

Farmington – Hotels

Crown Pointe Lodge
Hampton Inn
Holiday Inn Express
Quality Inn
Super 8
SureStay Plus

Other Services

Motel 6 (Bonne Terre)
Super 8 (Bonne Terre)
Fort Davidson Hotel (Pilot Knob)

Midway Bar & Grill (New
Offenburg)

Tourism Links

Farmington
<https://discoverfarmingtonmo.com>

Farmington – Restaurants

12 West Bar and Grill
A&W
Applebee's
Arby's
BOGO Sandwiches
Buffalo Wild Wings
Burger King
Captain D's
Casa Sol
Catfish Kettle Restaurant
Cici's Pizza
Colton's Steak House & Grill
Columbia Street Mercantile
Culver's
Cuzzin's Sports Bar and Grill
Dairy Queen
Dexter BBQ
El Tapatio
First Wok
Ho Wah Chinese Restaurant
Huddle House
Hunt's Dairy Bar
Imo's Pizza
Jack in the Box
Jimmy John's
KFC
Little Caesars Pizza

Long John Silver's
McDonald's
O-SAKI Express
Pad Thai Kitchen
Panera
Pasta House Co.
Pizza Hut
QDoba
Rally's
Redemption Pizza
Sakaya
Scooter's Coffee
Shogun
Si Senor Mex-Mex Bar and Grill
Sonic Drive-In
Spokes Pub & Grill
Starbucks
Steak n Shake
Stix & Steins
Sugarfire Smoke House
Taco Bell
The Factory Diner
The Factory Diner 2
The Old Mine Crab House Bar & Grill
The Old no. 102 Tap House
Twins BBQ and Grill
White Castle





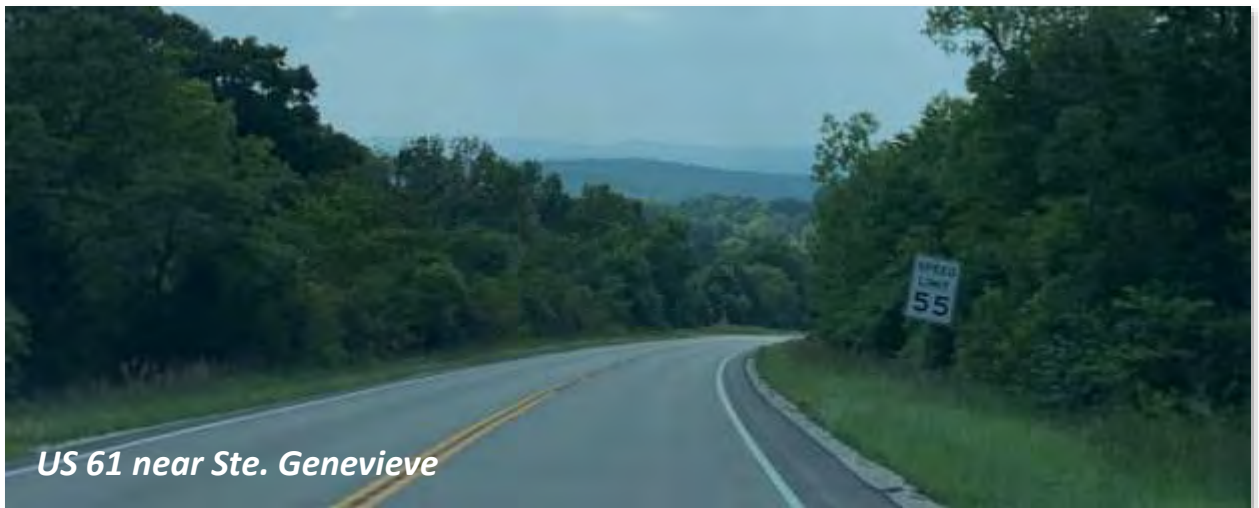
Pilot Knob Nat'l Wildlife Refuge



Downtown Farmington



Bonne Terre Mine



US 61 near Ste. Genevieve

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 is working to assemble a team of chamber of commerce and tourism professionals along the route, and will hand over active byway management to this team. The final structure of this partnership has not yet been determined. In one potential arrangement, one of the local tourism organizations 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 in an advisory capacity.

Current State – Roadway Conditions

Nearly 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. Some bridges have been replaced just within the last two years. There are no one-lane bridges or low-water crossings directly on the route. Nearly the entire byway is comprised of two-lane rural highways with minimal shoulders. Some of the roads near Perryville, Ste. Genevieve, and Farmington are wider with turning lanes. The only roads not maintained by MoDOT are the city streets in Ste. Genevieve and Farmington.

Current State – Traffic

The traffic along the Ozark Run Scenic Byway is generally not heavy. The Annual Average Daily Traffic (AADT) count ranges from 7,091 in downtown Farmington down to 111 along Route F in rural Bollinger County. Generally speaking, the AADT is less than 1,000 in rural areas, and around 6,000 near the cities. For sake of comparison, the AADT for the busiest interstates in the St. Louis region range from 60,000 to 100,000.

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! Once the extension is officially designated, there should be a press release announcing the achievement, 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.



Washington State Park

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
OZARK RUN	MO	335	???
Harriet Tubman	MD, DE	125	\$30 M
Scenic Byway 12	UT	124	\$12 M
Cherokee Hills	OK	84	\$35 K
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”.

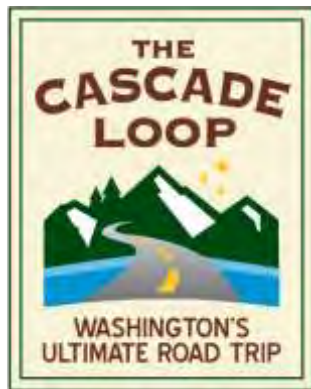
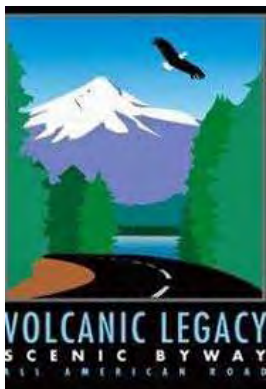


Many long-distance driving trails have unique wayfinding signs below the route number sign. The examples to the right are all found in Missouri – the Lewis & Clark Trail, Historic Route 66, and the Great River Road.



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 335 miles, the Ozark Run Scenic Byway will be the longest state scenic byway in Missouri. Even Historic Route 66 within Missouri will be slightly shorter, although it is a *national* scenic byway. A tourist attraction of this magnitude warrants a memorable gateway sign at significant entrance points to the byway. 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
Iron Horse Festival	Poplar Bluff	September
Christmas Country Church Tour	Perryville	December
Mayfest	Perryville	May
Jour de Fete	Ste. Genevieve	August
Blues, Brews, and BBQ	Farmington	September
Summer Nights Arts Festival	Farmington	August
Grape and Fall Festival	St. James	September

Scenic Overlooks / Turnouts

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. Other roadside stops should be developed with interpretive signing to discuss the unique history and geography of the area.



Zarasai Lake Observation Bridge, Lithuania



Pikes Peak State Park, McGregor, Iowa



Camp Adventure Forest Tower, Denmark



Neabsco Creek Boardwalk, Woodbridge, Virginia



Metelai Observation Tower, Lithuania



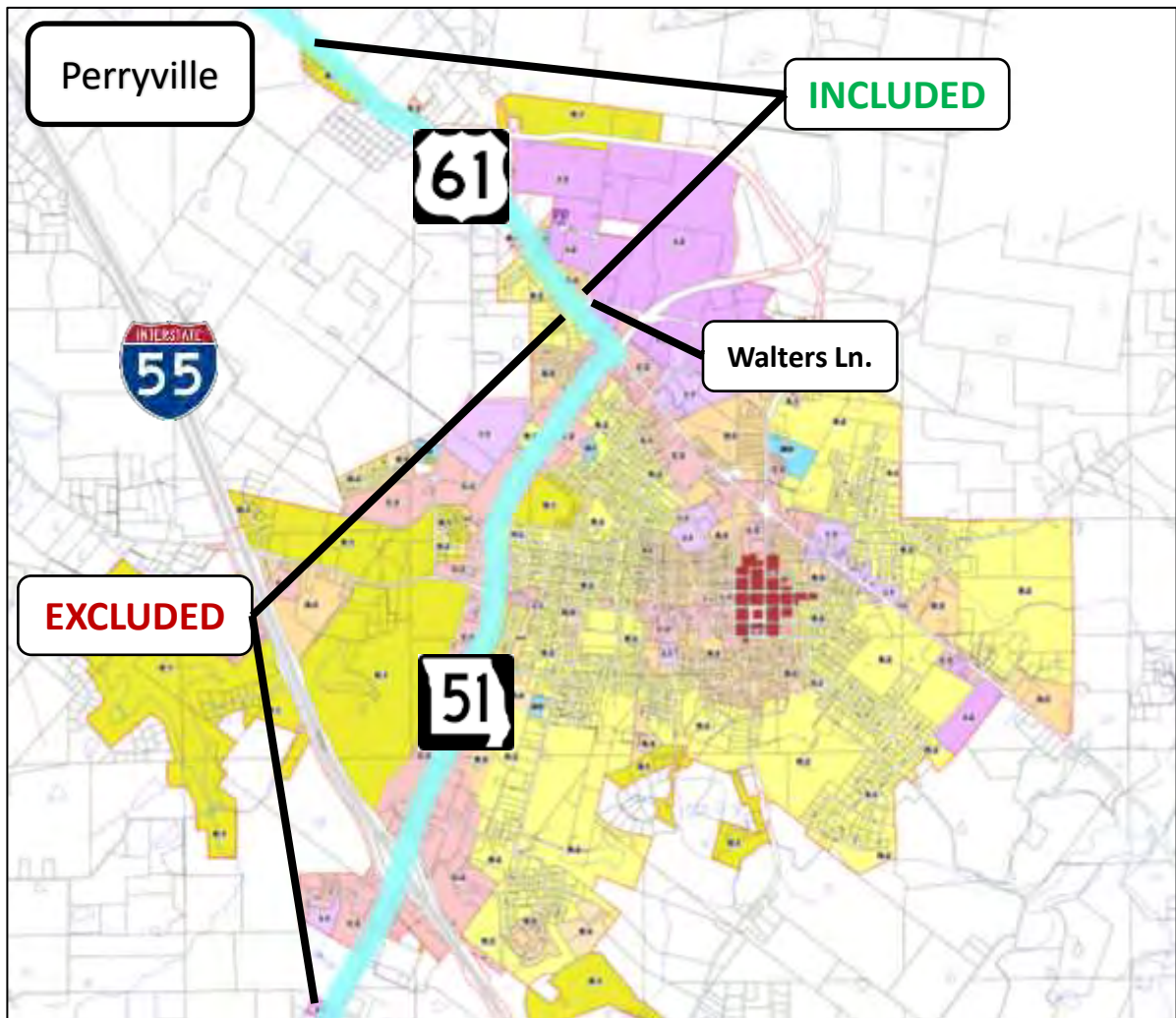
Hitchcock Nature Center, Honey Creek, Iowa

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 extension, there are six cities with small excluded segments. Therefore, even though the total driving distance of the Ozark Run Scenic Byway extension is 257 miles, the official designation covers only 250 miles.

Perryville Exclusions

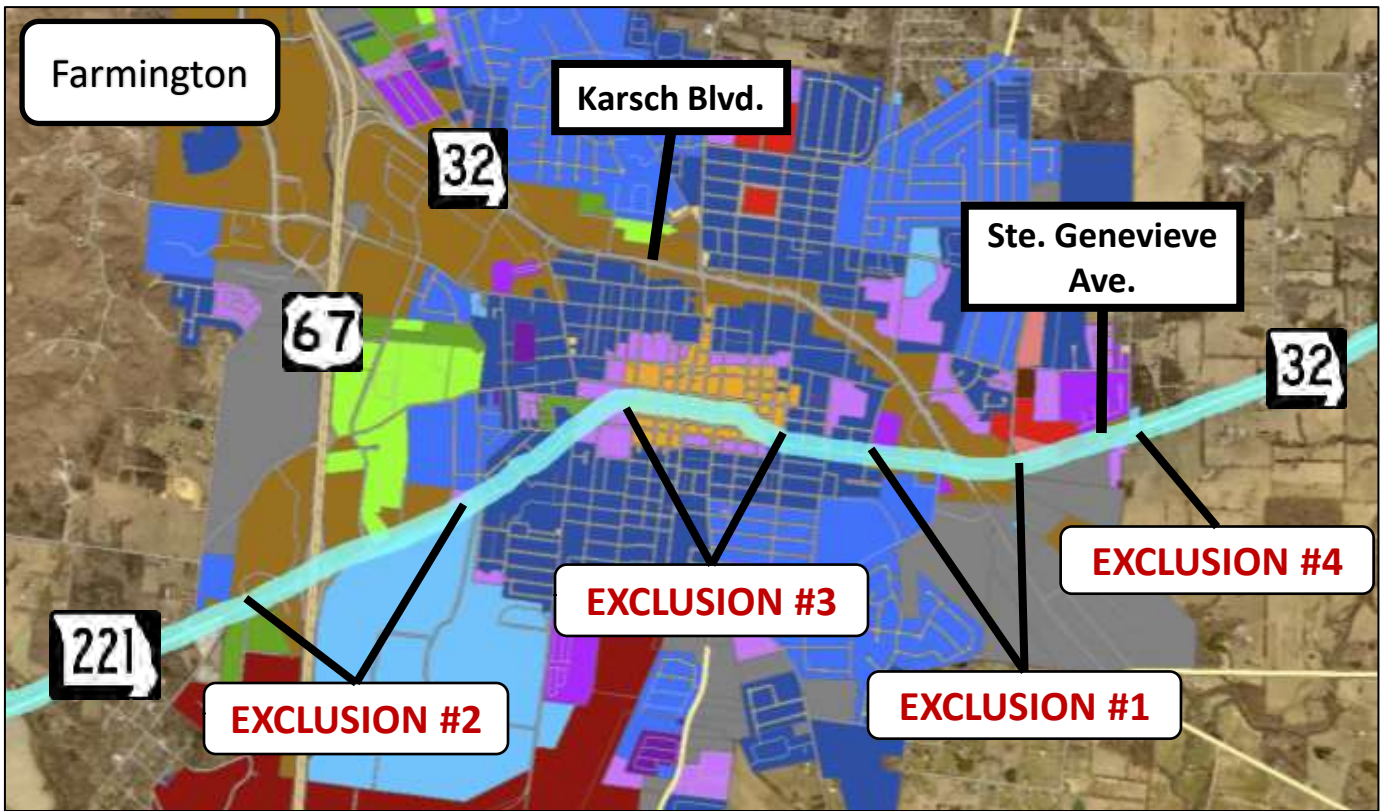
According to the Perryville zoning map, Route 51 from the southern city limits to US 61 is zoned C2. US 61 from Route 51 to the northwest city limit is zoned C2 only for the first quarter-mile. Therefore the only portion of the byway within the Perryville city limits that qualifies for official byway designation is US 61 north of Walters Ln. The rest of Route 51 and US 61 within the city limits is excluded.



Source: <https://www.cityofperryville.com/DocumentCenter/View/240/Zoning-Map?bidId=>

Farmington Exclusions

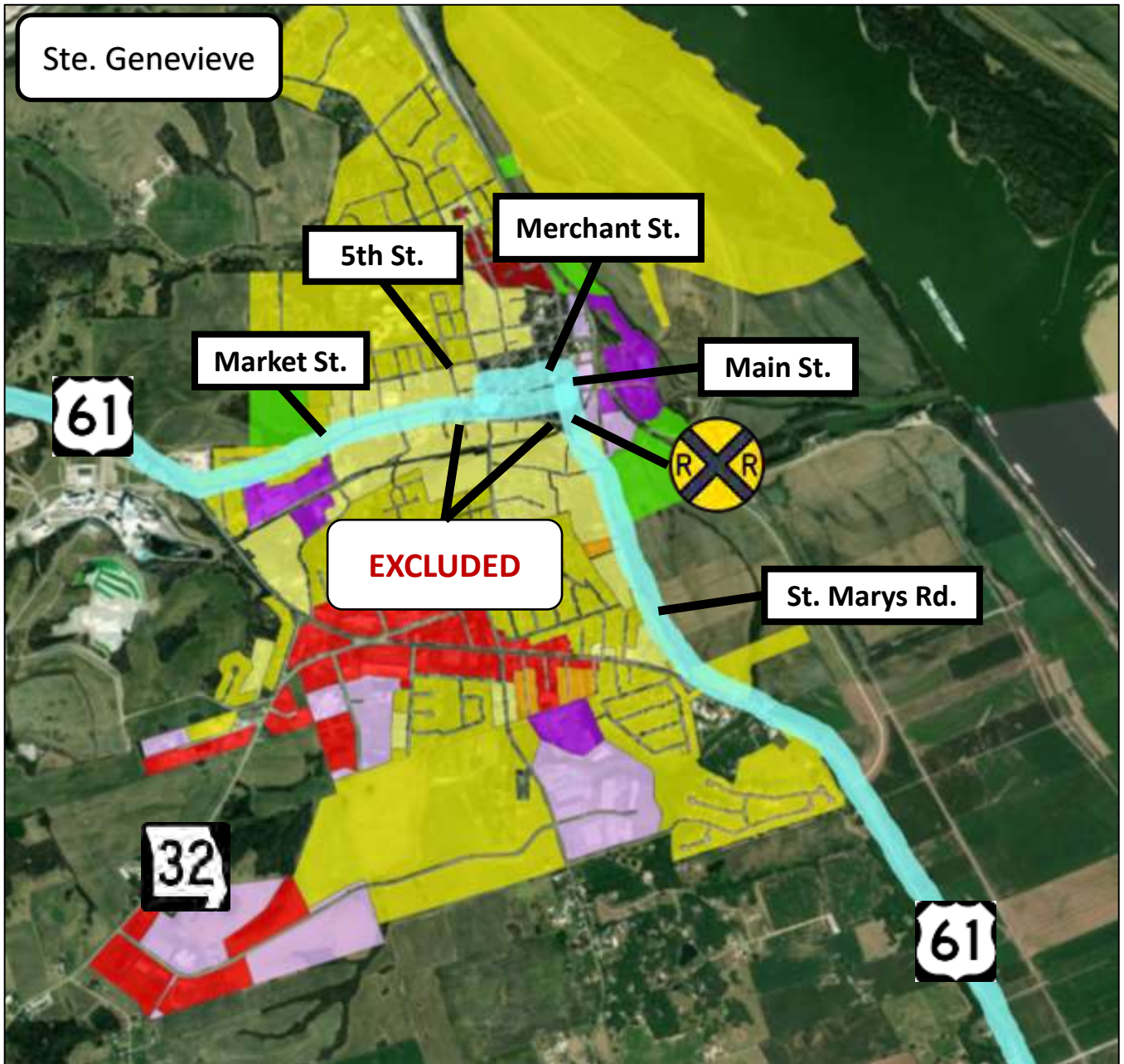
The byway has three segments in Farmington that pass through commercial zoning, and are excluded from official designation. Commercial zoning appears brown on the map below. Exclusion #1 is the area surrounding the intersection of St. Genevieve Ave. and Karsch Blvd. Exclusion #2 is the vicinity of the interchange of US 67 and Route 221/Columbia St. Exclusion #3 passes through the central business district, which is colored orange on the map. This segment is bounded by Carleton St. and A St. The rest of the route within the city limits passes through residential zoning – colored blue – and is therefore included in the scenic byway designation. There is one more small Exclusion #4 at the eastern city limit, where there are two commercial parcels on either side of the road.



Source: <https://farmington.integritygis.com/>

Ste Genevieve Exclusions

According to the Ste. Genevieve zoning map, the historic town center is zoned commercial. Therefore, the segment of the byway that passes through this area is excluded from byway designation. This area is bounded by 5th St. on the west, and the railroad overpass on the south. St. Marys Rd. and Market St. west of 5th St. both pass through residential areas – indicated in yellow on the map below – and are included in the byway designation.

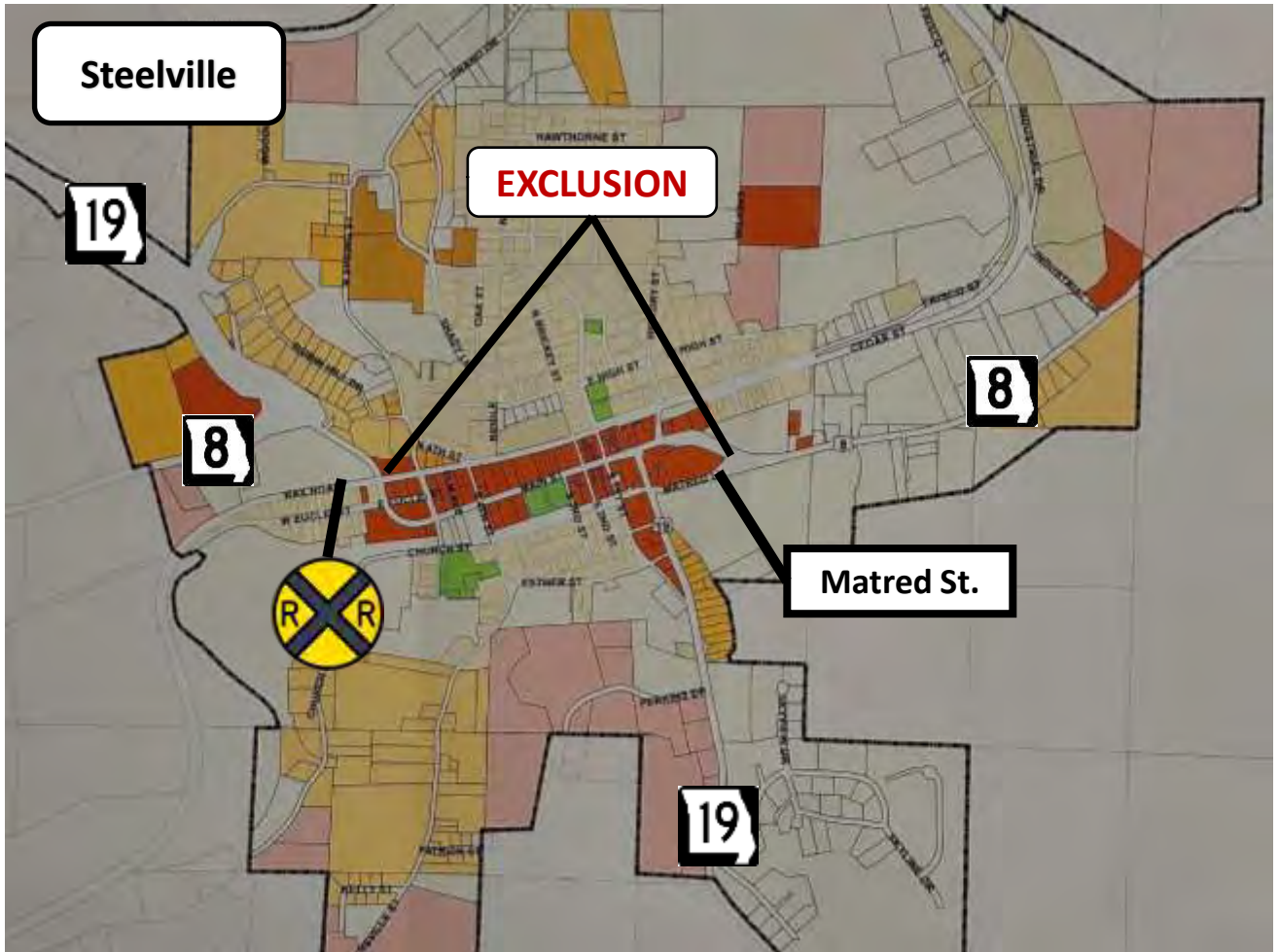


Source:

<https://semorpc.maps.arcgis.com/apps/webappviewer/index.html?id=b59390cffe8f49aebdc1d346eedf4f6c>

Steelville Exclusions

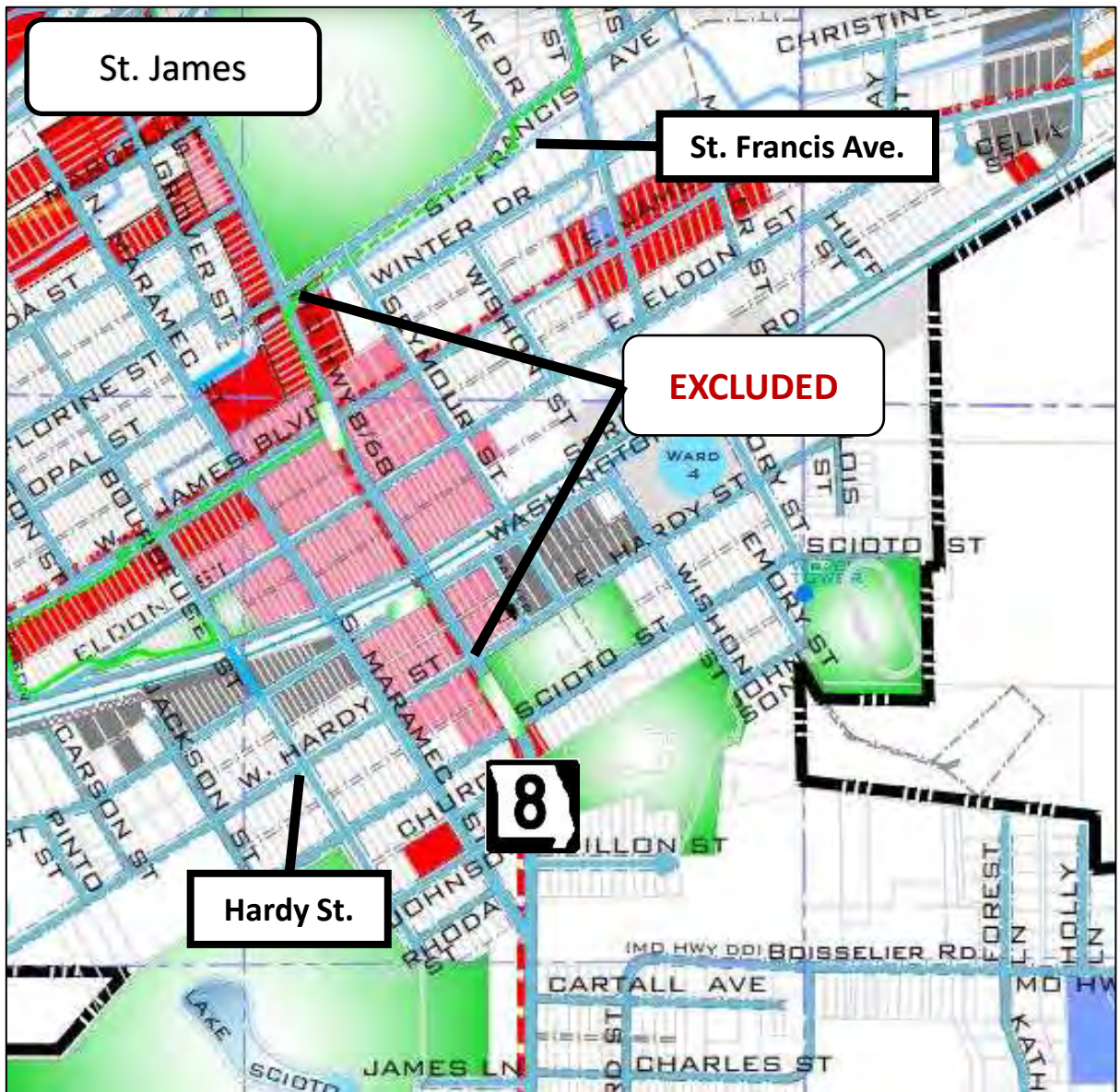
According to the Steelville zoning map, the town center is zoned commercial. Therefore, the segment of Route 8 that passes through this area is excluded from byway designation. This area is colored red in the center of the image below. The bounded by Matred St. on the east, and the railroad crossing on the west.



Source: Missouri Dept. of Transportation

St. James Exclusions

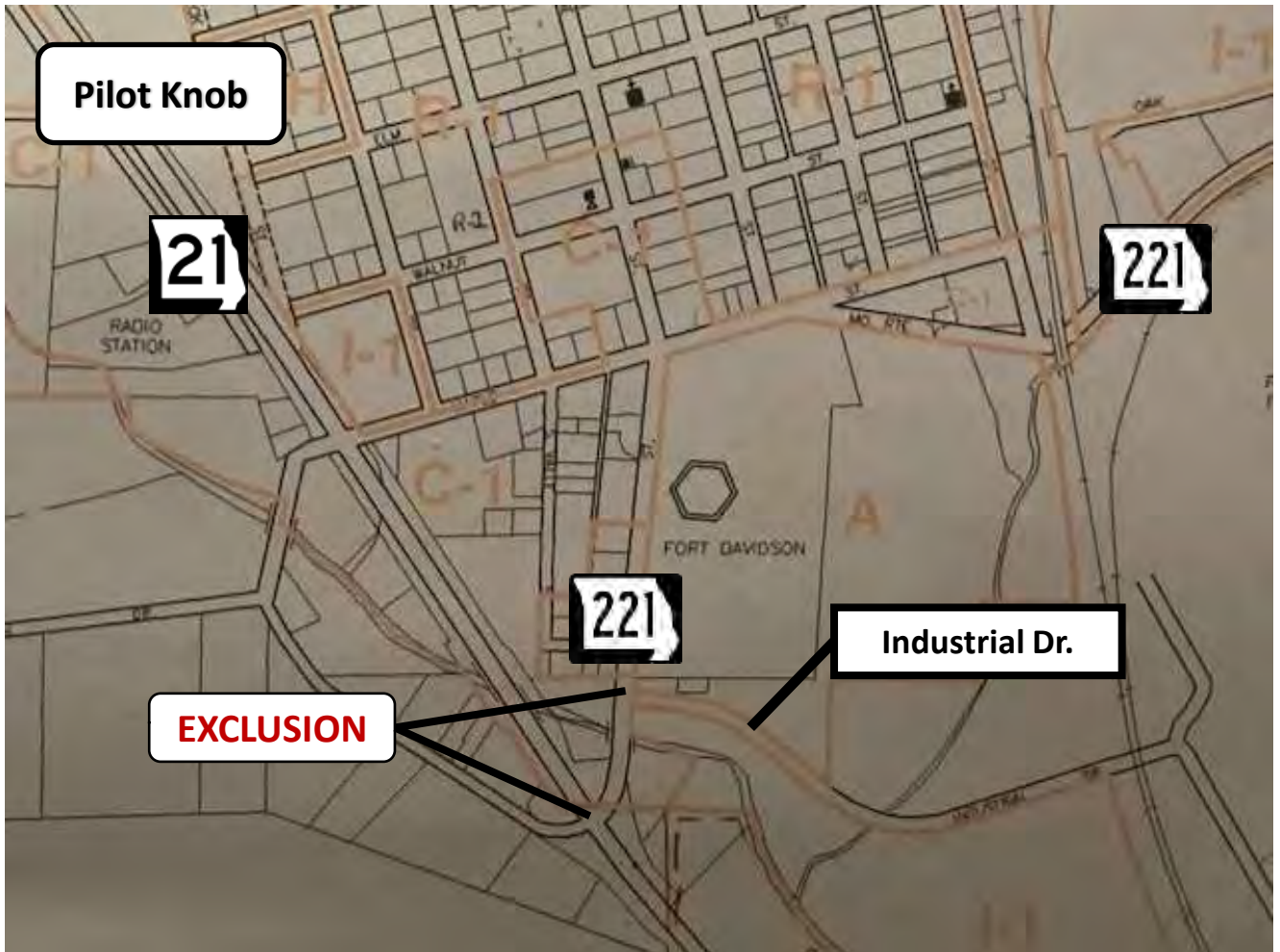
According to the Ste. James zoning map, a portion of the town center is zoned commercial on both sides of Route 8. Therefore, the segment of the byway that passes through this area is excluded from byway designation. This area is bounded by St. Francis Ave. on the north, and Hardy St. on the south.



Source: Missouri Dept. of Transportation

Pilot Knob Exclusion

There is a 450-foot section of Route 221 that has a commercial property on one side and an industrial property on the other. This section is between Industrial Dr. and the intersection with Route 21.



Source: Missouri Dept. of Transportation

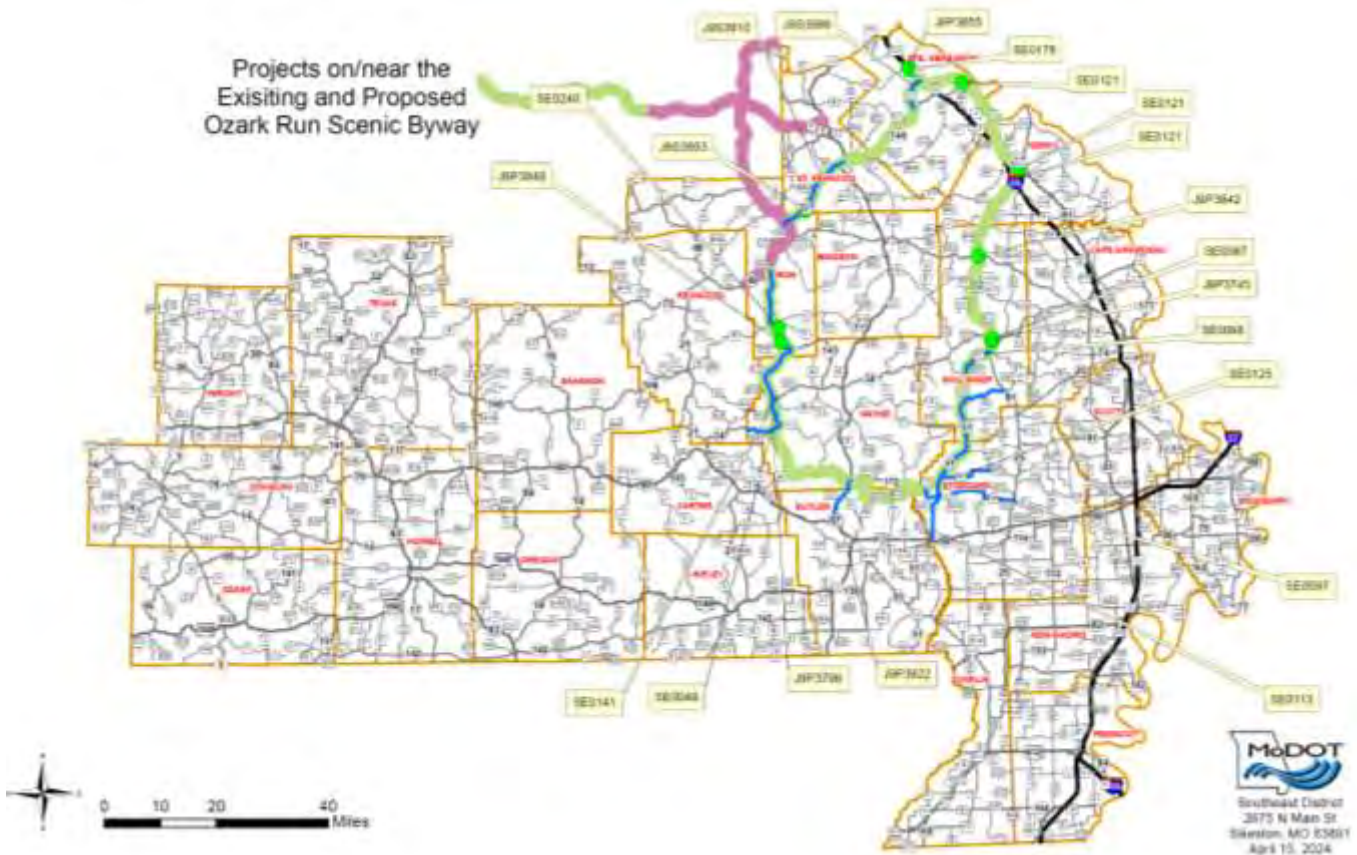
Five-Year Crash Statistics

Missouri Dept. of Transportation provided the adjacent crash statistics from 2018-2022 broken down by sprint.

Sprint	Crashes	Serious
Meramec	348	7
St. Francois	109	7
Foothill	306	19
Frontier	647	33
Parkland	754	33

MoDOT Projects

Missouri Dept. of Transportation provided the map below showing upcoming road projects along the byway route.





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

January 29, 2024

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 expansion proposal and corridor management plan.

This proposed expansion will benefit communities along the current and expanded routes, as well as further promote Missouri's tourism industry. Missouri tourism provides more than \$18 billion annually into our economy, provides more than 280,000 jobs, and attracts more than 40 million visitors a year.

I support the Ozarks Run Scenic Byway expansion proposal and I look forward to the Missouri Department of Transportation's thorough and favorable consideration of Scenic Missouri's byway expansion 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 blue ink that reads "Michael Kehoe".

Mike Kehoe



January 25, 2024

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,

Please accept this letter in support of your agency's efforts to fully examine the new Ozark Run Scenic Byway extension proposed by Scenic Missouri.

Upon initial review and considering letters of support provided by local entities, this byway expansion may drive greater numbers of visitors to the communities situated along the route. More visitors can lead to a significant, positive impact on the local and state economy, as people utilize varied services such as restaurants, hotels, fuel stations and retail shops.

As was the case when the initial Byway was proposed, the Division of Tourism offers its support to MoDOT during the review process. We believe that hearing from community leaders and citizens in these areas is vital and encourage the review committee to consider all points of view related to the proposal.

If there is any information our office can provide to facilitate the review, please let me know.

Thank you for your time.

Sincerely,

Stephen Foutes
Director
Missouri Division of Tourism



165 S. FOURTH STREET

STE. GENEVIEVE, MISSOURI 63670

TELEPHONE: (573) 883-5400 FAX: (573) 883-8105

August 28, 2023

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

Dear Ms. Harris

I was invited to view the proposal to expand the Ozark Run Scenic Byway that will include highways in Ste. Genevieve County with the City of Ste. Genevieve as it's northern most point. I understand there are three qualities that must be present to designate a scenic byway: Recreational, Scenic, Historic. Well, we got all three in spades.

On the recreational side is Hawn State Park, Pickle Springs Natural Area, Magnolia Hollow Conservation Area and River Rapids Water Park, to name a few places.

As far as scenic, U.S. Highway 61 & Missouri 32 run through much of the countryside that has areas ranging from natural wooded to agricultural crops that highlight the rich soils of the county, not to mention the wine country accessible off the highways.

And as for the historic, Ste. Genevieve has been around since before the 1750's and we have historic homes, landmarks, a district on the National Register, a National Historical Park, a State Historic Site, and many other historic sites that are nationally recognized for their unique nature.

I believe the Ozark Run Scenic Byway would be a way to showcase all the natural and authentic features that encompass Ste. Genevieve and with that I offer support for the proposal.

Sincerely,

A handwritten signature in blue ink, appearing to read "Happy Welch", written over a horizontal line.

Happy Welch
City Administrator



August 30, 2023

To Whom It May Concern,

As tourism director of the Perry County Heritage Tourism in Perryville, Missouri, I could not be happier to work with Eric Hermanson on the Ozark Scenic Byway and to have Perry County included in this wonderful opportunity.

Perry County Heritage Tourism is very supportive of this project and look forward another wonderful way to share our history, bring awareness to our beautiful natural areas, and to promote some of the regions' most unique and beautiful sites in Missouri.

Perry County is home to the National Shrine of Our Lady of the Miraculous Medal who has welcomed visitors since 1818, and the Missouri's National Veterans Memorial, the only other full-size EXACT replica of the Vietnam Wall in Washington, D.C. We also have the American Tractor Museum quickly becoming nationally known as one of the best agricultural museums in the U.S. with its rare orphan tractors. The history of Perry County's early German immigration is very impressive especially the trek of 700 Saxon Lutherans in 1839 and the iconic Tower Rock natural area that has been recorded by greats such as Lewis & Clark, Mark Twain, and Ulysses S. Grant to name a few.

We would love nothing more than to create a scenic byway for visitors to discover more about what's to love in the Ozarks. What a wonderful opportunity to drive tourism and generate economic growth. Please feel free to contact me if you have any questions.

Respectfully,

Trish Erzfeld

Director

Perry County Heritage Tourism



August 28, 2023

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

RE: Missouri's Ozark Run Scenic Byway

Dear Ms. Harris,

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

It is hard to describe the natural beauty and wonder found along the proposed route, which includes the City of Perryville and Perry County. This designation will help others learn about and come to appreciate this area, something many of us take for granted each and every day as we drive to our homes and places of employment. It will also help our local citizens better understand our connection to the larger Ozark region, a region that provides an abundance of recreational opportunities. It is likely an official scenic byway designation would also raise awareness of these unique amenities in our area and help promote these special places and encourage new visitors.

Thank you for your leadership on this important designation.

Sincerely,

A handwritten signature in blue ink that reads "Brent Buerck".

Brent Buerck
City Administrator

cc: File



1111 West Pine
Poplar Bluff, Missouri 63901
573-785-7761
Email: info@poplarbluffchamber.org
Website: www.poplarbluffchamber.org

8-25-23

To whom it may concern:

I have been working with Eric Hermanson for over a year now on the Ozark Scenic Byway idea. I am very impressed with his tenacity and vision for this project and am very thankful for the approval of the original route. Our regional tourism platform (See the Ozarks) has a similar mission, to bring more people and economic activity to the Ozarks.

The Greater Poplar Bluff Area Chamber of Commerce is 100% supportive of the plan to now add an Ozark Run expansion, which will get more exposure to the Ozark Foothills region. Please accept this letter of support. If you have any questions, feel free to contact me at 573.785.7761.

Sincerely,

Steve Halter, President



November 21, 2023

Dear Eric Hermanson,

This letter is written in support of the Ozark Run Scenic By-way proposal which will be routed through St. James Missouri. The St. James Chamber of Commerce supports this effort to create a Scenic By-way so our region can be featured for the scenic beauty, like Maramec Spring Park and the historical interest of the area including Route 66. We believe the St. James area will benefit with an increase in tourism and interest in our region benefiting the area economically. We will cooperate with efforts working with the city of St. James and the Phelps County Commissioners.

Sincerely

Kelly Money

100 State Route B

St. James MO 65559

Director@stjameschamber.net

Visitstjamesmo.com



Ozark Run **Scenic Byway**

<https://ozarkrun.org>

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



SCENIC
MISSOURI

<https://www.scenic.org/state/missouri/>