

Ozark Run

Scenic Byway

2024 Expansion Proposal and Corridor Management Plan

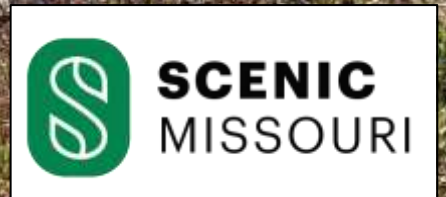


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June 2, 2024

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 hereby nominating a route for scenic byway designation. This route will be an expansion of the existing Ozark Run Scenic Byway. We believe that these route extensions exhibit even more of the same intrinsic qualities that warranted the initial byway designation, specifically, recreational opportunities, scenic beauty, and historical interest. Expanding the scope of this byway will bring increased tourism and economic benefits to even more areas and communities within Missouri.

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

This proposal has been developed with the full cooperation and support from chambers of commerce and other officials in Poplar Bluff, Perryville, Ste. Genevieve, Farmington, St. James, and Iron County.

Respectfully,



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

DATA SHEET

Proposal Name	Ozark Run Scenic Byway Expansion
Distance	257 miles (250 officially designated)
Reason for designation	The Ozark Run Scenic Byway guides drivers through key regions of the Missouri Ozarks, providing access to numerous recreational and historic sites, while traveling through unique Ozark scenery.
Counties	Phelps, Crawford, Iron, Wayne, Butler, Stoddard, Bollinger, Perry, Ste. Genevieve, St. Francois
Incorporated towns	St. James, Steelville, Pilot Knob, Annapolis, Des Arc, Piedmont, Mill Spring, Williamsville, Puxico, Marble Hill, Perryville, St. Mary, Ste. Genevieve, Farmington
US and MO Routes	US 61, MO 8, 32, 49, 51, 172, 221
Other Routes	H, T, W, FF, KK, O
Ste. Genevieve city streets	St. Marys, Main, Merchant, Market, 4th
Farmington city streets	Ste. Genevieve, Main, Liberty, A, Columbia

SPONSORING ORGANIZATIONS

Scenic Missouri 607 Dougherty Terrace Dr. Ballwin, MO 63021	Eric Hermanson eric@ozarkrun.org 314-540-1533
Poplar Bluff Area Chamber of Commerce 1111 West Pine Poplar Bluff, MO 63901	Steve Halter, President shalter@poplarbluffchamber.org 573-785-7761
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Farmington Regional Chamber of Commerce 302 N. Washington Farmington, MO 63640	Candy Hente, Executive Director candy@farmingtonregionalchamber.com 573-756-3615
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Ozark Run Initiative



On March 8, 2023, the Missouri Highways and Transportation Commission officially designated a new state scenic byway – the Ozark Run Scenic Byway. The initial phase of this byway makes a 78-mile journey across a key region of the Missouri Ozarks, links together many scenic and historic highlights in Missouri, and provides access to numerous recreational opportunities.

We are proposing that the Ozark Run Scenic Byway should be expanded, to include more miles of scenic roadway, more recreational opportunities, more historical sites – and most importantly – more communities that value the benefits that tourism can bring to their economy.

This proposal adds 257 driving miles to the existing byway, creating a route that spans 335 miles.

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.



Existing Ozark Run Scenic Byway



Proposed Expansion

St. James

Potosi

Ste. Genevieve

Steelville

Farmington

Perryville

Pilot Knob

Marble Hill

Piedmont

Poplar Bluff

8

21

221

32

61

51

49

67

172

51

W

KK

T

Ozark Run

Theme



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



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 Meramec to the Mississippi, the Big River to the Black River, and passing by Missouri's highest peaks, 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 Clearwater Lake. History buffs should visit the lovingly maintained town of Ste. Genevieve. Hikers should experience the countless wilderness trails, including the 430-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.



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.



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

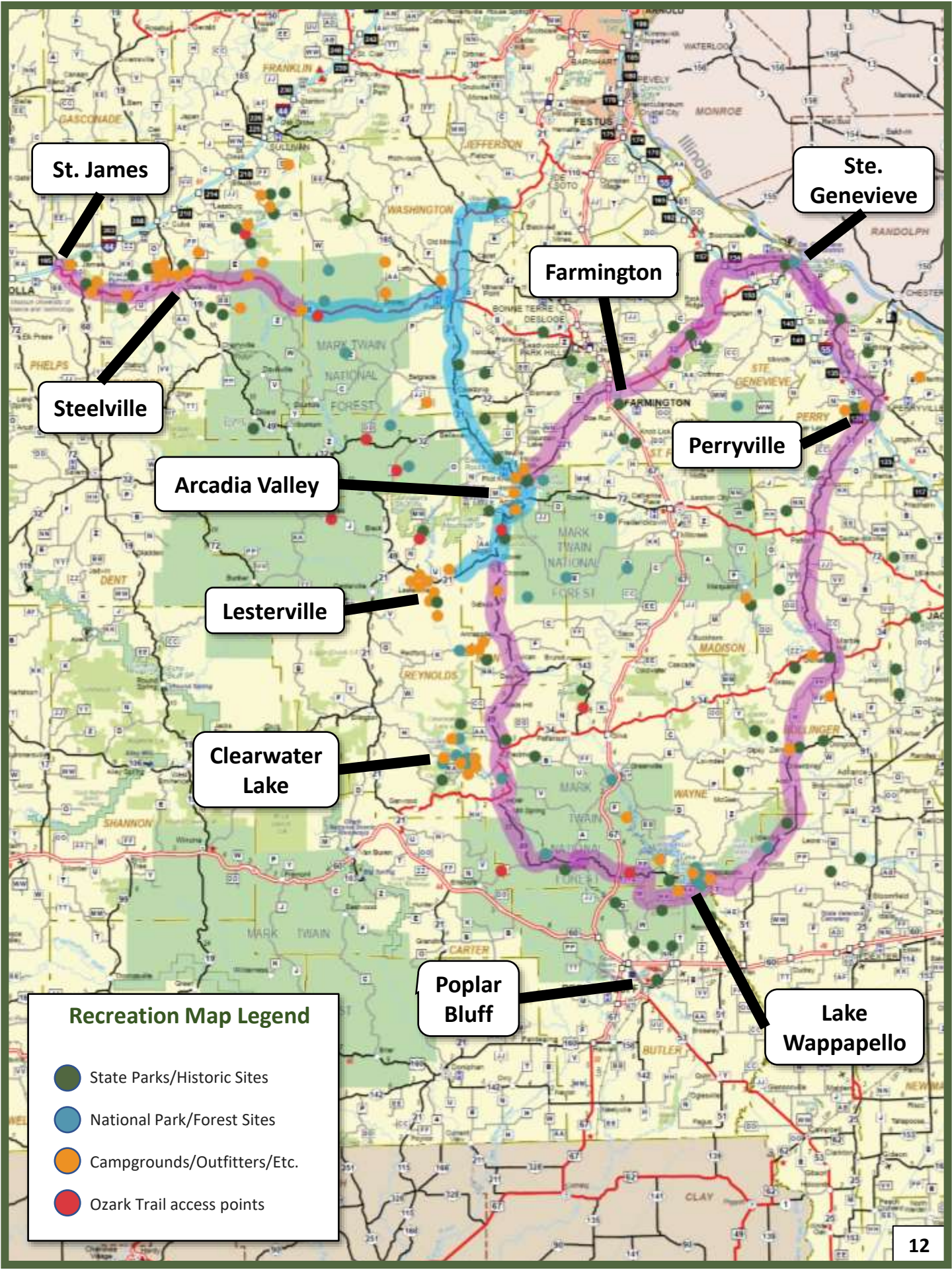


The Ozarks region is a vast playground for those who love the outdoors. If you love the smell of fresh air, the sound of the breeze in the trees, and the warmth of the sun on your face, there is an activity here for you – and the Ozark Run Scenic Byway will take you there!

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!



Huzzah Conservation Area



St. James

Ste. Genevieve

Steelville

Farmington

Arcadia Valley

Perryville

Lesterville

Clearwater Lake

Poplar Bluff

Lake Wappapello

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 short paved paths at the Mingo National Wildlife Refuge, to the challenging 430-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 Ste. Genevieve National Historic Park, Maramec Spring, wineries, golf courses, off-road recreation areas, antique shops, museums, festivals, music theatres, historic small towns, and nature centers.

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

Highlights



Maramec Spring Park

Here are some of the most scenic locations that can be accessed from the route. Most of these sites are located within ten miles of the byway. Nearly all are located on public lands, either in a state park or national forest.



Mark Twain National Forest



Mingo National Wildlife Refuge



Sainte Genevieve



Clearwater Lake



Pickle Springs Natural Area



Scenic Pullout near Piedmont



Lake Wappapello



Castor River Shut-Ins



Hilltop View near St. James



Black River

Ozark Run

Historic



The land of southern Missouri is distinctly different from most of the Midwest. Instead of open fields of corn and soybeans, this area is dominated by rugged hills and valleys. The difficult terrain of the Ozarks has always presented a challenge. Before 1700, the Osage Indians lived in the surrounding region, but they had very few permanent settlements within 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 dates back to 1720 as a part-time encampment. Due to its rugged surroundings, this area remained culturally and geographically isolated. It took 80 years before the first year-round settlement was established in the area.



Historic village near Old Mines

Ste Genevieve – 1740s

For many years, the closest civilization to the lead mines was a small village named Ste. Genevieve. Ste. Genevieve was settled right at the edge of the Ozarks, where the uplift meets the Mississippi River valley, and served as a gateway into the wilderness. It was a base camp for miners and explorers, and a port for exporting lead to the world.

Ste. Genevieve was established in the late 1740s, when a group of French colonists left what is now Illinois and established a new village on the west side of the Mississippi. In the 1760s, France ceded Illinois to the British, and gave the lands west of the Mississippi to Spain. This led to a population surge in Ste. Genevieve, as French settlers, as well as Shawnee and Delaware tribes, chose to migrate from Illinois to the west bank. Finally in 1785, a major flood forced the villagers to relocate the entire town to higher ground about three miles north. This is where Ste. Genevieve is today.

In 1804, thanks to the Louisiana Purchase, Ste. Genevieve became United States territory. The area saw an influx of German and English settlers, but Ste. Genevieve managed to hold on to its French heritage, and still celebrates it today. The entire town center was preserved as a historic district in 1960. Several French colonial houses constructed during the 1700s are still standing, and have been incorporated into the new Ste. Genevieve National Historical Park, which was established in 2018.



Kaskaskia – 1703

Ste. Genevieve may be the oldest surviving permanent European settlement in Missouri, but it was not the first in the area. In the early 1700's, both sides of the Mississippi River were controlled by France, and a few villages had appeared on the east bank including Cahokia, Fort de Chartres, and Kaskaskia. Kaskaskia had been a Native American settlement for centuries. French missionaries joined them in 1703, and within 15 years Kaskaskia had a stone church, a fur trading post, and became the capital of French Illinois Country. In 1741, King Louis XV sent a bell for its church – this bell rang in celebration when Revolutionary War hero George Rogers Clark arrived in 1778 to liberate the town from the British. The bell was named "The Liberty Bell of the West", and is still on display today. In 1881, during a major flood, the Mississippi River shifted its course to the east side of the town, completely cutting it off from the rest of Illinois. Kaskaskia is now essentially an island, and can only be accessed from a small bridge in St. Mary, Missouri.



Immaculate Conception Chapel



Illinois State Line – St. Mary, MO

Farmington – 1822

In 1798, William Murphy traveled from Kentucky to Spanish Louisiana, looking for new land for his family. He found a suitable farming site with a spring, and acquired a land grant from the Spanish government. William died on the return trip to Kentucky, but his family returned and claimed the land in 1801. Twenty years later, Missouri became a state, and the family donated 52 acres of the village known as Murphy's Settlement to be the county seat. The new town was renamed Farmington.

Farmington grew up around the mining industry. In 1844, the Iron Mountain Mine started producing hematite ore, and manufacturing pig iron. The fastest way to transport these products to market was via the Mississippi River at Ste. Genevieve, and the only way to get there was through Farmington. In the 1850s, a plank road was built from the mine to the river, passing through Farmington on Columbia Street. Farmington became a hub of development and shipping, providing employment and homes to shipping teams, foundry workers, merchants, and others. The plank road was used to ship ore and supplies until 1874, when the St. Louis, Iron Mountain and Southern Railroad created a direct connection between the mine in Arcadia Valley to St. Louis.

Today, nearly 150 years later, Farmington continues to serve as the focal point of its region. Farmington is the second largest city in southeastern Missouri. Farmington's Historic Downtown District is home to dozens of locally-owned shops, restaurants, galleries, coffee houses, and boutiques. And if you know where to look, there are signs describing the Old Plank Road from days gone by.



Perryville – 1821

Just south of Ste. Genevieve is Perry County. The first permanent settlers in this area were recipients of Spanish Land Grants in 1795. These settlers included Americans from Kentucky and other southern states, as well as earlier settlers of French heritage. The city of Perryville was founded as the county seat in 1821, just days before Missouri officially achieved statehood. A significant wave of immigration followed shortly afterwards, consisting largely of Germans leaving their homeland for better economic and living conditions. In 1839 alone, over 700 German Saxon Lutheran settlers arrived in the eastern part of the county. Across the state, Germans formed strong communities and made significant contributions to Missouri culture and religious heritage. Their story is evident at the Lutheran Heritage Center & Museum in Altenburg, and in the 39 historic churches that participate in the annual Christmas Country Church Tour.



Steelville – 1836

Before they ceded their lands in Missouri in 1808, Osage hunting parties used to visit this hilly area along the Yadkin Creek. Delaware and Shawnee tribes roamed here for the next twenty years, until Crawford County was organized in 1829. The first permanent settler came to this little valley in 1833, and built a grist mill at Hoppe Spring, which served people from up to 15 miles away. Two years later, a small settlement had developed, and when James Steel sold forty acres to the county, the court named the growing town Steelville in his honor.

Like many other Ozark towns, Steelville suffered during the Civil War, but rebounded afterwards. The first iron furnace in this area opened back in 1818, but several others opened in the 1870s. Iron production became a booming industry until its decline in the 1920s. Jobs at mines and foundries attracted German and Austro-Hungarian settlers to Crawford County. The St. Louis, Salem & Little Rock railroad reached Steelville in 1873.

Tourism has been a leading industry for the last century. People from all over Missouri and the Midwest would come by train or Model T to resorts in Steelville. They would spend several weeks enjoying the hills and canoeing in the streams. In the 1970s, a controversy erupted around a proposed dam on the Meramec River, that would have submerged the river and its tributaries. Public opposition defeated the dam project. Today Steelville is still a destination for canoeing and kayaking on its free-flowing Ozark streams – and proudly calls itself the "Floating Capital of Missouri".



Poplar Bluff – 1850

Butler County straddles the escarpment separating the Ozark highlands from the lowlands of the Missouri bootheel. Its natural resources have been a primary driver in the area's development over time. In the 1700s, the dense woods in this area served as a hunting ground for both Native Americans and European-Americans. The first settlers started arriving from Kentucky and Tennessee in 1819, and peacefully coexisted with Natives in the wooded hills around Cane Creek. For these pioneers, hunting and trapping was their principal occupation, and furs were the primary currency.

Butler County was officially created in 1849, and the settlers chose a new uninhabited location for establishing the county seat. The site was atop a bluff along the Black River, at the very spot where the river emerged from the Ozarks and became deep enough to be navigable by small steamboats all the way to the Mississippi. The grove of trees growing there inspired the name of the new city - Poplar Bluff.



Lake Wappapello

The Civil War was disastrous in Missouri - especially for those counties that lined the border with Confederate Arkansas. Organized soldiers and lawless bands from both sides roamed the area, engaging in nearly continuous armed conflicts. These small forces also plundered houses, stole livestock, and killed civilians. Residents fled the area, leaving only four families in Poplar Bluff by the end of the war in 1865. Gangs of robbers continued to terrorize the area into the next decade.

Butler County experienced a post-war boom. In the 1870s, the first railroads arrived in Poplar Bluff, connecting the area with St. Louis, Little Rock and Memphis. Businessmen seized the opportunity and started exporting mineral and timber resources. By 1920, all the trees had been cleared from the lowlands, and the land was converted to the production of cotton and then rice.

Speaking of trains, one train bound for Poplar Bluff unwittingly made history in 1874, when it became the target of "The Great Missouri Train Robbery." Jesse James and his gang stopped the train in Gads Hill, robbed the passengers of several thousand dollars worth of cash and other valuables, then escaped into the Ozark wilderness.

Today, the natural resources around Poplar Bluff are used for tourism. After World War II, the federal government restored Ozark timberlands in Mark Twain National Forest, and constructed the dam at Lake Wappapello. Generations of tourists have enjoyed these areas over the years.



Mo-Ark Railroad Museum

St. James – 1859

Missouri is home to over 4,000 springs - the fifth largest is Maramec Spring, in what is now Phelps County. This spring contributes 100 gallons of fresh water each day to the Meramec River. In 1827, the Meramec Iron Works started operations next to the spring, using the tremendous water power to run its machinery. The facility processed high-grade hematite ore from a nearby deposit, and shipped its iron bars to St. Louis and Arkansas using wagons. Trains replaced wagons in 1860, when the St. Louis-San Francisco Railroad was extended to a new station about six miles from the iron works. By that time, a new town was already growing around the station, called St. James.

During the Civil War, the Union Army took control of the town and the railroad. Iron shipped from St. James was used for cannonballs and gunships. After the war, St. James experienced an influx of German and Italian immigrants, increasing the population and influencing the culture. The town's industry turned from iron to lumber, agriculture, and winemaking. Route 66 came through in the 1920s, and St. James became a destination for travelers enjoying the Ozark forests, springs, and streams. Today, St. James is known for several award-winning wineries and restaurants, the Forest City Mountain Bike trail, and a historic downtown center with unique shops. As for the spring that started it all, Maramec Spring and the remnants of the iron works are now located in a park, which is privately run by the James Foundation.

Maramec Spring Park



Marble Hill – 1842

Bollinger County was named for one of the earliest pioneers in the region, George Bollinger. Bollinger was a Swiss German, born in North Carolina. He first came to Spanish Upper Louisiana in 1796, settling about 20 miles west of the Mississippi River. Louis Lorimier, the commandant of the Cape Girardeau district, promised land grants if Bollinger would bring more permanent settlers to the country. So, he returned to North Carolina, collected his wife and twenty other families, and brought them to Upper Louisiana. They claimed land along the White Water and Castor Rivers. George Bollinger built a large mill in 1801, and it became a major center for industry for the region. The mill was destroyed during the Civil War, but was rebuilt in 1867 and is still standing today.

In the meantime, a road was constructed in 1820 connecting Jackson, Bollinger's Mill, and Greenville. Along this road, a new county was established in 1851 and named in honor of Bollinger. The site for the county seat was a scenic hill overlooking the junction of Crooked and Hurricane Creeks, and was eventually named Marble Hill. A separate town called Lutesville was established across Crooked Creek in 1869, and became a depot for the St. Louis and Iron Mountain Railroad. Lutesville and Marble Hill grew side-by-side until they merged together in 1985, keeping the name Marble Hill.



Bollinger Mill

Ste. Genevieve National Historical Park

<https://www.nps.gov/stge/index.htm>

Felix Valle House State Historic Site

<https://mostateparks.com/park/felix-valle-house-state-historic-site>

Foundation for Restoration of Ste. Genevieve

<https://www.historicstegen.org/>

The Centre of French Colonial Life

<https://www.frenchcolonialamerica.org/>

Kaskaskia Bell Memorial

<https://dnrhistorical.illinois.gov/experience/sites/southwest/kaskaskia-bell.html>

Perry County Historical Society

<https://perrycountyhistoricalsociety.com>

Lutheran Heritage Center & Museum

<https://lutheranmuseum.com>

Christmas Country Church Tour

<https://visitperrycounty.com/christmas-country-church-tour/>

Poplar Bluff History Museum

<https://www.pbmuseum.org/>

Margaret Harwell Art Museum

<https://www.mham.org/>

Mo-Ark Railroad Museum

<https://www.poplarbluff-mo.gov/205/Railroad-Museum>

Missouri Mines State Historic Site

<https://mostateparks.com/park/missouri-mines-state-historic-site>

Farmington Historic Downtown

<https://www.farmington-mo.gov/farmington-historic-downtown>

Bollinger Mill State Historic Site

<https://mostateparks.com/park/bollinger-mill-state-historic-site>

Wayne County Historical Society / Luna Museum

<https://www.facebook.com/WayneCoHistoricalSociety/>

Berry-Glenn Historical Museum

<https://puxicomu.us/directory/berry-glenn-historical-museum/>



Markham Springs

Ozark Run

The Region

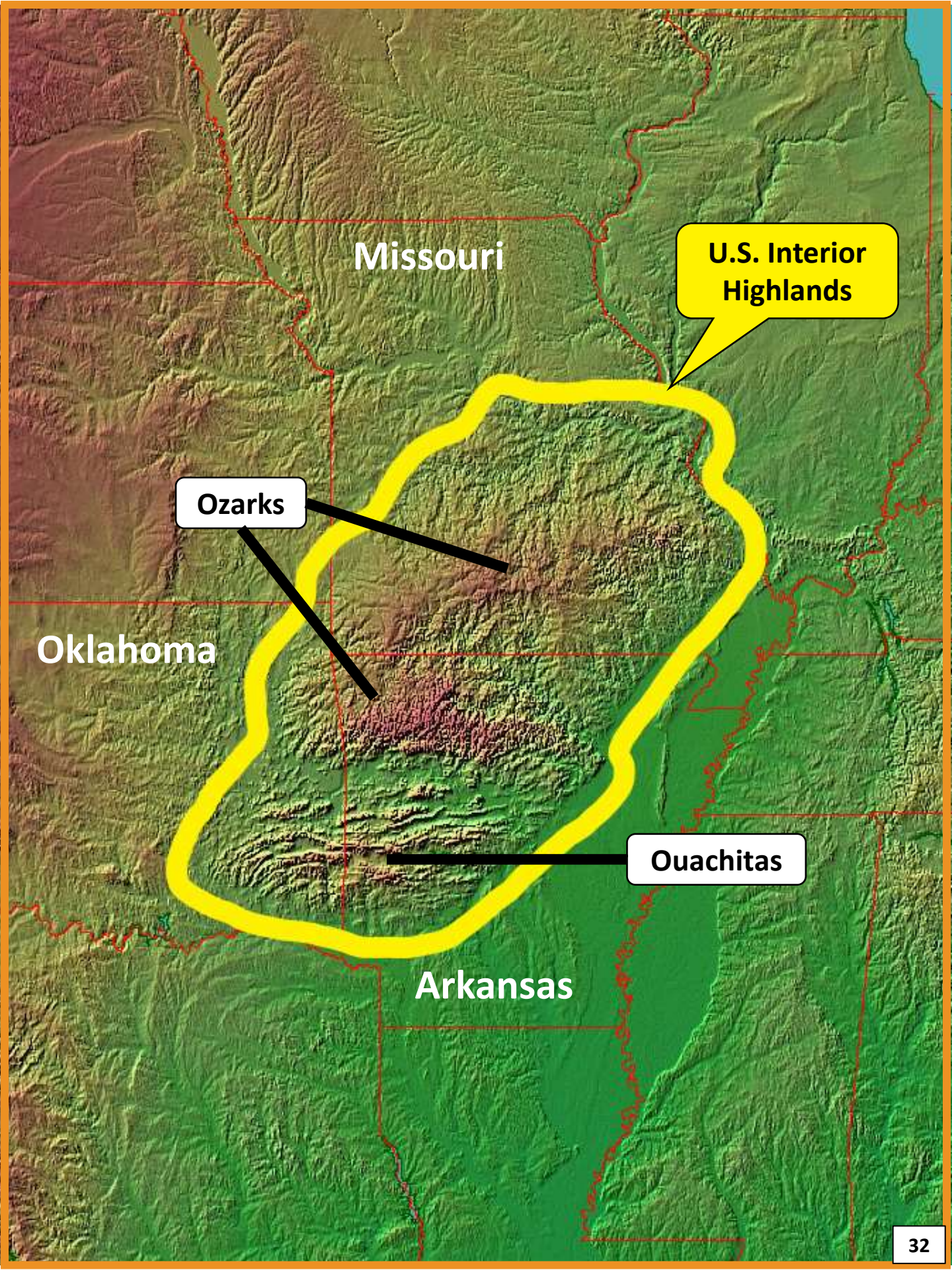


Not many people understand the true extent of the Ozarks region. Weekend travelers proudly announce they are “going down to the Ozarks”, before heading out for places like Branson or Lake of the Ozarks. But if you ask them where the Ozarks actually begins, would they know the answer?

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 Expansion covers 257 miles across 10 counties in Missouri. It will be most efficient to describe it in five segments. We will refer to these segments as “Sprints”.

The opposite page contains a color-coded overview map showing the five sprints, and how they connect to each other. The existing byway is highlighted in blue. Three new sprints will be added to the system: **Foothills**, **Frontier**, and **Parkland**. The existing **Meramec Sprint** is being extended to the west, and the existing **St. Francois Sprint** has an extension to the south.

The pages that follow 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.

***Meramec
Extension***

Parkland

***Existing Ozark Run
Scenic Byway***

Frontier

***St. Francois
Extension***

Foothills

Meramec Sprint Extension

Route Details



Begin: Berryman

End: St. James

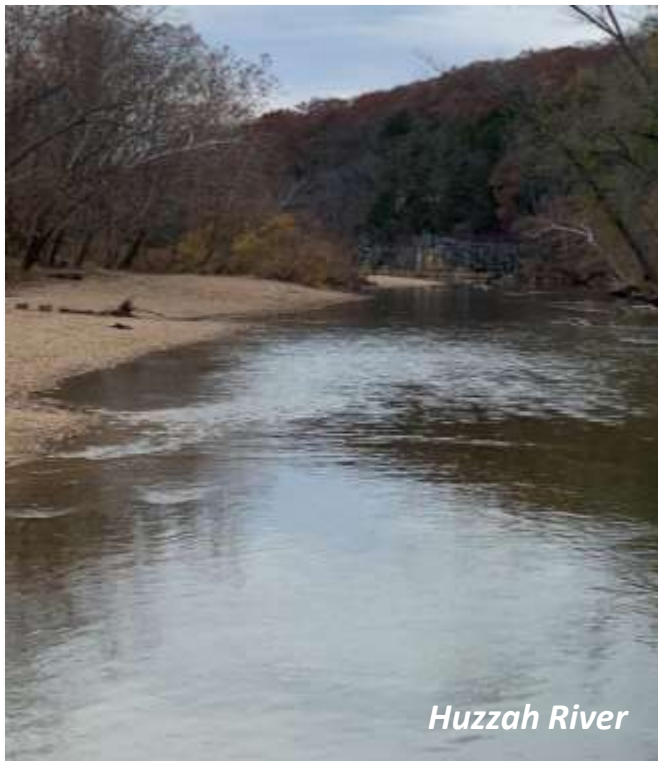
Road: Route 8

Length: 35 miles

Counties: Crawford, Phelps

Communities: Steelville, St. James

The Meramec Sprint extension crosses three of the most popular floating streams in all of Missouri – the Huzzah, the Courtois, and the Meramec River. The route starts where the existing Meramec Sprint ends, on Route 8 at the Washington/Crawford County Line, and extends west through Steelville, terminating at I-44 in St. James.



The route is moderately hilly and very scenic, passing through part of Mark Twain National Forest. This area has several public river access points, canoe and kayak outfitters, and outdoor resorts. Steelville has a historic downtown, with shops, restaurants, and a general store. Farther west, Meramec Spring Park is home to the fifth largest spring in Missouri, a fish hatchery, and the remains of a historic iron works. St. James lies along Historic Route 66, and is known for vineyards, wineries, rustic cabins and B&Bs, and outdoor recreation.

Meramec Sprint Extension

Forest
City Mtn.
Bike Trail

Meramec
Spring Park

St. James

Woods
CA

Steelville

Crooked
Creek CA

Onondaga
Cave SP

Huzzah
CA

8



Anderson
CA

Sizemore
CA

Dillard Mill
SHS

Meramec Sprint Extension



Meramec Spring Park

Points of Interest Inventory

Points of Interest	Miles from byway
Maramec Spring Park	0
St. James Tourist Info Center	0
Woods Conservation Area	0
Ozark Trail	2
Forest City Mountain Bike Trail	2
Huzzah Conservation Area	5
Anderson Conservation Area	5
Sizemore Conservation Area	7
Crooked Creek Conservation Area	8
Onondaga Cave State Park	9
Onyx Cave Conservation Area	16
Dillard Mill State Historic Site	22



Berryman Campground

Traveler Services Inventory

Phelps County Lodging

Economy Inn
Finn's Motel
Greenlight Inn & Suites
Lost Creek Ranch Cabins & Lodge

Crawford County Lodging

Cuba Inn
Days Inn & Suites - Cuba
Driftwood River Lodge
Meramec River Resort
Super 8 - Cuba
Wildwood Springs Lodge

Outdoor Resorts and Outfitters

3 Bridges Raft Rental
Adventure Outdoors
Bass River Resort
Blue Springs Ranch
Candy Cane RV Park &
Campground
Cobblestone Lodge
Driftwood Resorts
Garrison's River Resort
Green's Canoe Rental
Indian Springs Family Resort
Huzzah Valley Resort
Lucky Clover Resort
Murphy's Place
Ozark Outdoors Riverfront Resort
Pheasant Acres RV Park
The Rafting Company
Riverview Ranch
Westover Farms

St. James Restaurants

Burger King
Checo's Mexican Restaurant
China King
Country Bob's Diner
Country Café
Crooked Creek Cellars
McDonald's
Johnnie's Bar and Grill
Los Mendiolas Grill
Pizza Hut
Prince Solomon's Royal Indian
Restaurant
Public House Brewing Company
Rich's Famous Burger & More
Ruby's Ice Cream
Sonic
Subway
Sybill's
The Gardens
The Pick and Shovel

Tourism Links

St. James
<https://visitstjamesmo.com>

Steelville Tourism
<https://www.steelville.info>

Visit Cuba
<https://www.visitcubamo.com>

Cuba Restaurants

Dottie's Family Restaurant
East Office Bar & Grill
East Sun
Frisco's Grill & Pub
Hardee's
Huddle House
Jack in the Box
McDonald's
Missouri Hick Barbeque
Pizza Hut
Riviera Maya Mexican
Restaurant
Rockfair Tavern
Shelly's Route 66 Café
Sonic Drive-In
Subway
Taco Bell

Steelville Restaurants

Art & Joe
Cheri's Sweets & Eats
Dairy Isle & Grill
Rich's Famous Burgers
Royal Garden Chinese
Restaurant
Spare Rib Inn
The Soda Fountain

St. Francois Sprint Extension

Route Details

Begin: Glover

End: Piedmont

Road: Route 49

Length: 29 miles

Counties: Iron, Wayne

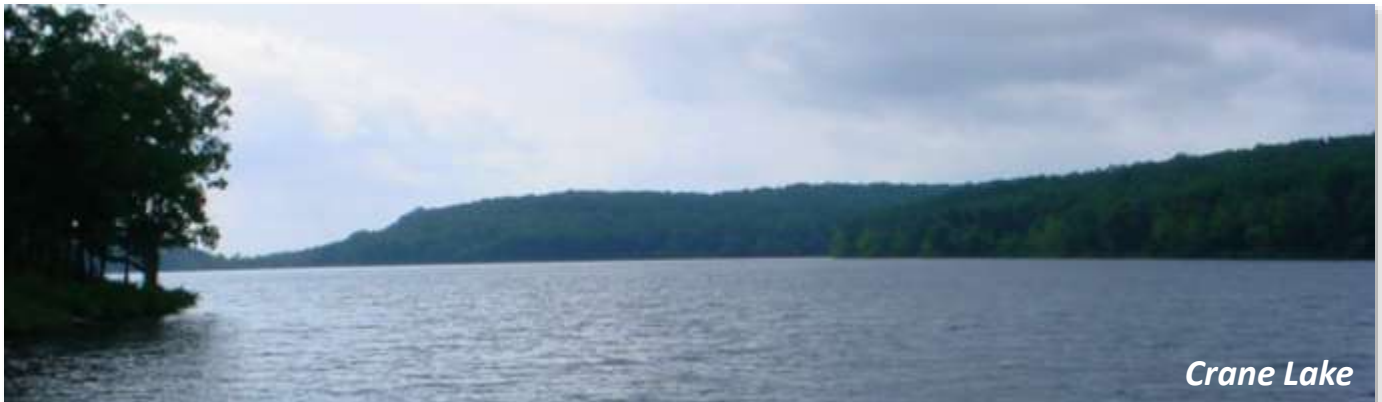
***Communities: Annapolis, Des Arc,
Piedmont***



Sam A. Baker SP

The St. Francois Mountains are one of the oldest mountain ranges on Earth. These dome-shaped hills are the only part of the Ozarks that can truly be called “mountains”. While the surrounding terrain was shaped largely through erosion, these mountains were forged through volcanic activity nearly 1.5 billion years ago. The pink Precambrian igneous rock is exposed on many of the hillsides and mountaintops throughout the region, which spans about 70 miles of territory, from Potosi in the north to Piedmont in the south.

Extending the St. Francois Sprint to Piedmont allows the route to reach the southernmost mountains in the range. Some of these mountains can be explored in public areas such as Sam A. Baker State Park, Graves Mountain Conservation Area, and Lon Sanders Canyon Conservation Area. The Black River and the St. Francis River both originate in these highlands, and provide opportunities for floating, fishing, and camping.



Crane Lake

*St. Francois
Sprint
Extension*

21

49

Annapolis

Des Arc

Piedmont

Black River
Access

K Bridge

Funk Mem.
State Forest

Riverside

Lon Sanders
Canyon CA

Crane
Lake

Graves
Mtn.

Sam A.
Baker SP

Coldwater
CA

St. Francis
River Access



St. Francois Sprint Extension

Points of Interest

Traveler Services

Restaurants

Liquor Locker and Grill
Murphy's Pizza
Tequilas Mexican Restaurant
Wally's Park Road Bar & Grill

Outdoor Resorts

Big Creek RV Park
Black River Hideaway Campground
Black River Traditions Ranch
Otahki Lake Cabins and Campground
Starnier Camping & Stables

State Parks and Conservation Areas	Miles from byway
Lon Sanders Canyon CA	1
Riverside CA	2
Funk Mem. State Forest	5
Graves Mountain CA	8
Sam A. Baker SP	12
Coldwater CA	27

Other Sites	Miles from byway
K Bridge Rec. Area	5
Black River access	5
Crane Lake Rec. Area	6
Ozark Trail	10
St. Francis River access	11

Lon Sanders Canyon CA



Funk Memorial State Forest and Wildlife Area



St. Francis River



Foothill Sprint

Route Details

Begin: *Piedmont*

End: *Marble Hill*

Roads: *49, 172, W, KK, T, 51, H, FF, 51*

Length: *87 miles*

Counties: *Wayne, Butler, Stoddard,
Bollinger*

Communities: *Piedmont, Mill Spring,
Williamsville, Puxico, Marble Hill*

The Foothill Sprint makes an arc through the rugged hills at the southeastern edge of the Ozarks Uplift, and features the major tourist areas of Clearwater Lake and Lake Wappapello, the Mingo National Wildlife Refuge, and the city of Poplar Bluff.

The sprint starts in Piedmont, and follows Route 49 south and east to US 67. From there, it follows Routes 172, W, KK, and T to pass around the Wappapello area. Turning north at Puxico, the sprint follows Route 51, H, FF, and then 51 again to reach Marble Hill.

This segment of the byway treats drivers to an interesting geological contrast. Route 49 near Williamsville has hills and turns to rival any other stretch of the Ozark Run. However, Route 51 near Puxico lies just beyond the escarpment that defines the eastern edge of the Ozarks, in the smooth, flat, bottomlands of the Missouri bootheel.



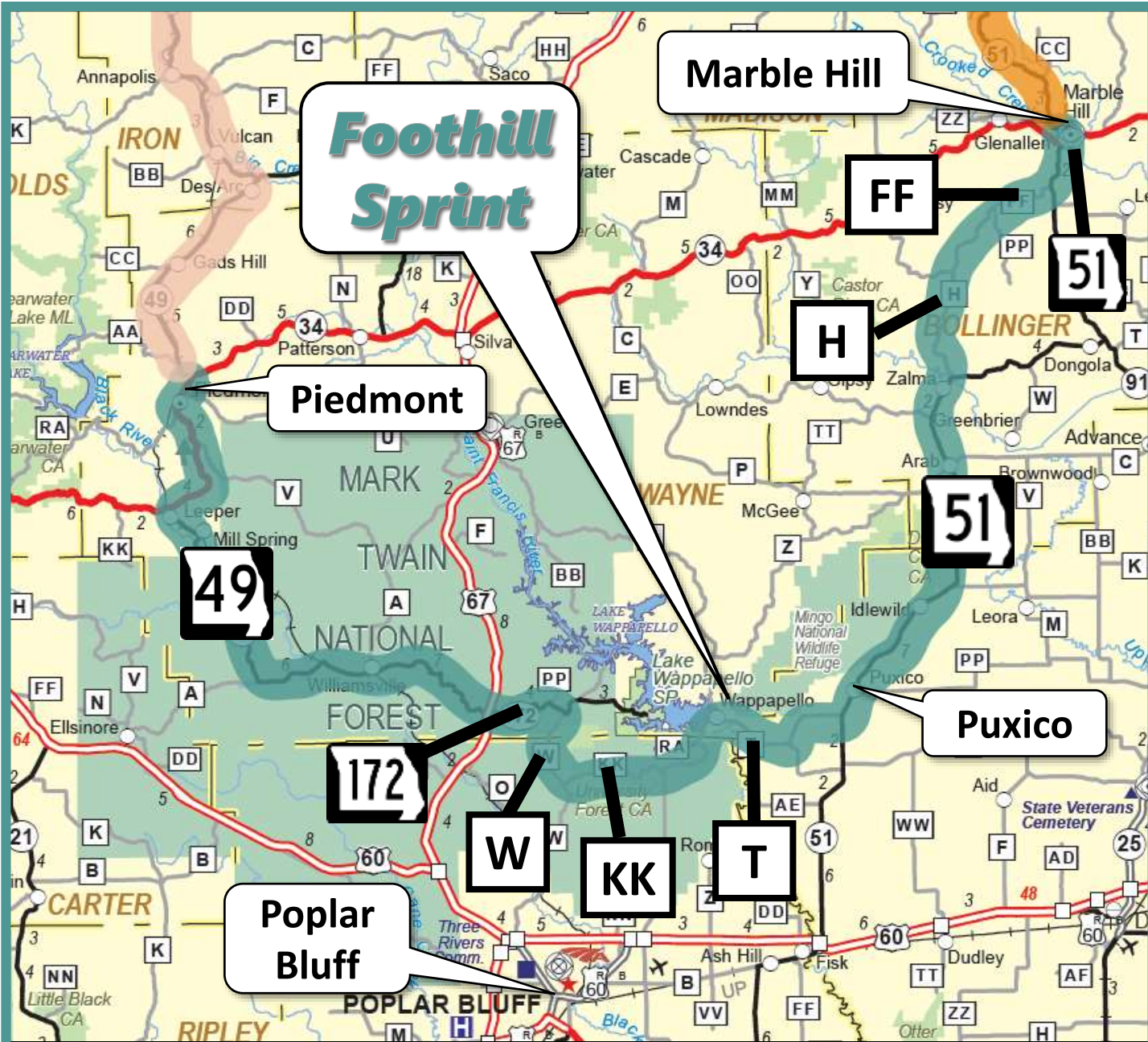
Piedmont Park



Route 49



Stillhouse Hollow



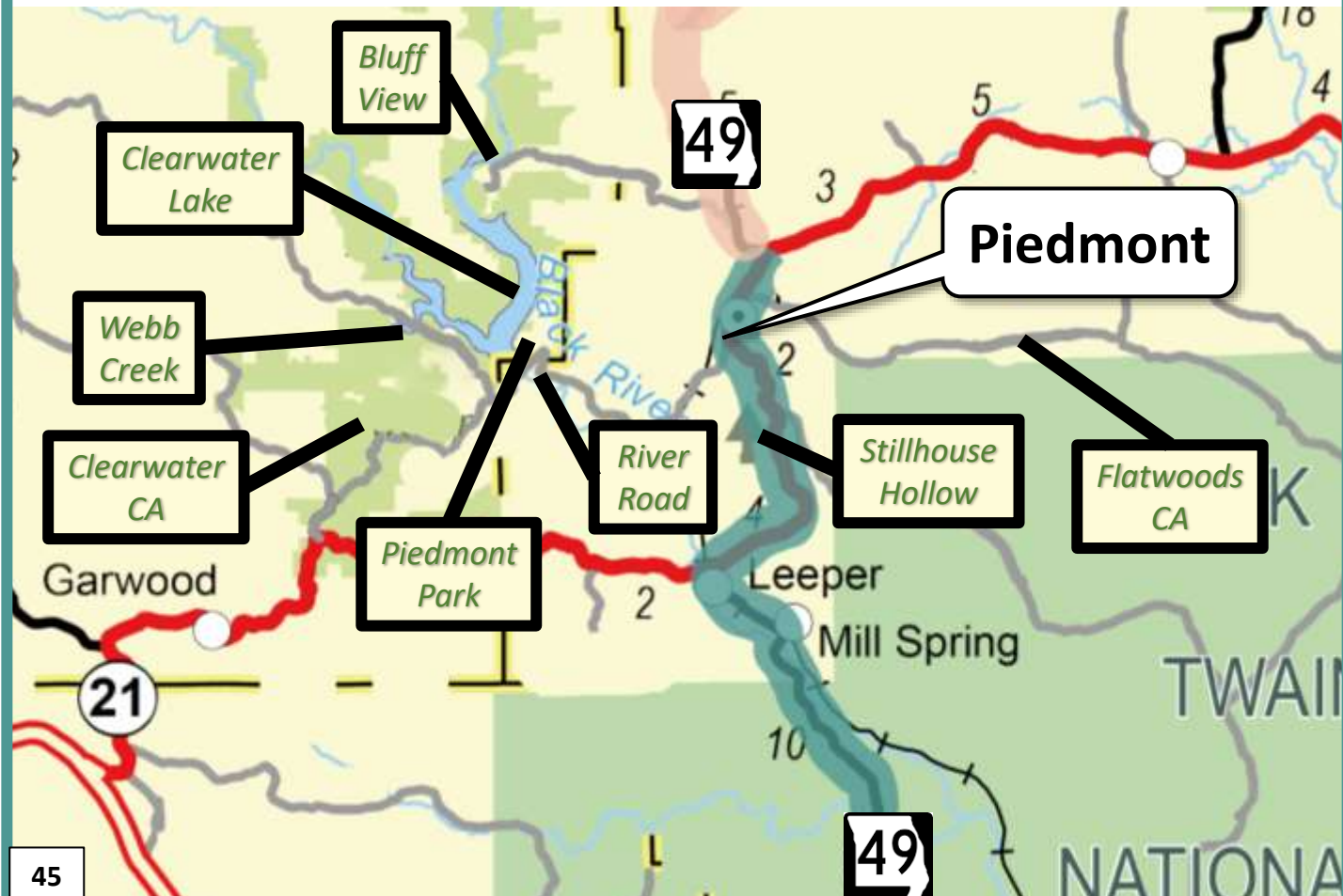
Foothill Sprint

Points of Interest Inventory

Points of Interest	Miles from byway
Stillhouse Hollow Scenic View	0
River Road Park	5
Flatwoods Conservation Area	5
Clearwater Lake	7
Piedmont Park	7
Bluff View Rec. Area	8
Clearwater Conservation Area	10
Webb Creek Park	20



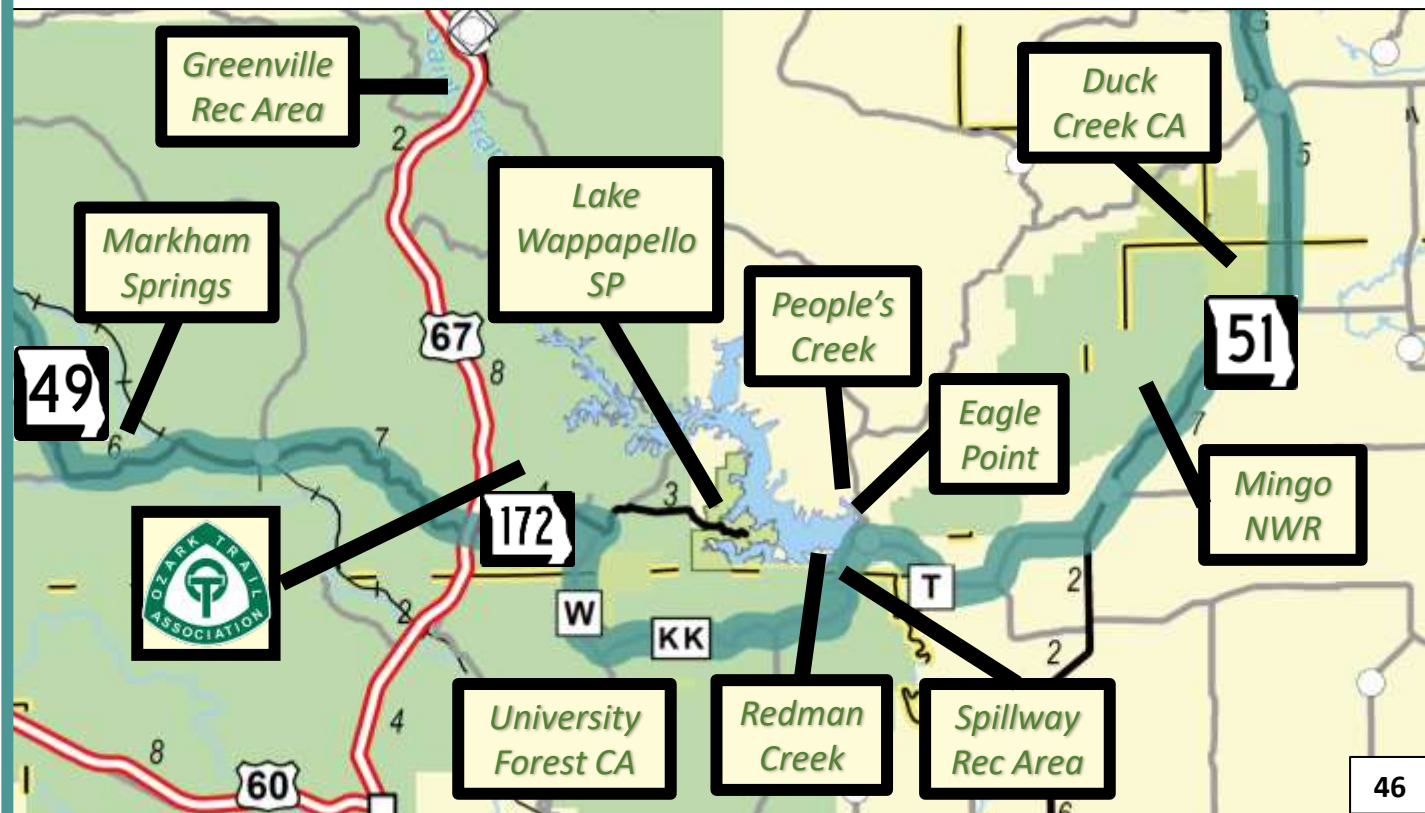
Clearwater Lake





Lake Wappapello

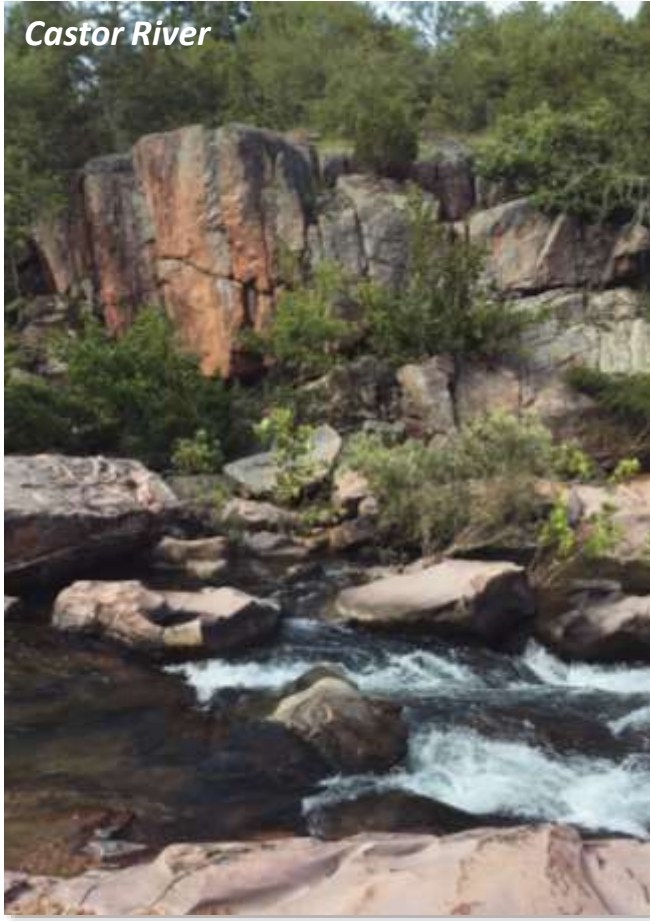
Points of Interest	Miles from byway
Markham Springs Rec. Area	0
Ozark Trail	0
Lake Wappapello State Park	0
University Forest Conservation Area	0
Eagle Point Rec. Area	0
Redman Creek Rec. Area	0
Spillway Rec. Area	0
Mingo Nat'l Wildlife Refuge	0
Duck Creek Conservation Area	0
People's Creek	1
Greenville Rec. Area	14



Foothill Sprint

Points of Interest Inventory

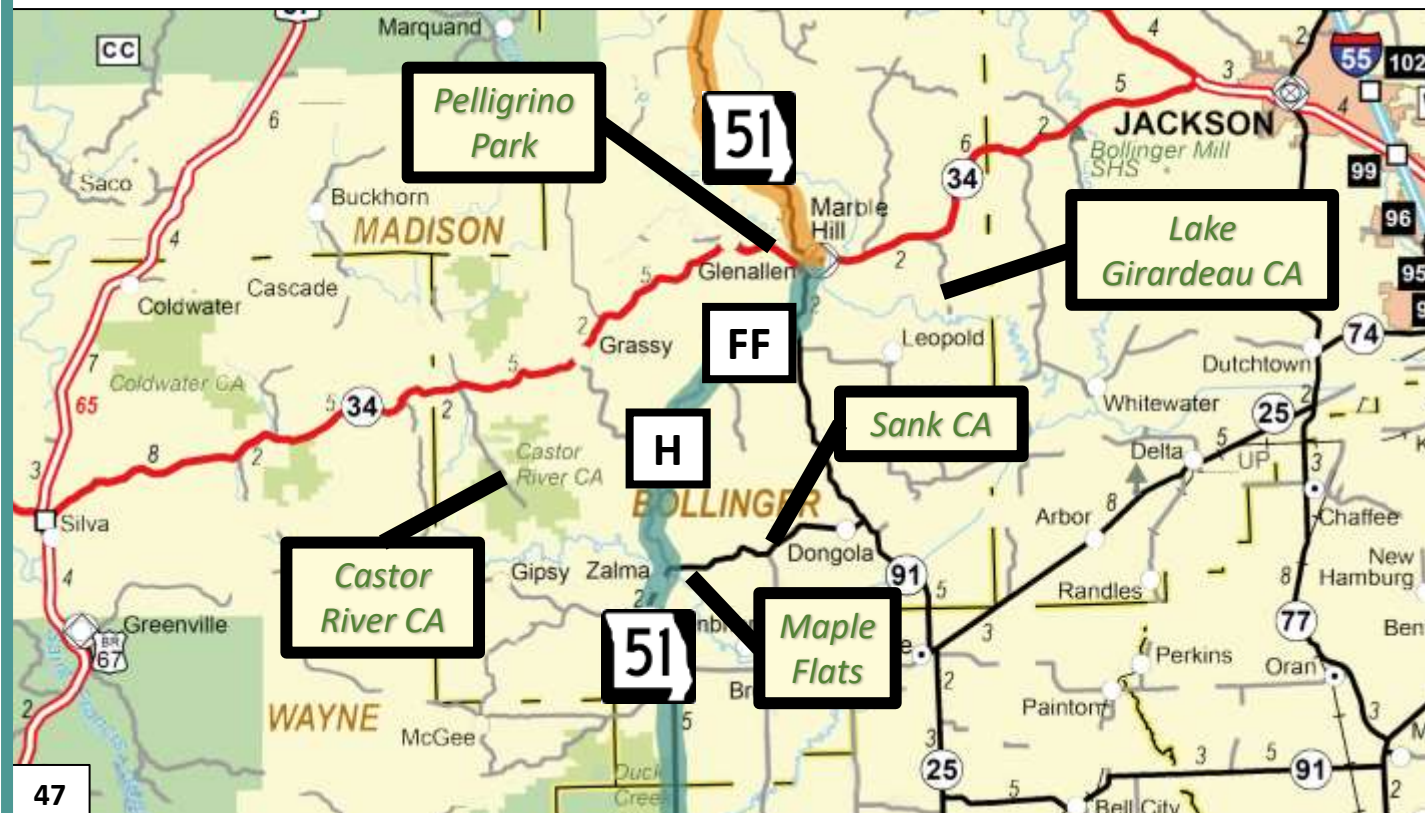
Castor River



Points of Interest	Miles from byway
Maple Flats Access	0
Pelligrino Park	1
Sank Conservation Area	5
Castor River Conservation Area	5
Lake Girardeau Conservation Area	10



Maple Flats



Traveler Services Inventory

Lodging / Outdoors

Lake Wappapello

Chaonia Landing Resort & Marina
Holliday Landing Resort & Marina
Pikey's Place RV Park and
Campground
Sundowner Marine Center &
Marina
The Camp at Lake Wappapello

Piedmont / Clearwater Lake

Beaver Springs Campground
Bluff View Inn
Bluff View Marina
Clearwater Lake Family Resort
Clearwater Marina
Kemper's Hideaway Resort
Stone Crest Motel
Webb Creek Cabins
Webb Creek Marina

Poplar Bluff

Bullwinkle's Rustic Lodge
Camelot RV Campground
Comfort Inn
Drury Inn & Suites
Fairfield Inn & Suites
Hampton Inn
Holiday Inn
Motel 6
Relax Motel
Super 8

Other Areas

Castor River Hideaway (Zalma)
Whippoorwill Lake Family
Campground (Marble Hill)
EC Reed's Mercantile & Hotel
(Marble Hill)

Tourism Links

<https://seetheozarks.com/>

Restaurants

Lake Wappapello

BIBS
Crabb & Company
Don's restaurant and lounge
Rollin' Smoke BBQ
Speedy Cone
Ted's Bar B Que

Piedmont / Clearwater Lake

Clearwater Cafe
Five Star China Buffet
Hercules BBQ
McDonald's
Murphy's Pizza
Robbi's Zephyr Cafe
Sonic Drive-In
Subway
Tequila's Mexican Restaurant

Poplar Bluff

A&W
Applebee's
Arby's
Beijing
Big Whiskey's
bread+butter
Buffalo Wild Wings
Burger King
Bushwood's
Caliber Cafe
Casa Grande
Castello's Restaurant & Catering
Chin
China Garden
China Wok
Dairy Queen
Dexter Bar-B-Que
El Acapulco Authentic Mexican
Fazoli's
Fuji Japanese Cuisine
Hanuman Express
Hardee's
Hayden Drive-In

Huddle House
Hunt Brothers Pizza
Imo's Pizza
Jen's Diner
Jimmy John's
La Torcia Brick Oven Pizza
Las Margaritas
Lemonade House Grille
Maya's Mexican Restaurant
McDonald's
Myrtle's Place
Panda Express
Papa Johns Pizza
Pizza Inn
Rally's
Sonic Drive-In
Steak n Shake
Taco Bell
Taco John's
Taco Taco Fresh Mex
The Fishin' Pig
Tios Bar & Grill
Wendy's

Puxico

Casa Lopez Mexican Restaurant
Hunt Brothers Pizza
Puxico Bar
Southern Barrel Bar and Grill
Spoon & Spout
The Country Kitchen
The Midway

Marble Hill

AJ's
Crooked Creek Eatery
El Tule Mexican Restaurant
Good Coffee Co
Jay's Bar-B-Que
McDonald's
Pizza Pro of Marble Hill
The Lanes Food Park



Perry County Courthouse



Green Tree Tavern



Ste. Genevieve

Begin: *Marble Hill*

End: *US 61 at Route O*

Roads: *MO 51, US 61, St. Marys Rd, Main St, Merchant St, 4th St, Market St, US 61*

Length: *66 miles*

Counties: *Bollinger, Perry, Ste. Genevieve*

Communities: *Marble Hill, Perryville,*

St. Mary, Ste. Genevieve

The Frontier Sprint gives a nod to both the geographic and historic significance of this region. The sprint travels along the eastern frontier of the Ozarks uplift, where the rolling hills meet the wide Mississippi River valley. This area is also home to the oldest permanent European settlement in Missouri, founded when the western frontier was still an unexplored territory.

The history of this area takes center stage. The highlight is the Ste. Genevieve National Historic Park, which features a collection of original French-colonial houses in the midst of a picturesque small town. Down the road is Perryville, a hub for German heritage and cultural attractions. Museums in Perry County tell the story of the German Lutheran immigrants who settled here in the 1800's.

Ste. Genevieve

*Ste. Genevieve
Nat'l Historic Park*

Felix Valle House SHS

*Kaskaskia Bell
SHS (Illinois)*

*Blue Spring
Branch CA*

*Ball Mill
Resurgence
Natural Area*

Nat'l Shrine

Perry Co. Lake

Perryville

*Veterans
Memorial*

*Tower
Rock*

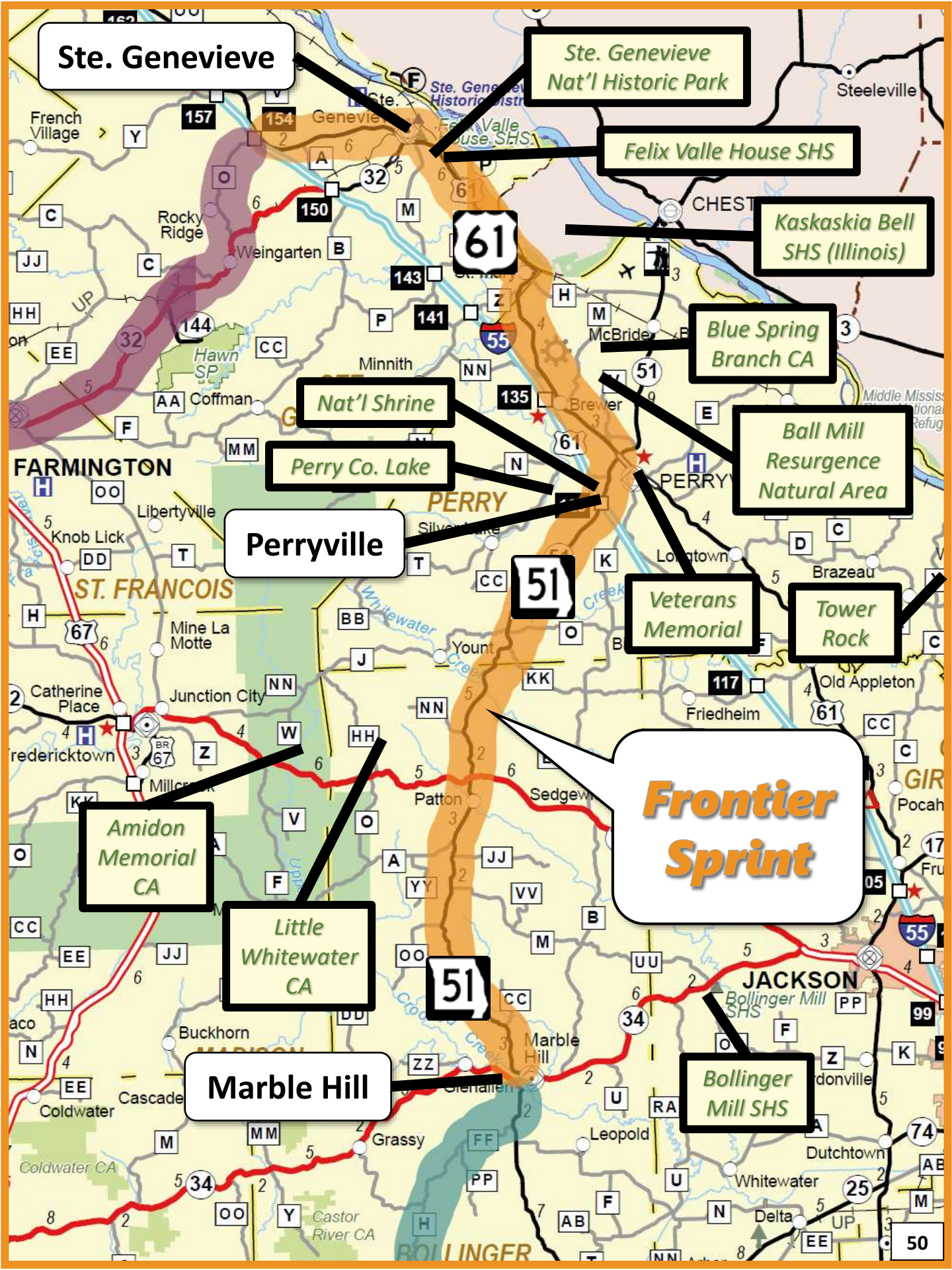
**Frontier
Sprint**

*Amidon
Memorial
CA*

*Little
Whitewater
CA*

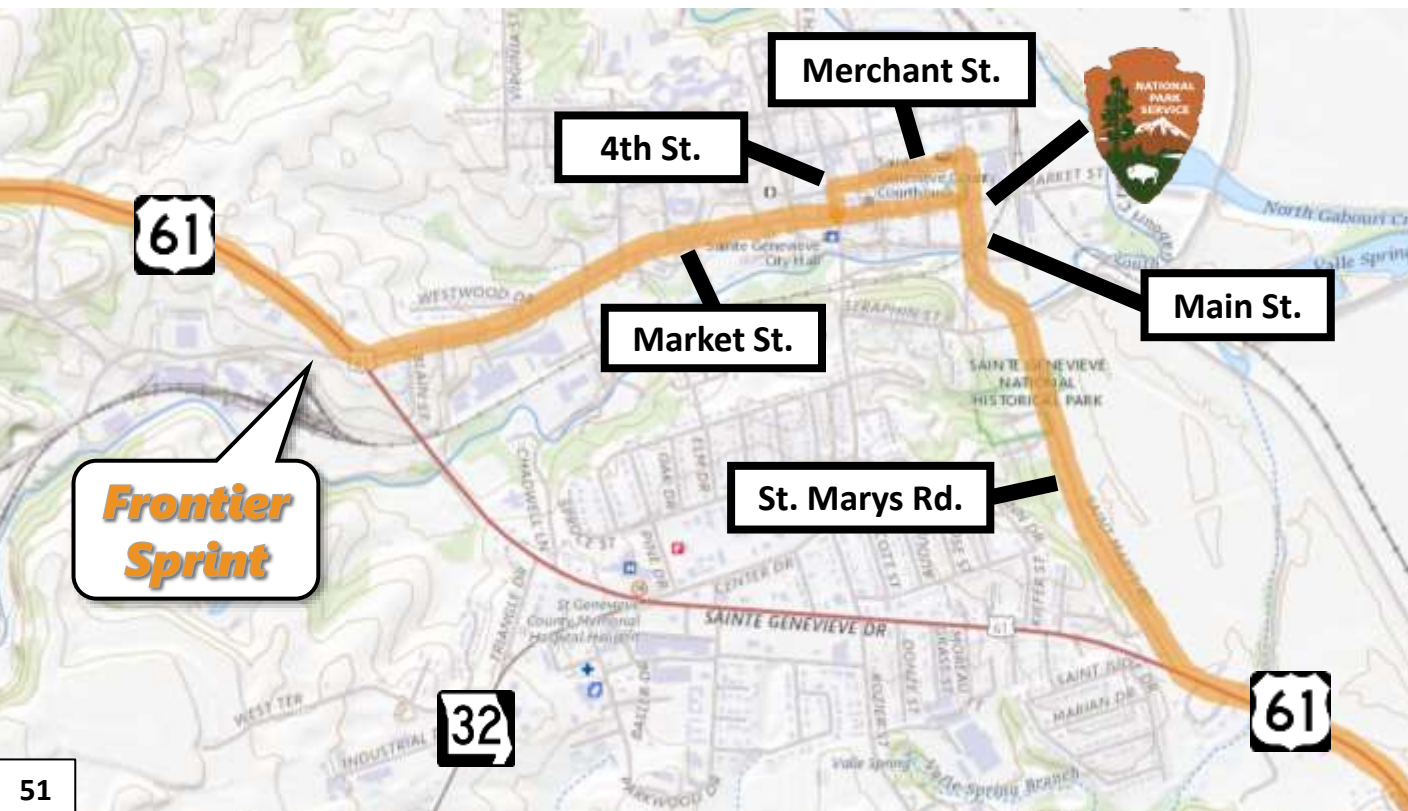
Marble Hill

*Bollinger
Mill SHS*





The map below shows the route that the Ozark Run Scenic Byway will take through the historic center of Ste. Genevieve. Approaching from the southeast on US 61, byway drivers turn right on St. Mary's Road, which merges into Main St. This will take them directly to the Ste. Genevieve National Historic Park visitor center, and the heart of the historic district. To continue on the byway toward Farmington, drivers will turn left on Merchant St, left on 4th St, right on Market St, and right on US 61. Drivers traveling in the opposite direction will use Market St. between 4th and Main, since it is a one-way street eastbound.



Points of Interest Inventory

Points of Interest	Miles from byway
Ste. Genevieve National Historic Park	0
Felix Valle House State Historic Site	0
Missouri's National Veterans Memorial	1
National Shrine of Our Lady of the Miraculous Medal	1
Perry County Community Lake	2
Ball Mill Resurgence Natural Area	4
Kaskaskia Bell Memorial (Illinois State Historical Site)	5
Blue Spring Branch Conservation Area	6
Little Whitewater Conservation Area	9
Bollinger Mill State Historic Site	12
Amidon Mem. Conservation Area	17
Tower Rock Natural Area	26



Perryville – Hotels

Days Inn
Holiday Inn Express
Quality Inn
Super 8
Willow House B&B

Perryville – Restaurants

Acapulco
Arby's
Beef 'O' Brady's
Burger King
Chin Restaurant
City Tavern
Cone or Cup
Dairy Queen
El Torero Restaurant
Ewald's Bar-B-Q
Five Star China Garden
Galati's Ristorante
Hardee's
Hunt Brothers Pizza
Imo's Pizza
Incredible Edibles
J Street EATS
KFC
Los Primos
Mary Jane Burgers & Brew
McDonald's
Park-Et Restaurant
Pitstop Cafe
Salerno's Pizzeria
Smokin' Double Barrels BBQ
Sonic Drive-In
Subway
Taco Bell
Hunt Brothers Pizza (Patton)
Suzie's Country Kitchen (Patton)

Ste. Genevieve – Restaurants

American Custard Company
Anvil Restaurant & Saloon
Cafe Genevieve
China King
Common Grounds Coffee
House and Cafe
Dairy Queen
Domino's Pizza
El Potosino Mexican
Restaurant
El San Felipe Mexican Grill
Lam's Garden
Luna's Shaved Ice
McDonald's
Mimi's
Old Brick House
Oliver's
Rooted Coffee
Sara's Ice Cream
Sirros
Stella & Me Cafe
Subway
Week's Restaurant

Ste. Genevieve – Hotels

Main Street Inn B&B
Microtel Inn & Suites
The Audubon's: Hotel &
Restaurant
The Inn St. Gemme
Triangle Inn
Wilmar Motel

Campgrounds / RV Parks

Barks Plantation RV Park
Castor River Ranch Campground
Goatey Goat Ranch RV Park &
Campground
Perryville RV Resort by Rjourney
Saline Creek RV Park &
Campground

Tourism Links

Perry County
<https://visitperrycounty.com/>

Ste. Genevieve
<https://visitstegen.com/>



Ste. Genevieve Catholic Church



Route 51

Parkland Sprint

Route Details



Hawn State Park

Begin: Route O at US 61

End: Pilot Knob

Roads: Route O, Route 32, Ste. Genevieve Ave, Main St, Liberty St, A St, Columbia St, Route 221

Length: 40 miles

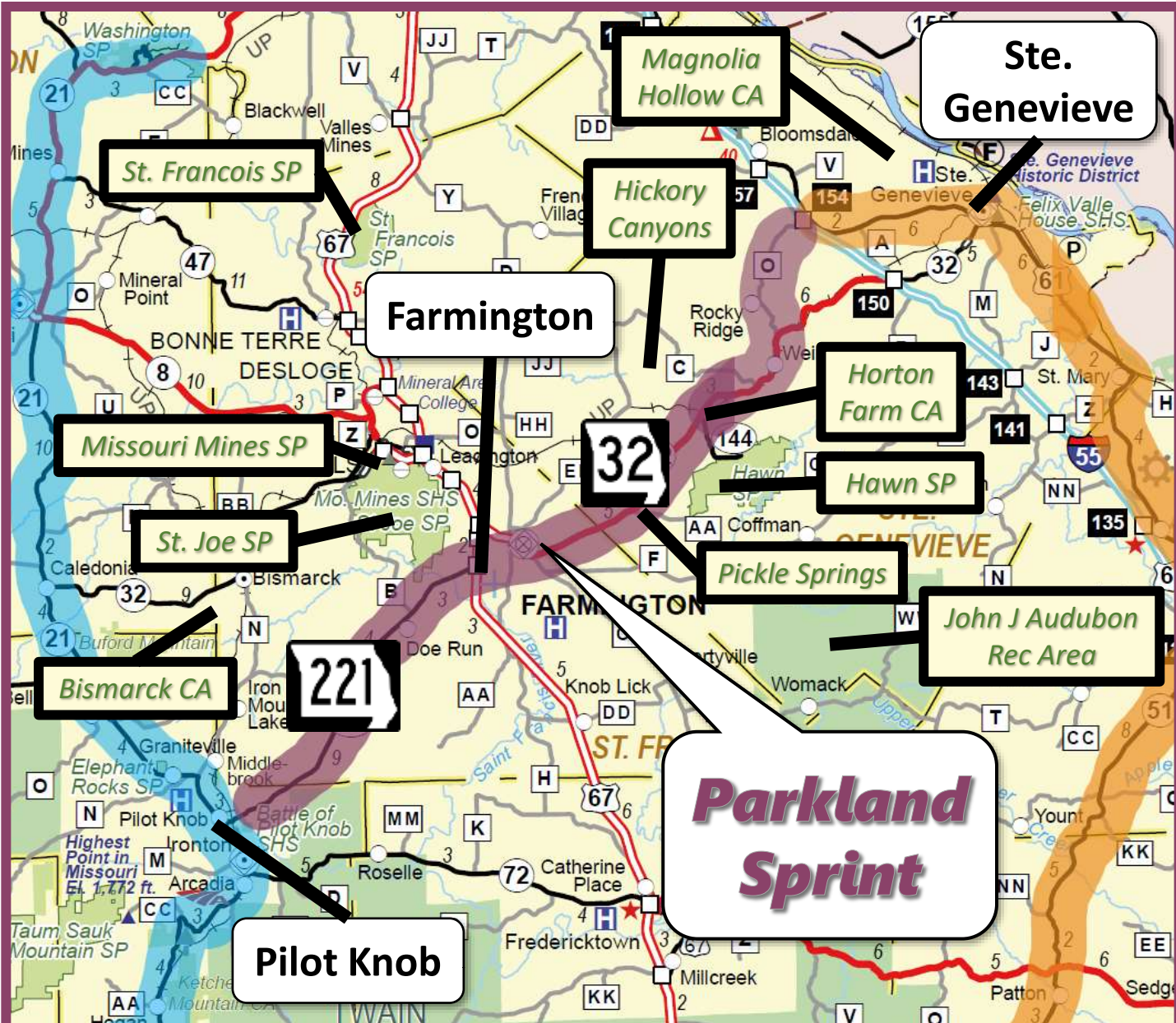
Counties: Ste. Genevieve, St. Francois, Iron
Communities: Ste. Genevieve, Farmington, Pilot Knob

The Parkland Sprint provides an important link between key cities, major highways, and big parks. The sprint connects the two historic downtown districts of Ste. Genevieve and Farmington, and continues west to Pilot Knob, intersecting I-55, US 67, and Route 21. Along the way, the sprint passes near some of the largest and most popular Missouri State Parks, including Hawn, St. Joe, and St. Francois.

Farmington is the largest city on the Ozark Run Scenic Byway, and is an ideal base camp for travelers, with major hotel and restaurant chains, plus wineries, boutiques, and unique shops.



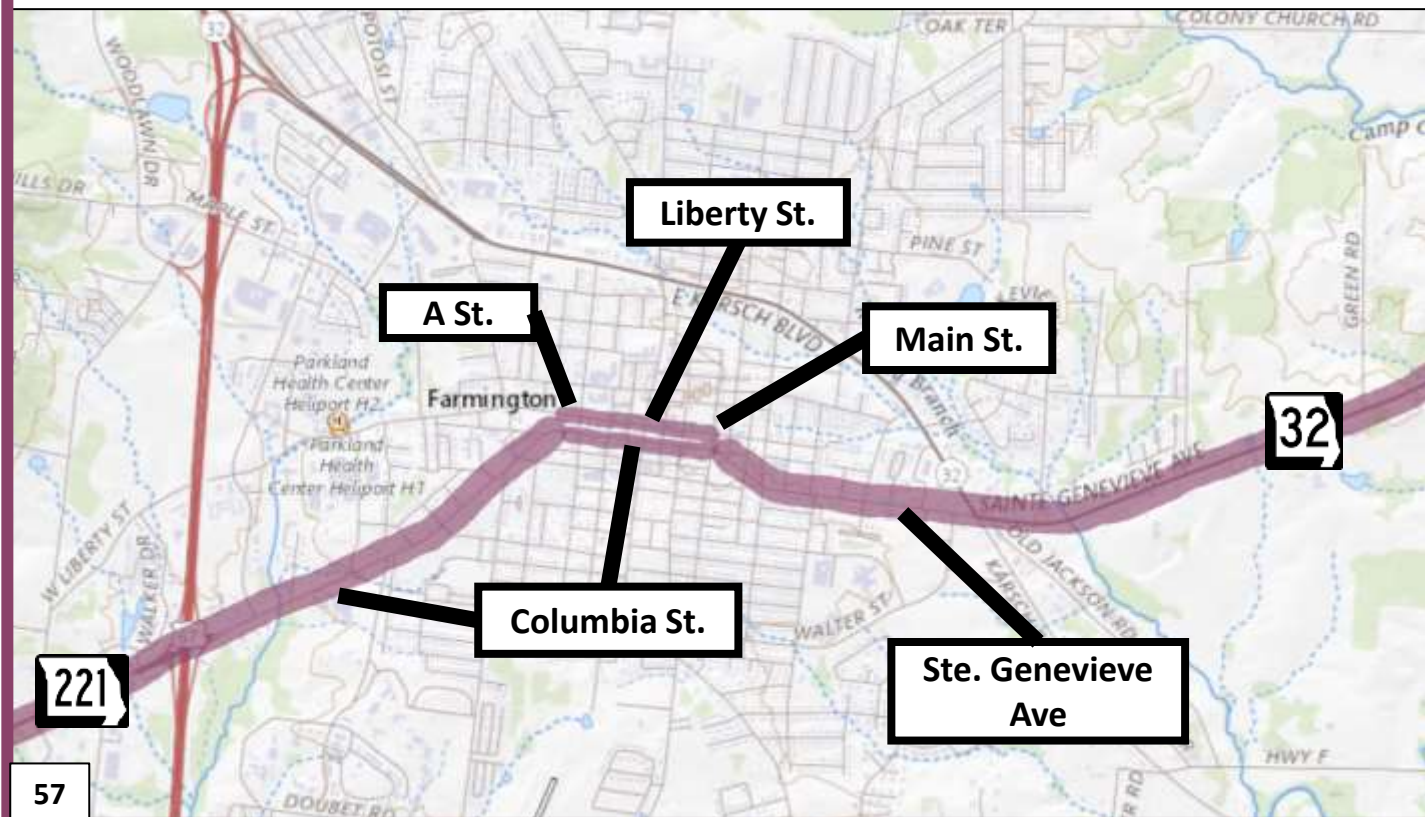
Pickle Springs Natural Area





Farmington

The map below shows the route that the Ozark Run Scenic Byway will take through the historic center of Farmington. Byway drivers approaching from the east on Route 32 will continue straight on Ste. Genevieve Ave., then use Main St. for one block to access Liberty St. which is one-way westbound. At "A" St, they will travel south one block, then turn right on Columbia St., which becomes Route 221 at the interchange with US 67. Drivers traveling eastbound will stay on Columbia St., which is one-way eastbound, until it merges directly into Ste. Genevieve Ave.



Points of Interest Inventory

Points of Interest	Miles from byway
Horton Farm Conservation Area	0
Pickle Springs Natural Area	2
St. Joe State Park	2
Hawn State Park	4
Hickory Canyons Natural Area	5
Missouri Mines State Historic Site	8
Magnolia Hollow Conservation Area	9
Bismarck Conservation Area	10
St. Francois State Park	16
John J Audubon Recreation Area	19



Bismarck Conservation Area



Hickory Canyons Natural Area

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

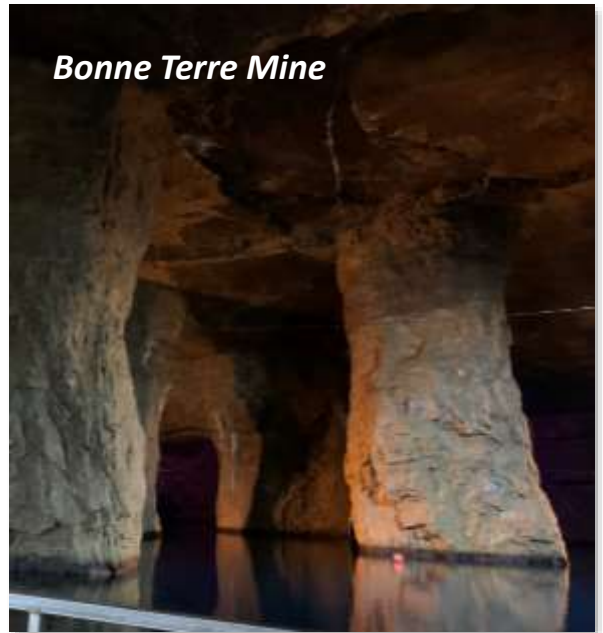




Pilot Knob Nat'l Wildlife Refuge



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.

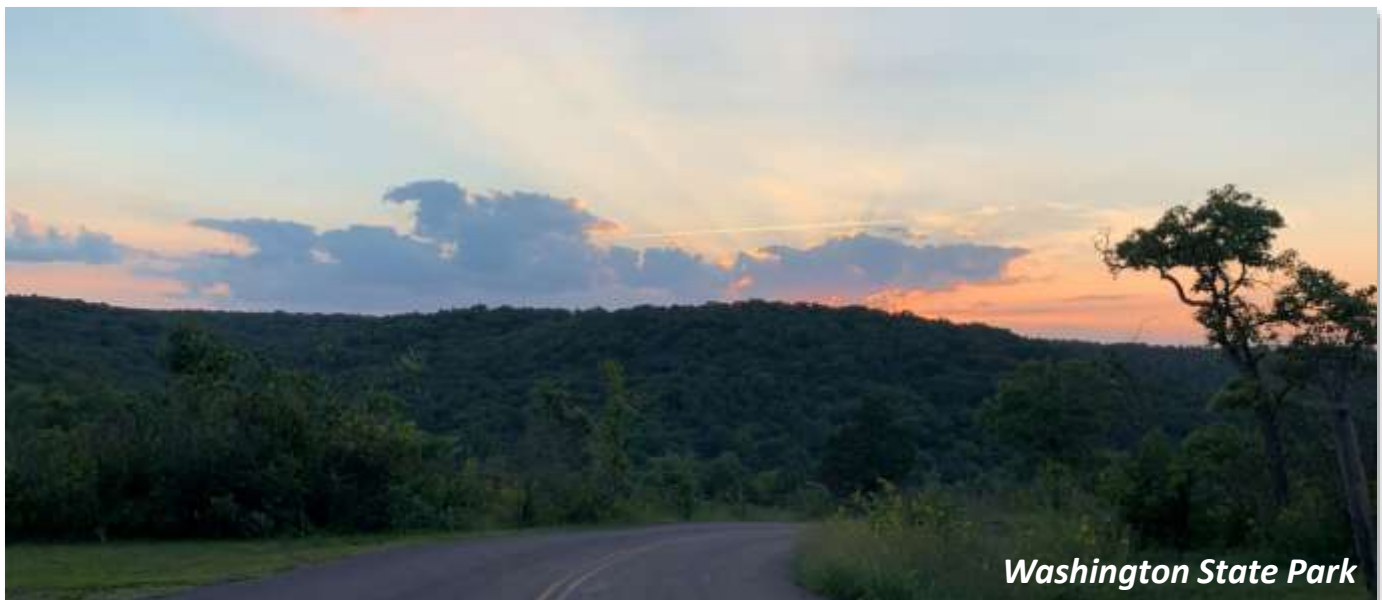
Five Year Plan	
Year One	Install wayfinding signs Establish steering committee Establish marketing plan Publish brochures
Year Two	Establish new managing organization Identify locations for pullouts Construct Gateway Signs
Year Three	Create smartphone app Sponsor special events
Year Four	Start planning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



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”.

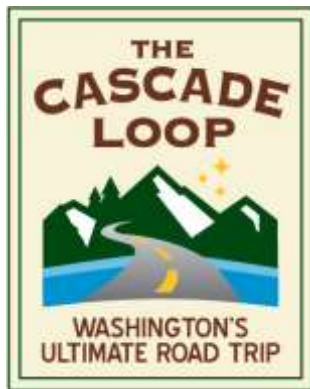
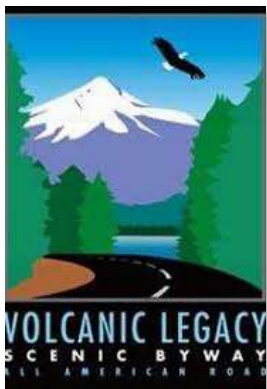


Many long-distance driving trails have unique wayfinding signs below the route number sign. The examples to the right are all found in Missouri – the Lewis & Clark Trail, Historic Route 66, and the Great River Road.



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



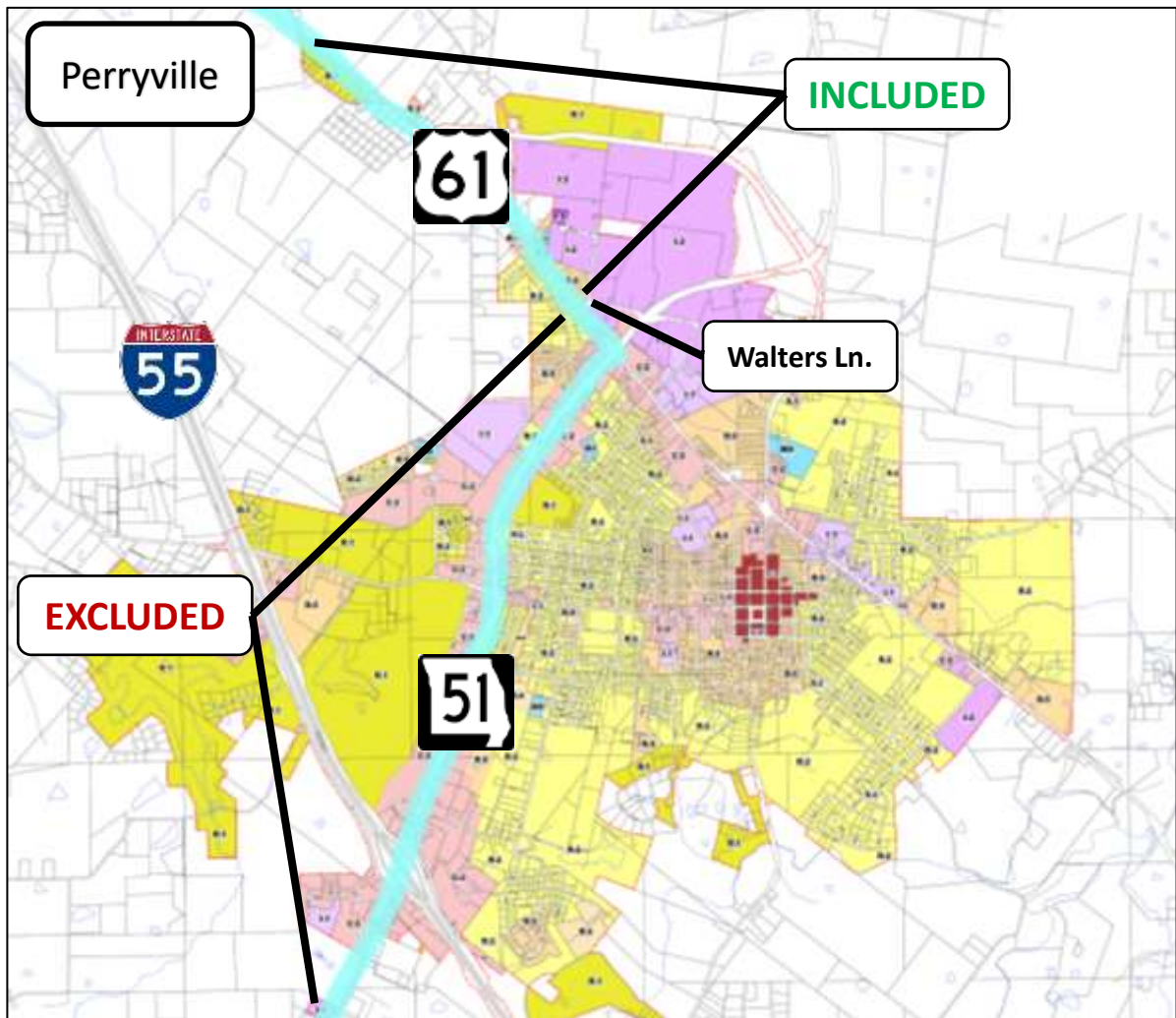
Hitchcock Nature Center, Honey Creek, Iowa

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

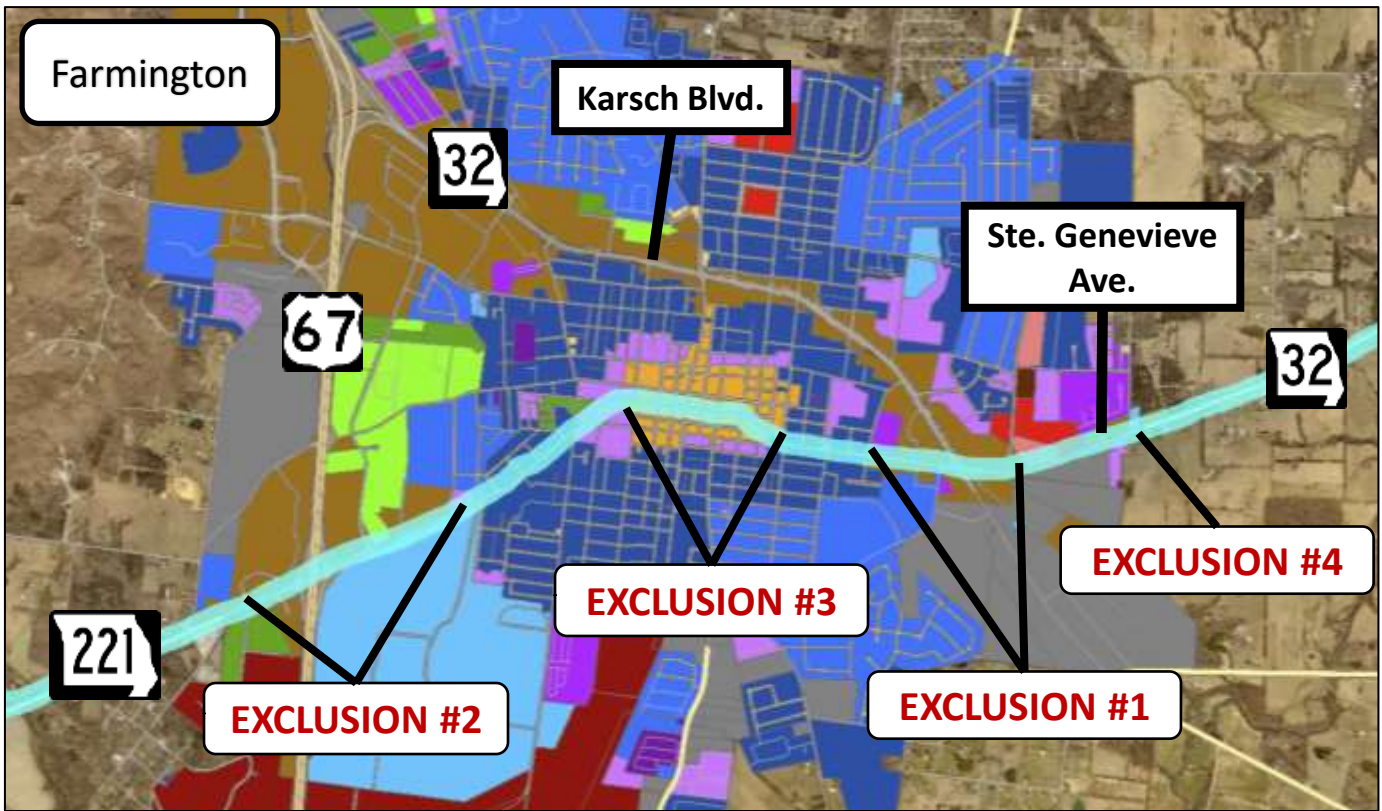
According to the Perryville zoning map, Route 51 from the southern city limits to US 61 is zoned C2. US 61 from Route 51 to the northwest city limit is zoned C2 only for the first quarter-mile. Therefore the only portion of the byway within the Perryville city limits that qualifies for official byway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

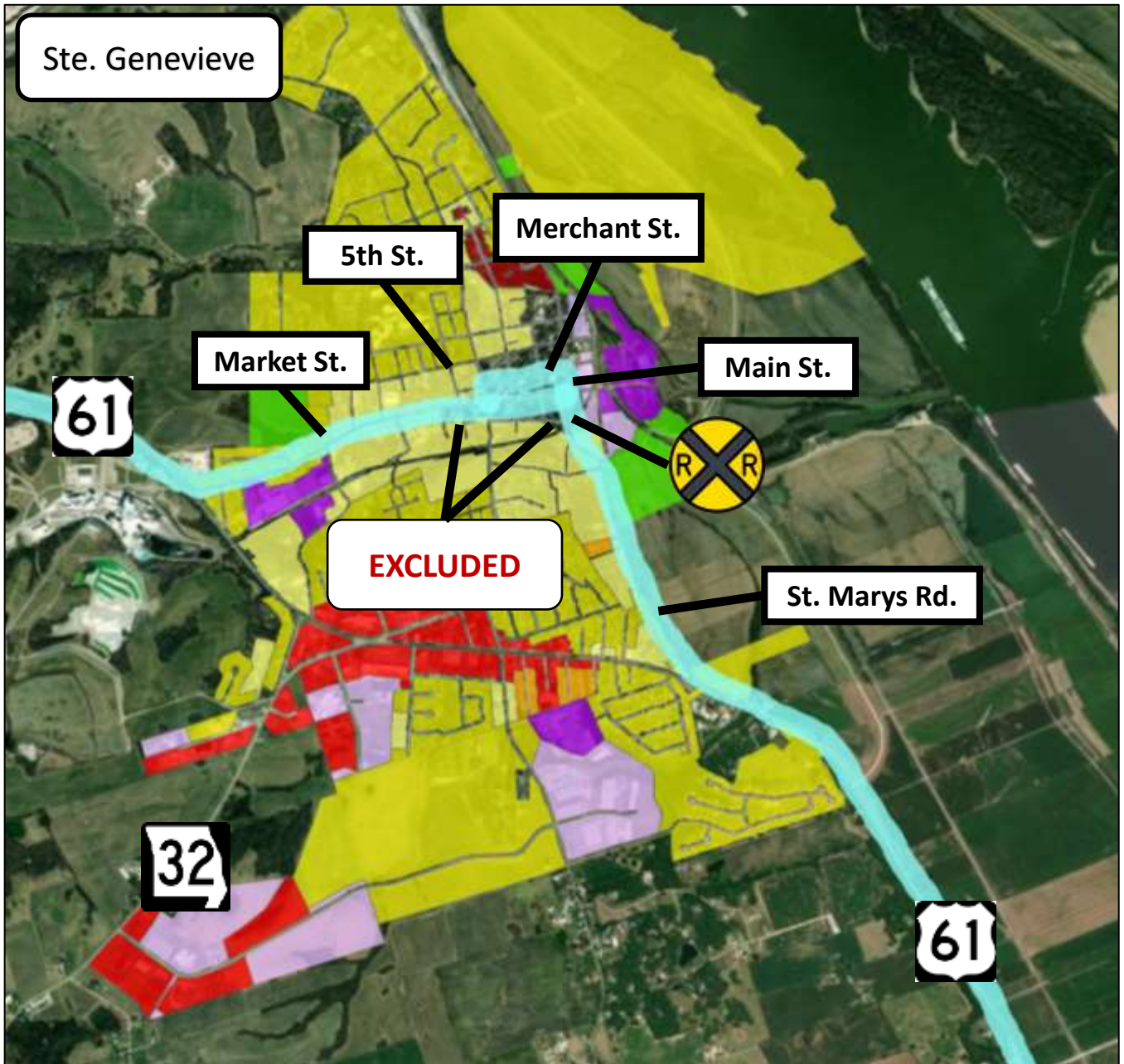
The byway has three segments in Farmington that pass through commercial zoning, and are excluded from official designation. Commercial zoning appears brown on the map below. Exclusion #1 is the area surrounding the intersection of St. Genevieve Ave. and Karsch Blvd. Exclusion #2 is the vicinity of the 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.

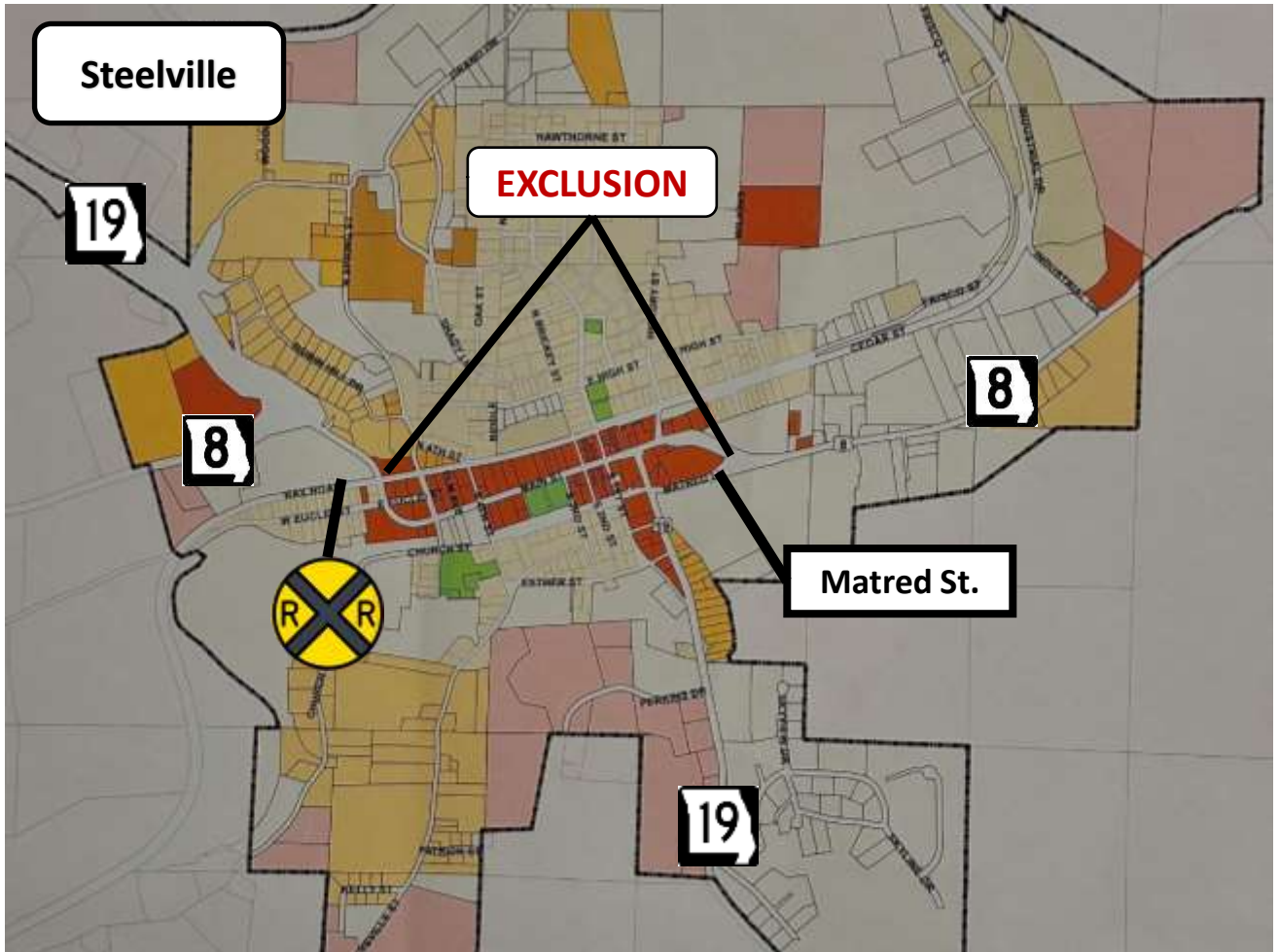


Source:

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

Steelville Exclusions

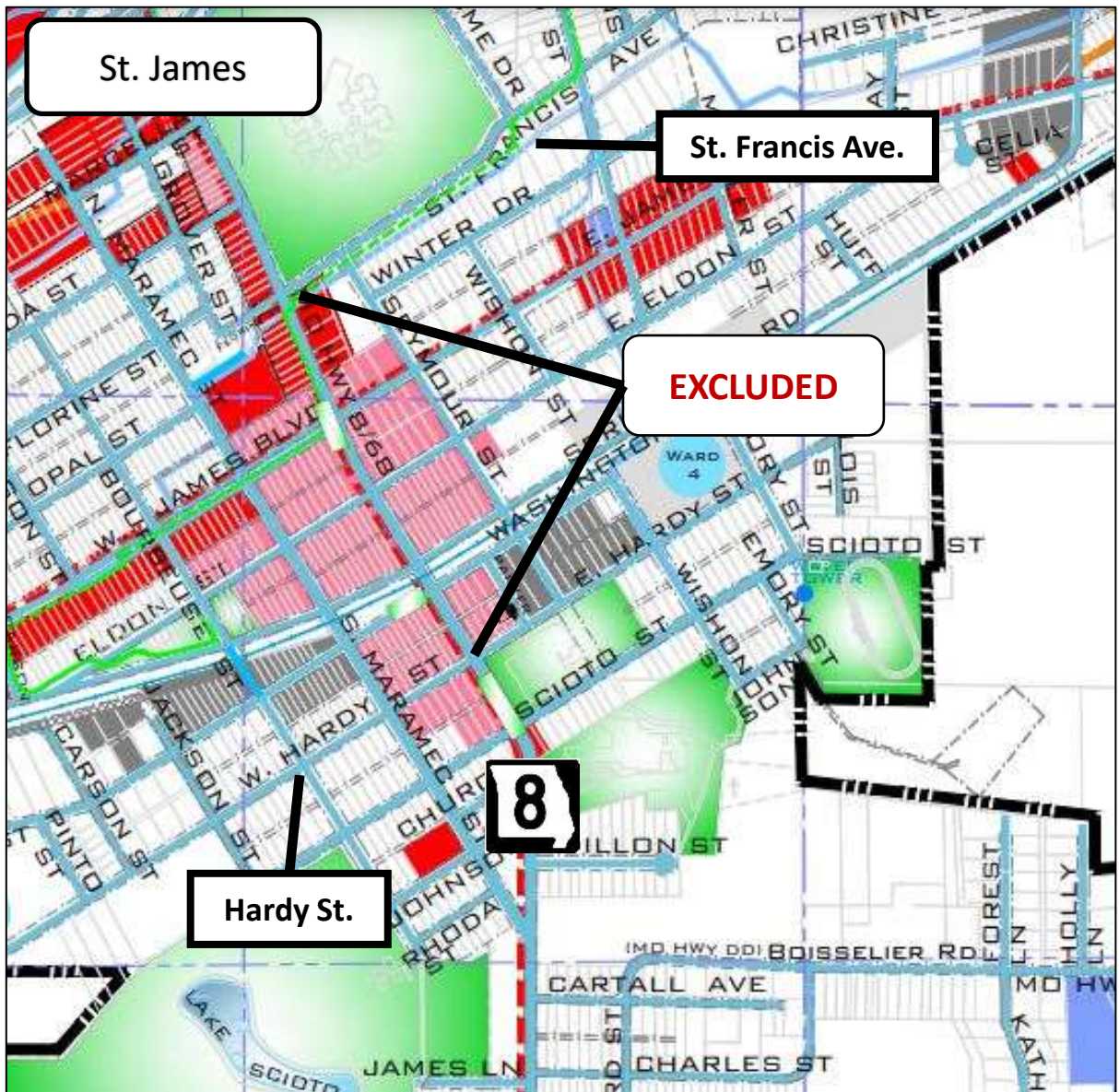
According to the Steelville zoning map, the town center is zoned commercial. Therefore, the segment of Route 8 that passes through this area is excluded from byway designation. This area is colored red in the center of the image below. The bounded by Matred St. on the east, and the railroad crossing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



Source: Missouri Dept. of Transportation

St. James Exclusions

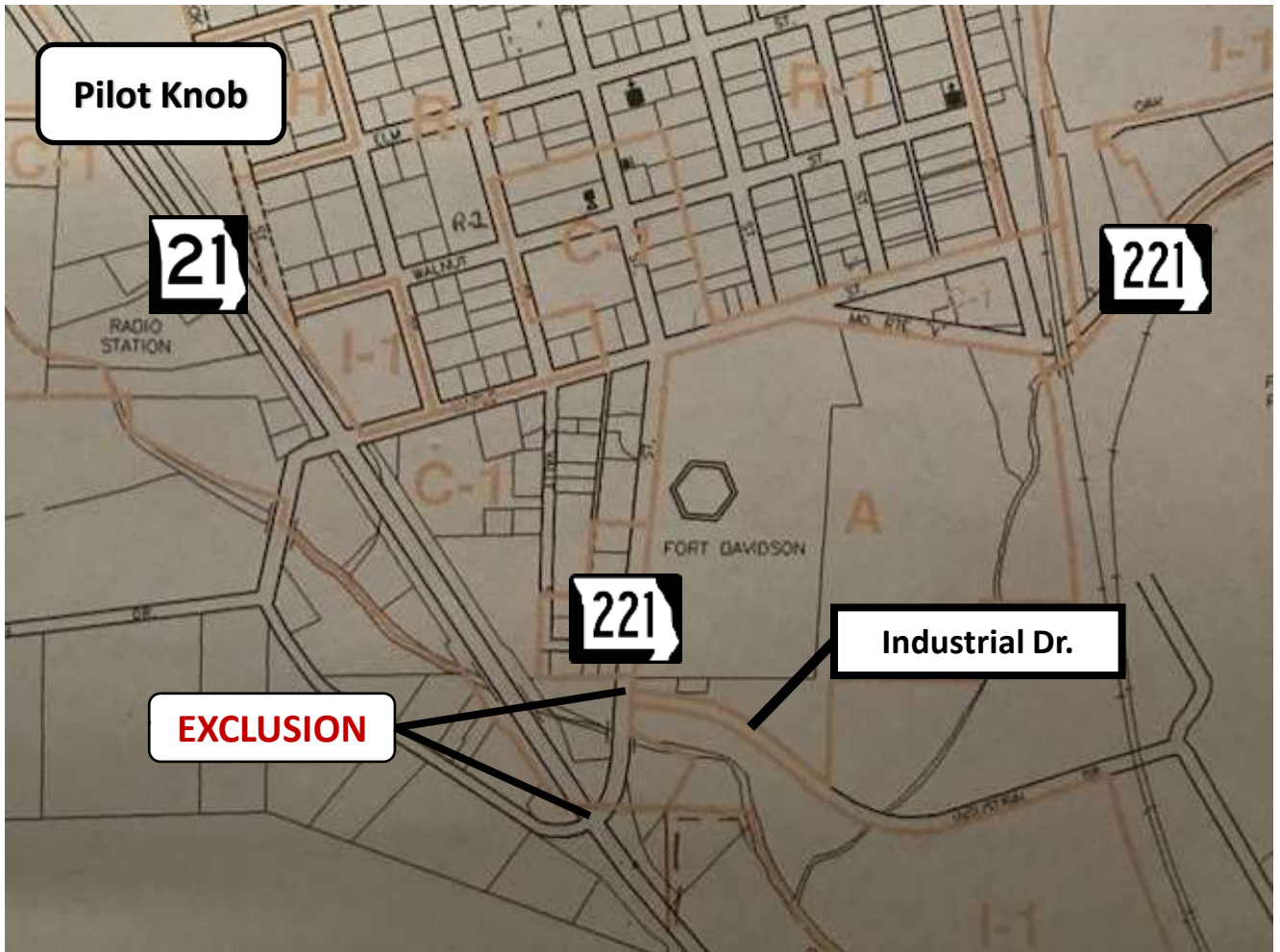
According to the Ste. James zoning map, a portion of the town center is zoned commercial on both sides of Route 8. Therefore, the segment of the byway that passes through this area is excluded from byway designation. This area is bounded by St. Francis Ave. on the north, and Hardy St. on the south.



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

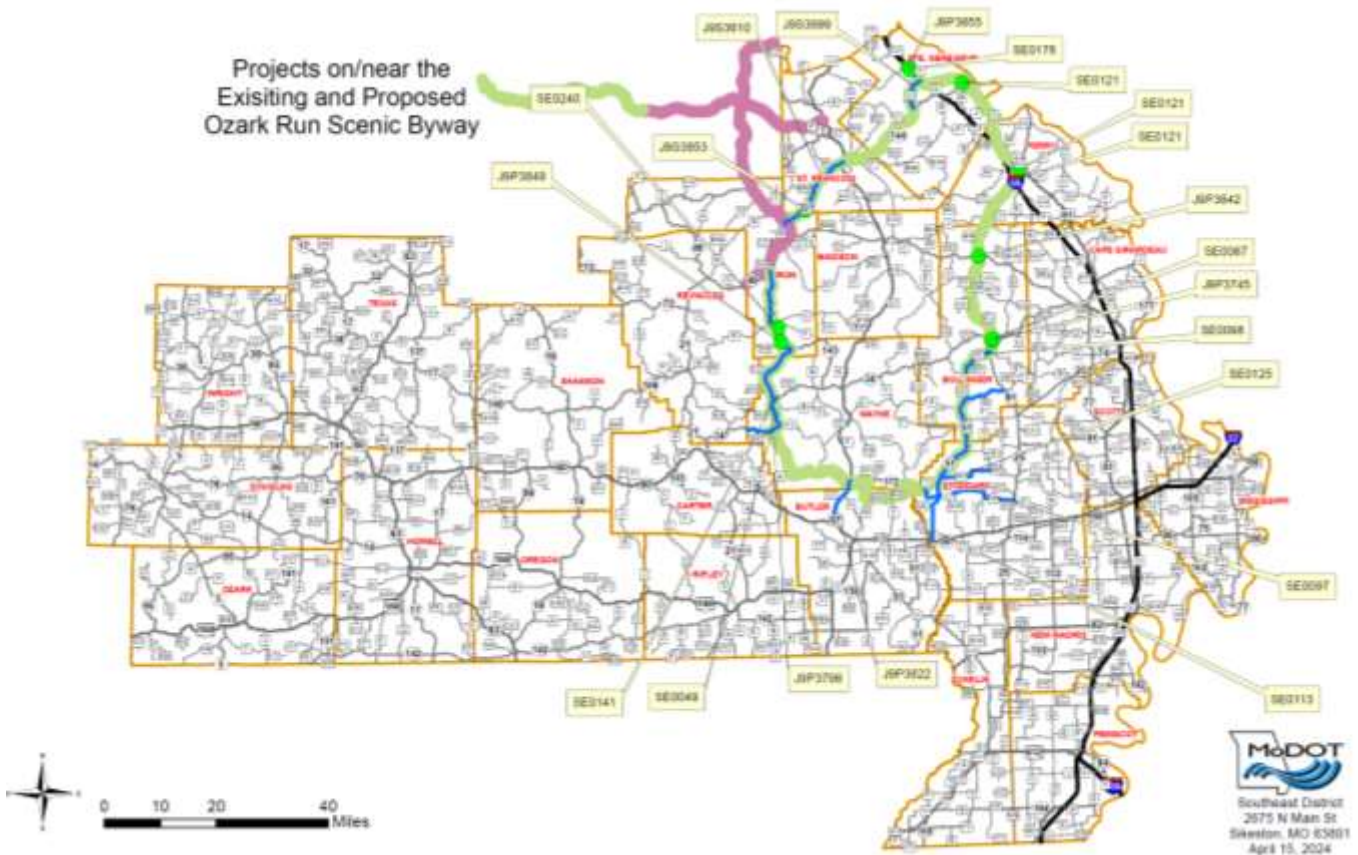
Five-Year Crash Statistics

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", is written over a blue circular stamp.

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,

A handwritten signature in blue ink that reads "Trish Erzfeld".

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/>