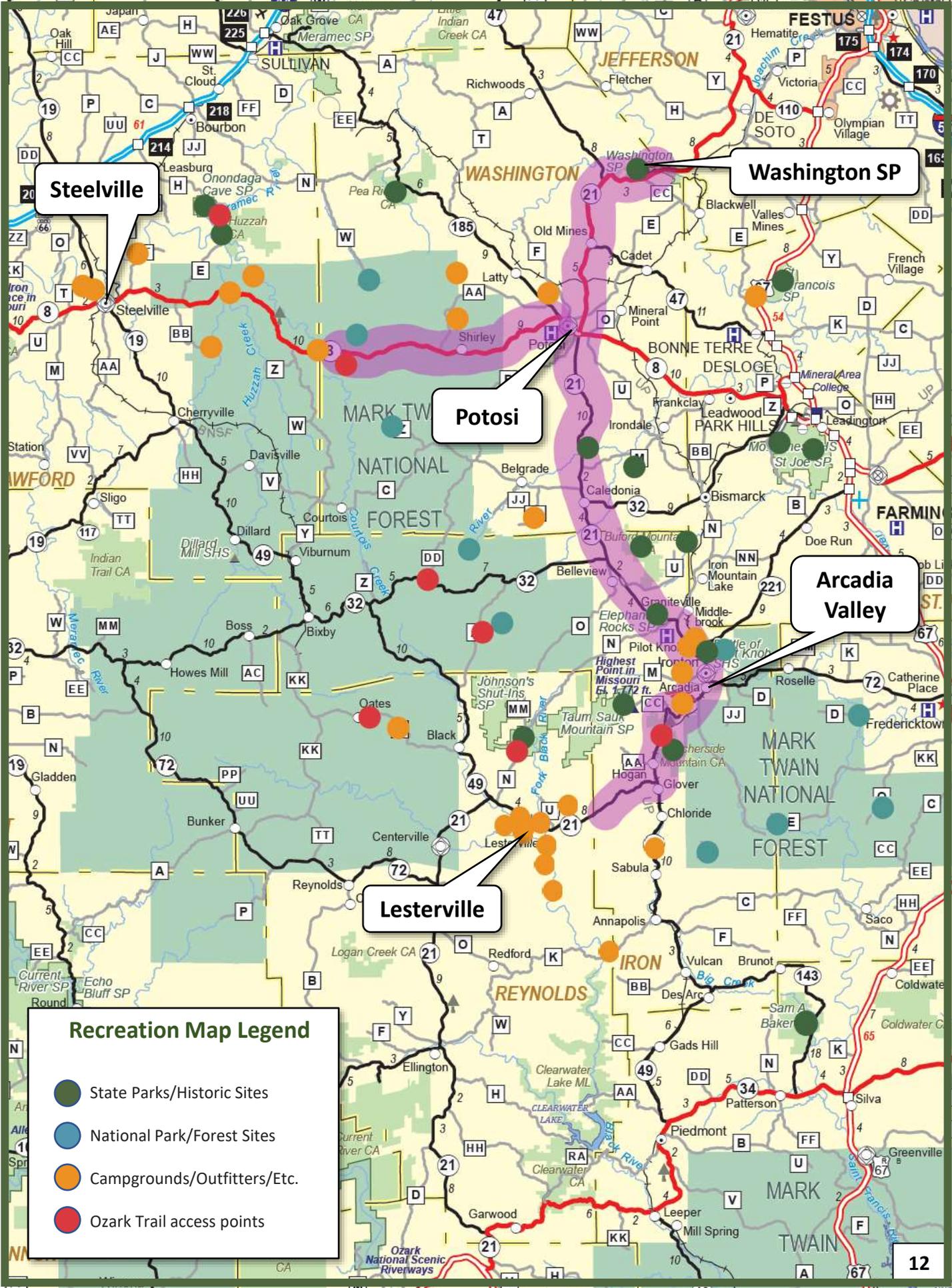
## Recreational



The Ozarks region is a vast playground for those who love the outdoors. If you love the smell of fresh air, the sound of the breeze in the trees, and the warmth of the sun on your face, there is an activity here for you – and the Ozark Run Scenic Byway will take you there!

Each of the color-coded dots on the following map corresponds to a unique recreational opportunity, either on public land, or an outdoor recreational business. This is not a comprehensive list – there are simply too many destinations, activities, and adventures to count!





**Steelville**

**Washington SP**

**Potosi**

**Arcadia Valley**

**Lesterville**

**Recreation Map Legend**

- State Parks/Historic Sites
- National Park/Forest Sites
- Campgrounds/Outfitters/Etc.
- Ozark Trail access points

# Recreational

*Berryman Trailhead*



## **Play**

Hiking is perhaps the most common outdoor recreation activity in the Ozarks. Trails can be found everywhere, from the one-mile paved loop at Elephant Rocks State Park, to the challenging 390-mile long Ozark Trail. Another very popular Ozark activity is floating. The byway provides access to several navigable streams for canoeing, rafting, and kayaking. Other activities are hunting, horseback riding, rock climbing, mountain biking, ATV riding, dirt biking, and even disc golf.

## **See**

There is much to see along the byway! Tourist highlights include the view from Taum Sauk Mountain, the Civil War battlefield in Pilot Knob, the nature museum and boardwalk at Johnson's Shut-Ins, and a subterranean boat ride in the flooded Bonne Terre Mine.

## **Stay**

For those who wish to spend the night under the stars, there are many options, from backcountry camping in Mark Twain National Forest, to RV parks, to outdoor resorts with cabins and swimming pools.

*RV park on the Black River*





*Route 8*

### **Roads**

The roads in the Ozarks are an experience unto themselves, and are extremely popular with motorcycles. Several communities around the region publish maps of their local roads – specifically for motorcyclists – boasting that they have the best hills, curves, and views.

### **Seasons**

The Ozarks have something to offer everyone, in every month of the year. Summer is the best time for campgrounds and marinas. Fall is a perfect time to hit a hiking trail. Winter is cold, but you can still hop in the car, crank up the heat, and enjoy a scenic drive. Spring puts rain in the rivers, and warmth in the air, which are the ingredients for a perfect canoe ride.



*Motorcyclists love the Ozarks!*

# Ozark Run

## Scenic



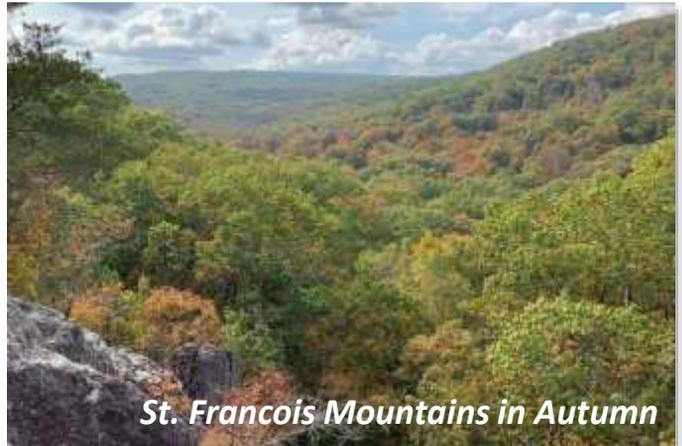
What are the definitive elements of Ozarks scenery? The rugged terrain is the primary feature that sets the Ozarks apart from surrounding areas on the map. The Ozark uplift in Missouri is primarily a deeply dissected plateau, plus the ancient mountains in the St. Francois range. The hills are notable not for their altitude - the highest peak in Missouri is only 1,772 feet - but for their frequency. The roads in the region constantly curve left and right, up and down, in order to cross the vast network of ridges, valleys, and streams.



The Ozarks region has a scenic characteristic that is entirely its own, an essence that is not so much seen as felt. The myriad trees and hills, towns and valleys, are pleasing to the eyes. But when the whole landscape is experienced while gliding along a perpetually winding road, a traveler can sense they are in a different land. They begin to feel that they are a step removed from civilization, to a world where life has a slower pace.

# Seasons

The Ozarks experiences four distinct seasons, and the roadside views take on an entirely different appearance for each one. In the summertime, the trees are dense, lush, and leafy. Many miles of the byway wind through the forests, in shady tunnels of green. On the occasion that a mountain can be seen from a distance, the tall trees on its slopes seem to enhance its elevation. Autumn brings a blaze of bright colors, as thousands of hillsides slowly trade green leaves for yellow, orange, and red.



After the leaves fall, winter brings another layer of beauty to the Ozarks. The sculpted ridges and hillsides become visible through bare forests. Vistas of distant mountaintops suddenly appear. Tall pines and dark green junipers stand out among the hardwoods. Springtime brings splashes of pastel colors - redbuds, dogwoods, and millions of little wildflowers. Spring rains also bring creeks and waterfalls back to life.



# Scenic

## Hall of Fame



**Johnson's Shut-Ins**

Here is an Ozark Run Scenic Byway "Hall of Fame," a list of the most scenic locations that can be accessed from the route. Most of these sites are located within ten miles of the byway. All are located on public lands, either in a state park or national forest.



**Mark Twain National Forest**



**Washington State Park**



**Buford Mountain**



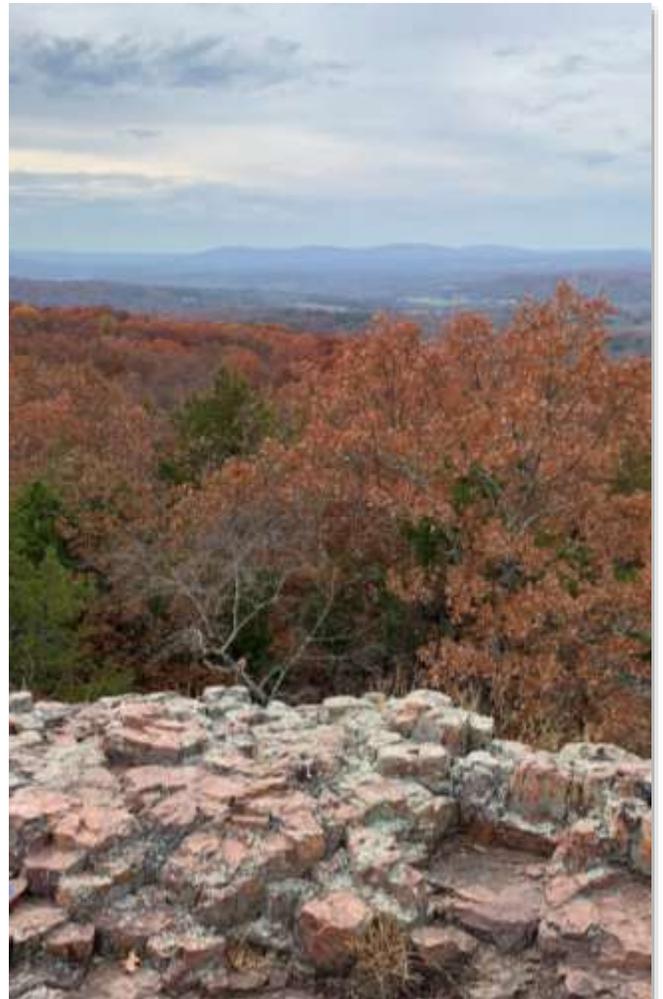
**Taum Sauk Mountain**



**Elephant Rocks**



**Black River**



**Hughes Mountain**

# Ozark Run

## Historic



In the southern half of Missouri, the land is distinctly different from most of the Midwest – it is a land of rugged hills and valleys. The difficult terrain of the Ozarks has always presented a challenge. Before 1700, the Osage Indians lived in the region, but they had very few permanent settlements in the Ozark uplift. The rocky soil was not good for farming, and they ventured into the uplift area only for extended hunting trips.

Only after the first French missionaries floated down the Mississippi River did villages start to appear in the Ozarks. Around 60 years before the founding of St Louis, French explorers noticed the abundance of lead in southeast Missouri. Mining operations started shortly afterwards, and still continue around the area to this day. The village of Old Mines, which still exists on Route 21, dates back to 1720. Due to its rugged surroundings, this area remained culturally and geographically isolated. The Missouri French culture persisted for generations, even as Americans moved in from the east and settled the rest of Missouri. Two hundred years later, when Route 21 was first constructed, there were still hundreds of French-speaking families living nearby.



*Historic village near Old Mines*

Just south of Potosi, nestled between Buford Mountain and Mark Twain National Forest is the Bellevue Valley. This small pocket of fertile farmland attracted settlers as early as 1798. The village of Caledonia was established in 1818. Much of the town remains the way it originally appeared in the nineteenth century, and is listed on the National Register of Historic Places. The Caledonia Historic District contains 33 buildings, including antique shops and restaurants.

The heart of the St. Francois mountain region is the Arcadia Valley, which is comprised of the three small towns of Ironton, Arcadia, and Pilot Knob. Like other communities in the region, Arcadia Valley grew around the mining industry, especially after the discovery of iron ore nearby. In order to transport the ore to the Mississippi River, a wooden plank road was constructed from Iron Mountain to Ste. Genevieve. This was the longest plank road in the United States. In just a few years, the road was replaced when the St. Louis-Iron Mountain railroad was extended to Pilot Knob.



*St. Francois Mountains*

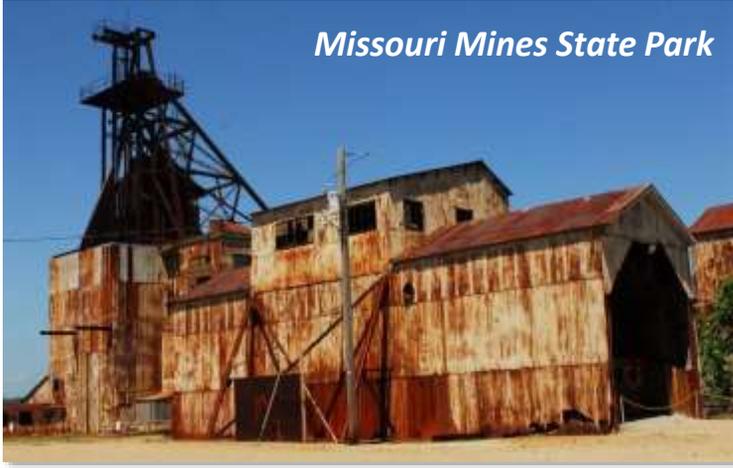
During the Civil War, the valley was host to two notable events. Ulysses S. Grant was stationed here in command of several regiments, when he was notified of his promotion to Brigadier General. In 1864, one of the most significant battles in Missouri happened at Fort Davidson in Pilot Knob. Confederate troops attacked the fort, as part of a campaign to reach St. Louis. The battle was technically a Confederate victory since the Union soldiers eventually abandoned the fort, but the weakened Confederate division never reached St. Louis. The battleground is preserved as a state park.

After the Civil War, the railroad eventually extended across Arkansas and brought passenger service to the Arcadia Valley, turning the area into a popular summer resort destination. The passenger service ended in 1968, but returned in 2016, when the Amtrak Texas Eagle started making regular stops in Arcadia. The Arcadia Valley today is frequented by nature lovers and outdoor enthusiasts who come to visit the state parks and wilderness areas.

# Historic

## Points of Interest

*Missouri Mines State Park*



*Bonne Terre Mine*



*Iron County Courthouse*



*Petroglyphs at Washington State Park*

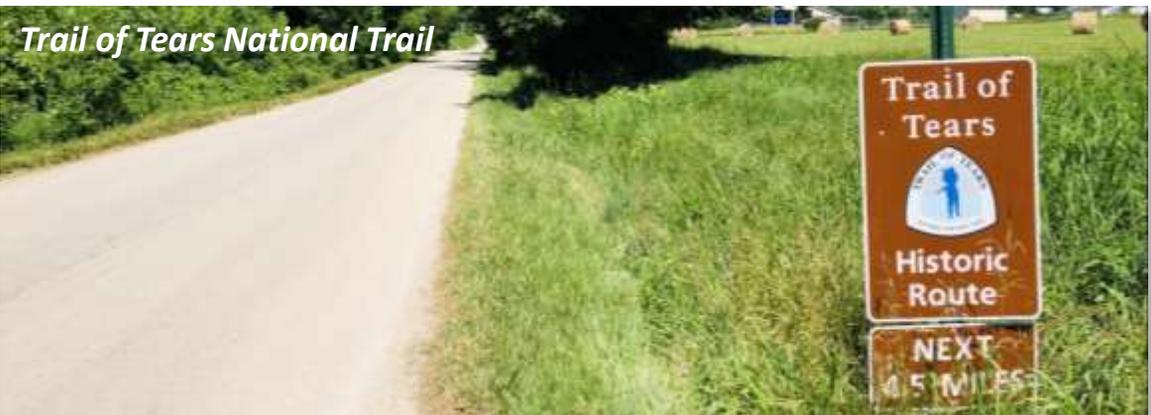
*Battle of Pilot Knob State Historic Site*



*Arcadia Valley Visitor's Center and Museum*



*Trail of Tears National Trail*



# Historic

## Caledonia



The Village of Caledonia has been recognized by the U.S. Department of the Interior as a historical district and there are over 20 beautiful historic homes, businesses, churches and cemeteries to visit as you “step back in time”. One of these is the award-winning Old Village Mercantile - an authentic 1909 General Store.



## ***Historic Organizations***

Arcadia Academy  
<https://www.arcadiaacademy.com>

Arcadia Valley  
<https://visitarcadiavalley.info/history>

Battle of Pilot Knob SHS  
<https://mostateparks.com/park/battle-pilot-knob-state-historic-site>

Bellevue Valley Historical Society  
<http://facebook.com/bellevuevalleyhistoricalsociety>

Iron County Historical Society and Museum  
<https://ironcountyhistory.org>

Mine Au Breton Historical Society  
<http://mogenweb.org/washington/mabhs.html>

Old Mines Area Historical Society  
<https://omahs.weebly.com>

Old Mines French Project  
<http://oldmines.org>

Village of Caledonia  
<http://www.caledoniamo.org/history>

Washington State Park  
<https://mostateparks.com/park/Washington-state-park>



# Ozark Run

## The Region

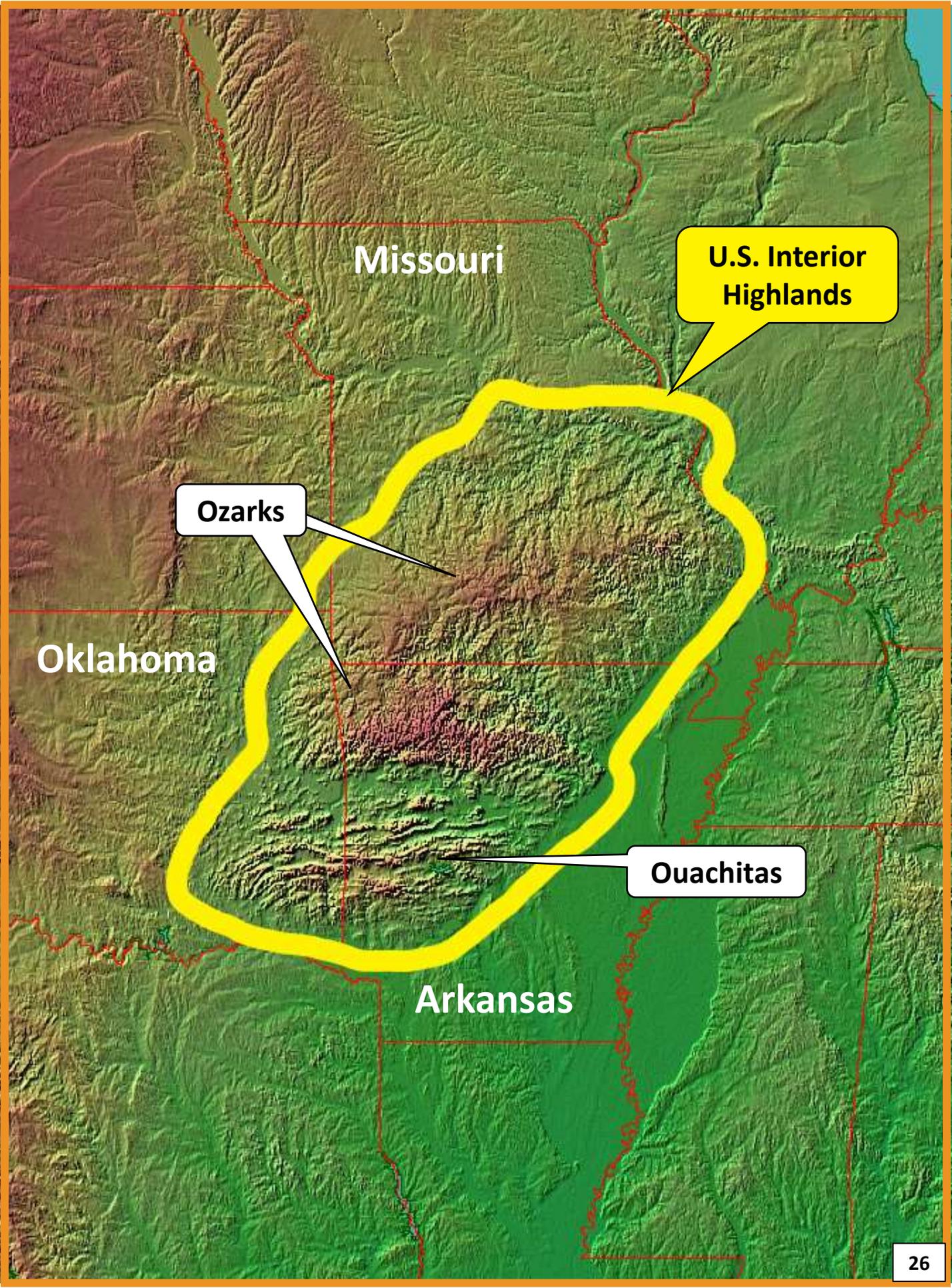


Not many people understand the true extent of the Ozarks region. Weekend travelers proudly announce they are “going down to the Ozarks”, before heading out for places like Branson or Lake of the Ozarks. But if you ask them where the Ozarks actually begins, would they know the answer?

They may be surprised to learn that “the Ozarks” is part of a unique geological uplift that starts in St. Louis County, and extends nearly to Texas! The whole region encompasses almost 70,000 square miles, roughly the same size as New England.

The Ozarks, together with the Ouachita Mountains, comprise a region known officially as the U.S. Interior Highlands. These forested hills and valleys are the dominant feature of southern Missouri, northern Arkansas, and southeast Oklahoma. It is the most significant area of highlands between the Appalachians and the Rockies.

A key objective of the Ozark Run Scenic Byway is to help people understand the significance and scope of this region.



Missouri

U.S. Interior  
Highlands

Ozarks

Oklahoma

Ouachitas

Arkansas

# Ozark Run

## Sprint Map



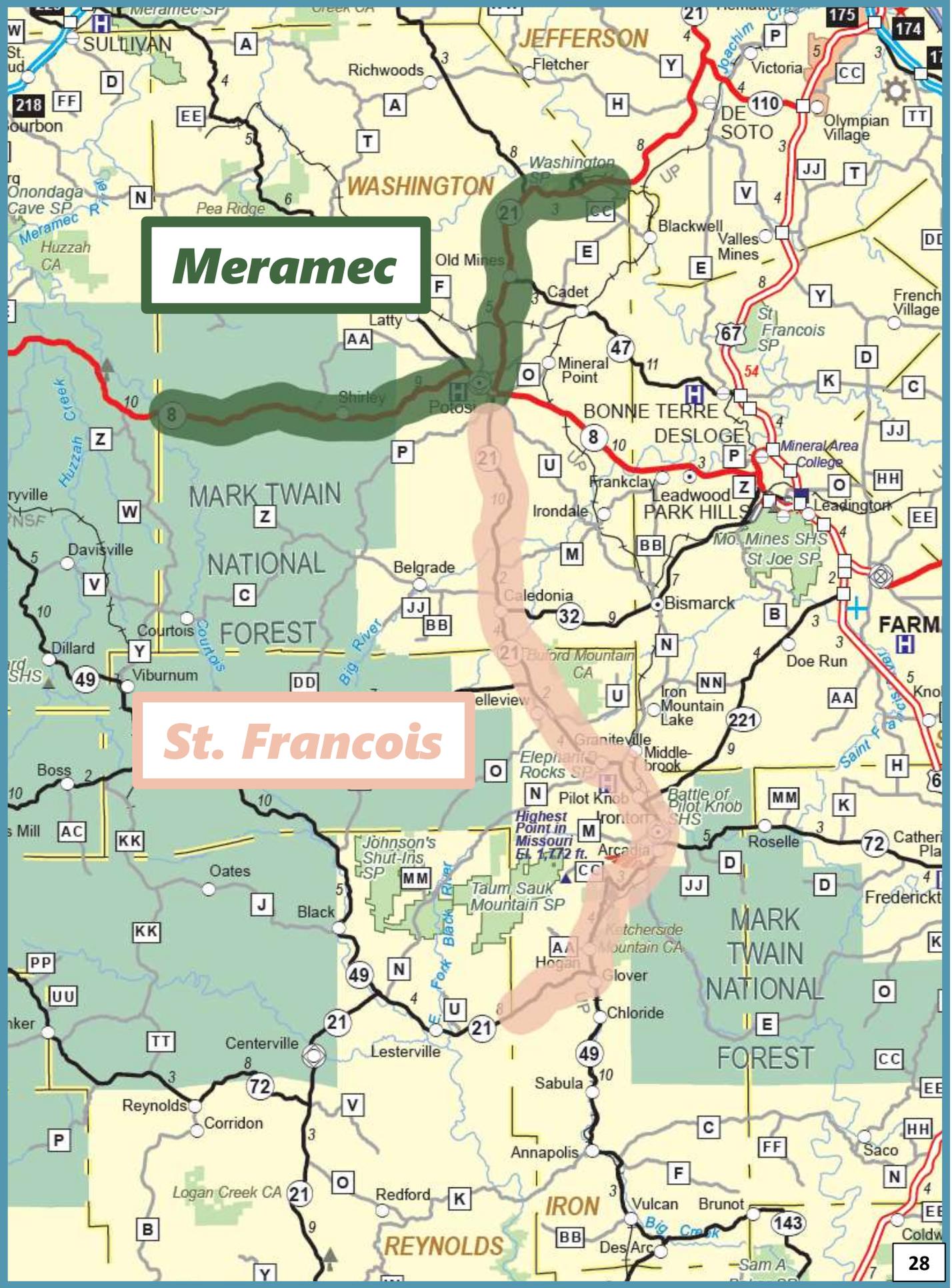
The Ozark Run Scenic Byway is a long route, covering 78 miles across 2 counties in Missouri. It will be most efficient to describe it in two segments. We will refer to these segments as “Sprints”.

The following pages provide important details about each sprint. These include the starting and ending points of the sprint, route numbers, length in miles, counties and communities, and characteristics of the roadway itself. The sprint pages also include a list of recreational sites, and an inventory of tourist services. Detailed maps depicting the towns, route numbers, and points of interest along the sprint are also included.

The opposite page contains a color-coded overview map showing the two sprints, and how they connect to each other. The sprints are named Meramec and St. Francois.

**Meramec**

**St. Francois**



# ***Meramec Sprint***

## ***Route Details***



*Washington State Park*



*Huzzah River*

***Road: Route 21, Route 8***  
***Begin: Washington State Park***  
***End: Berryman MO***  
***Length: 35 miles***

***Counties: Washington***  
***Communities: Potosi***

The Meramec Sprint stretches between the Big River and Courtois Creek, two major tributaries of the Meramec River. The sprint starts in Washington State Park, where Route 21 crosses the Big River into Washington County, then proceeds south through the historic village of Old Mines to Potosi.

The drive from Potosi towards the west along Route 8 is a shining example of a pleasant country drive. The road gently meanders through wooded hills, quiet valleys, and fertile farms. This sprint crosses through Mark Twain National Forest, which contains creeks, campgrounds, fishing lakes, and the northern reaches of the Ozark Trail. The byway officially terminates at Berryman, but just a few miles further along Route 8 are three of the most popular Ozark floating streams: the Courtois, the Huzzah, and the Meramec. This area has several public river access points, canoe and kayak outfitters, and outdoor resorts.

# Meramec Sprint

Onondaga Cave SP

Pea Ridge CA

Washington SP

Huzzah CA

Brazil Creek

21

Huzzah Creek

Berryman

8

Courtois Creek

Steelville

Potosi

Hazel Creek

21



# Meramec Sprunt

# Points of Interest Inventory



*Bluebells in bloom*

Points of Interest	Miles from byway
Washington State Park	0
Ozark Trail	0
Berryman Campground	1
Courtois Creek Access	1
Brazil Creek Campground	7
Hazel Creek Campground	8
Huzzah Creek Access	8
Pea Ridge Conservation Area	15
Huzzah Conservation Area	18
Onondaga Cave State Park	20



*Berryman Campground*

# ***Traveler Services Inventory***

## ***Potosi Restaurants***

Bearfoot Café	Hub's Pub & Grill
Black Bird Café & Bakery	Little Caesars Pizza
Casey's	McDonald's
Dairy Queen	Sonic Drive-In
Domino's Pizza	Subway
Dos Primos	Sweet Memories
Family Steakhouse	Sandwich Shop
Hardee's	Taco Bell

## ***Old Mines Restaurants***

Steve's Place Bar & Grill

## ***Potosi Lodging***

Super 8 by Wyndham  
YMCA Trout Lodge

## ***Tourism Links***

Washington County  
<https://www.washingtoncomo.com/160/Attractions>

Steelville Tourism  
<https://www.steelville.info/places-to-stay/>



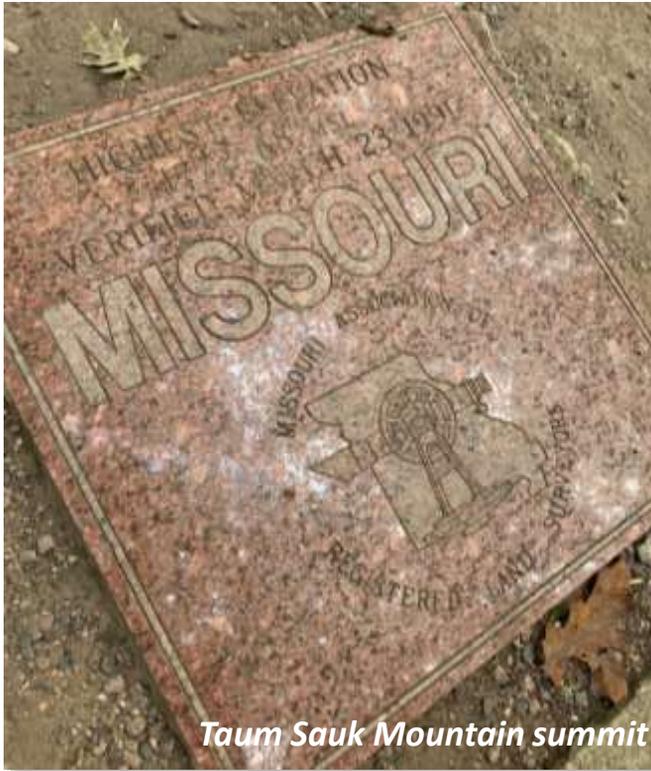
*Meramec River*



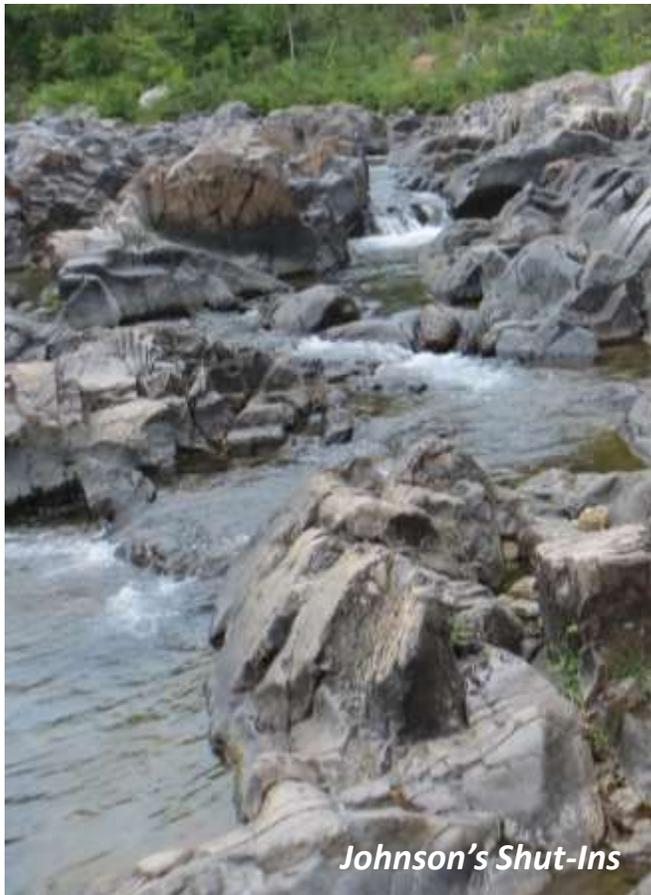
*Potosi*

# St. Francois Sprint

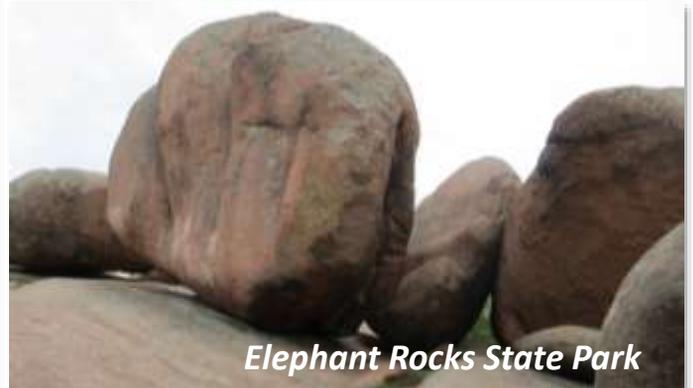
## Route Details



*Taum Sauk Mountain summit*



*Johnson's Shut-Ins*



*Elephant Rocks State Park*

**Road:** *Route 21*

**Begin:** *Potosi*

**End:** *Iron/Reynolds County line*

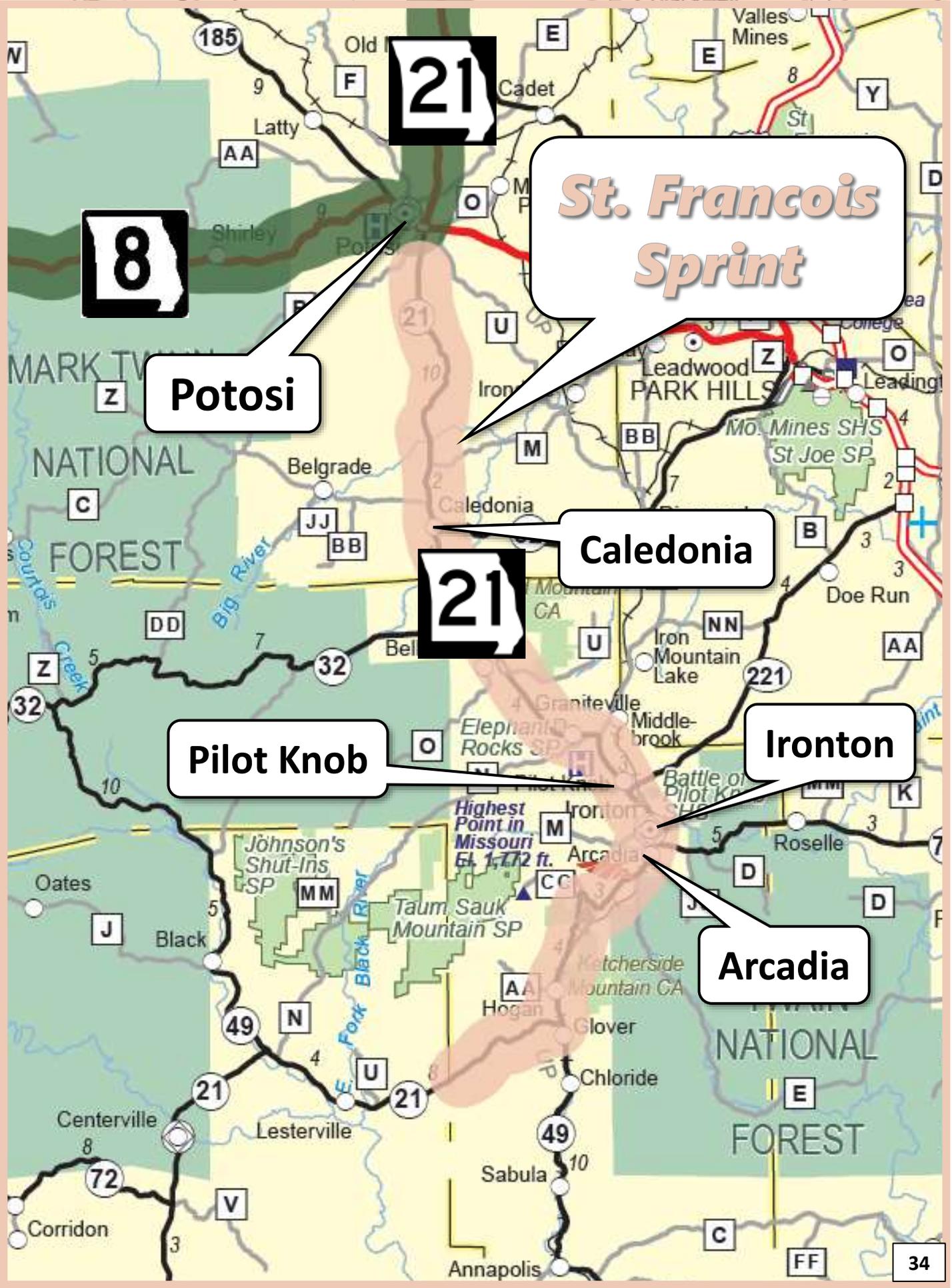
**Length:** *43 miles*

**Counties:** *Washington, Iron*

**Communities:** *Potosi, Caledonia, Pilot Knob, Ironton, Arcadia*

The St. Francois Sprint starts in Potosi, and passes through the historic town of Caledonia on its way to the scenic Arcadia Valley. The towns of Pilot Knob, Ironton, and Arcadia are nestled together among the ancient St. Francois Mountains, and is a popular destination for outdoor enthusiasts. South of Arcadia, the road passes through Royal Gorge. The St. Francois sprint ends at the Iron County line.

This area is home to dozens of parks, conservation areas, campgrounds, wilderness areas, and hiking trails, including three popular Missouri state parks – Elephant Rocks, Taum Sauk Mountain, and Johnson's Shut-Ins. Two divisions of the Mark Twain National Forest are also in the neighborhood. Just minutes beyond the byway, the three forks of the Black River join near Lesterville, a popular stop for camping and floating.



8

21

*St. Francois Sprint*

Potosi

21

Caledonia

Pilot Knob

Ironton

Arcadia



*Redbud Trees*

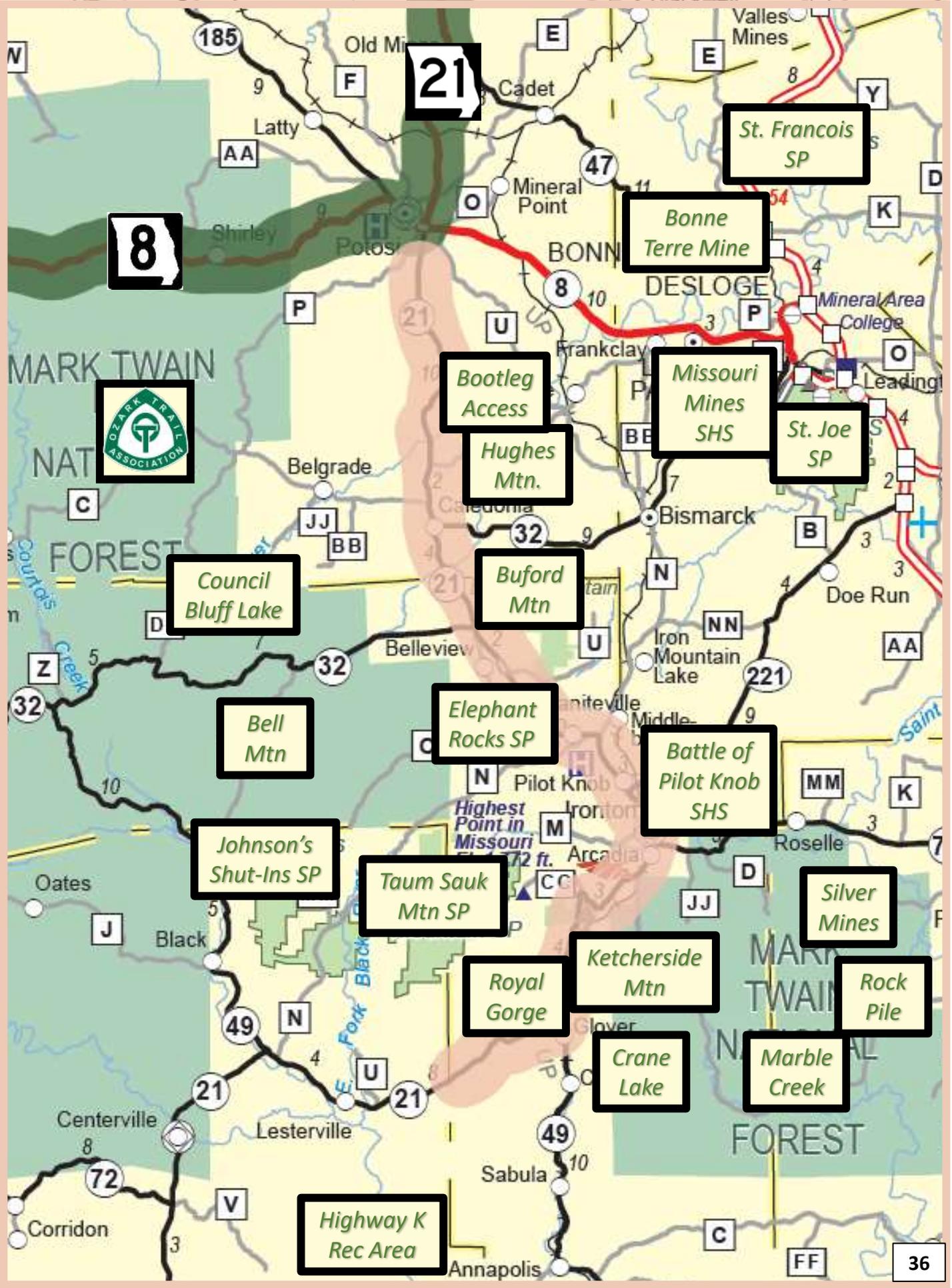


*Route 21*

State Parks	Miles from byway
Elephant Rocks	0
Battle of Pilot Knob	0
Taum Sauk Mountain	4
Johnson's Shut-Ins	13
St. Francois	14
St. Joe	15
Missouri Mines	17

National Forest Sites	Miles from byway
Crane Lake Rec. Area	8
Bell Mountain Wilderness	13
Marble Creek Rec. Area	13
Highway K Rec Area	15
Council Bluff Lake	17
Silver Mines Rec. Area	17
Rock Pile Wilderness	25

Other Sites	Miles from byway
Ozark Trail	0
Royal Gorge	0
Bootleg Access CA	0
Buford Mountain CA	1
Ketcherside Mountain CA	1
Hughes Mtn Natural Area	4
Bonne Terre Mine	15



21

8

St. Francois SP

Bonne Terre Mine



Bootleg Access

Missouri Mines SHS

St. Joe SP

Hughes Mtn.

Council Bluff Lake

Buford Mtn

Elephant Rocks SP

Battle of Pilot Knob SHS

Bell Mtn

Johnson's Shut-Ins SP

Taum Sauk Mtn SP

Silver Mines

Royal Gorge

Ketcherside Mtn

Rock Pile

Crane Lake

Marble Creek

Highway K Rec Area

## **Restaurants**

### **Caledonia**

Caledonia Café  
Russell's Triangle Café  
Old Village Mercantile  
Old Village Hot Dog Shoppe

### **Pilot Knob**

McDonald's  
The Rustler Café  
Subway

### **Ironton**

Arcadia Valley Roasting Company  
Baylee Jo's Barbecue  
Casey's  
Checo's Mexican Restaurant  
La Chatina Mexican Restaurant  
The Iron Mule  
Punkins Twisted B&B

### **Arcadia**

Desi's Diner  
Thee Abbey Kitchen  
Hunt Brothers Pizza  
Porter's Candy World & Ice Cream Parlor

### **Lesterville**

Black River Ice Cream Parlor  
Three Forks Café and Home Cookin'  
21 Yard Line Bar & Grill

## **Tourism Links**

Arcadia Valley - <https://www.visitarcadiavalley.info/>  
Caledonia - <https://caledoniamo.org>  
Lesterville - <https://www.lestervillemissouri.com/>  
Washington County - <https://www.washingtoncomo.com/160/Attractions>

## **Lodging**

### **Caledonia**

Old Caledonian Bed & Breakfast

### **Pilot Knob**

Fort Davidson Hotel  
Shepherd Mountain Inn & Suites

### **Ironton**

Dragonfly-In Bed and Breakfast  
Parlor Bed & Breakfast  
Plain & Fancy Bed & Breakfast

### **Arcadia**

Arcadia Academy  
Arcadia Valley Bungalows  
Nostalgic Place Laundry House Bed & Breakfast  
Wilderland Glamping Cabins

### **Lesterville**

Black River Lodge  
Crocker's Country Charm B&B  
Twin Rivers Landing  
Wilderness Lodge Resort  
Log Cabin Inn

*Tip Top Roadside Park*



*Caledonia*



*Dogwood in bloom*

# Ozark Run

## Corridor Management Plan



### **Initial Byway Managing Organization – Scenic Missouri**

Scenic Missouri is a 501c3 non-profit organization dedicated to the enhancement and preservation of Missouri's scenic landscapes and communities. This is the only statewide nonprofit focused on the visual quality of our beautiful state. Its major issues are: Education, Billboard Control & Community Appearance, Scenic Byways/Heritage Tourism, and Green Highways. Scenic Missouri is a chapter of Scenic America, whose stated mission is to preserve and enhance the visual character and scenic beauty of America.

Scenic Missouri is proud to be the initial managing organization for the Ozark Run Scenic Byway, and is prepared to support the byway in the following ways:

- Oversee the evolution of this Corridor Management Plan.
- Communicate with stakeholders along the route to rally support for the byway concept.
- Advocate for the state byway designation in Missouri by communicating with any relevant local or state entities.
- Identify sites of historic or cultural significance along the byway and promote local efforts to preserve and enhance these sites.

### **Future Byway Managing Organization**

In order for the byway to reach its full potential, the byway should be managed by local stakeholders. Scenic Missouri will work to assemble a team of chamber of commerce and tourism professionals along the route, and hand over active byway management to this team. One tourism organization will act as the lead, which will provide a source of stable funding, enable marketing efforts, and support grant writing. Scenic Missouri may continue to remain involved with the Ozark Run, but only in an advisory capacity.

## Current State – Roadway Conditions

All of the roadways included in the Ozark Run proposal are state highways, are well-maintained and in good condition. Many of the roads in this region are curvy and hilly, but they are well marked. There are few known safety concerns, though some areas could use wider shoulders. None of the bridges are on MoDOT's list of substandard bridges. There are no one-lane bridges or low-water crossings directly on the route. The entire byway is comprised of two-lane rural highways with minimal shoulders.

## Current State – Traffic

The traffic along the Ozark Run Scenic Byway is generally not heavy. The Annual Average Daily Traffic (AADT) count does not exceed 5,000 in each direction anywhere on the byway. Generally speaking, Route 21 is busiest north of Potosi, and also through Ironton, Pilot Knob, and Arcadia. Traffic counts in these areas are between 2,000 and 5,000. Traffic is significantly lighter in other areas of the byway.

## Five Year Plan

Here is a road map for our activities over the next five years. This is just a preliminary framework – the details are subject to change as the project proceeds.

Five Year Plan	
Year One	Install wayfinding signs Establish steering committee Establish marketing plan Publish brochures
Year Two	Establish new managing organization Identify locations for pullouts Construct Gateway Signs
Year Three	Create smartphone app Sponsor special events
Year Four	Start planning for overlooks
Year Five	Start planning for Visitor Center/Museum

## Traditional Marketing

The Ozark Run Scenic Byway is a big deal! Right at the beginning, there should be a press release announcing the designation process, and effort should be made to get a spot in local news outlets. But this is just the beginning. The byway organization should publish brochures, and a traveler's guide. The byway should also be advertised in printed materials from other organizations – visitor's guides, websites, etc. Partnerships with state and local tourism organizations will be essential. Some organizations in the area have already offered their support. The byway exists to bring visibility to their communities, and in return, they have incentive to publicize the byway. One of the most significant benefits of the byway concept is that it will encourage byway stakeholders to work together and promote the region as a whole.

## Digital Marketing

Once the byway designation process is underway, the project may benefit from collaboration with a digital marketing firm. Areas of focus could include search engine advertising and social media marketing. The Ozark Run has a domain name: <https://ozarkrun.org>. However, the current website application is intended to be temporary. A new permanent website should be constructed, using better development and content management tools. This will allow the site to grow larger, and should also make future modifications easier. Eventually, a mobile-friendly byway traveler's guide should be developed. This guide should be designed so that it will still function in the absence of cell phone service. Another way to increase interest and familiarity with the byway is to create a series of documentary videos, under the Ozark Run banner. These videos could cover topics such as state parks, historical events, and even the story behind how the Ozark Run Scenic Byway came into being.



## Public Involvement

Going forward, we foresee continued attendance at public meetings, identifying enthusiastic stakeholders for a steering committee, and other public outreach. Scenic Missouri, and the future byway organization, will collaborate with MoDOT and local highway departments, as well as local civic groups, to help promote the byway and the businesses and communities along the route.

## Byway Benefits

The Ozark Run Scenic Byway will provide many benefits to its communities and counties, Missouri, and the larger Ozark region. First, the Ozarks will benefit from greater recognition, simply through designating the byway. Maps and signs will provide visibility of the route, and will help to define the extent of the region. Second, the byway will call attention to the unique intrinsic qualities of the area, helping people discover its recreational opportunities, scenery, and history. Third, the byway will be a source of inspiration and pride to its communities, who may pursue community improvement projects to enhance the byway experience.

Finally, the byway will be a boost to Missouri tourism. For many years, proponents of scenic byways have promised economic benefits to citizens and leaders in their communities. The task of actually measuring and proving that economic benefit can be daunting. Fortunately, in recent years, the tools and methodologies of these quantitative studies have been improving. Byway proponents can now point with confidence to specific figures showing increases in jobs and visitor spending. Here are some examples of scenic byways and their corresponding economic impacts:

Byway	States	Miles	Impact/yr
Volcanic Legacy	CA, OR	500	\$163 M
Blue Ridge	VA, NC	469	\$1.1 B
Natchez Trace	MS, TN, AL	444	\$142 M
Harriet Tubman	MD, DE	125	\$30 M
Scenic Byway 12	UT	124	\$12 M
Cherokee Hills	OK	84	\$35 K
<b>OZARK RUN</b>	<b>MO</b>	<b>78</b>	<b>???</b>
Beartooth Highway	MT, WY	68	\$45 M
Paul Bunyan	MN	54	\$21 M

## Wayfinding Signs

Currently, some Missouri state scenic byways are marked only with a generic sign that says “Missouri Byway” above the normal state route wayfinding sign. The image on the right, for Route 25, is an example of this. A driver can tell that they are on a byway, but there is nothing that clearly shows they are on the “Stars and Stripes Scenic Byway”.

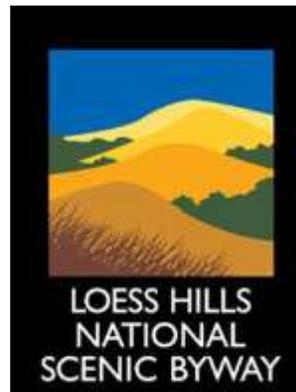
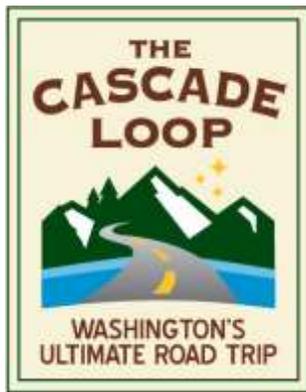
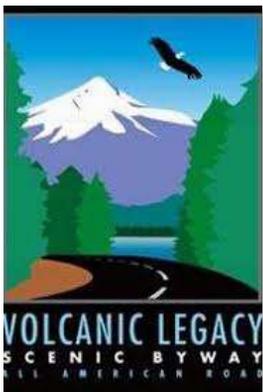


Many long-distance driving trails have unique wayfinding signs below the route number sign. The examples to the right are all found in Missouri – the Lewis & Clark Trail, Historic Route 66, and the Great River Road.



In the future, perhaps the current standards for all Missouri scenic byway signs can be revisited. The existing state byways could benefit from having individualized logos, while still adhering to a unified branding strategy. With recent advancements in technology, the signs should be colorful and eye-catching, similar to these examples from Minnesota, Iowa, Washington, and California.

Use this URL to see the scenic byway signs in Iowa, which is a great example of unified branding:  
<https://iowadot.gov/iowasbyways/images/AllIowaByways.jpg>



## Gateway Signs

At 78 miles, the Ozark Run Scenic Byway will be among the longest state scenic byways in Missouri. (Historic Route 66 within Missouri is much longer, but is a *national* scenic byway.) A tourist attraction of this magnitude warrants a memorable gateway sign at significant entrance points to the byway. One such point is the northern terminus where Route 21 crosses the Big River at Washington State Park. A large sign, similar to the ones shown below, would congratulate drivers for reaching the beginning – or the end – of their byway adventure.



## Visitor Center / Ozarks Museum

One possible enhancement that would bring tremendous value to travelers would be a byway visitor center. A visitor center may include exhibits that describe the byway, provide historical and geographical information about the Ozarks, as well as a complete set of maps and guides for communities and points of interest along the way. Certain museum-type exhibits may also be appropriate, such as a theater. The byway organization could develop the museum in partnership with the state departments of Conservation or Natural Resources, the Missouri Historical Society, or private organizations such as the Ancient Ozarks Natural History Museum near Branson.

## Special Events

The byway organization should look for ways to sponsor existing special events and organizations as well, to promote name recognition. Eventually, the organization can host its own special events, such as a motorcycle tour (“The Ozark Run”), a bicycle race, byway association meetings, and historic tours. Here is a list of some existing special events along the route:

Special Events	Location	Date
Washington County Fair	Potosi	August
La Fete de l’Automne	Old Mines	October
Arcadia Valley Mountain Music Festival	Ironton	May and October
Pickin’ on the Square	Ironton	Fridays in Summer
Arcadia Valley BBQ Battle	Ironton	June
Battle of Pilot Knob Re-Enactment	Pilot Knob	September
Caledonia Junk-a-Roma and Street Fair	Caledonia	September

## Royal Gorge

Just south of Arcadia, Route 21 runs through Royal Gorge. This has been a roadside attraction since the 1930s, when the Civilian Conservation Corps improved the roadway with stone railings. It even appears in vintage postcards. However, since that time, the native trees have grown back in the gorge, preventing passing motorists from seeing the rocky cliffs on either side. Strategic tree removal may be a useful improvement to Royal Gorge, to restore iconic views. Other improvements to the area may include improved parking, reduced speed limit, crosswalks, improved trailhead signs, and an overlook to view the gorge. This would make the gorge more of a destination to enjoy, and not just something to drive through.



*Royal Gorge*

## Old Mines Historical Village

The mission of the Old Mines Area Historical Society is to preserve and promote the cultural and historical heritage of the early French in North America, with a focus on the Old Mines area. They have an ongoing project to develop "Le Village de Vielle Mine" (The Village of the Old Mine). They are gathering old cabins from around the area, and assembling them on a single piece of property. This could be an excellent future attraction for byway travelers. The byway organization may be able to help promote their efforts.



*Old Mines Area Historical Society*

## Mining Historical Boards

Lead and iron mining have been important to the history of the eastern Ozarks. It would be appropriate to construct a wayside exhibit and picnic area, where interpretive signing can highlight the history of mining activities and the early settlers.



*Old Mines Area Historical Society*

## Scenic Turnouts/Overlooks

While driving through the Ozarks, there are many occasions where a hilltop might provide an outstanding view, except for the thick surrounding forest. There are several places along the Ozark Run where a strategically placed observation tower, just above the treetops, could provide travelers with outstanding views. The pictures on this page show examples of various overlook designs from around the world.



**Metelai Observation Tower,  
Lithuania**



**Camp Adventure Forest Tower,  
Denmark**



**Zarasai Lake Observation Bridge, Lithuania**



**Hitchcock Nature Center,  
Honey Creek, Iowa**



**Pikes Peak State Park, McGregor, Iowa**



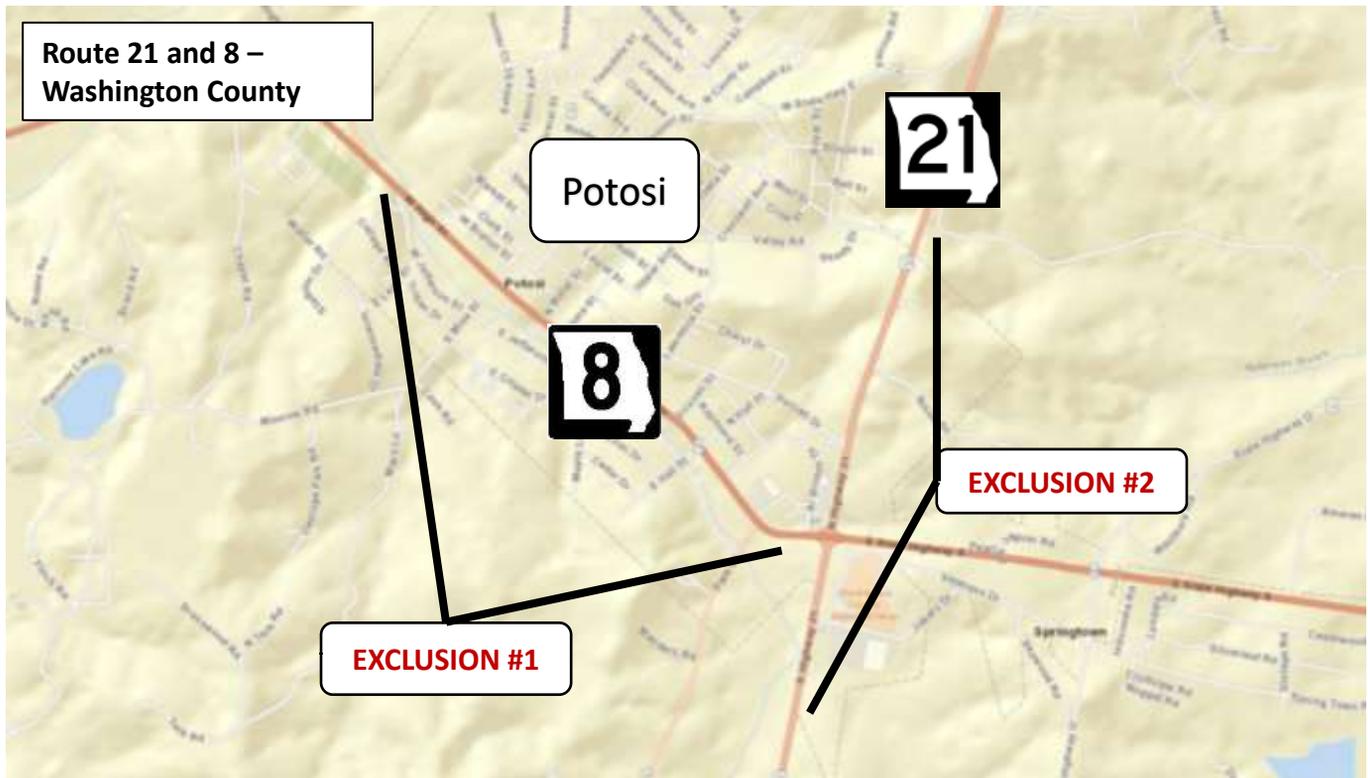
**Neabsco Creek Boardwalk,  
Woodbridge, Virginia**

## Zoning Exclusions

According to Missouri statutes, commercial and industrial zones are automatically excluded from a scenic byway designation. Although these areas will not be officially included, the route will be promoted as a continuous scenic byway and signed accordingly. For the Ozark Run, there are only two excluded segments, totaling around 4 miles. Therefore, even though the total driving distance of the Ozark Run Scenic Byway is 78 miles, the official designation covers only 74 miles.

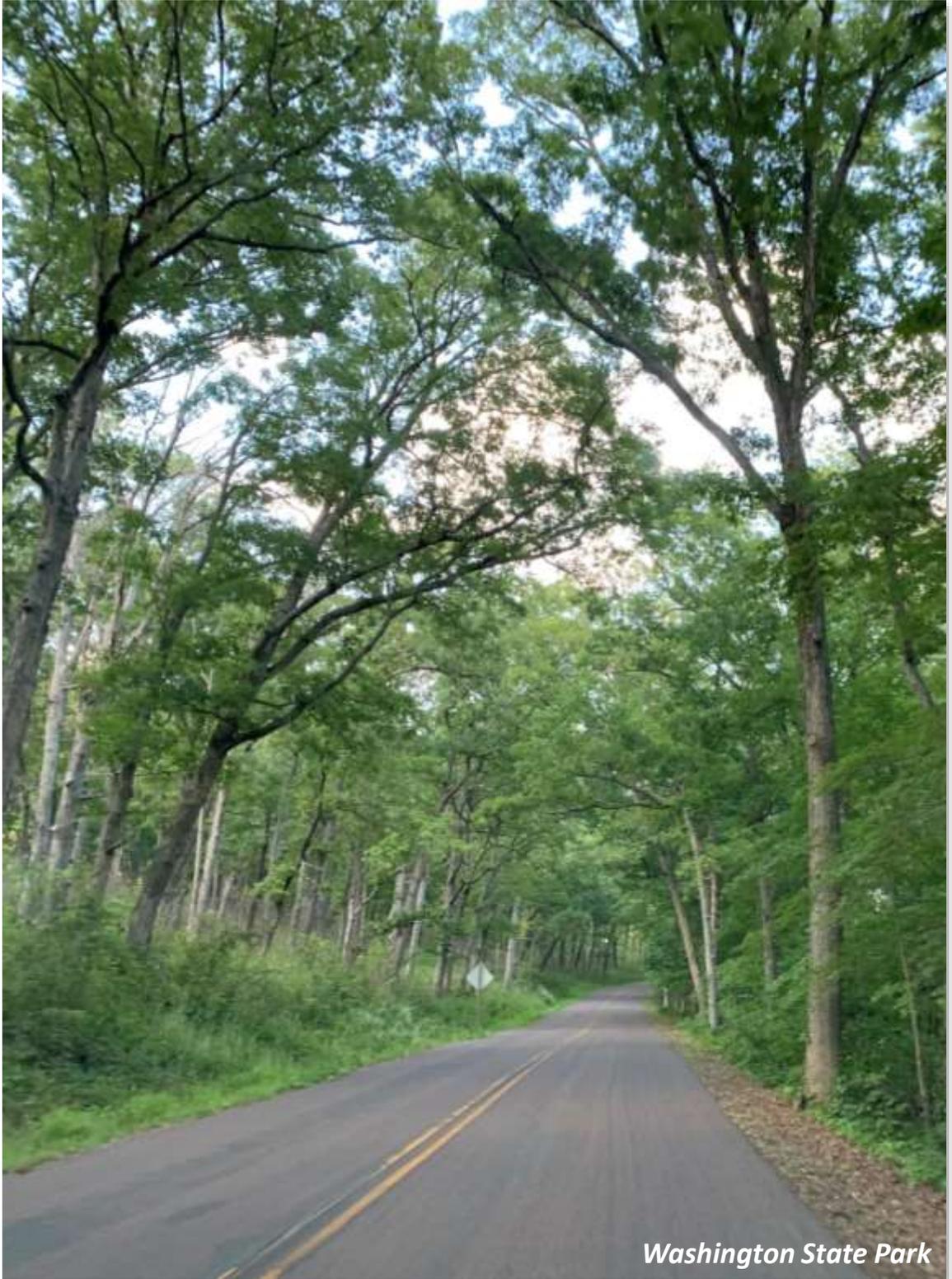
According to MoDOT crash and zoning data, the zoning of Route 8 within Potosi city limits is C2, CC, and R2. The zoning of Route 21 within Potosi city limits is C2. Therefore, both of these segments will be excluded from the official byway designation. The rest of the byway in Washington County is unzoned, therefore there are no other exclusions.

There are some commercial parcels in the cities of Ironton, Pilot Knob, and Arcadia, but not enough to preclude them from participating in the byway program. The rest of the byway in Iron County is unzoned, therefore there are no exclusions in either of these two counties.

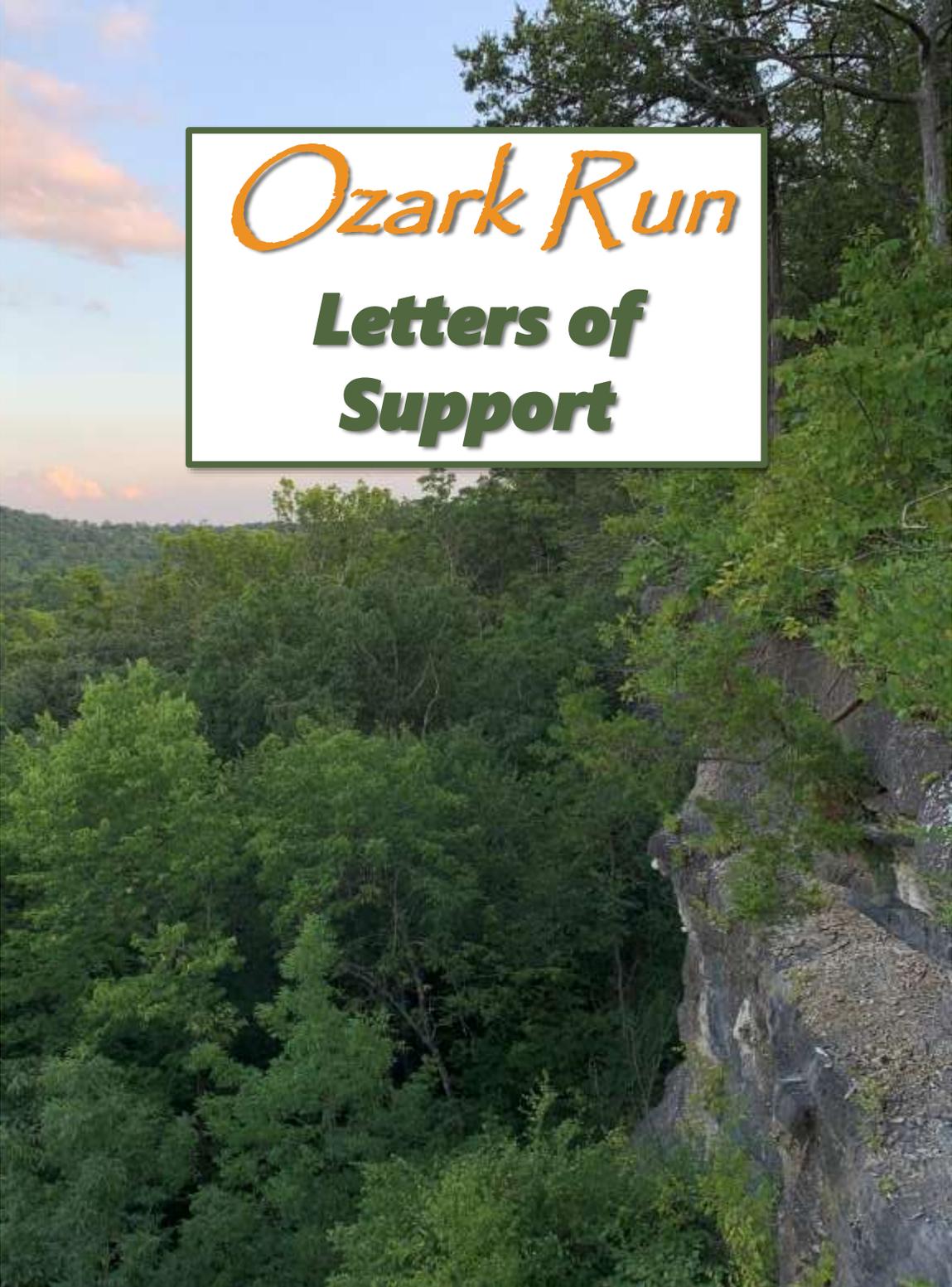


Source:

<https://semorpc.maps.arcgis.com/apps/webappviewer/index.html?id=79d57ba88d7047e887bf23539106adda>



*Washington State Park*



# *Ozark Run*

## **Letters of Support**

STATE CAPITOL  
201 W. CAPITOL AVENUE, ROOM 224  
JEFFERSON CITY, MISSOURI 65101



PHONE: (573) 751-4727  
FAX: (573) 751-9442  
MIKE.KEHOE@LTGOV.MO.GOV

## MIKE KEHOE

LIEUTENANT GOVERNOR  
STATE OF MISSOURI

August 11, 2021

Brenda K. Harris  
Assistant to State Design Engineer – Right of Way  
Missouri Department of Transportation  
105 W. Capitol Ave.  
Jefferson City, MO 65102

Dear Ms. Harris,

I write in support of Scenic Missouri's Ozark Run Scenic Byway designation proposal.

This proposed byway will benefit communities along the route and further promote Missouri's tourism industry. Missouri tourism injects more than \$17 billion annually into our economy, provides more than 300,000 jobs and attracts nearly 43 million visitors a year.

I support the Ozark Run Scenic Byway application and I look forward to the Missouri Department of Transportation's thorough and favorable consideration of Scenic Missouri's byway designation request.

Thank you for your leadership and support of Missouri's transportation systems, including our state's scenic byways. Please do not hesitate to reach out if I can be of further assistance.

Sincerely,

A handwritten signature in cursive script that reads "Mike Kehoe".

Mike Kehoe



enjoy the show

August 23, 2021

Brenda K. Harris  
Assistant to State Design Engineer – Right of Way  
Missouri Department of Transportation  
105 W. Capitol Ave.  
Jefferson City, MO 65102

Ms. Harris,

As Missouri rebounds from the COVID-19 pandemic, there are signs that citizens and out-of-state visitors have interest in traveling around the Show-Me State.

Recent data suggests that leisure travel is driving demand at hotels, motels, campgrounds, Air BnB, and VRBO-type properties. Tourism-related spending from January-May saw a significant uptick as compared to the same period in 2020.

While there has been a significant increase in air travel over the last several weeks, consumer sentiment studies suggest motor vehicle travel will be the primary method used by travelers in the near-term. Missouri, which shares borders with eight other states, has long been considered a “drive-to” destination.

With these factors in mind, and on behalf of the Division of Tourism, I support your efforts to complete a comprehensive review of the Ozark Run Scenic Byway proposal submitted by Scenic Missouri.

Although the Division of Tourism remains focused on keeping visitors within the borders of our state, and Ozark Run is a multi-state effort, we recognize that travelers do not see boundary lines as we do. As such, this proposed route may help entice travelers in the border states of Arkansas and Oklahoma to visit regions of Missouri they may not have otherwise considered.

While further study is required, communities along the proposed route may find economic benefits to increased tourism in the area, as visitors patronize restaurants, lodging properties, convenience stations and attractions. We support the efforts your office may undertake to gauge local interest from communities along the proposed route and to consider all points of view related to the proposal.

If you find there are opportunities for the Division of Tourism to support MoDOT during the review process, please let us know. Our office is willing to assist at your request.

Thank you for your time.

Sincerely,

Stephen Foutes  
Director  
Missouri Division of Tourism

MISSOURI DIVISION OF TOURISM

Harry S Truman Building 301 West High Street - Room 290 PO Box 1055 Jefferson City, MO 65102-1055

VisitMO.com



Missouri Department of dnr.mo.gov

**NATURAL RESOURCES**

Michael L. Parson, Governor

Dru Buntin, Director

October 22, 2021

Brenda K. Harris  
Assistant to State Design Engineer – Right of Way  
Missouri Department of Transportation  
105 Capitol Ave.  
Jefferson City, MO 65102

Dear Brenda K. Harris:

I am writing in support of the Ozark Run Scenic Byway designation proposal.

The Missouri Department of Natural Resources protects our air, land, water, and mineral resources; preserves our unique natural and historic places; and provides recreational and learning opportunities; while promoting the environmentally sound and energy-efficient operations of businesses, communities, agriculture, and industry for the benefit of all Missourians.

We believe that this scenic byway, which lies within an easy drive to 25 of our 92 Missouri State Parks and Historic Sites, will promote the outdoor recreational activity which is integral to the mission of the Missouri Department of Natural Resources. The addition of this scenic byway would attract more visitors to Missouri's wonderful cultural and natural resources.

We appreciate the potential to draw attention to the scenic beauty of the Ozarks region. Please let us know what we can do to support the project further.

Sincerely,

Dru Buntin  
Director



**JIM SCAGGS**

Presiding Commissioner

**BEN YOUNG**

Southern District Commissioner

**RONNIE CHANDLER**

Western District Commissioner

## IRON COUNTY COMMISSION

250 SOUTH MAIN STREET

P.O. BOX 42

IRONTON, MISSOURI 63650

(573) 546-2912

FAX (573) 546-6499



September 2, 2021

Brenda K. Harris

Assistant to State Design Engineer-Right of Way

Missouri Department of Transportation

105 West Capitol Avenue

Jefferson City, MO 65102

Dear Ms. Harris,

We are please to support the Ozark Run Scenic Byway for Missouri State Scenic Byway Designation.

The Ozarks region, and Iron County in particular, provides an abundance of recreational opportunities. There are several state parks, campgrounds, and floating streams located within just a few miles of the proposed byway route. I believe that an official scenic byway would make these recreational opportunities easier to find, and would encourage more tourism in our area.

We recognize that the Ozarks region also contains beautiful scenery, and we believe that the selected route for the byway would provide drivers with a pleasant way of experiencing that authentic Ozarks scenery. We further believe that a scenic byway designation will help to preserve and enhance the scenic qualities of the area for future generations.

We believe that the Ozark Run Scenic Byway would be a tremendous benefit to our community, and the other communities along the route. I urge you to grant the Missouri State Scenic Byway designation to the Ozark Run Scenic Byway. The Recreational and Scenic features alone make it deserving of this prestigious designation.

Sincerely,

Jim Scaggs, Presiding Commissioner

Ben Young, Southern Commissioner

Ronnie Chandler, Western Commissioner



## WASHINGTON COUNTY COMMISSION

102 North Missouri Street  
Potosi, Missouri 63664  
(573) 438-4346  
FAX (573) 438-4038



**DOUG SHORT**  
COMMISSIONER  
1ST DISTRICT

**DAVE SANSEGRAW**  
PRESIDING COMMISSIONER

**CODY BRINLEY**  
COMMISSIONER  
2ND DISTRICT

August 16, 2021

Brenda K. Harris  
Assistant to State Design Engineer – Right of Way  
105 W. Capitol Avenue  
Jefferson City, Missouri 65102

Dear Ms. Harris,

The Washington County Commission fully supports Scenic Missouri's Ozark Run Scenic Byway designation proposal. This proposed byway will benefit communities along the route and further promote Missouri's tourism industry. Washington County welcomes the opportunity for two highways that intersect near Potosi to be included in this project.

We fully support the Ozark Run Scenic Byway application and look forward to the Missouri Department of Transportation's thorough and favorable consideration of Scenic Missouri's byway designation request.

Sincerely,

A handwritten signature in black ink, appearing to read "Dave Sansegraw".

Dave Sansegraw  
Presiding Commissioner

**CITY OF PILOT KNOB**  
112 South McCune Street  
P.O. Box 188  
Pilot Knob, MO 63663

**Mayor**  
*SHELBY CHAN*  
**Board President**  
*ROBERT SCHROER*

(573)-546-2175  
FAX (573) 546-2286

**Aldermen**  
*STEVE STIRTS*  
*RICHARD STIRTS*  
*ROBERT THOMSON*

July 1, 2021

Brenda K. Harris  
Assistant to State Design Engineer-Right of Way  
Missouri Department of Transportation  
105 West Capitol Avenue, Jefferson City, MO 65102

Dear Ms. Harris,

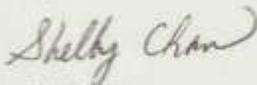
The City of Pilot Knob is pleased to support the Ozark Run Scenic Byway for Missouri State Scenic Byway designation.

The Ozarks region, Iron County in particular, provides an abundance of recreational opportunities. There are several state parks, campgrounds, floating streams, swimming, biking and hiking located within just a few miles of the proposed byway route. We believe that an official scenic byway would make these recreational opportunities easier to find and would encourage more tourism in our area.

We recognize that the Ozarks region also contains beautiful scenery and we believe that the selected route for the byway would provide drivers with a pleasant way of experiencing that authentic Ozarks scenery. We further believe that a scenic byway designation will help preserve and enhance the scenic qualities of the area for future generations.

We believe that the Ozark Run Scenic Byway would be a tremendous benefit to our community and the other communities along the route. Our area relies heavily on tourism for our economy and we feel the impact this would have will be noticeable. We urge you to grant the Missouri State Scenic Byway designation to the Ozark Run Scenic Byway. The recreational, scenic and historical features alone make it deserving of this prestigious designation.

Sincerely,



Mayor Shelby Chan  
City of Pilot Knob

# ELLINGTON CHAMBER OF COMMERCE

P O BOX 515  
ELLINGTON, MISSOURI 63638  
573 663-7977  
www.ellingtonmo.com

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July 19, 2021

Brenda Harris  
Assistant to State Design Engineer-Right of Way  
Missouri Department of Transportation  
105 West Capitol Ave  
Jefferson City, MO 65102

Re: Ozark Run Scenic Byway

Please accept this letter as the Ellington Chamber of Commerce's endorsement for the Ozark Run Scenic Byway for Missouri State Scenic Byway designation.

The Ozark region provides a wealth of outdoor recreation and beauty, often unknown to many travelers including Missourians. Designated highways would bring travelers that would not typically visit our area, in turn bringing revenue dollars to small rural communities in the region. We know the Ozarks region contains beautiful scenery, and believe that the selected route for the byway would provide drivers with a pleasant way of experiencing the Ozarks.

As an organization, we believe this is a valuable project with a positive impact for tourism and rural Missouri; we ask that you to consider the Missouri State Scenic Byway designation proposed by the Ozark Run Scenic Byway.

Thank you for your consideration.

*Christy Roberts*

Christy Roberts  
President  
Ellington Chamber of Commerce

Cc: Representative Chris Dinkins  
Senator Elaine Gannon  
RC Commissioner Joe Loyd

# *Ozark Run* **Scenic Byway**

<https://ozarkrun.org>

Submitted by:  
Eric Hermanson  
[eric@ozarkrun.org](mailto:eric@ozarkrun.org)  
(314) 540-1533

*Scenic* Missouri  
[www.scenicmissouri.org](http://www.scenicmissouri.org)