Heart of the Civil War Heritage Area

Application for Certification as a Maryland Heritage Area
by Washington, Frederick, and Carroll Counties

October 1, 2005

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Heart of the Civil War Heritage Area: County Governments in Cooperation

Carroll County

Julia Gouge, President

Dean L. Minnich, Vice President

Perry L. Jones, Secretary

Frederick County

John L. Thompson, Jr., President

Michael L. Cady, Vice President

Jan H. Gardner

John R. Lovell, Jr.

Bruce L. Reeder

Washington County

Gregory I. Snook, President

William J. Wivell, Vice President

James F. Kercheval

John C. Munson

Doris J. Nipps

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Executive Summary

The American Civil War is an event that remains fixed as a turning point in history. People are drawn to see Civil War sites and to understand the roots and events of this great conflict. Leaders in tourism, historic preservation, Civil War history, and economic development in three Maryland counties – Washington, Frederick and Carroll – have been collaborating on a regional effort to enhance the visitor experience, encourage more active conservation of scenic landscapes, and preserve more of the region's historic buildings and sites. Planning for the 150th Anniversary of the Civil War is beginning and preparations will soon escalate. Becoming a designated "certified heritage area" through the Maryland Heritage Areas Program is an opportunity to give the collaboration more structure and attract financial and institutional resources that could significantly benefit the effort. This *Management Plan* serves as a guiding document and an application for certification as a Maryland Heritage Area to be known as the Heart of the Civil War Heritage Area (HCWHA).

The Heritage Area

A heritage area is both a place and a concept. Physically, heritage areas are regions with concentrations of important historic, cultural, natural, and recreational resources. These are places known for their unique culture and identity and are good places to live and visit. As a concept, a heritage area combines resource conservation and education with economic development, typically in the form of heritage tourism. A number of states have heritage area programs to assist local and regional efforts. In Maryland, ten heritage areas have attained formal certification by the Maryland Heritage Areas Authority, which administers the state's program. The HCWHA will soon become the eleventh.

This *Management Plan* conveys the potential for making the region's powerful Civil War story more accessible to residents and visitors and in so doing, deepening public support for conservation and preservation while adding economic vitality through heritage tourism. It proposes that those portions of three counties that have strong associations with the events of 1861- 1865 be certified as the Heart of the Civil War Heritage Area under the state's heritage areas program. Such designation does not convey additional layers of regulation; rather, it brings eligibility for matching grants and incentives for building rehabilitation and participation in tourism marketing programs. It also brings added recognition of the region's unique historical significance.

Since 1890, dedicated conservationists, historians, and leaders in central Maryland have been working to raise the profile of the region's extraordinary Civil War heritage and to care for the battlefields and settings where the events that shaped the future of the Union took place. As a result, this region along the border between North and South possesses a degree of landscape integrity that is exceptional among Civil War sites around the country. The visitor who wants to understand what it was like when the armies faced each other can do so here in a setting that remains largely rural and relatively intact, unlike many other Civil War battlefields where modern development patterns have obscured the experience. Moreover, many of the region's small towns possess a high degree of historical integrity, giving residents and visitors a distinct sense of time and place.

Among the heritage area's top assets are three major battlefields: Antietam, Monocacy, and South Mountain. The region also benefits from its proximity to other premiere Civil War sites. This central location coupled with the presence of prime battlefields means that visitors can easily make this region

their base camp, venturing out to Gettysburg, Harpers Ferry, and Manassas, as well as to the attractions of Washington (D.C.) and Baltimore.

Benefits of Participation

Participation in the Maryland Heritage Areas Program brings important benefits to building owners in historic towns, to museums and educational organizations, and to efforts to market the region to visitors or businesses.

The state program encourages concentrating effort to leverage investment. With this in mind, using criteria developed by the Steering Committee and planning team, sections of nine towns are recommended as Target Investment Zones under the state's program. Three of them – Downtown Hagerstown, Middletown, and Taneytown – are recommended for immediate "activation," with the others – Boonsboro, Emmitsburg, Frederick, Sykesville, Westminster, and Williamsport – to be activated when local leaders decide their readiness. In Target Investment Zones, property owners are eligible for matching grants and loans and historic tax credits for rehabilitation of historic and certain non-historic buildings whose uses support heritage tourism.

Making the story come alive is a major goal of the HCWHA. Museums, historic sites, and educational organizations that are participating in the HCWHA's interpretive effort are eligible for matching grants to plan and produce exhibits, publications, special events, and other activities. The Maryland Office of Tourism Development is giving special attention to the Civil War in its marketing and advertising program. The region's three "destination marketing organizations" – tourism offices in Washington, Frederick, and Carroll Counties – are active partners in the heritage area initiative.

To date, elected officials of all three counties have been financial partners in the creation of the HCWHA. Members of the Steering Committee and activists in conservation and tourism have invested untold hours to develop the heritage area. It is anticipated that each of the three counties will continue participating in the partnership as the work gets underway to turn the *Management Plan* into on-the-ground results.

A Broader Story

Many visitors are already coming here from across the country and abroad as well to experience the military aspects of the Civil War, which make up the primary available story to date. The National Park Service provides excellent interpretive experiences at Antietam and Monocacy National Battlefields, as well as at the C&O Canal National Historical Park. Two well-marked Maryland Civil War Trails guide visitors around the military sites. The HCWHA's organizers intend that this region will become an essential destination for travelers interested in history. The intent is to make this the best place in the country to understand the decade that was a turning point socially, economically, and politically in the nation's history.

Why will new visitors come here? As dramatic as the battles were, the story that will be told through the heritage area is much larger and more complex. During the 1860s, the impact of the Civil War was total. It was not fought in a far away country. It took place where people lived, farmed, worked, and shared community life – as their descendants do today. Young men left their families to fight for deeply held beliefs. Families coped with the devastation of living in a war zone. Political tensions ran high, and the president's wartime suspension of civil liberties was unique in American history.

Especially in this border region, there was not the black and white clarity of "Blue" and "Gray." Scholarship by contemporary historians is bringing new understanding of how the war was experienced by average people and of how, in the years following the end of conflict, people struggled to rebuild divided communities and recover. A major focus of the heritage area organization will be to expand understanding beyond the military history and give voice to these human stories of how the residents of the region experienced and recovered from the Civil War.

The interpretive focus will make emotional connections between our lives today and the lives of those who experienced this immense conflict. This focus will significantly expand the appeal of the heritage area beyond a core Civil War audience. The purpose of the HCWHA initiative is to both extend the stay of existing visitors and to reach out to others interested in history by broadening the available experience here.

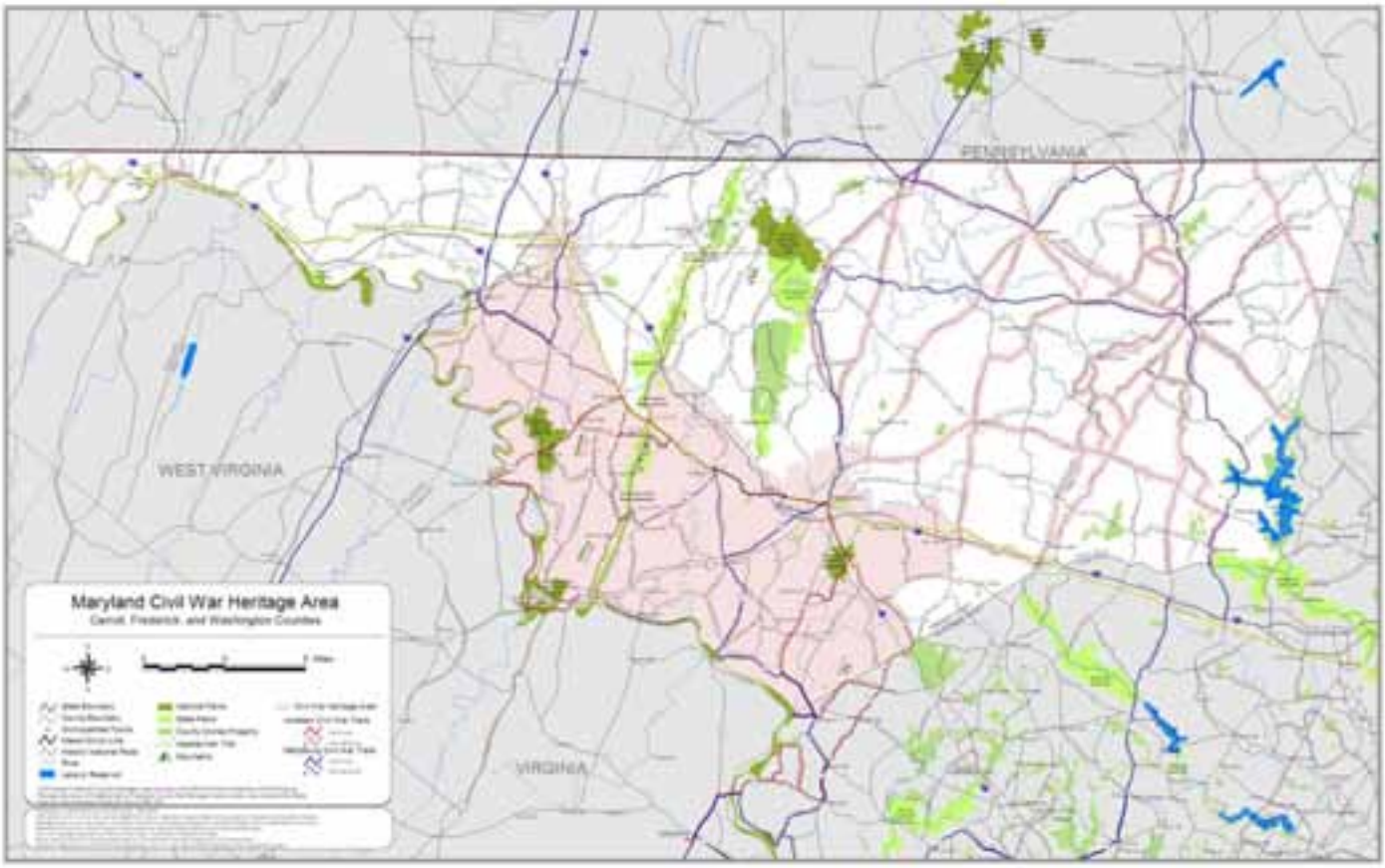
The Heart of the Civil War Heritage Area

Orchestrating coordinated interpretation and development of themed itineraries and packages of experiences across this large geography will take conscious and constant attention by a staffed regional organization—the Heart of the Civil War Heritage Area ("the HCWHA"). The HCWHA will lead implementation of the *Management Plan* and must be dedicated to implementing the strategies contained in the *Management Plan* over the decade ahead. It will also carry the responsibility of coordinating and serving as an information clearinghouse for the various initiatives in the region related to heritage tourism and the Civil War.

The broadening of the region's Civil War story will be accomplished through integrated initiatives undertaken by cooperating museums, historic sites, heritage organizations, and educators throughout the three counties. The HCWHA will coordinate creation of an interpretive plan to provide overarching story themes and guidance about development of engaging and popular exhibits, displays, films, walking tours, performances, and special events. Beyond the value for visitors, interpretive efforts will provide the residents of Washington, Frederick, and Carroll Counties much greater access to the events that shaped their communities and cultures.

The HCWHA will also actively promote greater appreciation of sacred historic places, scenic landscapes, and historic town centers, encouraging landowners and elected officials to take steps to retain the region's distinct character. This character is an underlying asset in an era in which quality of life decisions increasingly influence business location decisions. Another goal of the HCWHA is to encourage stewardship of historic sites and buildings and efforts to retain the historical character of the towns and countryside as the region prospers. The National Trust for Historic Preservation recently named the "Journey through Hallowed Ground" corridor, which crosses the Frederick County segment of the HCWHA, to the 2005 list of America's Most Endangered Places. This designation acknowledges the corridor as an important but fragile piece of American heritage that is in danger due to growth pressure in the entire Washington region. HCWHA stewardship emphasis will advance appreciation for the area's distinctive historic character of place as a fundamental heritage resource for the region's future – not just as backdrop for heritage tourism, but also as a significant element in quality of life for those who call this place home.

The HCWHA will be a regional Three-county Advisory Board that will tackle major initiatives, such as marketing, the interpretive plan, and other overarching programs. The HCWHA will assist participating heritage organizations with grant applications to enhance their programs and public offerings.


PENNSYLVANIA
WEST VIRGINIA
VIRGINIA
Maryland Civil War Heritage Area
Carroll, Frederick, and Washington Counties

Vision & Goals

The following description is a picture of the heritage area as it will be in ten years.

Vision

The region encompassed by the Heart of the Civil War Heritage Area has achieved a national reputation as an essential destination for travelers interested in history. Recognizing the importance of this asset—comprised of location, historic sites, and strong scenic character—leaders in this three-county region have expanded the central military campaign story of Civil War events, providing visitors and residents with the best place in the country to experience the decade that was a turning point socially, economically, and politically in the nation's history. Many visitors are choosing to make this region their "base camp" for stays of several days, driving the popular Maryland Civil War Trails and visiting Antietam, Gettysburg, Monocacy, South Mountain, Harpers Ferry, and Baltimore and Washington, D.C. Their longer stays are having a positive effect on the region's economy as they fill hotels and bed and breakfast inns and visit sites and attractions, eat, and shop. There is a heightened awareness among residents that the historic character of towns, the unspoiled beauty of countryside, the preservation of important historic sites, and the high quality of life gives this region a competitive advantage as a business location, too. As a result, growing public support has emerged to protect the battlefields, to retain farmland, and to discourage sprawling homogenization.

The visitor experience has been enhanced by the work of the Heart of the Civil War Heritage Area HCWHA (management entity), which has succeeded in:

- *Increasing collaboration and coordination among governmental, for-profit, and nonprofit organizations.*
- *Increasing the regional economic impact of travelers to the heritage area.*
- *Meeting the hospitality needs and heritage and recreation interests of an unprecedented number of visitors drawn to participate in experiences related to the 150th Anniversary of the Civil War.*
- *Increasing awareness of the importance of Civil War heritage sites and resources, thus promoting their protection.*
- *Building upon existing interpretive themes and initiatives by expanding the core military story, tapping Maryland's border state status to explore the effect of the war on life for all Marylanders and, ultimately, all Americans.*

Goals

Economic Benefit

Thematically link and market the area's heritage resources, thereby creating synergy among varied historic sites, recreational resources, and cultural assets.

Support the creation of economic gains for new and current visitor-serving businesses within the heritage area by generating greater visitation; in so doing, deemphasize county borders and focus effort on the heritage area at large.

Guide visitors to places of unique character, such as Main Street communities and small town centers that provide visitor services.

Stewardship

Help stewardship and preservation organizations become more effective through networking and coordination of effort.

Foster stronger appreciation for sacred historic places, pristine landscapes, crisp town edges, and one-of-a-kind historic, recreational, and cultural resources in the heritage area among residents—newcomers as well as long-time landowners—and their elected officials.

Help the region and its communities plan for the future of historic resources, including managing development pressures on historic sites and their surrounding grounds. Connect those seeking conservation of sites, such as battlefields, with relevant organizations and programs.

Storytelling & Interpretation

Expand on Maryland's status as a border state, in both geographical and ideological terms, to explore issues related to the Civil War period.

Expand interpretive activities to the human-interest dimension of the conflict: differing views on secession, divided loyalties within families, how civilian life was impacted by the war, and the difficulties people faced afterward in returning to normal life.

Continue to promote accuracy in information about Civil War military action and troop movement. Frame military actions within a national context, relating their importance to the outcome of major battles and of the war.

Coordination

Foster a regional perspective that allows progress on heritage area goals regardless of jurisdiction.

Serve as an umbrella organization for connecting and protecting the diverse, valuable heritage resources in the Heart of the Civil War Heritage Area and making its stories more accessible to visitors and residents.

Support collaboration among the three counties' destination marketing organizations and other tourism marketing vehicles to facilitate regional marketing activities.

Significance

Considering that Civil War events occurred across Maryland, at points north of Maryland, and in states as far south as Texas, one might ask, "Why tell the Civil War story *here*?" The HCWHA heritage area tells an intriguing story in a unique, authentic setting. Several factors set this heritage area apart from other initiatives seeking to tell the Civil War story:

- **Border Setting**: The heritage area is located at the border of Pennsylvania and Maryland (the Mason-Dixon Line), which is viewed as the dividing line between North and South. This location offers opportunities to discuss both sides of the conflict and to examine the unique experience of border states and communities that were divided in loyalty.

- **Preeminent Civil War Sites**: The Heart of the Civil War Heritage Area encompasses the sites of three battles that had an impact on the outcome of a campaign or the war itself: Antietam, Monocacy, and South Mountain. In addition, the heritage area makes a geographic connection between Gettysburg and Harpers Ferry, two major Civil War sites with high national significance.

- **Resource Diversity**: In addition to the three significant battlefields mentioned above, the heritage area includes sites of other battles of significance; skirmish, encampment, and other military sites; museum/heritage facilities focused on non-military Civil War era stories; intact structures from the Civil War era; scenic landscapes; document and artifact collections; and much more. This diversity of resources provides the material needed to tell a range of stories to visitors.

- **Authenticity**: Scenic landscapes, battlefields, and historic towns/structures populate the heritage area, and many have been preserved through careful planning and protection, luck, or benign neglect. Thus, the area offers an authentic experience of the Civil War and its era that might not be available in a place where historic resources are more eroded.

- **Support for Civil War History Initiatives**: The residents and public officials in the heritage area are aware of and excited by its Civil War history. There is support for preservation of Civil War resources and for telling the Civil War story in the heritage area.

It is the intent of this plan to provide a document that meets the requirements of Maryland Heritage Areas Authority (MHAA) for designation as a Certified Heritage Area. Hence, care was paid to specific information required by MHAA, and MHAA staff was consulted when questions arose. However, the plan must also serve as a roadmap for supporters, partners, and managers of the Heart of the Civil War Heritage Area during implementation. Thus, the focus is on the facets of the heritage area that will be the priority concern of the management entity. Many of the strategies in the plan place emphasis on interpretation, the development or

enhancement of heritage-oriented visitor experiences, and marketing, supported by attention to resource conservation and recreation.

Plan Development

Approach

The plan's development was guided by a twenty-five-member steering committee appointed by the three Boards of County Commissioners and made up of representatives from the public, private, and nonprofit sectors. Members included local government planners, mayors, history and heritage organization professionals, tourism business interests, and others, many of whom have had a long commitment to creating the heritage area. In five Steering Committee meetings, members provided guidance for each section of the plan as it was researched and developed. A list of Steering Committee members can be found in the section entitled "Credits."

At the beginning of the project, the planning team toured the area with knowledgeable county staff, steering committee members, and Civil War experts, enabling the group to gain a shared understanding of the entire area. In the months that followed, team members conducted additional fieldwork, taking photos and walking the towns and sites that lend the region its distinct character. In addition, ongoing research and review of written and online materials has informed the team's work to date. Research has included reviews of county planning, zoning, and programmatic documents; websites for tourism and heritage organizations; county tourism packets and publications; and more.

Public Engagement

The public engagement process invited wider input at different stages:

- During the preparation of the Application for Recognized Heritage Area status, Steering Committee members presented the heritage area concept at **public meetings** in every municipality within the heritage area (in some cases, providing information to a town representative).
- Steering Committee members also presented at **County Commission meetings** to request the required letter of support from the Boards of County Commissioners.
- **Press releases** were distributed when the RHA application was completed and approved.
- **Fact sheets** on the heritage area were distributed throughout the process.

The planning team toured the heritage area with those knowledgeable about its history and its tourism and preservation activities to gain understanding of the region.

- **Steering Committee meetings**, held at the National Museum of Civil War Medicine in downtown Frederick, were open to the public.

- Early in the process, the planning team held six **focus groups** to identify major issues and opportunities. Participants included operators of bed-and-breakfasts, National Park Service representatives (including battlefield rangers), business leaders, restaurateurs, historical society directors, museum operators, educators, recreation enthusiasts, and many more.

- As important issues and opportunities were identified through the planning process, **interviews** were conducted to expand ideas or clarify information. Knowledgeable individuals consulted include John Howard of Antietam National Battlefield and Doug Bast of the Boonsborough Museum of History, among others.

- Once strategies began to form, municipal and county officials were briefed through local council of governments/**Maryland Municipal League meetings**. These programs included an overview of the heritage area planning process and its outcomes and a discussion.

- To create a framework for interpretation, historians, curators, librarians, and other interpreters from the heritage area were participants in an **interpreters' workshop**. This lively workshop was well attended, with representation from all three counties, and generated a high level of enthusiasm among participants regarding the potential of expanding the Civil War story in Maryland.

- **Target Investment Zone (TIZ) workshops** were held to brief the municipalities chosen for the program. Nine towns were invited to one of three workshops to view an overview presentation of the heritage area and TIZ designation. A lively question and answer session followed each presentation.

Public Engagement Activities

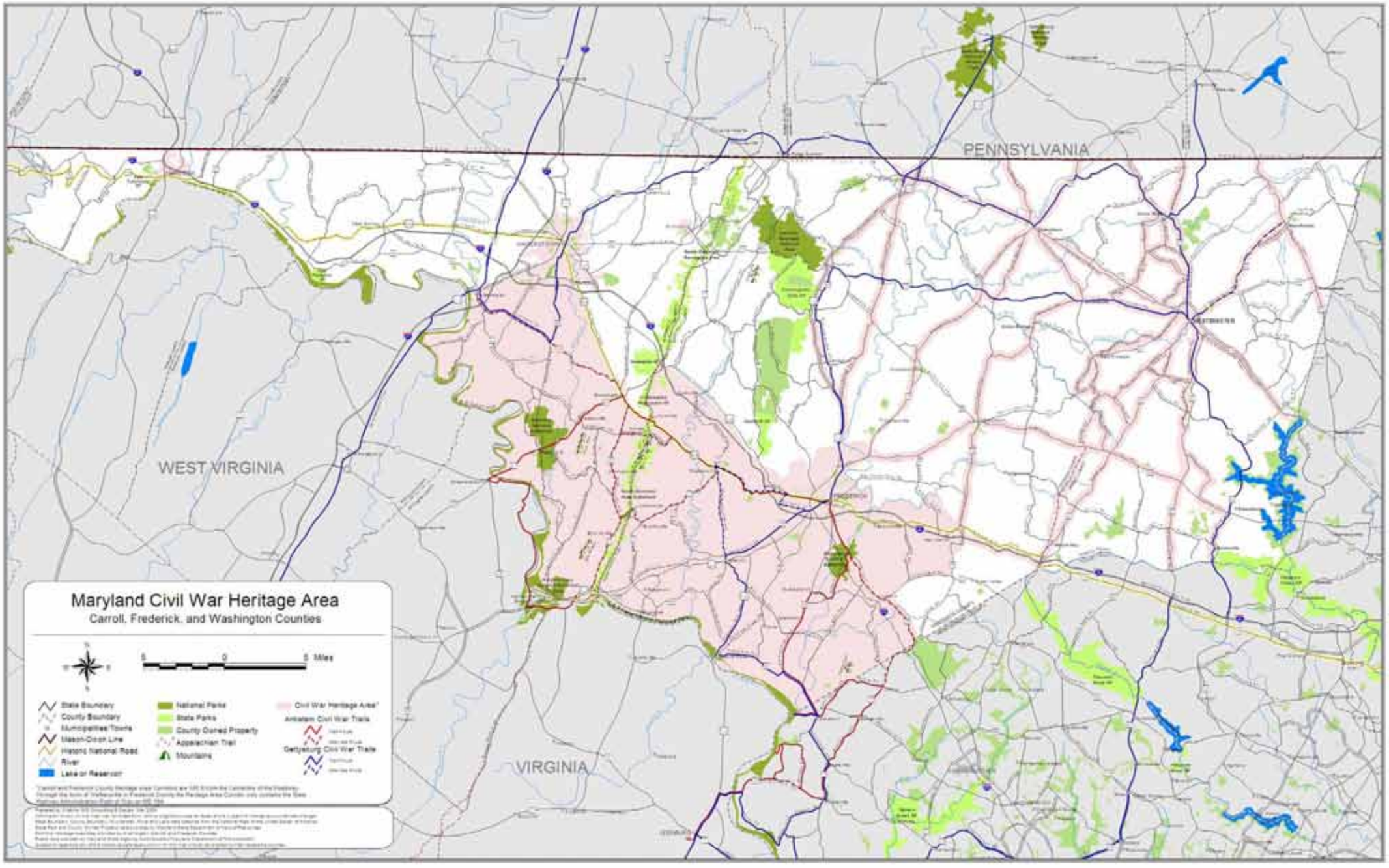
- Public municipal meetings
- County Commission meetings
- Press releases
- Fact sheet
- Steering Committee meetings (open)
- Focus groups
- Interviews
- Maryland Municipal League meetings
- Interpreters' workshop
- Target Investment Zone workshops

Boundaries

The heritage area includes portions of Washington, Frederick, and Carroll Counties. Boundaries for the Heart of the Civil War Heritage Area were shaped around interpretation of the Civil War era. Thus, boundaries include the places where significant Civil War activities took place or where Civil War era stories can most advantageously be told. In Washington and Frederick Counties, Civil War actions included major battles, skirmishes, and rather constant movement of troops to/from these battle sites or others at Gettysburg and in the Shenandoah Valley. In Carroll County, there were no major battles and few skirmishes, but troop movement along the county's roads was significant, especially around the events at Gettysburg. Thus, boundaries contain linear areas in Carroll County and the northeastern part of Frederick County and broaden into the remainder of Frederick and Washington Counties to encompass a large expanse of land.

For the social, economic, and political aspects of the Civil War era, towns and villages were the places where interchange took place – where newspapers were published, people gathered and talked politics, trade occurred, and families interacted. These settled areas also contain most of the restaurants, stores, and accommodations for visitors. Twenty-seven municipalities are included within the boundaries.

See the map on the next page for a graphical illustration of the boundaries.


PENNSYLVANIA
WEST VIRGINIA
VIRGINIA
Maryland Civil War Heritage Area
Carroll, Frederick, and Washington Counties
5 0 5 Miles
State Boundary
County Boundary
Municipalities/Towns
Mason-Dixon Line
Historic National Road
River
Lake or Reservoir
National Parks
State Parks
County Owned Property
Appalachian Trail
Mountains
Civil War Heritage Area*
Antietam Civil War Trails
Gettysburg Civil War Trails

Resources

The significance of the Civil War story is undisputed nationwide: the war, its causes, and the aftermath have shaped the country's cultural landscape in countless ways. The evidence of the Civil War in this region is also clear: major battles took place here, important decisions were made here, and notable Civil War era personalities passed through here. Thus, the challenges for the heritage area are not primarily about identifying the area's history or increasing awareness of important heritage resources, as is often the case. There is an unusually high level of public understanding of the presence of historic resources and the powerful story. The heritage resources in the region form a strong, comprehensive basis from which the heritage area can build and operate. The timeline in Appendix A illustrates the importance and breadth of Civil War events that took place within the heritage area.

Civil War Heritage Resources

Military Resources

Battlefields. The battlefields in the heritage area are its most important and obvious Civil War resources. Three principal Civil War battles took place within the heritage area's boundaries, plus a number of smaller battles and skirmishes. Sites of battles and skirmishes include:

- ✶ Antietam National Battlefield/Sharpsburg, Washington County
- ✶ Monocacy National Battlefield, Frederick County
- ✶ South Mountain State Battlefield: Fox's Gap, Turner's Gap, and Crampton's Gap; Frederick and Washington Counties
- ▪ Boonsboro, Washington County
- ▪ Burkittsville, Frederick County
- ▪ Fort Frederick, Washington County
- ▪ Frederick, Frederick County
- ▪ Funkstown, Washington County
- ▪ Hagerstown, Washington County
- ▪ Hancock, Washington County
- ▪ Maryland Heights/Elk Ridge, Washington County
- ▪ Smithsburg, Washington County
- ▪ Westminster, Carroll County
- ▪ Williamsport, Washington County

Both Civil War "buffs" and more moderately interested heritage travelers are likely to visit the major battlefields when in the heritage area. In particular, the Battle of Antietam has received increasing attention with the release of several articles and James McPherson's recent book (*Antietam*), all of which highlight its critical role in the outcome of the war. With approximately 300,000 paid visitors each year, this battlefield is the most visited National Park Service site in the HCWHA. The Civil War Sites Advisory Commission identified Antietam as an "A" ranked

site, the highest significance ranking, which indicates the battle had a direct impact on the course of the war.[1]

Monocacy National Battlefield receives about 16,000 annual visitors, primarily families, group tours, and students.[2] There is also growing public interest in the South Mountain sites (Fox's, Turner's, and Crampton's Gaps) as recognition grows about the importance of those battles in the outcome of Antietam. In fall 2000, the battlefield became a Maryland state park ("South Mountain State Battlefield"), a designation offering additional attention to preservation and interpretation as well as a probable increase in visitation. Monocacy and South Mountain were both ranked "B" by the Civil War Sites Advisory Commission, meaning the battles had a direct influence on the outcome of a campaign.

The chapter entitled "Preservation & Conservation" and "Appendix D: Battlefield Preservation Plans" discuss the status of and future plans for the heritage area's most significant battlefields: Antietam National Battlefield, Monocacy National Battlefield, South Mountain State Battlefield, and the site of the Battle of Boonsborough.

Military Strategy and Maneuver. Although the battlefields are the most visible and popular heritage attractions in the region, there are a number of Civil War heritage sites that deal with the war's military story beyond the battles themselves. These include routes followed by troops and sites where military strategy, communications, observation, and medical care took place.

Many troops moved across the region on their way to and from battle. Tracing of these movements has already been accomplished through the Maryland Civil War Trails initiative, which identifies and marks the routes of both Union and Confederate troops. This initiative presents an opportunity to interpret less-known military stories and to draw visitors from highlight attractions, such as Antietam National Battlefield, into the surrounding towns and landscape.

During the war, both the South and the North used high elevations to observe troop movements and to communicate with their comrades. A number of Civil War-era signal stations and observation points still exist in the heritage area, including:

- Sugarloaf Mountain, Frederick County
- Fairview Mountain, Clear Spring, Washington County
- Red Hill, Sharpsburg, Washington County

A national commission determined that the battles at Monocacy and South Mountain each had a direct influence on the outcome of a campaign. The same commission determined that the Battle of Antietam had a direct influence on the war's outcome. 14th New Jersey Monument, Monocacy National Battlefield shown.

[1] Source: *Civil War Sites Advisory Commission Report on the Nation's Civil War Battlefields*, 1993.
[2] Source: Economics Research Associates and the National Park Service.

- Trinity Lutheran Church, Taneytown, Carroll County
- Washington Monument, Boonsboro, Washington County
- Zion Evangelical and Reformed Church, Hagerstown, Washington County
- Christ Reformed Church, Middletown, Frederick County
- St. John's Lutheran Church, Hagerstown, Washington County
- Maryland Heights/Elk Ridge, Washington County
- Showman's Knoll, Sharpsburg, Washington County

Abraham Lincoln, Confederate General Robert E. Lee, and many other well-known leaders spent time in the heritage area during the war years. Many of the various sites that served as meeting places and accommodations for officers, pre- and post-battle strategy posts, and headquarters are still standing. Examples are listed below. Of special importance are the Showman Farm, which served as Union General George McClellan's post-Antietam headquarters, and the Raleigh Showman House, which served as Union General Ambrose Burnside's headquarters, for both were visited by President Lincoln following Antietam.

- Mountain House (now South Mountain Inn), Boonsboro, Washington County
- Araby/Thomas Farm, Monocacy National Battlefield, Frederick County
- Philip Pry Farm, Antietam National Battlefield, Washington County
- Stephen Grove Farm, Sharpsburg, Washington County
- Ramsey House, Frederick, Frederick County
- Eagle Hotel, Boonsboro, Washington County
- U.S. Hotel, Boonsboro, Washington County
- John Murdock House, Boonsboro, Washington County
- Showman Farm, Sharpsburg, Washington County
- Raleigh Showman Home, Sharpsburg, Washington County
- Shunk Farm, Taneytown, Carroll County

Additionally, South Mountain State Battlefield houses the Memorial War Correspondents Arch, built by George Alfred Townsend in 1896 to honor journalists who covered military action.

The Effects of Battle

Hospitals and Medical Stations. Battles inevitably spawned casualties, sometimes in great number. The battle at Antietam is still considered America's bloodiest day of any war; that battle left 17,300 men injured, 1,770 missing, and 3,650 dead.[3] Moreover, two-thirds of the 620,000 soldiers who died during the Civil War died not of direct battle wounds but of disease or infection.[4] For example, while 3,650 soldiers died in battle at Antietam, the National Park

[3] Source: National Park Service.
[4] Source: National Museum of Civil War Medicine; Frederick, Maryland.

Service makes a "conservative estimate" of the total deaths (including those that died as a result of injuries and infection afterward) at approximately 7,640.[5]

Serious injuries that weren't fatal required immediate care, and many structures near the battles served as temporary aid stations or hospitals. Large institutional buildings like churches were especially likely to be used as hospitals. Frederick alone has twenty-nine confirmed aid stations.[6] Examples of extant buildings that were used for Civil War medical care include:

- Hessian Barracks, Frederick, Frederick County
- Phillip Pry Farm, Washington County
- Rudy Home, Middletown, Frederick County
- Christ Reformed Church, Middletown, Frederick County
- United Church of Christ, Burkittsville, Frederick County
- St. Paul's Lutheran Church, Burkittsville, Frederick County
- Arcadia Mansion, Monocacy National Battlefield, Frederick County
- Key-Mar College, Hagerstown, Washington County
- Visitation Academy, Frederick, Frederick County
- Evangelical Lutheran Church, Frederick, Frederick County
- Chaney House, Funkstown, Washington County
- Keller House, Funkstown, Washington County

Monuments, Memorials, and Gravesites. Because post-mortem medical knowledge and transportation technology were limited, many soldiers were buried near where they died. This changed the post-war landscape near most of the nation's major Civil War battlefields. Here in the Maryland Civil War Heritage Area, three major Civil War cemeteries, various smaller burial grounds, and at least 100 memorials and monuments honor the war's dead. Examples include:

- Antietam National Cemetery, Sharpsburg, Washington County
- Mt. Olivet Cemetery, Frederick, Frederick County
- Washington Confederate Cemetery/Rose Hill Cemetery, Hagerstown, Washington County
- War Correspondents Memorial Arch, Gathland State Park, Frederick County
- Our Lady of Victory, Emmitsburg, Frederick County
- Clara Barton Monument, Antietam National Battlefield, Sharpsburg, Washington County
- Meade Marker, Frederick, Frederick County

The Our Lady of Victory shrine, one of many monuments related to the Civil War, is located on the Seton Basilica grounds just outside Emmitsburg. Courtesy of Daughters of Charity, Emmitsburg.

[5] Source: National Park Service; http://www.nps.gov/anti/casualty.htm.
[6] Source: *Maryland's Civil War Heritage Area: Application for Recognition as a Maryland Heritage Area*; October 1998.

- Doubleday Hill Monument, Williamsport, Washington County
- Garland Monument, Fox's Gap, Washington County
- Women's Relief Corps Monument, Winfield, Carroll County
- Reno Monument, Washington County

Other Civil War Resources

Slavery and States' Rights Sites. The causes of the Civil War have long been debated. Increasing attention is being given to slavery in America and its role in the beginnings and escalation of the Civil War. However, historic sites with extant buildings or other features related to slavery are rare because a poor quality of construction was typically employed for slave buildings. In the heritage area, there are several sites with existing structures that relate to the story of slavery. They include slave quarters, slave galleries, and auction blocks; mills and furnaces that used slave labor; African-American churches; slave cemeteries; and sites associated with significant abolition events. Among them are:

- Roger Brooke Taney House, Frederick, Frederick County, home of the United States Supreme Court Chief Justice who wrote the majority opinion in the *Dred Scott* case. In addition to Taney's house, the site includes the slave quarters.
- Rockland, Frisby Tilghman Plantation, Washington County, largest slave holding estate in Washington County from which James W. C. Pennington escaped.
- Ross House, Frederick, Frederick County (slave quarters)
- Roger Johnson House, Urbana, Frederick County (slave quarters)
- St. Paul's Protestant Episcopal Church, Point of Rocks, Frederick County (slave gallery)
- Union Mills Homestead, Carroll County
- Catoctin Iron Furnace, Thurmont, Frederick County
- Michael's Grist Mill, Buckeystown, Frederick County
- Wheaton Park, Hagerstown, Washington County, site of Robert Moxley Band (an early African American brass band) concerts
- Antietam Furnace, Washington County
- St. John's Roman Catholic Cemetery, Frederick, Frederick County, site of Roger Brooke Taney's grave
- Kennedy Farmhouse, Washington County, where John Brown and his followers headquartered prior to the Harpers Ferry raid
- Pleasant View, Frederick County
- Mountville, Frederick County
- Hope Hill, Frederick County

Union Mills Homestead (above) is a site where stories about slavery and border tensions can be presented.

- Ceres Bethel A.M.E Church, Frederick County
- South Mountain's Ridge, Frederick and Washington Counties, possibly on the Underground Railroad

States' rights is often cited as a cause of the Civil War, and the heritage area is an especially rich location in which to foster discussion of the issue. Newspapers of the period are filled with political tensions surrounding Maryland's position on slavery and the union, for tobacco and other plantations in southern Maryland and the Eastern Shore meant strong pro-Southern legislators in the Maryland General Assembly and likelihood that a vote for secession might take place. During the summer of 1861, the Maryland General Assembly met in Frederick, which was at the time the largest city in Maryland not under Federal occupation. This legislative body was dominated by pro-secession delegates, and as talk of secession increased throughout the summer, many delegates were eventually arrested on orders from the pro-Union governor of Maryland to prevent the Assembly from voting. Kemp Hall, site of the General Assembly's meeting in Frederick in 1861, still stands in the heart of historic downtown Frederick.

Sites with Border Tensions. Maryland's location and divided loyalties make it an exceptional place to explore the complexities of a country struggling within itself. As a border state, Maryland experienced the Civil War differently than most states. Because of its proximity to the national capital, the state was viewed as crucial both to preservation of the Union and to the Confederate strategy for independence. While the heritage area was predominantly pro-Union, there was a sizable population of Confederate sympathizers. The state, its communities, and its families were sometimes torn apart, and there are unique, often poignant stories and documented sites in the heritage area that, with enhanced interpretation, can offer visitors a glimpse of the complex social and political dynamics that characterized the country during the Civil War:

- Union Mills Homestead, Carroll County
- Kemp Hall, Frederick, Frederick County
- Kennedy Farmhouse, Washington County
- Smith Brothers farms of Doubs, Frederick County (family divided by war)
- Musser House, East Church Street, Frederick, Frederick County (family divided by war)
- Old Hagerstown Mail Newspaper Offices, Hagerstown, Washington County
- Ferry Hill, Henry Kyd Douglas Home, Washington County

Other Civil War Museums and Sites. There are numerous other sites with a non-military focus that can enhance the story of the Civil War in a way that is potentially interesting and relevant to a broader audience. These resources will also fill in the gaps between battlefield visits for travelers wishing to stay longer and explore the human-interest stories of the Civil War. Examples include, among others:

- Barbara Fritchie House, Frederick, Frederick County
- National Museum of Civil War Medicine, Frederick, Frederick County
- Boonsboro Museum of History, Boonsboro, Washington County
- Kennedy Farm, Washington County

- McMahon's Mill Civil War Military and American Heritage Museum, Williamsport, Washington County
- Town Museum, Williamsport, Washington County

Civil War Research Collections. The three counties' historical societies house research materials, as do several local museums, such as the Boonsborough Museum of History and the Middletown Valley Historical Society. A new, significant Civil War history collection was recently made publicly available: the George Brigham Collection was donated to the Maryland Room of the Frederick County Public Libraries in summer 2003. The collection contains historical volumes on military history, medicine and surgery, and veterans issues as well as official military records from the Civil War. This is a notably extensive collection.

The Boonsboro Museum of History is one of numerous museums in the heritage area that present and interpret Civil War artifacts.

Natural, Recreational, & Scenic Resources

While the heritage resources—battlefields, historic homes, museums, etc.—available to visitors form the heart of the HCWHA's offerings, heritage tourists are also known to enjoy an area's natural beauty and opportunities for outdoor recreation. In the 1860s, this region was largely agrarian, dotted with small towns and few urban centers. Efforts to conserve agricultural land and open space – particularly that associated with Civil War battlefields – have enabled much of the region to retain a strong sense of time and place. There are many places where the visitor can easily imagine that landforms and views are similar to those encountered by nineteenth century travelers and armies on the march. Country walks in pleasant surroundings or a quiet paddle along a cool creek, these too are heritage resources that add to the attractiveness of the destination for many heritage visitors.

Scenic Resources

The landscape of much of the Heart of the Civil War Heritage Areahas high scenic value and encompasses both town and country settings. Partnerships among federal, state, national, local, and nonprofit interests have protected the area's battlefields with much of their surrounding land, creating not only historic resources but also beautiful scenic views. Unspoiled agrarian, pastoral scenery lines many roadways; historic barns and farmsteads, working fields and orchards, and livestock and horses sweep by as one moves along local roads. The elevations of Sugar Loaf, South Mountain, Elk Ridge, and Red Hill form an impressive backdrop for many towns in the heritage area. This variety in geographic features creates a unique and enjoyable scenic landscape. In fact, the major motion picture *Gods and Generals* selected Washington County as its headquarters and principal filming location in part because the preserved agricultural landscapes evoke nineteenth century America. Additionally, the intact eighteenth through

twentieth century architecture and traditional streetscapes of the towns and cities themselves reflect an overall sense of historic integrity and character.

Public support for this strong sense of rural character is reflected in the efforts to maintain it in the face of growth. Each county administers the Maryland Agricultural Land Preservation Program, which supports agricultural preservation through purchase of development rights from local farmers. Carroll County started a comparable local program in 1989 as a way to enhance the state program. Washington County implemented a local supplement to the program through county tax credits to land owners, and the county has also used Inter Surface Transportation Efficiency Act and Rural Legacy funds to purchase easements on more than 2,000 acres of farmland related to Civil War military campaigns, much of it near Sharpsburg. Frederick County created an Installment Purchase Program to buy easements over a period of years through a maturing bond rather than a lump sum.

Public support for the conservation of rural, scenic character is growing in the heritage area. Shown above is a typical farm scene in Carroll County.

The scenic value of this agrarian region is also recognized. Carroll County acknowledged the importance of scenic viewsheds in creating a context for historic resources in its *Draft Historic Preservation Plan* of February 1999. Washington County's *Land Preservation and Recreation Plan* (August 1998) directs the concentration of development into suitable areas and the direction of rural growth into existing population centers, using the establishment of urban/town growth areas. The Maryland Scenic Byways program also promotes heritage tourism along Maryland's scenic roadways, and each byway's plan addresses scenic views and their protection.

Natural and Recreational Resources

Within the heritage area, there are portions of eight national park units, seven state parks, and numerous local parks, offering hiking, bicycling, camping, fishing, swimming, boating, and more outdoor activities along with enjoyment of the natural environment and scenery. There are also four wildlife management areas, one natural environment area, seventeen existing or proposed greenways, and a natural resource management area. Waterways within the heritage area include the Monocacy River, Potomac River, Antietam Creek, Catoctin Creek, Little Pipe Creek, Conococheague Creek, and Linganore Creek. A selection of natural and recreation resources are listed below:

- Antietam National Battlefield, Sharpsburg, Washington County
- Appalachian National Scenic Trail, Frederick and Washington Counties
- Bear Branch Nature Center/ Hashawha Environmental Center, Carroll County

- C&O Canal National Historical Park. Washington County
- Cascade Lake, Carroll County
- Catoctin Park (national), Frederick County
- Crystal Grottoes Cavern, Washington County
- Cunningham Falls State Park, Frederick County
- Gambrill State Park, Frederick County
- Gathland State Park
- Gills Falls Reservoir, Carroll County
- Greenbrier State Park, Washington County
- Harpers Ferry National Historical Park, Washington County
- Monocacy National Battlefield, Frederick, Frederick County
- Morgan Run National Environmental Area, Carroll County
- Piney Run Park, Carroll County
- Potomac Heritage Trail (national), Frederick and Washington Counties
- Union Mills Reservoir, Carroll County
- Various golf courses
- Washington Monument State Park, Washington County
- Western Maryland Rail Trail, Washington County

The extensive C&O Canal towpath is a popular hike/bike trail between Washington, D.C., and Cumberland, MD. Among other towns, Hancock and Williamsport offer access to the towpath coupled with small town charm. Visitors to Antietam National Battlefield can tour by auto or bicycle, and hike, fish, and camp within its confines, thereby closely connecting the experience of the battlefield's history with recreation. River and trail outfitters offer canoeing and kayaking on a number of the area's waterways, including paddling and tubing trips on Antietam Creek in the battlefield. The Appalachian Trail, one of the nation's premiere hiking experiences, runs through the heritage area and connects to South Mountain State Battlefield. The Western Maryland Rail Trail also runs through Washington County, and there are also a number of horseback riding trails, including the C&O Canal Path in Frederick and Washington Counties. The rural nature of the heritage area's secondary and tertiary roads, especially in Carroll County, offers myriad quiet, scenic routes for walking, jogging, riding, or bicycling.

The counties work to protect their natural and recreational resources. Frederick County matches Rural Legacy Program funds and leverages Installment Purchase Program funds to purchase easements on land rich in natural resources and agricultural value. The county also runs a Forest Banking Program meant to conserve forestland and hydrologic quality. Carroll County's Master Plan (2000), *Carroll County Challenges and Choices: A Master Plan for the Future*, identifies the protection, maintenance, and restoration of natural environments as a major objective. The county also established the Little Pipe Creek Watershed Rural Legacy Area in its western part. In Washington County, the *Comprehensive Plan for the County* (2002) identifies as a primary goal the conservation/preservation of natural resources, natural beauty, rural character, and recreational amenities. The *Frederick County Land Preservation & Recreation Plan* seeks to provide an integrated approach to recreation and resource protection and is considered a part of the county's comprehensive plan.

Civil War Trails

Maryland's Civil War Trails program is modeled after Virginia's initiative of the same name, which began in 1992 and now encompasses 315 sites along five trails. Virginia's program offers interesting insights into the potential impact of Maryland's new program. According to Virginia Civil War Trails, Inc., the initiative's organizing entity, an estimated 16,500 visitors travel each trail annually. Various indicators suggest that the program has particularly benefited small rural communities where Civil War sites had not been interpreted prior to participating in the trails program. For example, after the community of Front Royal became part of the "Valley & Mountains" trail in 2001, its requests for Civil War-related information jumped from 234 to 3,798 in one year. More broadly, the relative role of Civil War-related tourism across the state is monitored at Virginia visitor centers, where reportedly more than half of these facilities spend more than 50 percent of the time helping people locate Civil War sites.

The C & O Canal is one of many recreational opportunities in the heritage area. The Monocacy Aqueduct is pictured above.

The success of Virginia's program has led to an extension of the Civil War Trails brand into Maryland, West Virginia, and North Carolina with connections to Pennsylvania and Washington, (D.C.). Maryland's Antietam Campaign Trail was launched in September 2002, and it's Gettysburg Invasion and Retreat Trail in June 2003—both in conjunction with the 140th anniversaries of each battle. Attention to accurate interpretation and consistent graphic standards across state lines, as presented in trailblazers, interpretive panels, maps, guides, and a website (www.civilwartraveler.com), provides an identity that helps to characterize the mid-Atlantic region in the minds of travelers as a significant Civil War destination. Maryland is already seeing increased tourism as a result of the completion of the first two Maryland Civil War Trails by the summer of 2003. To date, 193,367 Gettysburg map guides and 335,072 Antietam map guides have been distributed.

Arts & Cultural Resources

Museums, musical performance organizations, galleries, and other fine arts are likely to appeal to heritage travelers. Cultural offerings complement historic sites for visitors who wish to experience the heritage area. Arts and cultural resources in the heritage area include:

- Carroll Arts Center, Westminster, Carroll County
- Carroll County Arts Council, Westminster, Carroll County

- Carroll Life Gallery, Westminster, Carroll County
- Cygnus Winery, Manchester, Carroll County
- Esther Prangley Rice Gallery at McDaniel College, Westminster, Carroll County
- Great Hall Gallery at Carroll Community College, Westminster, Carroll County
- Langdon Family Gallery at Carroll Community College
- Maryland Wine Festival, Westminster, Carroll County
- Cabin Fever Festival, Frederick, Frederick County
- Catoctin Colorfest, Thurmont, Frederick County
- Delaplaine Visual Arts Center, Frederick, Frederick County
- Fine Arts in the Valley Art Studio Tour, Frederick County
- Frederick Festival of the Arts, Frederick, Frederick County
- Maryland Christmas Show, Frederick, Frederick County
- Maryland Ensemble Theater, Frederick, Frederick County
- Maryland Mountain Festival, Frederick County
- Summerfest Family Theater, Frederick, Frederick County
- Way Off Broadway Dinner Theater, Frederick, Frederick County
- Weinberg Center for the Arts, Frederick, Frederick County
- '60s Under the Stars Festival, Hagerstown, Washington County
- Elvis Lives Festival, Hagerstown, Washington County
- Hagerstown City Park Summer Concert Series, Hagerstown, Washington County
- Maryland Symphony Orchestra at Maryland Theatre, Hagerstown, Washington County
- Maryland Theatre, Hagerstown, Washington County
- Mummer's Parade at Halloween, Hagerstown, Washington County
- Museums by Candlelight, Frederick, Frederick County
- Octoberfest in August, Hagerstown, Washington County
- Pen Mar Park Sunday Summer Events, Hagerstown, Washington County
- Washington County Arts Council Gallery, Hagerstown, Washington County
- Washington County Playhouse, Hagerstown, Washington County
- Washington County Museum of Fine Arts, Hagerstown, Washington County
- Western Maryland Blues Fest, Hagerstown, Washington County
- Western Maryland Room (genealogy), Washington County Free Library, Hagerstown, Washington County

Complementary Heritage Resources

Historic resources and cultural landscapes that reflect colonial to early industrial times surround the Civil War sites and structures of the heritage area. Many of these can be used to discuss a larger context for the Civil War, but regardless of their connection (or lack thereof) to the war,

they are affirmation of the historic character of the region. They also offer additional activities to visitors and residents who explore the heritage area. A brief listing of additional stories and sites would include:

Railroading History: B&O Railroad, Carroll, Frederick, and Washington Counties; Hagerstown Roundhouse Museum, Washington County; Western Maryland Railroad Historical Society Museum, Carroll County; Brunswick Railroad Museum, Frederick County; Point of Rocks Railroad Station, Frederick County; Sykesville's miniature railroad activities, Carroll County.

C&O Canal: Hancock and Williamsport (Cushwa Basin), Washington County; Brunswick and Monocacy Aqueduct, Frederick County.

Agricultural History: Carroll County Farm Museum, Carroll County; Farm Museum of Rose Hill Manor Park, Frederick County; Williamsport Town Farm Museum, Washington County; Washington County Rural Heritage Museum, Washington County; Union Mills Homestead, Carroll County; Heritage Farm Preservation Society Park, Frederick County.

In addition to historic sites directly associated with the Civil War, the Carroll County Farm Museum is one of several heritage attractions that focus on everyday life in the 19th century.

Other Sites: Jonathan Hager House, Washington County; South Mountain House, Washington County; Sherman-Fisher-Shellman House, Carroll County; Old Jail, Frederick County; Terra Rubra, Carroll County, the land where Francis Scott Key was born and spent his summers, which now houses a circa-1850s house.

Other Museums: Historical Society of Carroll County (including the Kimmey House, among others); Historical Society of Frederick County; Washington County Historical Society; Washington County Museum of Fine Arts; Miller House and Museum, Washington County; Baltzell House, Frederick County; Log House Museum, Washington County; Schifferstadt Architectural Museum, Washington County; Beatty-Cramer House, Frederick County; Sykesville Gatehouse Museum, Carroll County; Manchester Town Museum, Carroll County; Doleman Black Heritage Museum, Washington County.

Archeological Remains: There are 945 archeological sites recorded within the boundaries of the Civil War Heritage Area: 298 in Washington County, 569 in Frederick County, and 78 in Carroll County. Some of these are important for their potential Civil War artifacts: sites of hospitals, encampments, battles, skirmishes, and more.[7] Of special note is Fox's Gap, whose recently completed two-year study of the battlefield indicated a number of critical archaeological needs,

[7] For a list of Civil War era archeological resources, see "Appendix C: Archeological Resources."

including large-scale shovel testing and metal detection survey as well as follow-up research at the site of Wise Cabin and well.

Economic Development and Tourism

Retention of historic character and natural resources is often perceived as a bonus activity, work that a community takes on in addition to the "real" work of infrastructure maintenance, economic development, and governance. The fallacy inherent in this perception is that there is no tangible payback to communities that retain a significant sense of place and historical character as an underpinning of regional economic competitiveness. In a future where technology has made business location decisions more complex than a matter of cheap land and utilities, communities with a high quality of life are benefiting and will continue to benefit economically. The same facets that make a community enjoyable for visitors are also likely to draw permanent residents and employers to it. Thus, activities and policies that increase the quality of life in a region, such as historic preservation, conservation, and heritage tourism promotion, also increase the region's economic development potential.

Heritage tourism is the most obvious economic development advantage resulting from the preservation of heritage. The fiscal gain of preserved heritage can be measured by increased spending on overnight accommodations, dining, shopping, and such. Likewise, heritage tourism advances preservation efforts by providing a benefit-based argument for the conservation of sacred sites that draw visitors. The Civil War Preservation Trust, a national nonprofit dedicated to the preservation of Civil War battlefields through land conservation and public education, promotes heritage tourism as a support for preservation activities. The organization's website states, "Every time you travel to a Civil War site, you help battlefield preservation. Tourism, and the money that brings to a community, is one of our strongest arguments for not paving over a battlefield."[8]

Location

The Heart of the Civil War Heritage Area is quite accessible and well situated relative to East Coast metro areas, notably Washington, D.C., and Baltimore. The three-county region is directly serviced by the Baltimore-Washington International Airport and several major roadways: I-270 connecting to Washington, D.C., I-70 connecting to Baltimore, I-81 connecting to West Virginia and Pennsylvania, and U.S. Highway 15 (US 15) connecting to Gettysburg and Leesburg, Virginia. This puts the heritage area in a key location to access major day trip markets. The section entitled "Economic Development Through Tourism" examines this marketing opportunity in greater detail.

The heritage area is also located in close proximity to several very well known, key Civil War attractions. The region is fortunate to be adjacent to the most visited Civil War battlefield in the United States: Gettysburg. This marquee historic site is only 50 miles from Antietam and is even closer to northern and eastern portions of Carroll and Frederick Counties. With growing concern about the commercialization of Gettysburg, there are opportunities to encourage visitors to stay overnight in Maryland and explore the HCWHA's less spoiled setting in addition to Gettysburg. Additionally, Harpers Ferry, West Virginia, a popular Civil War site, is within 15 miles of

[8] Source: http://www.civilwar.org/travelandevents.htm

Antietam. Also within driving distance of Antietam are two major urban destinations with extensive historical and cultural offerings: Baltimore (73 miles) and Washington, D.C. (73 miles). This central location suggests that the heritage area is ideally situated as a "homeroom" for Civil War travelers; visitors could easily stay overnight in the heritage area while making day trips to regional heritage area attractions/sites in the region and further away.

Gettysburg/Antietam/Harpers Ferry/Monocacy suggested itineraries are already offered by area destination marketing organizations, and packaged tours of these sites are sold by some private tour operators. Expansion of these itineraries and packages is an area of opportunity

Strong Support for Civil War Initiatives

Rarely does one find a place where there is as broad a popular knowledge of the area's history as exists in this region. There is a high level of awareness of the major events of the Civil War in the region, especially among natives of the area. A variety of Civil War-focused organizations and initiatives operate in the heritage area, engaging in research and scholarship, tourism, interpretation, education, protection/conservation, and more. These initiatives, in conjunction with the Maryland Civil War Trails, create an in-place network of resources from which the Heart of the Civil War Heritage Area can draw, and they will enrich and support its activities by offering numerous opportunities for heritage area visitors.

The Blue & Gray Education Society has installed interpretive panels at select historic sites. Numerous reenactment groups live in or travel to the area for events. Historical research/education organizations, such as the Catoctin Center for Regional Studies, focus much of their activity on the war or its time period. The *Maryland and the Civil War Conference*, held annually at Carroll Community College, has increased awareness of regional Civil War History. The National Park Service and the state's historical parks provide another layer of support through the activities at national battlefields, South Mountain State Battlefield, and C&O Canal National Historical Park. Washington County and Hagerstown successfully recruited *Gods and Generals* by offering a $350,000 loan to the producer. This temporary investment, in turn, generated $11 million in cash returns to the county's economy during a seven-month pre-production and production period in 2001.

The heritage area stands to benefit from a growing nationwide interest in the Civil War, evidenced by popular movies, books, and magazine articles.

A common goal for some heritage areas has been to heighten awareness of and appreciation for their region's history, but this heritage area already enjoys strong citizen interest in and support for activities related to the Civil War. Participants in focus groups were enthusiastic about the importance of Civil War history and heritage resources to the area's identity and tourist economy. Even small towns that are resistant to large volumes of tourism activity have shown interest in

showcasing their history and welcoming tourists for moderate impact activities, such as cycling or walking tours.

There is also strong support for the heritage area, as evidenced by the many public sector representatives on the steering committee and by the many municipalities interested in participating in heritage area activities. Each county in the heritage area has committed staff time from more than one agency or department, and numerous nonprofit and private organizations are represented. Local interest in the war and the heritage area's activities is increasing as the 150th Anniversary of the Civil War of the Civil War of the Battle of Antietam approaches. Local groups, such as the Pipe Creek Civil War Roundtable in Carroll County, focus on the Civil War's local history.

Interest in the Civil War is increasing across the country as well. Ken Burns's 1990 PBS series on the Civil War and the 1995 movie *Gettysburg* (based on Michael Shaara's 1974 book *The Killer Angels*) caused a rise in visitor numbers at many Civil War sites. The events of September 11, 2001, and the subsequent military actions have interested many Americans in United States military history. James McPherson's book, *Crossroads of Freedom: Antietam*, was published in July 2002 and generated significant popular discussion and interest in the war in general and in Antietam in particular. The film *Gods & Generals*, based on Jeff Shaara's 1996 novel by the same name, was released in February 2003. Increasing attention to diversity issues has generated interest in slavery, the war that ended it, and its effect on our society. The Virginia and Maryland Civil War Trails programs have increased awareness about the potential role of Civil War themed tourism. This growing national interest in the Civil War promises to benefit the heritage area.

Various & Distinctive Commercial Offerings

Travelers do not live by history and Civil War sites alone. They also expect memorable hospitality services – restaurants, lodging, and shopping opportunities – as part of their leisure experiences. A major strength of the heritage area is its variety of offerings: small towns and larger cities, bed and breakfasts and chain hotels, and outlet malls and Main Street shopping are all found within its boundaries. Overall, the region has a well-developed tourism infrastructure with many of the services clustered in the cities of Frederick and Hagerstown.

Within each county, the destination marketing organizations (also often referred to as Convention and Visitors Bureaus) are actively engaged in marketing their attractions. All three counties emphasize history, scenic resources and outdoor activities, shopping, and special events, such as festivals—attractions that are strongly allied with heritage-related activities. Carroll County is perhaps best known for antiquing and special events like the Maryland Wine Festival. Frederick County has long emphasized its history and the particular charm of the City of Frederick, as well as its parks and outdoor recreation. Washington County has an abundance of sports and recreation activities, several key historic sites (most notably Antietam National Battlefield), and special events like Hagerstown's Western Maryland Blues Fest.

The area also houses numerous pleasant Main Streets and small downtowns, many of which remain commercially active, with a mix of traditional local uses (farm implements, etc.) and shopping and eating establishments that attract a wider market. Downtown Frederick, Taneytown, New Market, Hagerstown, Funkstown, Sykesville, Westminster, Middletown, Emmitsburg, Boonsboro, and Williamsport are all examples of unique places of character that offer some commercial uses in their town centers. Many of these towns are eligible for further revitalization and activity through use of the Main Street Maryland Program and the federal and state tax credits for rehabilitation of historic buildings. Westminster, Taneytown, Frederick, Brunswick, Mount Airy, and Thurmont are designated Main Street Maryland communities. There are concentrations of National Register properties in:

New Market is one of the heritage area's many small towns with distinct historic character and unique shopping.

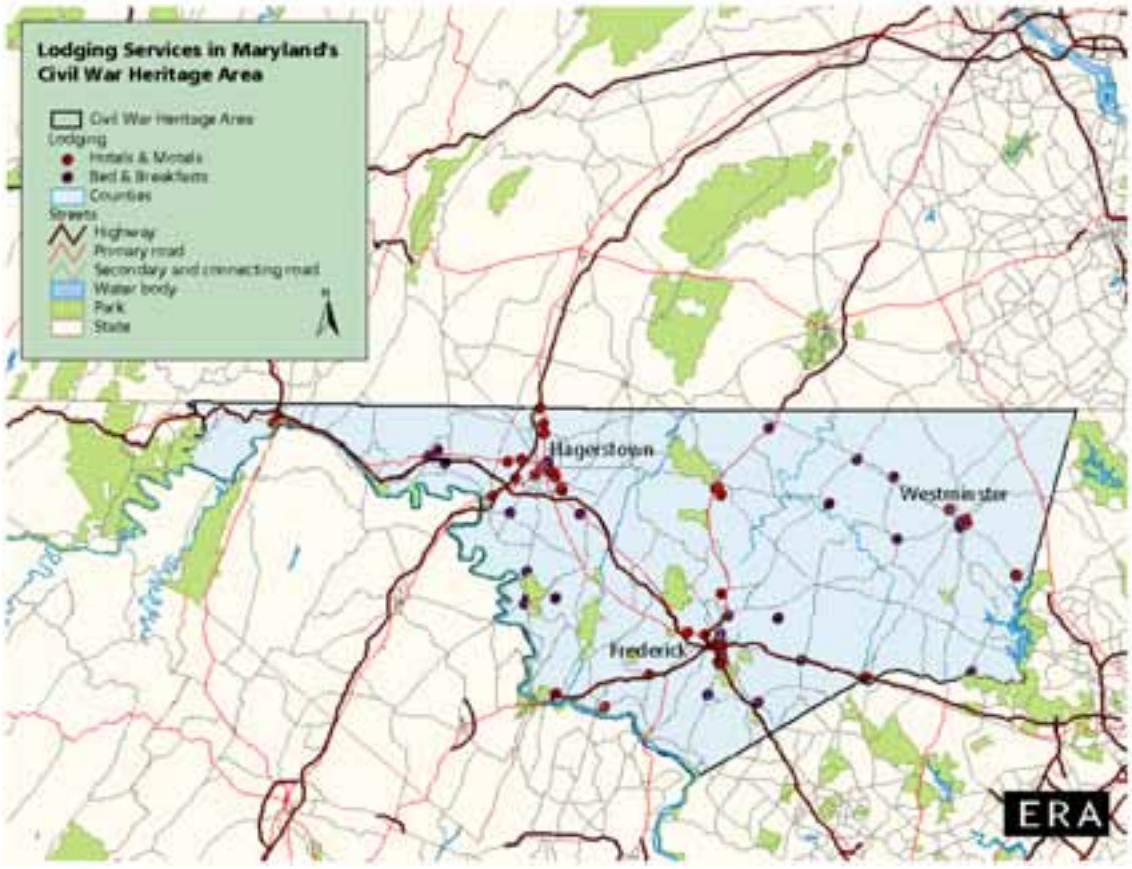
- Antietam/Sharpsburg, Washington County
- Boonsboro, Washington County
- Brunswick, Frederick County
- Buckeystown, Frederick County
- Burkittsville, Frederick County
- Catoctin Furnace, Frederick County
- Emmitsburg, Frederick County
- Frederick, Frederick County
- Funkstown, Washington County
- Hagerstown, Washington County
- Keedysville, Washington County
- Middletown, Frederick County
- Mt. Airy, Carroll County
- New Market, Frederick County
- New Windsor, Carroll County
- Sykesville, Carroll County
- Taneytown, Carroll County
- Union Bridge, Carroll County
- Uniontown, Carroll County
- Westminster, Carroll County

Local districts or properties that are eligible for the state tax credit exist in Uniontown, New Market, Hagerstown, Sykesville, Westminster, Frederick, and other towns.

Assessment of Visitor Services & Infrastructure

Overall, the region has a well-developed tourism service infrastructure (lodging, dining, retail, etc.) clustered in the cities of Frederick, Hagerstown, and Westminster. Lodging is a useful indicator of visitor services, and as illustrated in the map on the next page, lodging establishments are in Hagerstown, Frederick, Westminster, and along I-70. A number of bed and breakfasts can also be found along the Potomac River and the C&O Canal, and there are some unique accommodations for niche markets; for example, Antrim 1844 is likely to please a high-end traveler.

Civil War-related sites are already a cornerstone of the region's tourism offerings, and all three counties have marketed their Civil War-related attractions. The advent of the Maryland Civil War Trails program has increased awareness about the potential role of Civil War-themed tourism in Maryland's economy. Among heritage areas nationally and within the state particularly, the HCWHA is in a unique position to benefit from the tourism marketing support and infrastructure at the state level, as the Maryland Office of Tourism Development has been actively engaged in coordinating the Maryland Civil War Trails program.



Available Markets

The HCWHA target audience and markets mirror those of the Maryland Office of Tourism Development. The target audience is adults 35-64, Household Income (HHI) $60K+, well educated and working in managerial and professional occupations. They have made a trip of more than one day's duration within the United States in the past 12 months, which includes business, vacation, weekend travel and short trips. They reside in DC, DE, IL, NY Metro Area/Long Island, NJ, OH, PA, VA, IN, CT, ME, NH, RI and MA. This audience is further defined by special interest in, but not limited to, the Civil War, the Historic National Road, Star-Spangled Banner/War of 1812, sporting events, and multi-cultural sites/events – all Maryland tourism products that can be experienced in the HCWHA heritage area.

Primary Market. The primary market is the 400-mile radius from the center of the Heritage Area. Antietam Battlefield is considered the central point because of its draw, for it is the most visited attraction in the region.[9] The market is principally within the Mid-Atlantic States of Pennsylvania, New Jersey, Virginia, Delaware, West Virginia, and parts of New York, Ohio,

[9] Source of market analysis: Economics Research Associates, using a database created by CACI Information Systems, Inc.

Indiana, and North Carolina. This market segment also includes the consumers in Montreal and Toronto, Canada.

Secondary Market. A significant portion of HCWHA's secondary marketing effort will be focused on Maryland residents making them aware of the many sites and events available within the three counties of the heritage area. This effort will be accomplished principally through cooperative spending with the local destination tourism offices. However, attention will also be given to more distant secondary markets, including some overseas markets known to have an interest in Civil War (such as England and Germany). Overseas markets offer growth opportunities and a higher per capita expenditure because of the increased length of stay.

Tertiary Market: This market is comprised of the closest and the most far flung US markets. Residents within a thirty-minute drive of the HCWHA, and those who fall outside the 400-mile radius of the primary market, make up the tertiary market.

Immediate Region Driving Distances. It is useful to understand the Heart of the Civil War Heritage Area as it relates to driving distances in the immediate region. Since the overwhelming majority of leisure visitors to the area arrive via automobile, understanding the size and characteristics of the daytrip market is vital to gauging the depth of the tourist market. The map on the next page shows the location of the central point (Antietam) and three driving distance areas. Descriptions of each appear below:

- **The 60-120 minute drive time** contains areas of the Baltimore and Washington regions and stretches from Delaware's Western border to Harrisburg, Pennsylvania, to the Eastern Panhandle of West Virginia, to Spotsylvania County, Virginia. This population is by far the largest of the three driving distances, with 8.4 million people and 3.2 million households, resulting in an average household size of 2.5. This area is also the most racially diverse, as only 68 percent of the population is white. Income levels fall between the primary and secondary areas with a median household income of approximately $53,000 per year.

- **The two-hour drive time** includes portions of the Baltimore and Washington regions such as Carroll, Howard, and Montgomery Counties in Maryland, and Northern Fairfax County and most of Loudoun County in Virginia, and extends further into more rural areas of Virginia, West Virginia, and Pennsylvania. This area is much more populous than that of the 60-120 minute drive time, with about 1.8 million residents in 650,000 households, an average household size of 2.7.

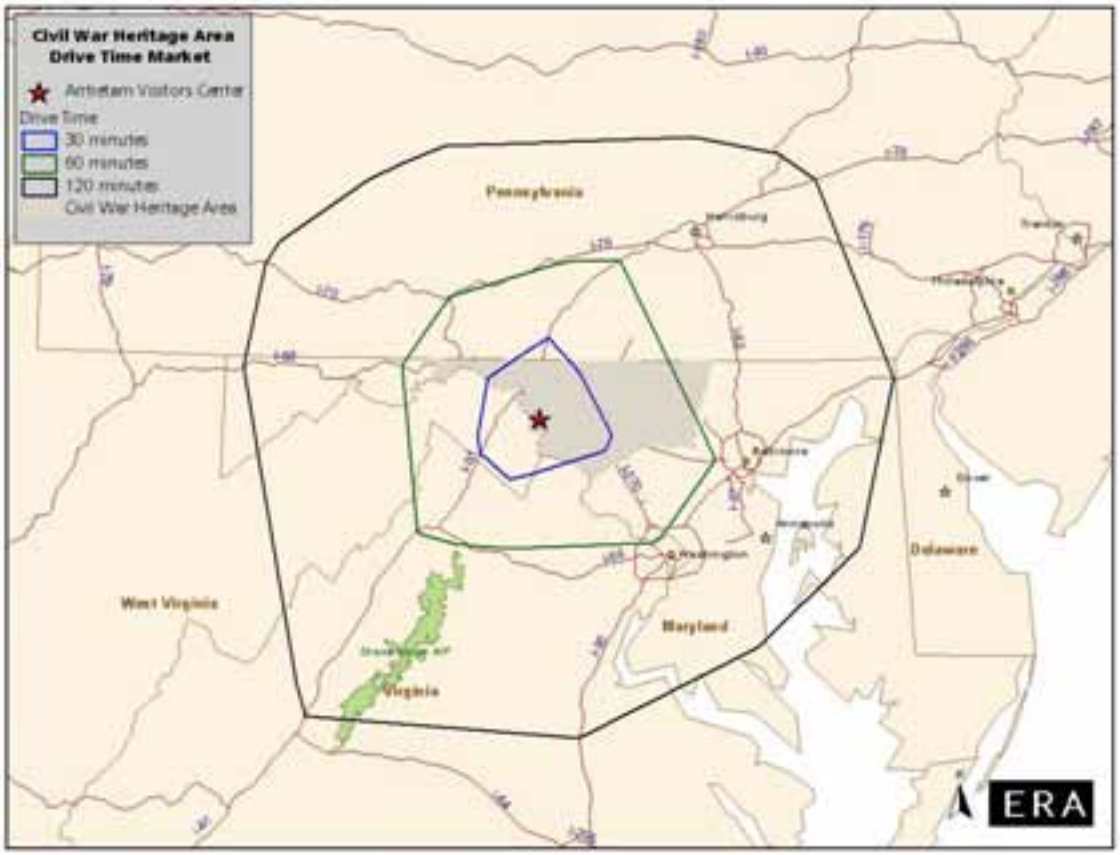
  This area is also more racially diverse than the 60-120 minute drive time area with 78 percent of the population being white, nine percent black, seven percent Asian, and seven percent Hispanic. This area is also significantly more affluent as the median household income, $70,000, is about 46 percent higher than that of the primary area.

- **The 0-30 minute drive time** encompasses the bulk of Washington County, about half of Frederick County, pieces of Berkeley and Jefferson counties in West Virginia, and small portions of Franklin County, Pennsylvania and Loudoun County, Virginia. Roughly

340,000 people in 130,000 households, with an average household size of 2.5 people, reside in this area.

This area is relatively racially homogeneous– approximately 89 percent of the population is white and seven percent is black. When compared with the region overall, the area has the lowest income level, with a median household income of $48,000. The number of affluent households is relatively low, as less than 13,000 of the area's households earn more than $100,000 per year (about ten percent of total households).

Immediate Region



Tourism & Visitation Data

Statewide Data

The Maryland Office of Tourism publishes an annual report on visitation to the state. According to the 2004 annual report, 20 million person trips were made to Maryland in 2003. The average length of stay of visitors to the state was 2.4 nights, translating to over 48 million person-days of visitation to the state. The average travel party, which consisted of 2.0 people, spent $310 per trip or $124 per day. The vast majority of visits to Maryland (83 percent) were for pleasure, and only 17 percent were for business purposes. Among overnight visitors to Maryland, 51 percent

stayed in paid accommodations, 40 percent stayed in private homes, and the remaining 9 percent stayed in RVs or tents, or others.

Regional Data

For the purposes of tourism research, the Maryland Office of Tourism Development divides the state into five tourism regions: Central, Eastern Shore, Capital, Western, and Southern. Unfortunately, Washington, Frederick, and Carroll counties are each located in separate regions. Thus, it is not possible to draw conclusions about the three county study area as its own individual entity with the available data. However, the number of person trips to the most visited city in each region is reported. Frederick, with 511,000 person trips in 2003 (2.5 percent of the state total), was the most visited city in the Capital Region that year. No comparison over the previous year is available due to changes in the survey method for 2003 data.

Hagerstown, with 459,000 person trips in 2003 (2.3 percent of the state total), was the most visited city in the Western Region that year. The Western Region has the strongest drive market of all Maryland's tourism regions with 83 percent of visitors traveling by car or truck. However, this represents a slight and steady decline from 1999 when 86 percent of visitors traveled by car or truck. Carroll County, located in the Central Region, did not contain a city with more person trips than Baltimore (also in the Central Region) and thus did not have further visitation data available.

As illustrated on the chart below, capacity is available to increase attendance at many of the region's heritage and non-heritage attractions. Moreover, visitors to destinations such as the Hagerstown Prime Outlets have similar demographics to those of heritage travelers: Prime Outlet visitors are quite affluent with 42 percent having an annual household income above $75,000. [10]

Countywide Data

County-level tourism trends can be derived from data reported by the U.S. Census Bureau regarding business patterns pertaining to hotels and other lodging places. According to the Census Bureau, overall there has been slow but steady growth in lodging-related employment and payroll in the three-county area between 1994 and 2000. Individually, Carroll County's number of lodging establishments has

Attraction	Reported Attendance
Washington County	
Antietam National Battlefield	237,885 [1]
C&O Canal NHP	262,656 [1]
Ft. Frederick State Park	127,000
Hagerstown Prime Outlets	4,000,000
Hagerstown Suns Baseball	103,188
Jonathan Hager House & Museum	20,000
Washington County Museum of Fine Arts	68,000
Frederick County	
Barbara Fritchie House	3,000
Catoctin Mountain Park (NPS)	699,274 [1]
Catoctin Wildlife Preserve & Zoo	80,000
Frederick Keys Baseball	305,950
Grotto of Lourdes	180,000
Monocacy National Battlefield	18,145 [1]
National Museum of Civil War Medicine	50,000
Carroll County	
The International Gift Shop	20,000
Carroll County Farm Museum	100,000
Piney Run Park	118,427
Maryland Wine Festival	25,000
Union Mills Homestead & Grist Mill	10,000

Notes:
1/ National Park Service, recreation visits 2004

Sources: Individual attractions, Maryland Department of Natural Resources, North A
Professional Baseball League, and 2002 Official Museum

[10] For more information on potential returns on investment in the heritage area, see Appendix D.

grown steadily, while Frederick County has remained generally stable. Washington County has added 400 hotel rooms to its inventory since 2001. Additionally, though the Maryland Office of Tourism does not report visitation data at the county level, it does track tax receipts from visitor industry businesses at the county level (see chart below).

Carroll County

Carroll County did not have a hotel/motel tax in FY2004, so there was no revenue of this type collected. In the same year Carroll County had a ten percent amusement and admission tax which generated $823,186 in revenue, a 1.0 percent decrease over the previous year. The county ranked ninth in the state in the collection of amusement and admission tax.

Frederick County

Like Carroll County, Frederick County did not have a hotel/motel tax in FY2004, so there was no revenue of this type collected. In the same year, Frederick County had an amusement and admission tax, which is determined on a sliding scale between five and ten percent. In FY2004, it generated $1,409,812 in revenue. The county ranked eighth in the state in the collection of amusement and admission tax.

Washington County

Washington County's hotel/motel tax rate was six percent in FY2004 and generated $1,135,693 in revenue, a 7.1 percent increase over the previous year. Washington County had a five percent amusement and admission tax in FY2004 and from it collected $518,891in revenue. The county ranked eighth in the state in terms of room tax revenue collection and thirteenth in the collection of amusement and admission tax.

Business Patterns for Hotels & Other Lodging Establishments

	CARROLL COUNTY			FREDERICK COUNTY			WASHINGTON COUNTY		
Year	Number of Employees for week including March 12	Annual Payroll ($1,000s)	Number of Establishments	Number of Employees for week including March 12	Annual Payroll ($1,000s)	Number of Establishments	Number of Employees for week including March 12	Annual Payroll ($1,000s)	Number of Establishments
2002	156	$2,434	6	604	$9,549	26	635	$8,574	25
2001	191	$2,522	7	567	$9,256	23	373	$5,615	22
2000	171	$2,417	9	584	$8,855	24	675	$5,361	19
1999	169	$2,182	7	458	$7,777	24	462	$6,024	20
1998	151	$1,988	9	443	$6,190	25	616	$6,695	21
1997	161	$1,760	7	411	$6,085	24	673	$7,739	23
1996	125	$1,648	7	434	$6,171	24	617	$7,057	25

Source: U.S. Census Bureau, County Business Patterns

Heritage Tourism Context & Implications

To understand the potential for heritage tourism in the Maryland Civil War Heritage Area, it is useful to understand:

- Broad trends among historic and cultural travelers;
- Characteristics of Civil War history travelers;
- Patterns of visitation to significant Civil War sites, particularly National Park Service (NPS) battlefields; and
- The realm of complementary or competitive Civil War themed heritage areas and trails.

Heritage Tourists

On average, historic/cultural travelers spend $623 per trip compared to $457 for overall U.S. travelers, excluding transportation costs.[11] Historic/cultural travelers are better educated (21% have a post-graduate education compared to 19% of all U.S. travelers) and a bit older (49 years old vs. 47 years old on average). As with leisure travelers in general, summer is the peak travel season for historic/cultural travelers. There are also distinctions between historic and cultural travelers—historic travelers take longer trips than cultural travelers (an average of 5.7 nights vs. 5.1 nights) and spend more money ($722 vs. $603 on average).

In Maryland in 2003, roughly 10.3 percent of all travelers visited a historic site, museum, or cultural event/festival. Among the state's tourism regions, travelers to Western Maryland were most likely to visit a historic/cultural site. Also, this region had the highest percentage (12.5%) of travelers who visited national and state parks.

Civil War History Travelers

Virginia Tourism Corporation's study of its Civil War Trail travelers defines Civil War history travel parties as "travel parties traveling 100+ miles to, through, or within Virginia for pleasure-related purposes whose trip activities included Civil War history."[12] According to the survey, nine percent of all pleasure travel parties were Civil War history travel parties. Peak season for these travelers is mid-summer, with 13 percent traveling in July and 12 percent traveling in August.

Civil War history travelers are typically families and senior citizens; the survey showed that 29 percent were under the age of 18, 25 percent were 35 to 54 years old, and 23 percent were over the age of 65. Twenty-six percent of these travelers spent four to six nights per trip, and 36 percent of them had a trip duration of over a week. They were likely (57 percent) to spend at least one night at a hotel or motel while in Virginia. Excluding those Civil War history travelers that spent nothing in Virginia (seven percent), the mean spending per travel party was $551, the mean spending per person was $220, the mean spending per day was $188, and the mean spending per person per day was $71.

The automobile is overwhelmingly the chosen mode of transportation for the Civil War history traveler with 85 percent using cars to travel the state. Only 13 percent of travelers flew, and only

[11] Source: *The Historic/Cultural Traveler* by Travel Industry Association of America, 2003.
[12] Source: *Virginia Visitor Study to Civil War Trails* by Virginia Tourism Corporation, 1997. Numbers not adjusted for inflation.

six percent rode a tour bus. Civil War history travelers also are likely to visit other types of sites and attractions on their trips. The top five sites and attractions that this type of traveler visited, aside from Civil War sites, were historic homes (67.8 percent), national or state parks (63.5 percent), Colonial-era historic sites (60.9 percent), history museums (57.9 percent), and the mountain regions (52.8 percent).

Seven of the top eight cities of travel party origin are located north of Virginia. Together, these Civil War history travelers account for 34.3 percent of Virginia's total. This is of particular importance because most of these travelers drive through the state of Maryland on the way to Virginia. While it is probable that Civil War points of interest in Maryland are already capturing a portion of this through traffic, a more proactive and targeted approach to attracting them may yield a greater capture of their expenditures.

National Park Service Battlefields Visitation

The National Park Service (NPS) oversees many of the nation's most important Civil War sites. As shown in the chart on the next page, attendance at these sites varied from 15,500 to 1.8 million in 2002. [13] Important market segments at NPS battlefields include families, group tours, and students. **Antietam National Battlefield** in Washington County is the most visited NPS site in the Civil War Heritage Area. According to Antietam staff:

- There has been a steady 3%-5% annual increase in visitation. A jump in attendance during 1997 reflected an anniversary year for the battle. During the recent 140th anniversary, an estimated 22,000 people came to the park on one day.
- Summer is the peak season, and July is the busiest month. September also tends to be busy as it is the anniversary month of the battle. January and February are the slowest months.
- The majority of visitors come from within 400 miles of the park. An estimated 35% are daytrip visitors, and the average length of stay is 5-6 hours.
- Apart from the history of the battlefield, visitors to the park also commonly engage in scenery viewing, recreation, and bird/wildlife watching. Special events, such as book signings and concerts, successfully draw visitors; one book signing attracted 700 people.
- Since September 11, 2001, there has been a noticeable change in visitor demographics. Before 9/11, an estimated 80 percent of visitors were white males, typically between 40-60 years of age and in groups of 3-5. Following 9/11, there has been an increase in families (roughly 40% of visitors) and younger visitors in their early 20s. History/Civil War buffs still provide an important base of visitation.
- School groups, civilian bus tours, and military groups are sub-segments of park visitors. During fiscal year 2001, an estimated 170 school groups visited the park, with the majority coming from the five counties closest to Antietam.
- The most common visitor question is where to eat.

[13] Source: National Park Service staff, 2003.

These visitor characteristics suggest the growing importance of family-oriented activities, opportunities for packaging excursions with Gettysburg, and the need to improve the dissemination of information about visitor services without overstepping the bounds of NPS regulations. Moreover, the long length of stay bodes well for packaging experiences that will result in overnight stays in the region.

Monocacy National Battlefield is also poised for tremendous growth in visitor attendance. This is a "growing" park with great potential to draw significant numbers of people to the region, and to increase the amount of time people spend visiting this and other attractions. A General Management Plan for the park will be completed in 2004, new areas of the park are being opened to visitors, and a new visitor center is being planned.

Among the NPS battlefields, **Gettysburg National Military Park** is the most visited site and in 2002 received an estimated 1.8 million visitors. Because of its proximity to the Maryland Civil War Heritage Area, understanding Gettysburg travelers' characteristics and behavior is important. According to the *Gettysburg General Management Plan*:

- Between 1980 and 2002, annual attendance grew 56 percent, from approximately 1.2 million in 1980 to 1.8 million in 2002, representing a compound annual growth rate of 3.5%.
- Attendance at the park is highly seasonal, with about 85 percent of the park's annual attendance occurring in the seven months beginning in April and ending in October. Approximately 55 percent of annual attendance occurs between the months of May and August. July has the highest monthly and daily visitation.
- The spring months attract more students, more families tend to come in the summer months, and the fall tends to attract senior citizens.
- Half of annual visitation comes from those that live within 150 miles of the park. Pennsylvania is the state from which most visitors arrive (15 percent); California and Maryland are next, accounting for ten percent each of the annual total. The number of international visitors to the park is relatively low, accounting for three percent of annual visitation.
- The age range of visitors is significant, with 24 percent being 61 to 70 years old and 12 percent aged 15 years or younger. The size of groups coming to visit the park ranges from one to 240 people. However, the most popular group sizes are two (49 percent of annual visitation) and 11 or more (18 percent of annual visitation). Family groups accounted for 60 percent of visitation, and groups of friends and bus tours comprised an additional 21 percent.
- More than 50 percent of visitors stayed for a minimum of six hours and 23 percent stayed for nine hours or more. The average length of stay at the military park was eight hours. Eighty-eight percent cited history and culture as the primary purpose for visiting the park, with others noting scenic views, recreation, and personal reflection as cause for visitation. Activities listed while at the park included touring the battlefield (96 percent of visitors), picnicking (12 percent of visitors), and (to a much lesser extent) biking, jogging, and horseback riding.

Recreation Visits to NPS Battlefields

Site	1992	1994	1996	1998	2000	2002
Gettysburg National Military Park	1,299,203	1,674,532	1,632,720	1,701,660	1,542,184	1,833,033
Vicksburg National Military Park	910,493	801,381	968,615	1,005,918	934,226	1,023,370
Fort Sumter National Monument	337,236	345,345	322,702	334,762	319,147	922,776
Chickamauga and Chattanooga National Military Park	995,622	1,015,610	974,898	1,019,503	838,350	916,738
Manassas National Battlefield	867,606	917,534	725,086	972,709	692,006	779,147
Shiloh National Military Park	407,986	363,441	318,936	329,067	261,472	371,118
Fort Pulaski National Monument	218,896	207,332	217,178	225,854	219,049	354,070
Antietam National Battlefield	**243,707**	**237,821**	**246,082**	**275,385**	**286,896**	**303,209**
Harpers Ferry National Historical Site	449,341	394,322	314,548	371,094	317,699	286,289
Fort Donelson National Battlefield	218,896	207,332	217,178	225,854	219,049	234,855
Wilson's Creek National Battlefield	174,626	205,093	259,201	176,036	196,502	203,356
Andersonville National Historic Site	143,025	162,279	197,394	225,653	167,373	190,004
Stone's River National Battlefield	243,813	203,956	255,888	187,647	186,212	187,941
Appomattox National Historical Site	311,921	273,768	205,938	201,874	196,363	177,219
Petersburg National Battlefield	299,146	218,561	171,312	155,993	171,099	167,563
Richmond National Battlefield	473,096	82,827	77,807	82,187	90,422	106,397
Pea Ridge National Military Park	113,762	90,407	90,839	80,000	76,495	81,815
Arkansas Post National Monument	51,594	46,655	47,919	51,858	43,903	48,126
Monocacy National Battlefield	**9,560**	**11,661**	**11,312**	**15,563**	**18,198**	**15,592**

Recreation visitors: Entries of persons onto lands or waters administered by the NPS for recreational purposes excluding government personnel, through traffic (commuters), trades-people, and persons residing within park boundaries.
Source: National Park Service, Public Use Statistics Office.

Marketing Strategies

The existing destination marketing organizations (DMOs) in Carroll, Frederick, and Washington Counties should continue to take the lead on marketing the region. However, the heritage area will facilitate partnering and collaborative marketing. Areas of opportunity for tourism marketing are discussed below.

Develop and Implement a Marketing Plan

The heritage area should work with the three counties' DMOs to develop and implement a detailed marketing plan to provide a comprehensive marketing and advertising program that would include newspaper, radio, and TV advertising; direct mailed circulars and flyers; and a comprehensive public relations program. It will be particularly important that the plan delineate specific responsibilities for each of the marketing partners. General types of promotional and marketing activities that should be addressed in the plan are as follows (Specific marketing recommendations are included below this section.):

General promotion advertising. General promotion is designed to establish and maintain awareness of the heritage area in the minds of the consumer. The marketing plan should identify the consistent advertising and public relations message(s) about the region that will underlay all of the general promotion activities. For example, one consistent marketing message might be promoting the ways in which the heritage area is at the "Heart of the Civil War Heritage Area." These include the heritage area's concentration of, and proximity to major Civil War sites while highlighting Antietam as a top destination due to its pivotal role in the Civil War; location on the Mason-Dixon line with the attendant divided loyalties; the role of the area in providing care and compassion in the wake of the battles, etc.

The Marketing Plan will also include strategies for **targeted marketing and promotion** aimed at specific objectives such as increasing attendance at certain locations, promoting off-peak visitation, and providing outlets for given demographic markets and/or groups. A proactive **Public Relations** program will be carried out**. Brochures and informational materials** will be published and distributed at appropriate outlets, which may include non-historic sites like Hagerstown Prime Outlets. Finally, the plan will anticipate **Technical assistance** to be provided to Civil War site managers to help them develop and distribute specific informational and promotional pieces.

Develop a Regional Marketing Piece

The region is already emerging as a tourism destination. The heritage area organization should undertake preparation of a high quality-marketing piece for the entire region organized around the Civil War theme. It should be designed so that it can be both inserted into the three county's existing visitor guides and distributed individually. The marketing piece should be distributed through appropriate outlets including targeted publications (e.g., *American Heritage* or *Preservation Magazine*), and visitor centers. The piece might highlight the Maryland Civil War Trails as a good network of sites and Antietam, a "Class A" battlefield, as an anchor destination.

Create a Dedicated Web Site

The internet is an important source of information for travelers today. The heritage area organization should create an informational web site dedicated to sharing information about the Civil War Heritage Area sites and resources. The site should also provide readily accessible contact information and links to the three DMOs. The heritage area web site should also be linked to the web site maintained by the Maryland Office of Tourism Development, which features Maryland's Civil War Trails. The heritage area initiative already has access to two registered domain names: www.heartofthecivilwar.org, www.heartofthecivilwar.com, www.mdcivilwar.info and www.mdcivilwar.org.

Develop a Graphic Identity

A consistent graphic identity is one way to give the three counties a regional identity. The graphic identity should consist of a style template that is applied to all communications materials about the heritage area, including the web site, letterhead, and brochures. To avoid a cacophony of images and to take advantage of the marketing clout provided at the state level, the graphic identity should be designed to complement the Maryland Civil War Trails materials developed by the Maryland Office of Tourism Development.

Connect to Other Civil War Heritage Areas/Regions

There are a number of other key Civil War sites and Civil War-themed trails and heritage areas that are being marketed as travel destinations. These include Gettysburg, Harpers Ferry, and other mid-Atlantic National Park Service sites; the Virginia Civil War Trails; Tennessee's and Georgia's National Civil War Trails; and the Shenandoah Valley Battlefields National Historic District. The Heart of the Civil War Heritage Areashould explore opportunities to cross-promote with these other Civil War-themed heritage trails. To begin, the heritage area organization could

coordinate a network of Civil War travel web sites that would include Maryland's link in exchange for including links to the other heritage areas/trails. Other opportunities may exist to advertise in tourism publications or at signature events produced by these other heritage areas. In particular, considerable resources are being invested in the Maryland Civil War Trails program, and the HCWHA should leverage the investments in this initiative by allying itself closely to the trails program. Investments made through the Scenic Byways program could also be complementary to heritage area activities.

Within the region, the heritage area should be aggressively marketed as the home base for travelers to Antietam, Harpers Ferry, and other distinctive attractions. In particular, visitors to Gettysburg should be encouraged to stay in the HCWHA and take advantage of its authentic setting. Packaging with Gettysburg should also be explored.

Package Existing Products

Americans are increasingly busy, and the rise of dual income households has resulted in less scheduling flexibility. Consequently, convenience is becoming one of the most important factors in travel-related decision-making. Few people today have time to carefully research their purchase decisions. The more difficult it is for consumers to get answers (to make an informed decision) and physically access a product, the less likely they are to buy.

The travel industry has recognized that information, purchasing, and access must be kept simple, and the result is a move toward packaging more and more vacations. In addition to providing clear benefits to travelers, packaging also offers benefits to attractions and visitor service providers through cross promotion. A useful marketing tool, packaging can be divided generally into three approaches:

Suggested itineraries or tours—Interrelated experiences can be geographic or thematic in nature and assist the visitor with making their travel decisions.

Special offers—Experiences are linked to holidays, special events, or dates.

Booked packages—Typically one call, one price, and one payment, the ultimate examples of packaging are the all-inclusive resorts and cruises. In 20 minutes, everything can be taken care of: airfare, airport transfers, meals, lodging, activities, taxes, and tips.

Within the heritage area, the DMOs already offer some packaging, particularly for group travel. The heritage area organization should augment these efforts by providing support to the DMOs to develop new regional Civil War themed itineraries (including Gettysburg and Harpers Ferry). These itineraries could later be retooled as special offers and even bookable packages that are coordinated with tourism service providers (inns, restaurants,

Packaging will be a key activity of the heritage area, and packages might include both premier sites like Antietam National Battlefield and less known, high quality sites like South Mountain State Battlefield (above).

and attractions). Specifically, the organization could provide administrative assistance during the development of the itineraries, identify and obtain grant funds or sponsorships to cover the costs of creating collateral materials and advertising the packages, and manage the production of any print materials.

Reach out to Civil War buffs

Devoted Civil War enthusiasts are a large and avid market segment who would be strongly predisposed to visit the Maryland Civil War Heritage Area. Therefore, it makes sense to market directly to this group. The HCWHA should:

- Advertise in such publications as *America's Civil War Magazine*, *North South Trader's Civil War Magazine*, *Civil War Times Illustrated*, *Battlefield Journal*, *Civil War News*, and *Camp Chase Gazette*.

- Establish a presence at significant Civil War reenactments (e.g., Gettysburg, Sharpsburg, Manassas, and Chickamauga) by distributing brochures, sponsoring an event, or advertising in reenactment publications.

Anecdotal evidence suggests that Gettysburg and Antietam reenactments are among the most successful in drawing roughly equal representation from Union and Confederate reenactors. Maryland's geographic location and status as a border state places the heritage area in a unique position to emphasize Maryland as the place where North meets South and expand the region's market penetration.

Target the Group Tour Market

The group tour market is a logical first audience for packaged itineraries since the region is already a destination for group tours. Now is the time to begin marketing 150th Anniversary of the Civil War of the Civil War packages and itineraries to the group tour market. Working with the DMOs, the heritage area organization should identify Civil War sites that can accommodate groups of 40 or more people and identify hoteliers and restaurateurs that are willing to deal with bus travelers (for example, offering a selection of menu items at a discounted fixed price, reserving room blocks, or accommodating group check-in). Additionally, the heritage area organization should participate in marketing and advertising opportunities available through organizations such as the American Bus Association and the National Tour Association. Tapping into cooperative advertising opportunities offered by the Maryland Office of Tourism Development would likely be the most efficient and cost effective way to do this.

Broaden the Appeal of Civil War History

Though Civil War "buffs" and travelers motivated by history and heritage are already likely to be drawn to the heritage area, there is potential to broaden the appeal of the heritage area to less motivated heritage tourists and other travelers by expanding the stories told here.[14] Residents of

[14] For more information, see chapter entitled "Interpretation & Education".

the surrounding regions, travelers with moderate interest in the Civil War but stronger interest in general history, and niche markets, such as recent immigrants fleeing their own countries' internal strife, could all be attracted should the heritage area focus both interpretation and marketing mechanisms beyond the military story itself.

Explore the Feasibility of a Reenactor Ambassador Program

The heritage area organization will consider establishing a group of the many Civil War enthusiasts in the region to serve as ambassadors for the heritage area. This could be as simple as a resource/contact list of living history interpreters, or as involved as a corps of costumed ambassadors whose purpose is to assist in greeting, welcoming, and orienting visitors to the HCWHA. At times the ambassadors may help staff booths at trade shows and other events aimed at marketing the HCWHA. The ambassador program would be planned to work in concert with the already strong programs for living history interpretation and reenactments offered by local museums, National Park Service Civil War sites, and other Civil War-themed events.

Market the Area as a Multi-Day Experience

Western Maryland already has a strong drive market according to data collected by the Maryland Office of Tourism Development. Considering recent travel trends toward shorter trips closer to home and the large population within a two-hour drive, the Civil War Heritage Area could position itself as an attractive weekend getaway destination. In addition, as Civil War travelers are largely predisposed to traveling by car, information dissemination should focus on state rest areas along major highways and other places likely to attract auto travelers. With roughly 10.5 million residents within a two-hour drive of Antietam—and growth projected—there is substantial market support for visits ranging from daytrips.

Land Use, Preservation, & Conservation

The relatively unspoiled historic and scenic resources in the HCWHA may well be its competitive advantage. Park rangers at Antietam commonly hear complaints about the amount, size, type, and homogeneity of commercial development surrounding Gettysburg. The park rangers report that visitors frequently compliment Antietam's authentic setting and scenic beauty, both of which are results of innovative conservation work that focused on both the battlefield site and adjacent land. Other area battlefields, including South Mountain, are becoming surrounded by residential development on adjacent and nearby rural land, which threatens to impact the authenticity of their settings. Additionally, Monocacy National Battlefield's supporters and administration are concerned about encroachment of commercial development on the site, as approaching from the north means driving through incompatible modern commercial development. Growth pressure in the Washington-Baltimore region led to the 2005 inclusion of the "Journey Through Hallowed Ground" corridor on the National Trust for Historic Preservation's list of America's 11 Most Endangered Places. The corridor crosses the Frederick County segment of the HCWHA.

During the focus groups, a commonly cited concern was that this authentic atmosphere would be "Gettysburged," with commercial, suburban-style developments overwhelming historic resources. As Civil War travel increases in the area, the temptation to place commercial ventures nearer to popular historic sites like battlefields will increase. Additionally, as the area's high quality of life is discovered, more people will want to move to the edges of its towns; the result could be suburban-style residential and commercial development at traditionally crisp town/city edges and in previously undeveloped rural landscapes. Such incremental development threatens to degrade the area's scenic views and unique cultural landscape. Additionally, as sites like Monocacy National Battlefield and Frederick's historic downtown become more popular, bus and auto traffic may require more parking and drop off zones. Antietam is facing this challenge now as the National Park Service works to design a new visitor's center that provides adequate services and parking without negatively impacting the historic battlefield itself.

The gateway (top) through which visitors approach Monocacy National Battlefield (above) illustrates the challenges battlefields face in protecting sacred battlegrounds and their contexts.

It will be essential yet difficult for the heritage area's management entity to balance growth pressures, residents' preferences, visitors' service needs, and the protection of the HCWHA's resources. Heritage tourism requires that certain amenities and services be provided to visitors, and how can those services be provided without infringing on the very resources that draw tourists? The protection of resources is key to sustainable heritage tourism, so how can resources be protected without stifling local development activity or limiting the very visitation being sought?

To successfully draw Civil War travelers and emerge as a premier Civil War heritage destination, battlefield protection is a must in the heritage area—a necessary priority that other, expanded preservation, interpretation, and tourism marketing activities can follow. These expanded activities are also important, but the battlefields are at the Heart of the Civil War Heritage Area story and their preservation is critical. They also form a frame of visitor attractions upon which sites and organizations telling the human-interest stories can develop. The conservation of significant battlefield sites, then, preserves the core of the heritage area's draw and needs to be championed by the heritage area's management entity.

In addition to the battlefields, sites of important Civil War activity, views from scenic byways and Maryland Civil War Trails, and towns with significant concentrations of authentic nineteenth century historic fabric are key heritage resources in the HCWHA. The heritage area is experiencing population growth around the edges of many municipalities and in previously undeveloped, agricultural areas, sometimes near battle sites. Ensuring that visitors have an authentic and unique experience requires conserving the integrity of the heritage area's cultural landscape to the greatest degree possible while still accommodating regional growth. Strategies for the preservation and enhancement of each type of resource are discussed below.

Battlefields & Civil War Sites

The federal Civil War Sites Advisory Commission's 1993 report on battlefield protection identified the most common threats to battlefields—roads and residential and commercial development—and ranked sites by level of threat from I to IV.[15] The list below illustrates how sites in the heritage area were ranked:

- *Priority I: Critical Need.* Antietam, Monocacy, and South Mountain.
- *Priority II: Opportunities for Comprehensive Preservation.* Boonsboro.
- *Priority III: Needing Additional Protection.* Hancock and Williamsport.
- *Priority IV: Fragmented.* Folck's Mill.

The heritage area has a strong background in the conservation of its battlefields, the war's most sacred sites. The key battlefields within the heritage area are generally well protected through public ownership. Antietam and Monocacy are both National Park Service sites. South Mountain (Crampton's, Turner's, and Fox's Gap) is a Maryland State Park, both historically interpreted and used for recreation, especially along the Appalachian Trail. However, even with

[15] Source: *Civil War Sites Advisory Commission Report on the Nation's Civil War Battlefields,* 1993.

the majority of battle ground under protection, there are still vulnerable battlefields of some significance, and some protected lands are better interpreted, managed, or marketed than others:

- The site of the **Battle of Boonsborough** remains unprotected. Conservation programs, such as easements and land acquisition, could be used to preserve this site before the region's fast-paced residential development market begins to encroach on the land.

- The **South Mountain's battlefields** are challenging in terms of coordination and management for tourism purposes. Visitation to the battlefields could be increased, especially as their significance in the outcome of Antietam becomes more popularly understood. However, the mix of interpretive and informative pieces and the nature of the site pose challenges to telling a unified story, creating parking, and locating an interpretive facility. Archaeological needs, as mentioned in the "Resources" section, are a priority. Additionally, because the Appalachian Trail shares land with the battlefield site and is sensitive to overuse, visitation must be carefully managed.

- **Antietam National Battlefield** is well protected and serves as a national model for battlefield conservation. Interpretation is extensive, but the current visitor center is not large enough for current visitation numbers. The placement of a new visitor center is difficult: where can the new building be placed? How can parking best be accommodated for the high visitation? In short, how can visitors best have convenient access without causing damage to the sacred site?

- Visitors and administrators at **Monocacy National Battlefield** must deal with the reality of a major highway bisecting the battlefield. The battlefield is also located just south of suburban Frederick, where much "strip" development is the context for visitors approaching from the north. The park is also facing increased residential development to its south, as well as increased traffic through the park on MD 355.

Some of the heritage area's battlefields have been preserved through **innovative partnerships** worthy of replicating. **Antietam National Battlefield**, the largest Civil War battlefield preserve in the United States and the second-oldest federally designated battlefield, has been preserved through a partnership of local, state, and federal government, nonprofit organizations, and private landholders. Although 3,200 acres comprise the federal park, over 9,000 acres in total are permanently protected through a combination of public and nonprofit ownership, easements, special zoning categories, agricultural preservation programs (including the state's Rural Legacy Program), and historic designation (including a listing on the National Trust for Historic Preservation's 1988 "America's 11 Most Endangered Historic Places" list). This is a remarkable conservation feat considering the original purchase was only

Antietam National Battlefield has been preserved through the innovative cooperation of governments, nonprofit organizations, and private landholders. This approach could serve as a model for battlefield conservation elsewhere.

17 acres along major movement and battle lines; the government at that time implicitly relied upon the indefinite continuation of neighboring agricultural uses to preserve the remaining land and views. The Washington County Historical Society began acquiring additional land in 1937 and eventually donated its acreage to the park. Later efforts by the Save Historic Antietam Foundation led to the 1989 creation of an overlay zone for the battlefield area.[16] In the meantime, national attention brought by the "11 Most Endangered" list motivated private foundations to begin purchasing and donating additional land.

Similar but smaller-scale approaches at **Monocacy National Battlefield** have led to easements on about 300 acres. Monocacy was established as a National Battlefield in 1934, but a boundary and the authority to purchase land were not established until the 1970s. The focus of the park since then has been acquiring the 1,647 acres that are now preserved, along with trying to preserve the historic landscape integrity of lands bordering the park. The National Park Service is now preparing a General Management Plan for Monocacy National Battlefield, which is scheduled to be completed in 2005.

South Mountain State Battlefield was designated Maryland's first state battlefield in 2000. Land acquisition was led by the Central Maryland Heritage League, which purchased ten acres at the beginning; 1,647 acres of the battlefield are now preserved in total. Maryland's Open Space funding and matches from the federal transportation enhancements program were key factors in this accomplishment.

A number of local and state programs are available that should be leveraged where possible to protect the threatened significant battlefield sites in the heritage area. Maryland has a strong commitment to concentrating growth in already developed urbanized areas and discouraging it on undeveloped lands. This commitment includes Priority Funding Areas, Brownfields Redevelopment, Live Near Your Work, Job Creation Tax Credits, and Rural Legacy, and the state has other tools that can be helpful for battlefield protection.

Natural resource preservation programs in the area include the Rural Legacy Program, Maryland Agricultural Land Preservation Foundation (MALPF) Program, Carroll and Frederick County Critical Farms Programs, New Tax Credits for Donated Easements (Carroll and Frederick Counties), Installment Purchase Program (Frederick County), Forest Banking (Frederick and Washington Counties), and Right to Farm Ordinance (Frederick and Washington Counties).

The **American Battlefield Protection Program** (ABPP), a program of the National Park Service, promotes the preservation of American battlefields with protection, planning, and awareness raising activities. ABPP awards grants and provides technical assistance to organizations and government entities at the local and state level, thereby accomplishing preservation without federal land acquisition and management. Since 1990, ABPP has awarded over 4.4 million dollars and has been involved in over 190 projects.[17] The program has provided partial funding for the creation of this *Management Plan*.

[16] Source: Dennis Frye
[17] Source: http://www2.cr.nps.gov/abpp/

The **Civil War Preservation Trust** works to preserve significant American Civil War battlefields through land conservation and public education. This national organization was created in 1999 by the merger of two national Civil War preservation organizations. The Trust and its predecessors have saved more than 16,000 acres in 19 states. Activities include publications, educational events, tours of significant sites, student programs, grants for land conservation, and land acquisition. In Maryland, the Civil War Preservation Trust has helped preserve 40 acres at Antietam, 183 acres on South Mountain, and 440 acres at Monocacy.[18]

The **Save Historic Antietam Foundation** is the oldest local battlefield preservation group. Its mission is "the preservation and protection of historic sites within the Antietam Valley that are related to the Battle of Antietam, the Maryland Campaign, or other Civil War activity in the region."[19] This mission is accomplished through public education and advocacy, fundraising, and brokering the use of easements. The organization's accomplishments to date include partnering to secure easements on more than 4,000 acres near Antietam, supporting special zoning around the battlefield, and promoting an agricultural land preservation program in Washington County. All of this has resulted in a battlefield preserve of over 9,000 acres at Antietam, the largest Civil War preserve in the country.

The **Central Maryland Heritage League** is a nonprofit organization that encourages "preservation and interpretation, land management, conservation, and the preservation of natural habitat."[20] The group formed in 1989 with a goal of saving ten acres at Fox's Gap, and the preservation of South Mountain State Battlefield has emerged as one of their primary goals. The League saved "significant acreage" that eventually became part of South Mountain State Battlefield and currently owns twenty-two acres there. Land acquisition continues to be a goal, and the League currently offers donors the chance to "buy" a square foot of the battlefield.

When a visitor to a battlefield or historic site looks beyond its immediate boundaries, the view is an important part of the experience. In some cases, these views are almost identical to those that the soldiers saw over 140 years ago. At Antietam, for example, most of the visible farmhouses and barns are those that were in place during the battle. However, commercial and residential development abuts Monocacy, and residential developments in previously rural areas are encroaching on South Mountain. Few of the initiatives discussed above can directly prevent sprawl, and where zoning fails to protect undeveloped areas, sprawl is still occurring. Where local support exists, **zoning and land use policies** that retain active farming and discourage subdivision and development that erodes historical

The Central Maryland Heritage League, headquartered in Middletown (above), is dedicated to the conservation and interpretation of South Mountain's battlefield and auxiliary sites.

[18] Source: http://www.civilwar.org/aboutus/a_ourmission.htm
[19] Source: http://www.shafonline.org/index.htm
[20] Source: http://www.cmhl.org/index.htm

character of countryside around battlefields and major sites should be encouraged. In the heritage area, some of these land use strategies are already in use, with Frederick County designating a large portion of the southeastern county a conservation zone, the Monocacy Natural Resource Area. Washington County also set aside lands for conservation, creating an Antietam Overlay Zone around the battlefield.

Views from Scenic Byways & Maryland Civil War Trails

Unprotected lands that comprise key, high quality views in the heritage area should be given priority attention. Two recent planning initiatives –corridor management plans for the Historic National Road Scenic Byway and the Catoctin Mountain National Scenic Byway –undertook extensive assessments of quality scenic views and unprotected lands visible from these two key routes and made recommendations for priority attention by conservation interests. Programs like the American Battlefield Protection Program, the Civil War Preservation Trust, regional land trusts, conservancies, and others can be partners in this endeavor.

Both the Catoctin Mountain National Scenic Byway and the Historic National Road are Maryland Scenic Byways (with the Historic National Road also designated as an All-American Road). To obtain the scenic byway designation, these routes were determined to possess intrinsic values that include scenic quality as well as having historical, cultural, natural, archeological, and/or recreational facets that advance Maryland's heritage. Together with the byways, the Maryland Civil War Trails will be the primary means of automobile movement through the heritage area. The Maryland Civil War Trails follow various roads, including:

- Routes MD 68, 63, and MD 65 south of Hagerstown
- Route MD 60 north of Hagerstown
- Routes MD 34 west of and MD 67 south of Boonsboro
- Routes US 40, MD 17, US 340, US 15, and Alt. US 40 west of Frederick
- Routes MD 28, MD 85, and MD 355 south of Frederick
- Routes US 15, MD 140, and MD 77 north of Frederick
- Routes MD 97 and MD 27 through Westminster

The views from these roads constitute a key scenic resource, which will be enjoyed by most visitors to the heritage area, and in some cases offer a glimpse of the countryside as marching Civil War troops saw it. Thus, at-risk lands identified as high quality scenic views by the Corridor Management Plans of the byways should be given priority attention by land trusts and conservancies. Some examples of where those views can best be seen along the

Unprotected views like the one adjacent to the town of Emmitsburg (above) are at risk for development, especially residential subdivisions.

Historic National Road are Middletown, Braddock Heights, and South Mountain. Examples of views along US 15 include Piney and College Mountains; portions of Catoctin Mountain Park north of Frederick, including Cunningham Falls State Park; and the area surrounding Emmitsburg. Conservation techniques for unprotected viewsheds could include purchase in fee; purchase and resale with scenic/historic easement and/or with sensitive development; and purchase or donation of scenic easement. Scenic byways programs can also provide assistance in this endeavor.

Towns with Strong Historic Character

Many historic nineteenth century towns in the heritage area are relatively intact in terms of architectural character. Not only is this important for interpretation, but environments with strong historic character lend themselves to retail, restaurants and service businesses sought by heritage travelers. Thus, there are many reasons to encourage and support local efforts to conserve historic character through compatible downtown revitalization efforts.

The City of Frederick has sparked significant downtown revitalization over the last three decades by making the preservation of historic character an underpinning of its competitive advantage. Frederick was named by the National Trust for Historic Preservation as one of the "Dozen Distinctive Destinations" for 2002, places chosen for their "natural, historic, aesthetic, recreational, and cultural experiences."[21] Frederick personifies much of what the Trust seeks when giving this award: good architecture, a lively downtown, multiculturalism, a historic preservation ethos, locally owned businesses, and walkability. In 2005 Frederick received a Great American Main Street Award, the first presented to any Maryland Main Street. The honor recognizes the City's successful efforts in revitalizing its downtown through historic preservation. The downtown holds many visitor-serving uses, including a wealth of locally owned, one-of-a-kind dining and retail offerings. Other towns in the heritage area are beginning to move in this direction; Westminster, Hagerstown, Taneytown, Boonsboro, and Middletown have all begun to take action or to plan for historical downtown economic development.

Several towns in the HCWHA have sufficient intact historic fabric to have achieved listing on the National Register of Historic Places (NRHP), and others are eligible though not fully listed at this time. Listing on the NRHP brings eligibility for federal and state tax credits for rehabilitation work on income-producing properties, but does not impose local design review. The use of historic tax credits can represent a significant savings in rehabilitation costs by property owners. Several towns contain NRHP-designated historic districts or multiple properties.

Mt. Airy (above) is one of several towns in the heritage area listed on the National Register of Historic Places, making it eligible for rehabilitation tax credits.

[21] http://www.nthp.org/dozen_distinctive_destinations

- Carroll County: Mt. Airy (Carroll and Frederick Counties), New Windsor, Sykesville, Taneytown, Uniontown, and Westminster.

- Frederick County: Frederick, Brunswick, Buckeystown, Burkittsville, Emmitsburg, Middletown, and New Market.

- Washington County: Funkstown, Hagerstown, Keedysville, and Williamsport.

Where there is significant citizen recognition of the value of preservation and support for guiding alterations, a local historic district ordinance is a particularly effective way to protect historic character. Frederick County, Frederick City, New Market, Carroll County, Sykesville, Westminster, Uniontown, Washington County, and Hagerstown have such designations. Those whose properties are within the local historic district are guided in their exterior rehabilitation plans through a local review commission. Local historic districts are the most effective means of protecting historic structures because they require local oversight of exterior changes on historic structures. They are appropriate only in communities where popular support for historic preservation is high.

Zoning can be used effectively to encourage preservation of historic character in historic areas. Relevant zoning elements include:

- **Build-to lines.** Zoning often regulates placement of buildings on lots. In older commercial areas, the rhythm of the street derives partly from buildings placed flush with the sidewalk property line. If historic buildings are removed, the tendency is to replace them with buildings set back on the property to provide space for customer parking in front. Providing a "build-to" rather than a "setback" line in zoning ordinances can prevent this.

- **Height.** Historic commercial buildings are generally two to three stories. Zoning can be used to spell out minimum and maximum heights, thereby forestalling replacement by single story buildings or excessively high structures.

Such zoning changes offer protection without requiring special design oversight. These all represent ways to encourage building owners to work with existing historic buildings by removing the economic incentive to demolish. For example, by creating build-to lines, a town removes the incentive for property owners to demolish the existing building for suburban-type development with parking in front. Middletown has innovatively used zoning to protect the commercial interest of its downtown by restricting all commercial uses to the Main Street or downtown area.

Another way to promote the protection and sensitive use of the historic towns of the heritage area is through design guidelines. Guidelines can offer information on appropriate ways to rehabilitate historic buildings. They may even include recommended vendors or contractors and information on how to utilize historic tax credits where available. These would be widely distributed to property owners without charge, and could be specific to towns or architectural styles and times. The beginnings of this exist in the heritage area; Frederick County has published *Frederick County Community Design Guidelines and Development Principles*, a

document that outlines design principles for new development and includes photos, renderings, and other graphic illustrations. However, the Frederick County guidelines do not give guidance to owners or developers of historic buildings. The Frederick County Register of Historic Places has interim design guidelines for participants in that historic preservation program.

NRHP listing, local historic district designation, and design guidelines are all ways to encourage adaptive use of significant historic structures. Adaptive use is the rehabbing of a historic building for a new use when its old function is obsolete. An example is Baldwin's Restaurant in Sykesville, a former historic train station. These new uses often make an almost obsolete building economically viable again while capitalizing on its historic character. There are many more opportunities for adaptive use within the heritage area: large residences and small apartment buildings adapt well for bed and breakfasts and boutique inns, for example.

Another tool for preserving historic downtowns, particularly their commercial viability, is Maryland's Main Street program. Within the heritage area, there are other potential Main Street communities, and the HCWHA should encourage involvement in the Main Street program. The use of façade grant programs, revolving funds, and other revitalization techniques are best leveraged through an organized revitalization effort like Main Street; when used on a case-by-case basis, it is difficult to achieve broad results.

Westminster (above), Frederick, and Taneytown are all designated Main Street Maryland program recipients. The Main Street Program offers technical assistance, guidance, organization, and other help to revitalizing historic commercial areas.

Interpretation & Education

The Civil War is a defining event in American history. Many historians and political scientists see the influence of the war and its aftermath in contemporary regional cultures and political alignments. Attention to its importance continues to grow with popular books and movies generating more interest by the public at large. More recently, the events and aftermath of September 11, 2001, have created a climate of greater interest in American history, especially military history.

The specifics of the military campaigns, which have been the focal point for most Civil War historians and "buffs," have been well documented. Major battles, skirmishes, and troop movements are covered in depth through a multitude of websites and books, programs such as the Civil War Trails, and reenactment events. Most major battlefields have been placed in public ownership and are administered by the National Park Service (NPS), thereby ensuring their protection and interpretation. At NPS sites, interpretive programs provide visitors with an excellent overview of the military aspects of the war. Within the heritage area, NPS battlefield sites like those at Antietam and Monocacy offer visitors insights into Civil War battles and the movement of troops through the region.

With interest in the Civil War strong among travelers and with the heritage area's location in the midst of existing heritage tourism attractions, the potential exists to bring a larger, growing audience to the region if the experiences that are offered appeal to broader travel markets. There are many unexplored yet powerful stories of the Civil War period in Maryland—the social, economic, and political aspects of the war years; the period immediately following the war; and Maryland's unique location on the Mason-Dixon Line and its status as a so-called border state—and these largely human-interest stories have the potential to expand the appeal and engage not only Civil War buffs but also new types of tourists, attracting them to the heritage area. Here, where families and communities were often divided in their loyalties, is an ideal place to explore the tensions between North and South from both perspectives and to engage visitors and residents in greater understanding of the meaning of the Civil War in the evolution of our country.

Another emerging market is the many new Americans, immigrants from Central and South America, Asia, the Middle East and Africa, who have come here to escape their own countries' tragic civil wars and discord. Many have settled in the Washington/Baltimore/Philadelphia area. They are raising their families here, and seeking to understand what it means to be an American. Maryland's Civil War Heritage Area can present a microcosm of conflict and war as well as reconciliation and recovery.

Interpretive Themes

The HCWHA is fortunate to have significant historical records and artifacts in the collections of local historical societies and various private collections, as well as a number of professional historians and interpretive planners who are active in the heritage area effort. A lively work session in May 2003 engaged the region's key interpreters in explorations of expanded interpretive themes and tested the potential for continued collaboration across county lines.

Their work is reflected below in a skeletal interpretive structure for the HCWHA, organized around six themes: An Era of Change, Maryland as a Borderland, Maryland as a War Zone, Reunion and Reconciliation, Aftermath, and Shadows of the Civil War.

An Era of Change

Technology Changes. The two decades leading up to the outbreak of war saw a number of major developments that began to change long-established patterns. Railroads were expanding rapidly, replacing canals as the preferred way to move goods to markets, taking travelers to their destinations much more efficiently and sparking the growth of towns and cities served by this new mode of transport. Efficiencies in the harnessing of water and steam power led to industrial expansion in the north, where textile mills provided a ready market for Southern cotton. The telegraph revolutionized commerce by making it possible to communicate within minutes with others hundreds of miles away.

Societal Tensions. These technological changes sparked a major shift from an economy that was chiefly agrarian to one that was clearly industrializing with subtle and not so subtle changes in social and cultural patterns. A southern agrarian economy whose labor system was based on slavery was headed toward conflict with a growing northern industrial economy based on free labor. Tensions between these two divergent ways of life increased as the 1850s drew to a close. Times were uncertain; economies were changing, posing threats to long-established ways of life.

The Abolitionist Movement. Within the slave system of the South, there were regional differences between slavery in states of the upper and Deep South. In the upper South, there were more freed blacks and much more breaking up of slave families, as slaves were sold to the expanding Deep South cotton plantations. By the middle of the nineteenth century, the Underground Railroad had become an important institution among freed blacks, and white abolitionists and sympathizers. Passions rose with the publication of abolitionist writings such as *Uncle Tom's Cabin*. The admission of new states to the Union as slave or free was hotly debated with the voices of an increasingly vocal abolition movement in the background. John Brown's raid on Harpers Ferry and the *Dred Scott* decision were two key triggering events to the war, and both have associations with western Maryland: John Brown and his men stayed at an area farm, and Roger Brooke Taney, who lived in Frederick, was Chief Justice and author of the *Dred Scott* opinion.

Maryland as a Borderland

Geographic Borders. The Mason-Dixon Line, the Maryland-Pennsylvania boundary, can be said to be the most famous line in America, traditionally thought to separate North from South. The state's location translated into divided sympathies within communities and even families. Maryland also bordered the federal capital and was therefore a strategic military location.

Cultural Divisions. Within Maryland, conditions of settlement and economies created complexities regarding slavery. The flat terrain and soils of the Eastern Shore and southern Maryland are conducive to crops like tobacco and cotton, which lent themselves to a plantation economy. Western Maryland is hillier and more suited to yeoman farming. Anglo-American immigrants settled in the tidal Chesapeake areas while German Brethren were more prevalent in

Western Maryland. These two groups held very different views on slavery. These geographic and ideological differences created an internal tension among Maryland residents that intensified with the onset of the war.

Tense Communities. As war clouds darkened, divided loyalties were common and put a strain on community life across the state. Diaries and letters are a rich source of stories related to this tension. For example, Frederick County resident Jacob Englebrecht's diary tells of the political journey from favoring secession prior to war, to wanting unification by the early 1860s. Other well-known examples of civilian experiences of war include the Shrivers of Union Mills, where family members took different sides. Newspapers are another rich source of contemporary observation; at the time, they tended to be fiery and often inflamed the passions of residents. Such was the heightened emotional climate following Gettysburg that several ministers in Hagerstown, concerned about possible violence among community residents with split loyalties, joined together to print and distribute broadsides urging peace and cooperation without recriminations.

Maryland as a War Zone

Maryland's Pivotal Location. Because Maryland's location was crucial to keeping the Union intact and secure, especially the federal capital of Washington, D.C., extraordinary measures were taken to keep the state from siding with the Confederacy. Such was the political support for the Confederacy among general assembly delegates from Southern Maryland that, had a vote been taken, Maryland might have seceded, surrounding Washington with Confederate territory. To prevent a vote, Lincoln had members of Maryland's General Assembly arrested and held in deliberate violation of the Constitution. As the nation faces the current threat of terrorism, the rationale for the suspension of civil liberties in the Civil War era is a timely area for exploration.

Occupied Towns and Countryside. What was it like to live in a war zone? Civil liberties continued to be abridged during the war years in Maryland, including imposition of martial law and civilian arrest, suspension of the Writ of Habeas Corpus, and the presence of troops, which was sometimes viewed by residents as occupation by enemy forces. Moreover, the area of Maryland between Gettysburg and the Shenandoah Valley saw four years of advancing, retreating, foraging, and occupying armies. Confederate troops even threatened to set fire to towns unless ransom was paid: Hagerstown, Frederick, and Middletown were held for Confederate ransom. In 1864, Frederick paid $200,000 and Hagerstown paid $20,000 ransom to General Jubal Early's forces. Historians and interpretive planners knowledgeable about area primary sources note that libraries and archival collections spread across the three counties have a wealth of primary source materials – letters, diaries, and newspapers that convey first-hand experiences and observations of life in this occupied state during the war years.

Mercy and Healing. Thousands of soldiers lay wounded and dying following the battles of Antietam, South Mountain, Gettysburg, and Monocacy. Advances made in the treatment of battlefield trauma during the Civil War remain the core of modern military medicine; for example, Antietam was the first battle in which an ambulance corps was used. However, advances were insufficient to the task, and throughout Western Maryland, civilians pitched in to care for the wounded, most of whom were far from their homes and families. Churches, assembly halls, and other public buildings all over the region became surgeries and hospitals in

the weeks following battles. Frederick, Hagerstown, Emmitsburg, Westminster, Keedysville, Boonsboro, Middletown, Sharpsburg, and Burkittsville all received large numbers of wounded soldiers. Frederick alone has 29 documented Civil War hospital sites and had one of the largest area hospitals at the Hessian Barracks, where over 900 men were cared for at one time. The National Museum of Civil War Medicine (Frederick also) offers outstanding interpretation around medical care during the war.

Reunion & Reconciliation

Seething Passions. What was it like when the war ended and troops that had been fighting on opposite sides came back to their hometowns to resume civilian life? Many dramatic events illustrate the seething passions of the time; in an extreme example, a newspaper editor with strongly pro-Confederate views was lynched in the emotionally charged days following Lincoln's assassination. These passions did not subside immediately upon the war's end. The heritage area offers opportunities to explore the challenges of reuniting families and resuming everyday life. Diaries, letters, and newspaper articles in historical societies and library collections are said by scholars to be rich sources of contemporary first-person observations.

Reunification. Civil wars have taken place and continue to occur around the globe and throughout time. Usually, they end in geographical separation and balkanization, which may even include significant continued armed conflict. While the challenges of reunification following the American Civil War were daunting, the nation **did** reunite. What made it do so? How is it that here a former Confederate soldier was elected to office in his home county within a few years after the war? The heritage area offers rich opportunities to explore why.

Aftermath

Changed Economies. The end of slavery brought a great shift in economies and there were important differences in how this unfolded across the South. Again, Maryland's and the upper South's experience was quite different from the states in the deep South. In the deep South, former slaves often remained on the same plantations or nearby as sharecroppers. In contrast, freed slaves in the upper South often migrated to urbanized areas, where a growing industrial economy offered opportunity for unskilled as well as skilled labor. Within Maryland, the growth of the railroad and shops in Hagerstown pulled many freed slaves away from the agrarian countryside. A comparison of the makeup of agrarian communities and the population shifts here and in Mississippi would demonstrate the distinct differences in how agriculture and the larger economy changed post-war in each region.

The National Museum of Civil War Medicine in Frederick is a window into the remarkable story of medical care during the war. (Photo courtesy of the National Museum of Civil War Medicine)

African American Life During and Post-Reconstruction. The experience of formerly enslaved individuals and families can be examined throughout the heritage area, where freed slaves created churches, communities, and schools. While original structures may not often be extant,

scholars note that good records are available, especially in community churches.

Commemoration and Caring for the Dead. How the living dealt with the dead is another window on the war years. The carnage of the war left battlefields littered with the dead. Mortuary practices were rudimentary at best, and for decades after hostilities ceased, fields contained hundreds of corpses. The creation of cemeteries began soon after the war, initially for Union dead because the destroyed economy of the South prevented reclamation of Confederate dead and creation of Confederate cemeteries. Several cemeteries were later used for the burial of Confederate dead, who were often unidentified or "unknown." The cemeteries are more than burial grounds, offering important insights into the process of memorialization, as do the scores of battlefield memorials and monuments. This story is started at the National Museum of Civil War Medicine and can be developed in many engaging ways at the cemeteries, hospital sites, and battlefields throughout the region.

Preserving Sacred Places. When did war become a memory, and its memory become history? The process of memorializing can subtly and not so subtly shift emphasis and create myth as well as history. The pain and suffering of the war was an experience shared by soldiers on both sides, and this shared experience led to unifying emotions as leaders worked to reunite the torn nation. Soon after the war's end, the memorialization process began at the major battle sites, with the War Department and veterans' organizations playing major roles. The War Department purchased some of the pivotal battlefields and erected thousands of black cast iron panels of explanatory text to make certain the details of events did not fade in memory. In the late twentieth Century, beginning with the 100th and 125th anniversaries of the battles and prompted by concern about developments infringing on sacred lands, the modern battlefield protection movement gained power and has invested heavily to protect the character of battlefields in Western Maryland, Virginia, and other places. Within the heritage area, innovative preservation actions could be presented and interpreted as models for other places, for Antietam in particular has a unique and innovative preservation story.[22]

After battle, the landscape was strewn with northern and southern dead. Cemeteries for Union soldiers were completed first, but some cemeteries for Confederate dead followed, including Mt. Olivet (above).

War Alumni. The early prevailing interpretive message about the Civil War was one of epic heroism and courage on both sides, appropriate for reunification and neatly sidestepping discussions of motivation, particularly slavery. Reunions of veterans and of widows of veterans were common, with some even taking place at the major battlefields upon which they fought. For example, the Grand Army of the Republic's "National Encampment" events pulled together many Union veterans at one time to relive their experiences in the war.

[22] For more on this topic, see "Preservation & Conservation: Battlefields & Civil War Sites."

Shadows of the Civil War

Political Tensions. Although the war ended more than one hundred forty years ago, its influences—some positive, some problematic—linger on our political and cultural landscape. Political tensions continue around the issues of states' rights, individual and community relationships to government, race relations, and differences between southern and northern ways of life. There are excellent opportunities to explore a number of these shadows of the Civil War in the heritage area. Such lingering traces influence aspects of contemporary life and while capable of provoking strong reaction, also offer opportunities for thoughtful interpretive programming that could resonate with visitors as well as provide residents of the HCWHA with insights into their own culture.

Living History and Reenactments. Early preservation and commemoration efforts have given us protected battlefields and other sites of memory from which to learn. One way this resource is utilized is through the strong living history movement in the US and abroad. The heritage area also offers a variety of reenactments with participation from both North and South, and as a border state in a central location, it is likely to continue to do so.

Vehicles for Interpretation

Interpretation is providing truthful information in interesting ways that engage people emotionally, answering the unspoken query: "So what? How does this relate to me?" The stories that answer this question can be told using a variety of vehicles, including books and other publications, exhibits, lectures, living history performances, reenactments, audio and video recordings, and outdoor signage. The list below offers some suggestions for interpretive vehicles for the heritage area.

- *Website*- Websites can offer any level of specificity of information, from only hours and driving directions for a given attraction to highly developed "virtual experiences," including photos, interpretation, and more. The development of a well designed, comprehensive website that offers travel planning, history, itinerary building, transportation information, and everything else a visitor might need is a crucial first step toward creating a complete, cohesive image for the heritage area.

- *Exhibits*- Displays of informative text, photos, sketches, maps, and objects can be housed within a museum, interpretive center, or other central magnet. Properly designed to be vandal and theft proof, interpretive displays can also be placed at popular sites like Antietam and Monocacy National Battlefields, the Miller House Museum, and the National Museum of Civil War Medicine. Exhibits can also be placed in high traffic locations with little association to heritage. The Prime Outlets shopping center is an obvious location, as is the Maryland Office of Tourism Development I-70 and US 15 visitor centers and local jurisdiction welcome centers. There is, however, a strong argument for the power of place in interpreting the Civil War in this heritage area: with many strong heritage sites around the area, it may be more effective to house various exhibits near/on the sites where events happened.

- *Self-guided tours*- Booklets, audio or guidebook tours, and maps allow visitors to go at their own pace and may be most attractive to the independent traveler or weekend getaway driver. Already there is a 12-stop tour of the 1862 Maryland Campaign, created by the Save Historic Antietam Foundation and the NPS. The Maryland Civil War Trails offer two driving routes with appealing itineraries and coordinated signage. A *Roads to Gettysburg* driving tour and *Corbit's Charge* tour are also both available. Several commercial companies have developed excellent examples of self-guided audio tours based on the Civil War in other locales; these offer families high quality, comprehensive education/guide packages around significant Civil War battles.

- *Guided experiences*- Packaged tours offered by commercial operators, historic museums/sites with trained docents, interpreters/guides for hire, and others trained in the lore and meaning of the Civil War can offer a specialized experience, tailored information, and the ability to answer questions on the fly. Organizations offer guided tours of various Civil War sites and impacted regions.

- *Educational Materials*- Books, booklets, interactive CDs, magazines like *Catoctin History*, videos, etc. can offer interested parties a glimpse of the heritage area and its story, whether they are visiting or staying home. Another option for this is an interactive computer CD with animated battle maps, stories, photos, and other educational features.

- *Curriculum Packages*- The most effective way to reach school age young people is through the public school system. The creation of easy-to-use curriculum components that meet state standards would allow instructors to teach local history and civics through the lens of the Civil War.

Other Recommendations

Graphic Identity & Branding

Related to interpretation is the issue of the identity of Maryland's Civil War Heritage Area. While the heritage area needs a consistent graphic framework for all publications, guides, signs, exhibits, etc, there are many challenges in creating one. With the Maryland Civil War Trails markers and graphic family so well established, one must avoid the proliferation of competing images and logos on the landscape, in print, and on the web. When the graphic identity package is designed, it must be with this larger context in mind.

Interpretive Framework

While the above provides a skeletal interpretive structure, the heritage area needs a thoughtful interpretive framework. This should be developed collaboratively and with the participation of the key organizations and institutions that will be involved in implementing its programs, and its development should take place before serious investment in interpretive materials. The group of interpreters that convened during this planning process indicated commitment to working collaboratively toward the creation of this framework.

In addition to detailing the story framework and developing detailed projects, the interpretive plan will identify potential exhibits, themed tours, public programs, and publications as described above that can be spearheaded by the management entity. In the implementation section of this report is a listing of likely components, along with their potential costs.

Circulation & Transportation

Transportation to, from, and throughout the heritage area is largely accomplished by automobile. Several major roadways cross the heritage area, including I-270, I-70, I-68, I-81, US 40, MD 97, and others. A network of rural roads that is difficult for visitors to navigate stretches between the major thoroughfares. The Frederick exchange of I-270/I-70, the stretch of I-70 between Hagerstown and Frederick, and a number of small towns along US 40 see heavy traffic surrounding commuter times, but traffic generally flows much more freely on weekends and off-peak hours.

Heritage area visitor circulation by automobile is organized around the Maryland Civil War Trails and the Maryland Scenic Byways, which both connect many of the most visitor-ready sites and municipalities. The added benefit of using these two systems is that they are already being promoted to visitors nationally, one via the Maryland Civil War Trails initiative website and the Maryland Office of Tourism Development, the other via state or national scenic byway programs. Scenic Byways in the heritage area include the following (Town lists are not all-inclusive.):

- **Patapsco Heritage Tour**: Sykesville; Carroll County
- **Historic National Road**: Frederick, Middletown, New Market, Mount Airy, Boonsboro, Hagerstown, Hancock, Clear Spring; all three counties
- **Atlantic to Appalachians**: Westminster, Union Mills; Carroll County
- **Old Main Streets**: Westminster, Uniontown, Taneytown, Thurmont, Emmitsburg, Frederick; Carroll County, Frederick County
- **C&O Canal Route**: Brunswick, Harpers Ferry, Sharpsburg, Williamsport; Frederick County, Washington County
- **Catoctin Mountain Byway**: Thurmont, Cascade, Boonsboro, Sharpsburg, Middletown, Harpers Ferry, Smithsburg, Thurmont, Emmitsburg, Frederick; Frederick County, Washington County
- **National Freeway**: Hancock; Washington County

Currently, the Maryland Civil War Trails and the Catoctin Mountain Scenic Byway offer mapped routes with at least some Civil War interpretation for visitors. As the interpretive framework identifies promising itineraries, other themed touring routes can be developed and mapped.

The Maryland Civil War Trails and Maryland Scenic Byways is the heritage area's primary organizing feature for auto travelers.

In addition to automobile mobility, there is commuter rail service between Frederick and D.C., Point of Rocks and D.C., and Brunswick and D.C., but service is only available on weekday mornings and evenings. Commuter-only rail is generally not a good match with the needs of tourists, but should weekend service become available, the train may offer opportunities for connecting Washington day-trippers to the area. Perhaps an early step toward this would be extended train schedules around special events in the area.

Bicycles are both transportation and recreation, and the recreational side of cycling is a growing presence in the HCWHA, where regional cycling guides and pedaling clubs long ago discovered the beauty of its country roads. The C&O Canal towpath and the Western Maryland Rail Trail are remarkable draws for recreation enthusiasts, including a high volume of cyclists. Antietam National Battlefield is also a popular bicycle loop for cyclists, and periodically bicycle trekkers on the C&O make a detour to include Antietam. Frederick County embarked on an effort to create a full network of bike/ride/walk trails connections countywide and regionally in the *Frederick County Bikeways and Trails Plan*. Carroll County has offered a bike packet with ten looped routes, which take cyclists out onto country roads and back into the towns.

Target Investment Zones

A major intention of the Maryland Heritage Areas Program is measurable economic activity through heritage tourism and private investments. A Target Investment Zone (TIZ) is a prioritized area that receives incentives to generate private investment. For designated Target Investment Zones (TIZs), MHAA provides additional program benefits beyond those available in the heritage area at large. Incentives only offered within TIZs include grants for capital projects, bond-financed loans for economic development projects, and application of the Heritage Preservation Tax Credit to non-designated historic or non-historic "certified heritage structures."[23] More than one TIZ can be designated within a proposed heritage area.

Approach & Rationale

The Heart of the Civil War Heritage Areaspans vast amounts of land: three counties, 27 municipalities, a mountain range, a major waterway, and more. Because the area is so large, choosing TIZs was a challenge; failing to choose TIZs from across the area would leave out important resources, but choosing too many TIZs would spread the available financial support thinly, reducing the benefit for the heritage area at large and for each TIZ. Thus, an approach that phases in TIZs, thereby concentrating investment on those areas most ready for it, was chosen for this heritage area.

MHAA offers criteria for choosing TIZs, and the Steering Committee for HCWHA also set forth standards of its own. While criteria were not weighted, some proposed TIZs fit certain criteria better than others. In all, the criteria for choosing the heritage area's TIZs included:

- The area should be appropriate for additional commercial and visitor-serving uses and increased tourism activity.
- Available incentives must be reasonably able to produce measurable economic results. High potential (including the presence of underutilized commercial property) for leveraging private investment in a relatively short period of time should exist.
- Other revitalization programs should overlap with the TIZ.
- Local public and private organizations must be supportive and willing to invest in economic development in the TIZ.
- TIZs should be reasonably accessible to travelers and located near a concentration of visitor attractions.
- The TIZ's history should relate to the Civil War or the Civil War era and hold potential interest for visitors.

[23] For more information on Certified Heritage Structures, see Appendix E.

- A collection of heritage resources should exist, offering visitors an authentic heritage experience.

- The boundaries of the TIZ should facilitate the collection of performance data.

Recommendations

The criteria listed above were used to choose and rank TIZs for activation. To start, three TIZs will be active: Hagerstown, Middletown, and Taneytown. These three jurisdictions will not submit an application for activation since MHAA certification will serve as approval of the three active TIZs recommended herein.

Six other "programmed" TIZs are recommended for later phase-in. These include Boonsboro, Emmitsburg, Frederick, Sykesville. Westminster, and Williamsport. The programmed TIZs are not an exhaustive list of possibilities but rather a list of those judged more ready now, for other areas that meet the criteria for TIZs (as described in the section below) may apply for activation. Other jurisdictions may emerge as appropriate for designation/activation. Regardless of whether an area is programmed here or not, it must meet the criteria to the satisfaction of both the HCWHA management entity and MHAA to be activated.

It is important to note that TIZ designation is not the only way in which towns can participate in the heritage area initiative. Interested towns and commercial areas can be involved in marketing, interpretive, and other activities whether or not designated as TIZs.

Activation Process

Potential TIZs are required to receive approval first through the management entity of the Heart of the Civil War Heritage Areaand second through the MHAA before they can be activated. Approval will be determined using the aforementioned criteria list, which is covered in more detail below:

- *Appropriateness for increased commercial and visitor-serving uses.* The incentives available to TIZs are meant to encourage private investment and commercial development. Thus, areas where conservation is the key concern are not appropriate for TIZ designation. For example, one would not designate Sharpsburg as a TIZ because, while its residents welcome heritage visitors to walk the streets and experience the environments, they wish to discourage additional commercial development in town. Battlefields and undeveloped town

Heritage area financial resources are focused on a limited number of historic commercial areas with potential to serve heritage visitors. Downtown Frederick is already well known to heritage travelers, and upon local initiative, may be designated as a Target Investment Zone.

edges would also be inappropriate for TIZ designation.

- *Set boundary lines.* While this plan recommends potential boundaries for programmed TIZs, it is likely that through the passage of time, some will require redrawing. Thus, logical boundary lines around a manageable area must be submitted when the area applies for TIZ activation.

- *Proximity to important Civil War sites, especially battlefields.* Because TIZs are likely to offer accommodations and other visitor services, those at the highest level of consideration should be near to and easily accessible from major tourist attractions, especially Civil War and heritage attractions. Thus, those TIZs near Antietam and Gettysburg should get first consideration. Those near Monocacy, South Mountain, and other battlefields should get second consideration. Other TIZs near non-battlefield heritage resources could still be activated should the accessible attraction be very strong (ex: National Museum of Civil War Medicine) or should there be a concentration of attractions nearby. Proximity to Harpers Ferry would also be advantageous.

- *History related to the Civil War or the Civil War era.* The TIZ should have relevant stories that promise to hold interest for visitors and expand the relevance of the heritage area. These stories might include troop movements or encampments, post-battle medical care, civilian life during the war, political shifts relevant to the war, divisions in loyalty among families and communities, and many other topics. Those areas applying for TIZ activation should be prepared to frame and interpret these unique stories as part of a strategy to attract visitors.

- *Critical mass of heritage resources.* The TIZ boundaries should contain an assemblage of historic structures, and a historic form/layout relevant to the occurrence of historically significant Civil War events. There should also be a low occurrence of suburban-type commercial development, nonhistoric structures, and inappropriate renovation of historic buildings so that visitors can experience an authentic historic place.

- *Support of local officials, business community, residents, and others.* Each activated TIZ must demonstrate that it has local support for the activities associated with TIZ designation—interpretation, increased visitation, commercial development, etc.

- *Presence of underutilized commercial property.* To spur investment in the redevelopment of historic buildings and towns, TIZs carry incentives for redevelopment of commercial property. Thus, a TIZ should contain some percentage of underutilized properties appropriate for redevelopment/reuse.

In order to be activated, programmed TIZs should complete/address and submit to HCWHA the following:

- TIZ Activation Form
- TIZ Questionnaire

- TIZ Work Program

The form, questionnaire, and a description of the work program are included in Appendix G. The HCWHA staff will work with the jurisdiction to complete these forms and create a work program, and the governing board must approve the potential TIZs and add a letter of recommendation before the request packet is forwarded to MHAA for approval.

The section below outlines major issues and opportunities for all TIZ candidates and provides work programs for the three active TIZs. It is important to note that all TIZs should seek to provide adequate visitor services, including accommodations across a diverse range of price-points. More specific recommendations follow.

Hagerstown Downtown

Founded in 1762 by Jonathan Hager, Hagerstown is the county seat of Washington County. The city is located in northwest Maryland, about three miles north of Interstate 70 and six miles south of the Mason-Dixon Line. It sits on Antietam Creek near its juncture with the Potomac River in the Cumberland Valley. Minutes from Antietam National Battlefield, its location makes it a key jurisdiction in the heritage area.

The downtown has numerous intact historic buildings, many offering storefronts at the street level. Additionally, there are accommodations at the edges of the municipality, predominantly in the form of national chain hotels and motels. While the downtown has received support and attention from a number of groups and individuals, including the Greater Hagerstown Committee, the area still needs focused investment and could benefit from the guided incentives for development available in TIZs.

History

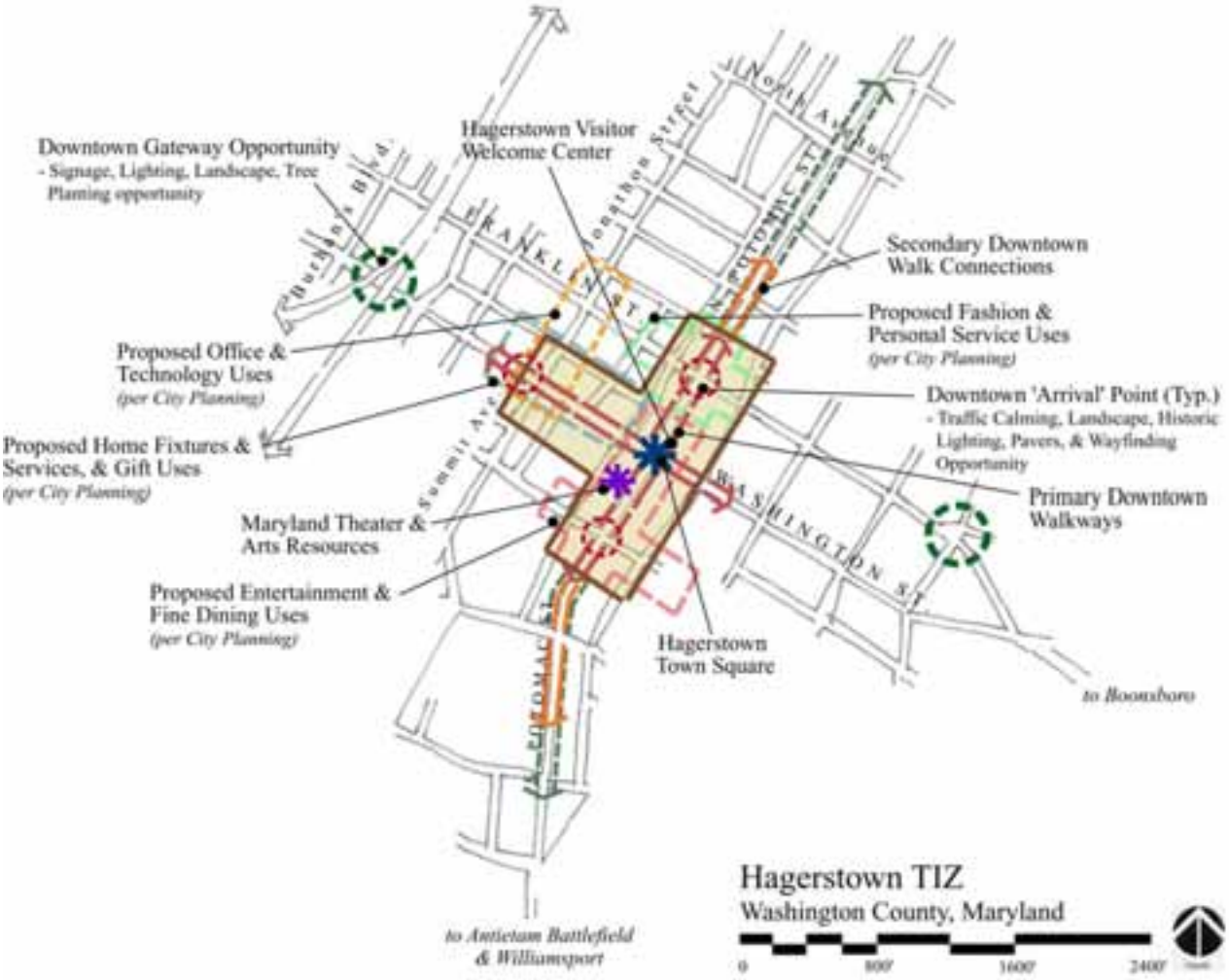
In 1739, Jonathan Hager received a 200-acre land grant at a crossroads in the Cumberland Valley. He named his property Hager's Fancy, and the land later passed to Jacob Rohrer and later to William Heyser II, both of whom added ground to the parcel. After the town's founding in 1762, more settlers began to populate the area, and it eventually became the county seat of Washington County.

Hagerstown has many interesting pieces of the Civil War story to tell. During the Civil War, both Confederate and Union troops occupied Hagerstown. In 1862, General Lee started north from Virginia with Hagerstown as his initial focus on the march to Pennsylvania, but he was concerned his supplies would be cut off in Harpers Ferry and Martinsburg. He therefore divided his troops, sending some south to reinforce Harpers Ferry and others north toward Hagerstown. From here, they went on to the battle of Antietam.

The Civil War era in Hagerstown has great potential interest. The city was of divided loyalty, and near riots, sackings, a newspaper office burning, and other incidences took place as passions erupted before and during the war years. The Franklin Hotel, the Lyceum, Hagerstown Male Academy, and Key-Mar College were used for medical care of troops from both sides, and when an epidemic of smallpox hit the town during the war, it was treated in a black congregation's church. In 1864, the town avoided a Confederate torching by paying General McCausland a $20,000 ransom.

Following the Civil War, Hagerstown's prosperity continued to improve with railroad and industrial development. Much of the design and urban form from that time has been maintained and can be seen in the many historical structures- commercial and residential- still standing today.

Boundaries



The TIZ boundaries for Downtown Hagerstown are fairly tight in order to facilitate high activity in the very core of the city. The boundaries encompass major cultural institutions and several well known restaurants, as well as two institutions of higher education. The motivation for this small concentration of TIZ investment is a desire to catalyze the remainder of downtown through the revitalization of its heart.

Resources

There are many **historic resources** in Downtown Hagerstown, including two designated historic districts: one on the National Register of Historic Places (NRHP) and one through the Hagerstown local government. The Downtown Commercial Core NRHP district covers the TIZ area. Other adjacent historic districts, such as the South Prospect Street residential district and the Potomac-Broadway district, offer support resources for the development of walking tours and other activities. Downtown Hagerstown is also home to a number of historic sites and museums,

including the Miller House, Jonathan Hager House and Museum, and Washington County Museum of Fine Arts.

There are numerous **visitor-serving businesses** in Hagerstown, including some well known and well liked dining establishments like Schmankerl Stube, The Plum, Roccoco, The Washington County Playhouse (dinner theatre), and The Rhubarb House, to name a few. Retail offerings are various, including specialty ski and skate items, original art, high-end clothing, floral arrangements, and jewelry. The Visitor Welcome Center is located in the heart of downtown and also has a gift shop, public restrooms, and complimentary parking for visitors. There is also a weekly farmer's market downtown.

Hagerstown is host to a number of **events** that draw crowds downtown. Some examples, including annual events, are listed below:

- Western Maryland Blues Fest
- Renaissance Festival
- Jonathan Hager Craft Days: craft show in the Hagerstown City Park
- Elvis Lives in Hagerstown: Elvis tribute artists' performances
- Augustoberfest: German culture festival
- Miss Maryland Pageant
- Market in the Square: open air farmers' market on Thursdays during warm months
- Maryland Symphony Orchestra concert season
- Alsatia Mummers Parade

There are many **downtown Hagerstown stakeholders**, offering a synergy of effort for those working to revitalize the area:

- The Hagerstown-Washington County Convention & Visitors Bureau (CVB) has been a leader in promoting the downtown as a destination for business and visitors through website and printed marketing materials, the creation of downtown events, and more. The Chamber of Commerce and the Greater Hagerstown Committee has worked with the CVB in promotion as well.

- An Enterprise Zone overlays the downtown, offering financial incentives for businesses that choose to locate there.

- A state Arts & Entertainment District overlaps as well, offering state and local tax credits and financial support for development of arts and cultural attractions, artist housing, and other arts/culture-related work.

- The NRHP historic district offers federal and state tax credits for rehabilitation of historic commercial properties.

- Hagerstown is a Priority Funding Area for the State of Maryland, which qualifies it for Community Legacy funds.

- Relatively recent capital projects include a renovation of a historic building for use by the University System of Maryland, the redesign of Public Square, relocation of the visitors center to downtown, construction of a large interior block public parking lot, and a State Highway Administration streetscape project along US 40, which includes reconstructed sidewalks, brick crosswalks, and storm drains/street milling.

- Planned capital projects include a school for the arts, an arts center, renovation of a severely deteriorated building for mixed use, exploration of a hotel by a downtown developer, and a multi-property mixed-use redevelopment project with a new parking deck.

Also nearby are the Hagerstown Suns Minor League Baseball Games at Hagerstown Municipal Stadium, the Hagerstown Speedway, and the Mason Dixon Dragway.

Opportunities & Issues

Arts & Culture

The Maryland Theatre and the Washington County Arts Council Gallery are located within the Hagerstown TIZ. The gallery is high quality and visitor-ready. The Maryland Symphony Orchestra is headquartered there as well, and the majority of the symphony's performances are held in the Maryland Theatre. Furthermore, a state Arts and Entertainment District designation overlaps with the TIZ boundaries, offering complementary investment in arts and cultural development. Hagerstown has an opportunity to expand the arts offerings in downtown and appeal to a broader audience. For example, many of the scheduled shows at the Maryland Theater are student- or child-focused; a more varied schedule that includes shows appealing to both adult and student audiences could bring more patrons for dining and other downtown businesses. Other potential projects currently include an arts center and school for the arts. An Arts and Entertainment District parking garage is under construction. Also, art galleries and antique markets have emerged as a recommended use through downtown planning initiatives.

With the Maryland Theatre (above), the Washington County Arts Council Gallery, and a state Arts and Entertainment District designation, Hagerstown's downtown is poised to benefit as a niche destination for arts and culture.

Historic Building Stock

Downtown Hagerstown has a concentration of appealing historic buildings. In fact, the downtown commercial core is a National Register of Historic Places historic district and a locally designated Hagerstown Historic District, as are some adjoining neighborhoods. Many of these buildings have storefronts on the first floor and space on the upper floors appropriate for residences or offices. Several seemingly unused buildings seemed appropriate for redevelopment

into accommodations (a small, 15- to 20-room inn) or housing.

Hagerstown City Park

Hagerstown City Park is reminiscent of an Olmsted-designed park and sits adjacent to downtown and residential historic neighborhoods. The town founder, Jonathan Hager, originally owned the land that has become the park, and today's park contains important city institutions. The Jonathan Hager House, the Mansion House, and the Washington County Museum of Fine Arts are all located within City Park. The park is also on the National Register of Historic Places. Park events and downtown activities could be linked, and the park could be used as a green relief for downtown visitors since downtown does not have much green/park space.

Interpretive & Visitor Information Publications

Hagerstown has visitor information and some historical interpretation already available, much of it offered through the visitor center located on the square downtown and through the strong Washington County Convention and Visitors Bureau website (www.marylandmemories.org). "The Civil War in Hagerstown Downtown Walking Tours" is a brochure that highlights Hagerstown's Civil War history, both military and human interest, and ties it to the structures and sites in downtown.

Location

Hagerstown is located within 15 miles of Antietam National Battlefield, the largest Civil War attraction in the heritage area, and Harpers Ferry is less than 30 miles away. This well situates the city to be a home base for those traveling to see Antietam and Harpers Ferry. Within the Greater Hagerstown area but outside the TIZ boundaries are additional heritage resources: the Hagerstown Roundhouse Museum, for example. It is also only one-half hour from Hagerstown to downhill skiing at both Whitetail Mountain Resort and Liberty Mountain Resort in Pennsylvania.

An Opportunity

Despite pleasant historic buildings and significant active public and private uses, Hagerstown's downtown suffers from areas of neglect; many streets seem vibrant and commercially viable on one block but appear largely vacant and unused on the next. Some downtown buildings appear to be closed or vacant entirely. Other buildings and spaces are underutilized; for example, a florist uses a storefront adjacent to his retail space for storage. Public Square is quiet; with no space for pedestrians to rest or stop, it acts more as a pass-through than a civic square.

This open space on Washington Street is ideal for outdoor dining, bench seating for pedestrians, and/or interpretive panels, all of which promise to enliven the space.

Key Recommendations

Focus revitalization on the Square and its immediate surrounding area

This is the heart of Downtown Hagerstown, and its revitalization is key to the revival of the rest of the downtown. Especially in Public Square's four corners, outdoor dining (like that at The Rhubarb House) and other street-level activities should be encouraged. The park-like property adjacent to The Plum Restaurant could be utilized for outdoor seating for diners, bench seating for pedestrians or interpretive panels on Hagerstown history, uses that would draw people into the space.

Exhibit space could be incorporated into the downtown's core area. The visitor center/CVB's office location is an ideal fit for heritage exhibits; the space with direct access to Public Square represents an opportunity to incorporate rotating exhibits on regional Civil War history and local history. While the initial impulse is often to pursue a fully developed museum, the rotating exhibit structure coupled with a visitor center offers a more manageable and easily fundable alternative that could be implemented in the short term.

Bring life to downtown after business hours

Discussions with Washington County residents revealed that downtown Hagerstown is typically "dead" after five o'clock. Special evening hours—for example, all businesses stay open late on the first Thursday of each month—or events, such as an arts walk, could begin to draw evening crowds downtown and offer businesses a growing evening customer base to facilitate their staying open later. Additionally, encouraging the development of market-rate housing and accommodations in the core would provide a captive audience for downtown restaurants and other businesses after hours. Expanding the offerings of the Maryland Theater to balance the extensive student-focused shows with more broadly appealing ones could also draw greater crowds of patrons downtown.

Encourage the creation of downtown accommodations

Current downtown accommodations are lacking. The one hotel housed in the downtown core, Holiday Hotel, is housed in an apparently deteriorating building that would not appeal to families or most heritage travelers. A four-room historic bed and breakfast (Inn on Potomac) is situated a short walk from the TIZ boundaries, and Wingrove Manor, another bed and breakfast, is located six blocks from Public Square on Oak Hill Avenue. A small inn would be ideal in the core downtown area.

Focus on history, arts, and culture

A genealogy center, Hagerstown History Museum, and historical markers program are all recommended in downtown Hagerstown planning documents. These projects, in addition to the arts and culture projects listed above, could provide a special identity for downtown. With these uses and some specialty retail, such as antiques, the downtown could be a major draw for the heritage area.

Hagerstown Downtown Revitalization Concept Plan

Priorities for Implementation & Funding

- Support the downtown revitalization planning efforts currently being undertaken by the city's economic development staff.

- Actively seek tenants/reuse for vacant or underutilized storefronts. During periods of vacancy, storefronts should be "animated" with window displays, lighting, and well-kept façades. A multi-paneled exhibit on the HCWHA could be developed to fit a typical storefront window and, with the permission of the owner, displayed in downtown storefronts while they are empty.

- Give priority to sensitive reuse of remaining historic structures over creating new development, especially if new development necessitates the removal of a remaining historic structure.

- Support projects that enliven the center of Hagerstown through additional special events or that place uses at the street level in Public Square.

- Create pocket parks where appropriate, perhaps along West Washington.
- Highlight the arts portion of downtown with additional streetscape elements (banners) that announce the arts district.
- Explore opportunities to create synergy between downtown Hagerstown and events/tours at Antietam.
- Maintain and plant street trees: honeylocust, maple, and zelkovas.

Middletown

Middletown is located on the Historic National Road about nine miles west of Frederick, 20 miles southeast of Hagerstown (and nearby Antietam), and mere moments from South Mountain State Battlefield. The town's innovative zoning, supportive local jurisdiction, and attractive historic structures promise an energized TIZ capable of catalyzing the downtown.

History

Middletown began settlement as a town in 1767 when several lots along the main road were sold for development. Throughout the late eighteenth century, the town was referenced in the writings and on the maps of those who lived in or passed through the area. The hamlet remained small during this time but was surrounded by a steadily growing farming community in the valley. It was incorporated in 1834 and benefited from its location on the Historic National Road, acquiring finer architecture and a growing town population. By the time the Civil War began, the town had a population of more than 650 people, including some free blacks and slaves.

Middletown began to see Civil War action in 1862, when Lee's troops passed through the town after the Second Battle of Manassas. The 1859 Evangelical Lutheran Church, an elegant presence on today's Main Street, served as a hospital during and after the battles at South Mountain and Antietam. The U.S. Government compensated the congregation $2,395 for damages caused by this use.

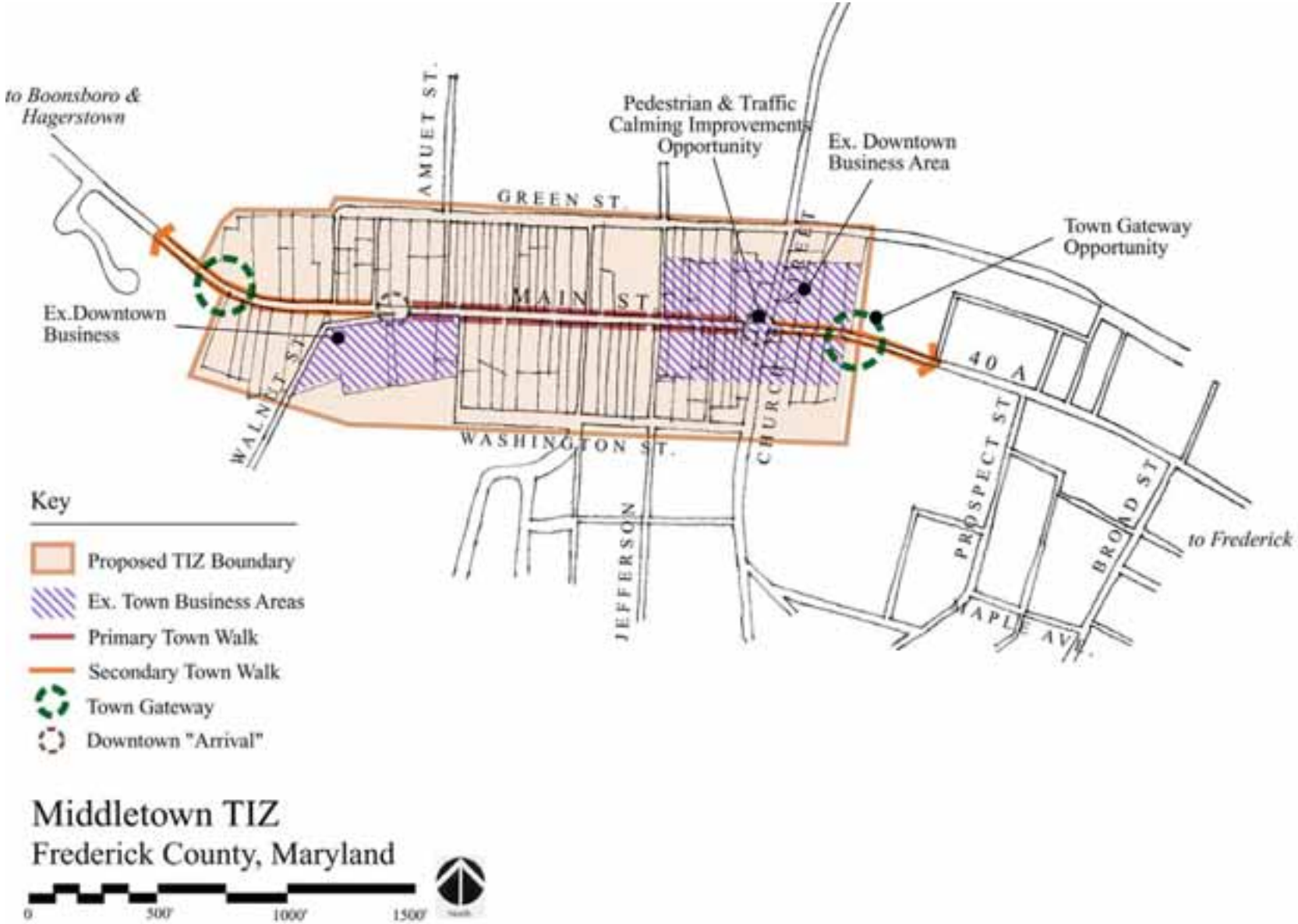
In 1864, occupying Confederate forces under General Jubal Early demanded $5,000 in ransom in return for not burning down the town. Mr. Peter Shafer, whose home still stands in downtown, collected the funds for a negotiated payment of $1,500 that saved the town from torching. The receipt for ransom payment is preserved today in the ownership of the Middletown Valley Historical Society.

Middletown has its own "Barbara Fritchie" story. Before the Battle of South Mountain, 17-year-old Nancy Crouse draped her U.S. flag around herself to protect it from the Confederate cavalry that was passing through. She relinquished the flag at gunpoint with little struggle, but the similarity in theme and timing of the two stories is remarkable. Nancy Crouse's flag was recovered by the Union Cavalry after the Confederates left Middletown.

Middletown's Evangelical Lutheran Church was one of many civic buildings in the heritage area used as a Civil War hospital.

Boundaries

The boundaries for the TIZ mirror those of Middletown's National Register of Historic Places historic district.



Resources

Middletown's Main Street (the Historic National Road) is lined with late eighteenth century and nineteenth century residential and commercial structures. The downtown was recently listed in the **National Register of Historic Places**. The Airview Historic District was listed in 2004. The TIZ is entirely within the NRHP district, making the designation of certified heritage structures unnecessary.

Middletown's downtown contains **a range of businesses and services**, including a Subway sandwich shop, gas station, hardware store, florist, rare/used bookstore, restaurant, barber shop, tea room, and history exhibit as well as various insurance offices, reflexology and wellness centers, antiques, banks, gift shops, and Town Hall. There are also a number of residential structures located in and around downtown. Currently, there are no overnight accommodations in the town. Nearby, the South Mountain Creamery offers quality organic dairy products produced locally, which may be of interest to visitors.

There are **a number of overlapping efforts** in downtown Middletown. The town is a Priority Funding Area and is therefore eligible for Community Legacy funds. The town is also on the Historic National Road, an All American Road. A private investor recently purchased a full block of historic buildings along Main Street with plans to renovate them for dining. The town government, committed to focusing economic development in the downtown, has used zoning to encourage commercial uses in that area.

Opportunities & Issues

History Evidenced by Existing Historic Structures

Downtown Middletown is characterized by a relatively unbroken stretch of historic, primarily architecturally intact buildings. With few exceptions, the structures of downtown have not been altered significantly. Thus, the town is visually consistent and allows visitors to imagine what it must have looked like a century or more ago.

The town has a long history, including early settlement in the eighteenth century. George C. Rhoderick, Jr., a local historian, wrote *Early History of Middletown, Maryland*, which has been published and sold by the Middletown Valley Historical Society. There is also a good walking tour of downtown that highlights historic buildings and their role in major events: topics discussed include town founders and development, Civil War, immigration, and religious establishments, among others. This tour is available online at the town's website with a point-and-click interface to learn more about particular buildings (http://www.middletown.md.us/tourism.php). The town also has Maryland Civil War Trails markers.

Innovative Zoning

Middletown has used zoning in an innovative way to ensure the vitality of its downtown. Commercial development is not encouraged at the edges of the town, where significant new

residential development is happening. Instead, downtown is zoned to house most commercial uses in greater Middletown. Thus, downtown is likely to weather the addition of new developments around town since those developments will not bring competing suburban commercial centers. It also necessitates that some resident-serving commercial uses remain downtown and not be replaced with visitor serving uses entirely since the downtown is the only option for resident-serving commercial uses.

Spacious Sidewalks

In the town's core, the pedestrian ways are very spacious, offering ample opportunities for streetscape and pedestrian amenities. Street trees, benches, planters, interpretive elements, and other pieces currently lacking along Main Street could easily be accommodated without unduly reducing the space available for pedestrians. In a survey of town residents, the fourth most often cited service request was "improve parking and aesthetic quality of business area of downtown." This indicates there is likely to be support for the addition of some streetscape elements along pedestrian ways. Additionally, the town has completed Maryland State Highways Neighborhood Conservation plans for streetscape and other improvements along Main Street; as finances become available, the plans could be implemented incrementally.

Central Maryland Heritage League/Lamar Cultural Heritage Center

This building was recently restored by the Central Maryland Heritage League and offers visitors a tearoom and a mini-museum on past medical methodology. Dr. Lamar lived in Middletown and practiced medicine at the turn of the century in this rural medical sanitarium. His operating and recovery room, library, and equipment are preserved and interpreted here. It also offers a gift shop and a source of quality visitor information for those going to nearby Antietam or South Mountain. This facility houses Middletown's most visitor-ready commercial offering (the tea room) and an open heritage facility. The heritage facility's hours, however, are sporadic due to staffing difficulties. With regular hours and staffing, the center promises to be a major asset to Middletown.

Middletown Valley Historical Society

The Middletown Valley Historical Society is housed in the mid-nineteenth century Peter Young house on Main Street. The organization provides a number of programs, including an annual seventh grade walking tour with over 300 participants, biannual open hearth cooking in the house's summer kitchen, an interpreted period garden, genealogy records, and museum tours by candlelight. The historical society also runs a small local history museum on the second floor of the building; its collection includes the wares of the areas past traveling salesmen and Middletown's original Civil War ransom note.

Proximity to South Mountain State Battlefield

As South Mountain gains greater attention from area tourism marketing initiatives and as the state battlefield makes links to better known sites like Antietam and Monocacy, Middletown will be well-positioned to take advantage of travelers seeking lunch, shopping, or other activities to supplement their battlefield visits. The town already sees a fair amount of visitor traffic headed

west to Antietam and sometimes South Mountain. With increased attention through the heritage area, these numbers could increase.

Vacancy & Underutilization

There are a number of vacant, underutilized, and for sale buildings and lots. Additionally, there is a high proportion of resident-serving use downtown.

Key Recommendations

Complete a Downtown Revitalization Plan

Downtown revitalization is an ongoing, incremental process that requires planning and energetic management. Middletown could benefit from a downtown revitalization plan like that recently completed for Boonsboro. With a plan in production or completed, the town's government could investigate the formation of a Main Street Maryland committee and pursue designation to provide a management structure for the plan. The beginnings of this organization exist in the volunteer committees that currently promote and oversee downtown's revitalization.

Encourage more visitor-friendly uses downtown

Visitor-serving uses should be encouraged in many of the buildings that are vacant or becoming available. Vacant buildings should be the first focus when encouraging visitor-friendly uses; for example, dining and retail would fit well into some of the core downtown vacant buildings. The Main's Ice Cream block reportedly has been purchased and may be developing as a restaurant block soon. Of importance is the creation of accommodations. Without an inn, bed and breakfast, or other small hotel, Middletown cannot market itself as a home base for overnight Civil War (or any) travelers.

Provide pedestrian amenities along Main Street

Shade trees, benches, planters, trashcans, and interpretive elements should be incorporated along Main Street in the core downtown area. The Evangelical Lutheran Church currently has a semi-formal garden area on Main Street next to the church building; perhaps this could be connected with new improvements on the sidewalks. Interpretive elements might include panels, brochures available at Town Hall or the Lamar Center, informative plaques, or a kiosk.

Place an active use in Middletown Memorial Hall

This 1923 structure, currently in private ownership, was originally built at a cost of about $50,000 and dedicated as a memorial to the soldiers and sailors of World War I. It has served as a theater, community center, library, and home to the town's fire truck. Now it has an aura of neglect and vacancy. As a historically significant building with a distinct architectural appearance, this building should house an active use, preferably accessible to the public, that will enliven the downtown. One possibility is to couple commercial uses with exhibit space. The Memorial Town Hall should be a priority for reuse as it arouses curiosity in visitors, is uniquely identified with Middletown, and promises to inspire local pride once brought back to life.

Screen suburban-style development along Main Street

Middletown's traditional development pattern is comprised of buildings set flush to the sidewalk. With front-parking commercial uses along Main Street, there are disruptions to the rhythm of the street. Especially out-of-place is the one-story, modern Subway with a wide expanse of unlandscaped front parking at the corner of Church and Main Streets. Some thoughtful landscaping could screen this and other structures that are out of keeping with the historic town's character. Mitigating the visual interruption caused by streetfront parking will support a pedestrian environment.

Create interpretive materials for additional buildings and areas of town

A strong walking tour has been developed for key buildings downtown. Even better, the tour is available online. To supplement this piece, interpretive materials for residential historic neighborhoods or additional downtown buildings could be developed and incorporated into the existing walking tour or made into new visitor publications.

Mitigate the visual impact of overhead wires

While Middletown has a pleasing historic appearance, the noticeable presence of utility lines overhead detracts from the downtown's charm. The town should investigate options for mitigating the visual effect of the lines. This does not necessitate undergrounding, which is generally prohibitively expensive. Moving the lines to the rear of buildings, moving the lines to one side of the street and consolidating extensions over Main Street, and planting appropriate height street trees are all options.

Priorities for Implementation & Funding

- Complete a downtown revitalization plan.
- Become a Maryland Main Street Community.
- Actively seek tenants/reuse for vacant and underutilized storefronts. During periods of vacancy, storefronts should be "animated" with window displays, lighting, and well-kept façades.
- Encourage the addition of lodging, specialty retail, and dining.
- Support efforts to sensitively adapt the historic Main's Ice Cream building for a new visitor-serving use.
- Wayfinding and pedestrian links should be improved, with better signage for rear parking and safe pedestrian ways from parking to Main Street.
- Streetscape improvements are needed. Using the completed neighborhood conservation plans as a guide, invest in pocket parks, sidewalk improvements, paved crosswalks, and more. Street trees are especially needed, with flowering trees at focal points and gateways and shade trees—honeylocust, maples, and zelkovas—sited along the street.

- Install gateway signage and landscaping.
- Encourage the addition of potted or accent planters and window boxes in front of storefronts and businesses.
- Explore traffic calming measures, including bump outs and planters.
- Seek ways to connect visitors to South Mountain and Antietam with downtown, perhaps through packaging or collaborative marketing.
- Seek means by which the Lamar Center and the Middletown Valley Historical Society can expand programming to include activities for visitors. One goal might be to eventually have the museum, gift shop, and visitor information area at the Lamar Center staffed.
- Encourage and support the placement of an active use in Middletown Memorial Hall.

Middletown Revitalization Concept Plan: Section I

Middletown Revitalization Concept Plan: Section II

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Taneytown

Taneytown, a historic town in northern Carroll County, is only 12 miles from Gettysburg National Military Park. The town boasts some unique commercial offerings and one of the heritage area's finest upscale country inns, making it a good fit for a TIZ and a strong candidate home base for travelers headed to Gettysburg. With an active Main Street program, the TIZ is likely to receive the support needed to leverage the state's funding into private investment.

History

Founded in 1754, Taneytown was the first and largest town to form in the Carroll County region. The town was located on the Frederick to York Road where the turnpike from Emmitsburg to Westminster intersected it; this makes Taneytown's early formation most unusual because the town grew in four directions, unlike many small Maryland towns that formed along one major road without significant crossroads. Like other areas of western Maryland, Taneytown attracted German settlers traveling from Pennsylvania. Early businesses in town included brick-making, pottery, hide tanning, hat-making, blacksmithing, and clock-making.

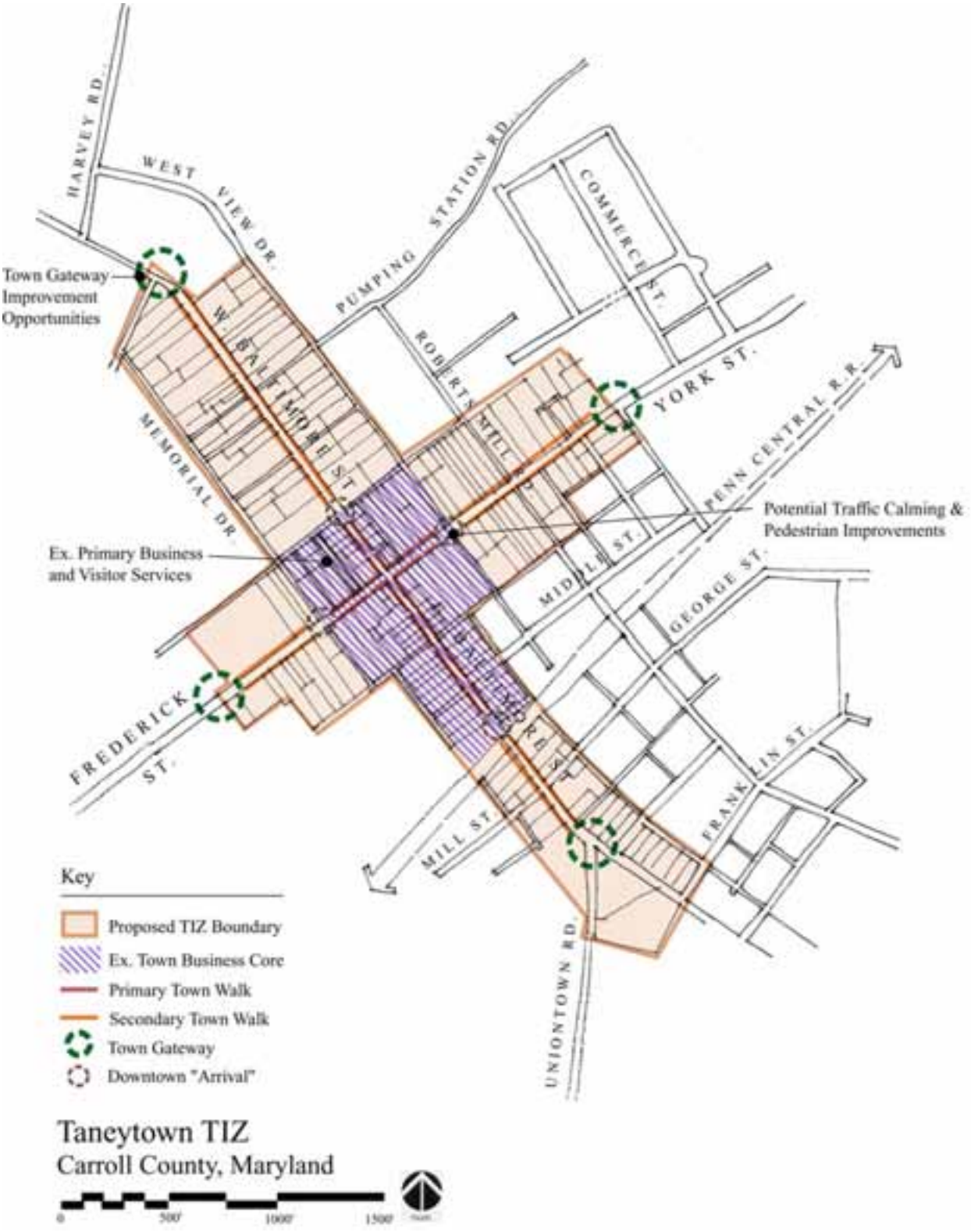
Author of the Star Spangled Banner, Francis Scott Key, was born near Taneytown on an extant property, Terra Rubra, where he later spent many summers. Today the property contains an 1850s house built there after his death.

During the Civil War, the sentiment in Taneytown was predominantly pro-Union. However, there were some who served in the Confederacy. For example, two brothers, Charles and Daniel Boyle, fought for the South, and Daniel returned to Taneytown after the war while Charles settled in Hagerstown.

Union troops, including those of General Meade, advanced on Gettysburg from Taneytown, and Meade's headquarters were located on the Shunk Farm at the edge of town. As with other towns in the vicinity, Taneytown and its surroundings served as advance and retreat routes as well as staging areas for battle. Many believe that an observation post was located on the roof of the Antrim mansion, though this fact is undocumented. A Maryland Civil War Trails marker was placed in the Memorial Park on MD 140 in Taneytown to highlight the town's role in the lead-up to the battle of Gettysburg.

Boundaries

The boundaries for the TIZ enclose the town's National Register of Historic Places historic district as well as Antrim 1844.


HARVEY RD.
WEST VIEW DR.
PUMPING STATION RD.
COMMERCE ST.
Town Gateway Improvement Opportunities
W. BALTIMORE ST.
ROBERTS MILL
YORK ST.
MEMORIAL DR.
PENN CENTRAL R.R.
Potential Traffic Calming & Pedestrian Improvements
Ex. Primary Business and Visitor Services
MIDDLE ST.
GEORGE ST.
FREDERICK ST.
E. BALTIMORE ST.
FRANKLIN ST.
MILL ST.
UNIONTOWN RD.
Key
Proposed TIZ Boundary
Ex. Town Business Core
Primary Town Walk
Secondary Town Walk
Town Gateway
Downtown "Arrival"
Taneytown TIZ
Carroll County, Maryland
0
500'
1000'
1500'

Resources

Taneytown is rich with **historic resources**, including a substantial National Register of Historic Places historic district, which covers most of the downtown. Antrim 1844 is also listed on the NRHP. A plaque at the site of the historic Adam Good Tavern building in the downtown core notes that George Washington stayed there during July of 1791.

There is a **range of businesses** in Taneytown's downtown area, most of which are locally owned and operated. Offerings include antiques and other furniture, veterinary and grooming services, restaurants, beauty salons, a Hallmark store, gift shops, and even a store specializing in British items. The unique Irish Moon Coffee House offers gourmet coffee and baked goods. Additionally, the fire department is downtown, and the police station, which was designed to mirror a historic train station, is nearby.

Events, such as the Farmers' Market, the Strawberry Festival, and Concerts in the Park, draw residents from the area into town, and Taneytown's 250th Anniversary Celebration drew thousands of visitors in 2004. The town has also hosted Civil War reenactments.

Other funding programs overlap the downtown area, including the complementary Main Street Maryland Program, which is run by the town's economic development staff. Main Street ensures that Taneytown receives professional guidance in its downtown revitalization work. The town is also a Maryland Priority Funding Area, which makes it eligible for Community Legacy funds. The National Register designation offers tax incentives to owners of commercial buildings in the historic district.

A **downtown plan** (*Downtown Taneytown Plan*) was created in 2002, with the town hiring private consultants to write the plan. This document includes analysis and recommendations on markets, parking, zoning, building condition, development strategies, and more. The *Downtown Taneytown Plan* represents a strong commitment by Taneytown officials to the town's redevelopment and provides a roadmap for achieving local goals of sustained, increased commercial activity. The TIZ designation should act as a supplement to and support the recommendations of this downtown plan.

Taneytown's historic town hall adds to the charm of its revitalized downtown district.

Opportunities & Issues

Antrim 1844

Antrim 1844, a historic mansion inn and its surrounding 24-acre property, is located in Taneytown, just adjacent to the downtown area. The original owner named the initial 2,500-acre plantation property after his birthplace, County Antrim in Ireland, and

gifted it to his daughter for her wedding. Many believe Antrim's roofline was used for signaling and lookout during the war.

Today's Antrim 1844 offers 29 guest rooms in the original mansion, carriage house, and outbuildings. Conference facilities are located on site. Fine dining is available in a restaurant run in the original smokehouse. An extensive wine collection complements the food options, and reviews in various publications on wine and travel give the venue high marks. Many weddings and corporate retreats are hosted here, and the accommodations are also well suited to upscale travelers with an interest in the region's Civil War history. Antrim 1844 is, in fact, an excellent source for information on attractions in the surrounding area, and it runs its own Civil War-themed gift shop.

Although Antrim 1844 is practically adjacent to downtown, the link between the inn and the historic town center is weak, with incomplete sidewalks, a lack of inviting landscaping, and unsafe pedestrian conditions. Antrim 1844's guests are not often seen at downtown shops. If the town and the inn wish to realize their potential in the heritage area, a clearer linkage between the two is necessary; most important would be to enhance pedestrian access from one to another. Other possibilities to link the two include local business packaging with the inn, cooperative marketing, and town-sponsored events in conjunction with inn specials.

Location

Located at the foot of Catoctin Mountain, Taneytown is within a fifteen-minute drive from Gettysburg National Military Park. This location, coupled with the presence of a high-end country inn and scenic setting, positions the town to become a home base for visitors to the most popular Civil War site in the country. Gettysburg visitors who choose Taneytown for their overnight accommodations could be encouraged to explore other sites in Maryland through targeted marketing materials available at Antrim and in town.

Taneytown's location is also convenient to two important cities within the heritage area. A short drive down MD 140 will bring visitors from Taneytown to downtown Westminster, the county seat of Carroll County. Likewise, the City of Frederick is nearby on southbound MD 194.

Level of Downtown Activity

Downtown Taneytown is currently heavily residential in use. There is a core of businesses there and a pocket of businesses at the edge of town in a suburban-style development. As the town works to attract visitors through the heritage area, it would be beneficial to have more visitor-serving commercial uses in downtown, where heritage travelers are likely to be drawn for shopping and eating in an authentic historic environment. One option might be a themed restaurant, brew pub, or other dining option that

Antrim 1844 is the one of the country inns in the heritage area offering upscale dining and accommodations.

will generate evening traffic and could serve Antrim's guests should they choose to come downtown.

Key Recommendations

Connect downtown to Antrim 1844

Because Antrim 1844 is a key resource for Taneytown, connections between downtown and the inn should be stronger. A pedestrian throughway should be established between Antrim and the downtown with a complete sidewalk, lighting, and perhaps signage and/or landscaping. Town businesses could also begin to partner with Antrim 1844 to offer packages.

Market Taneytown to Civil War travelers headed to Gettysburg

The town, perhaps in cooperation with Antrim 1844, should market itself to high end travelers as the place to stay when traveling to Gettysburg and other nearby Civil War attractions. By emphasizing the existence of the Maryland Civil War Trails and its own assets in a less commercialized setting and by promoting the 15-minute drive to the battlefield, Taneytown could capture a portion of the Gettysburg market. The town and inn should especially focus on Gettysburg events, when a large number of travelers are headed to the battlefield and accommodations at Gettysburg are scarce. The addition of more diverse accommodations would help to position the downtown as a convenient place for Gettysburg visitors to stay.

Encourage and highlight visitor-friendly uses in downtown

Downtown is largely residential now, and those commercial uses that would interest visitors are not always apparent on first drive-through. Thus, highlighting those businesses through a downtown map directory would help visitors find them. Additional visitor-friendly commercial ventures, such as dining and retail, should be encouraged with funding incentives, zoning for commercial use, and other means available.

Support and Implement the Downtown Taneytown Plan

Patz & Associates in association with the Faux Group recently completed a plan for the revitalization of Taneytown's downtown. It has a comprehensive revitalization focus, and was adopted by the city as a roadmap for the Main Street Program. Thus, the work program for the Taneytown TIZ should parallel and support this downtown plan.

Priorities for Implementation & Funding

- Enhance the pedestrian connection between the Antrim 1844 and downtown through new sidewalks and entry point(s). Programmatically connect the two with packaging, cooperative marketing, etc.

- Attract/establish one or more anchor businesses of moderate scale. Possibilities include a destination restaurant, home furnishings, an antiques mall, and a plant/garden supply store.

- Encourage retail ventures that are independents, co-ops, or franchises that tend to prefer "main street" settings. Adding more will help those that already exist.

- Encourage new or support existing specialty stores, such as cafes, arts/crafts, antiques, recreation goods, etc.

- Attract artisans and craftspeople seeking space to practice their craft and sell their products.

- Develop stories, events, and commercial offerings that incorporate Civil War-era stories as well as the Francis Scott Key narrative, perhaps partnering with the current owner of Francis Scott Key's former property.

- Develop a downtown Taneytown visitor website, including photos and information on commercial offerings, special events, etc.

- Enhance the appearance of downtown through streetscape improvements as planned for in the Neighborhood Conservation Program and the *Downtown Taneytown Plan*.

- Enhance the appearance of the downtown's buildings through façade improvement programs and historic designation.

- Focus initial investment on the four corners at the center of town.

Independently owned businesses like Irish Moon Coffee House are a good fit for downtown Taneytown.

Programmed Target Investment Zones

The following communities are recommended candidates for Target Investment Zone designation but to be activated at a later date. Each was chosen using the same criteria as the active TIZs, but this group was judged less complete in meeting those criteria. In order to be activated, a community must submit information in fuller detail—including a work program similar to that for each active TIZ, above—to the Heart of the Civil War Heritage Areaand eventually to MHAA. The following section is offered as a starting point.

Overlapping programs are not discussed individually for these towns but are communicated in the chart at the end of this section. Additionally, boundary maps for all the programmed TIZs are found in Appendix H.

Boonsboro

Boonsboro's location at the foot of South Mountain makes it a town integrally connected to the Civil War, for the Battle of South Mountain was the first Civil War battle to be fought in the North. Boonsboro is also minutes away from Antietam National Battlefield, and many of the town events center around Civil War reenactments and events. Boonsboro is on the Civil War Trail.

Washington County's second largest municipality is also one of the fastest growing in the county in terms of absolute numbers. This can be attributed to its proximity to Frederick, Washington, and Baltimore. Boonsboro, therefore, has a lot to offer both resident and visitor; however, the visitor market is not being fully tapped, and many downtown businesses are marginal and/or strictly resident-serving. Focused funding and attention would supplement the resources now in place, possibly catalyzing the downtown.

History

Boonsboro was founded in 1792 by George and William Boone. The town, originally named for George's wife but eventually called "Boonesborough," really grew after the completion of the National Road to town in 1810. The pike gave Boonsboro the beginnings of regional accessibility and made it an active commercial center, serving both travelers on the National Road and farmers from the surrounding area. Two hotels, the U.S. Hotel and the Boon Hotel, operated diagonally across from one another on the main corner of town, and both buildings still stand today.

The citizens of Boonsboro are responsible for the first monument built to honor George Washington. The Washington Monument on South Mountain was erected and dedicated on July 4th, 1827. It has been lovingly tended by Boonsboro residents, with restorations in 1882 and 1936. The monument was used during the Civil War as a lookout and signal station.

Because Boonsboro was very near two conflicts during the Civil War—the 1862 Battle of South Mountain and the 1863 Battle of Boonsborough—town structures served as medical aid stations for wounded soldiers. South Mountain was a particularly important battle, as it delayed the

Union forces, giving the Confederates under Lee time to regroup in Sharpsburg. The pivotal battle of Antietam followed. Boonsboro is on the Maryland Civil War Trails, and an interpretive panel is located in Shafer Park. A new Historical Park has been dedicated, and a Trolley Museum is planned.

Boundaries

Boonsboro recently completed a *Downtown Revitalization Study*, which provides direction to supporters of downtown. The boundaries for the TIZ mirror this study area, which closely approximates the designated Town Center area in the town's comprehensive plan as well. See the map in Appendix H.

Resources

The Maryland Civil War Trails, with orientation and interpretation provided to travelers along the routes, run through Boonsboro. The town is on the Historic National Road Scenic Byway, too. Also, Washington Monument State Park, South Mountain State Battlefield, Antietam National Battlefield, and other nearby sites attract visitors into the Boonsboro area.

Downtown Boonsboro itself has the Boonesborough Museum of History, which has a remarkable collection of Civil War relics and items from other periods as well. The Bowman House Museum is a well-kept 18th Century log home. The downtown area has a few dining establishments, including a pub, pizza shop, Italian restaurant, and bookstore café and the longstanding Bast of Boonsboro furniture store.

The buildings in Boonsboro's core are almost all historic, and very few inappropriate changes have been made to them. The recently completed streetscape project along Main Street has strengthened downtown's sense of cohesion. These factors lay the groundwork for an enjoyable pedestrian experience in town.

Opportunities, Issues, & Recommendations

Shafer Park Events. Shafer Park provides the town with a center, a place to meet or attend popular events like Boonesboro Days, Boonsboro Ambulance and Rescue Company Carnival, Old Time Christmas, and the Fishing Derby. These events are well attended and represent a captive market for downtown tourism. They currently bring in regional visitors from the Washington County community, but were they promoted as part of heritage area marketing, visitors from further afield might be interested in coupling a trip to heritage sites with the experience of a park event. New softball fields and an aquatic center are under construction.

Band concerts, fairs, festivals, and reenactments bring hundreds of people each year to Shafer Park, the civic heart of Boonsboro.

Location. Boonsboro's location is a major opportunity. Located 11 miles from Antietam, four miles from South Mountain, 17 miles from

Monocacy, 18 miles from Harpers Ferry, and 38 miles from Gettysburg, the town could easily be a home base for any Civil War traveler. To capitalize on this prime location would require the development of additional visitor infrastructure, including overnight accommodations.

Circulation. Getting into and through Boonsboro can be a challenge for a visitor. The town's system of one-way alleys and streets around two main corridors can be confusing to drivers and intimidating to pedestrians. Better signage, increased rear access, and returning two-way circulation to some streets that are currently one-way are some possible actions that would improve circulation in the downtown.

Appearance. Although the Town of Boonsboro has recently completed a Maryland State Highway Administration streetscape project, the downtown contains some good historic buildings in need of attention to façade and storefront improvements. Buildings can be further improved to add to the charm of Main Street's historic appearance. There are also historic buildings in need of repair that could be reused for commercial purposes. Boonsboro is working toward designation as a Maryland Main Street community.

Emmitsburg

Emmitsburg is a town with a rich history that can be witnessed today by walking down its streets. Settled in 1733, founded in 1785, and incorporated in 1825, many of the first residents were German settlers traveling along Monocacy Road. The town's location near the Pennsylvania border made it pivotal during the Civil War as a both a staging area and fallback position for Union troops during the Battle of Gettysburg.

Today the town can be appreciated for its downtown historic structures and the breathtaking views at its outskirts. The downtown area offers several dining options and shops, but could benefit from increased attention, funding, and streetscape improvements at the main corner.

History

During the days of early settlement, the Tom Indians were also located in this area, but they quickly dissipated due to disease and relocation, leaving the area open to European settlement. Emmitsburg was settled in 1733; the first settlers to Emmitsburg were referred to as the Tom's Creek Hundred. In 1785, William Emmit laid out the town of Emmitsburg. Emmitsburg is internationally known for its connection to Elizabeth Ann Seton, who became the first American-born saint when she was canonized in 1975. Mother Seton and her companions arrived in Emmitsburg in 1809, and here she founded the Sisters of Charity and began the first parochial school in the country.

The town grew into the early 1800s when wheat was the predominant crop grown in the area, and its abundance relied on slave labor. Despite this reliance, Emmitsburg's location within a border state led to deeply divided sentiments over slavery, which escalated during the Civil War when neighbors would fight against neighbors.

The townspeople provided soldiers and supplies to both sides. Young Emmitsburg men largely joined the Union Potomac Home Brigade Company C, led by Captain Horner and portions of

Cole's Cavalry. Troops left from Chambersburg and pursued the Confederates under the command of General Stuart, and the retreating Southern forces passed through Emmitsburg in their search for supplies; there they received food, water, and support. At Emmit House, located slightly outside downtown, General Stuart captured several Union troops and took supplies.

Notably, Emmitsburg was in a critical position during the battle of Gettysburg when Union troops gathered here as a front line staging area and also used the town as a fall back area. In fact, many believe the great battle would have taken place in Emmitsburg had timing been slightly different. Because of its role, the town is on the Maryland Civil War Trails route for the Gettysburg Campaign.

Boundaries

The Emmitsburg TIZ boundaries mirror the town's National Register of Historic Places historic district. See the map in Appendix H.

Resources

Emmitsburg's downtown has a mix of residential and commercial historic structures. Some have been restored, such as the cobbler's house and Emmit House. Others, like Craggistone, are undergoing restoration, and still others are waiting for the intervention of a caring property owner. The structures are not the only historic facet of Emmitsburg, however: the outlying areas provide breathtaking vistas of rolling countryside that appears much as it did a century ago.

Downtown Emmitsburg has a number of resident-serving businesses. There are several dining establishments and less formal eateries, such as an ice cream parlor and pizza place. Gift and bookshops are available for those that enjoy browsing. While the downtown area does not provide accommodations for visitors, there are two modern motels near the edge of town.

Emmitsburg's surrounding area boasts a variety of tourist attractions. The town is home to Mount Saint Mary's College, the National Historic Shrine of St. Elizabeth Ann Seton, and the National Fire Academy (a Federal Emergency Management Agency training site and site of the National Fallen Firefighters Memorial). Each of these draws its own niche market to the area and could create a downtown market for the town.

Emmitsburg has two properties listed on the National Register in addition to its National Register historic district. It is also a Priority Funding Area and is eligible for Community Legacy.

In Emmitsburg, an uninterrupted wall of 19th century buildings along Main Street adds to the charm of the historic downtown, where businesses and residences sit side-by-side.

Opportunities, Issues, & Recommendations

Location. Emmitsburg's proximity to Gettysburg, accessibility to Antietam, and nearby attractions of Mount Saint Mary's,

the National Fire Academy, and the Elizabeth Seton Shrine create an opportunity to capture already present tourism markets. By marketing itself as a potential Civil War home base, Emmitsburg stands to host some travelers to Gettysburg. By connecting the town more fully with the greater Emmitsburg area attractions, the downtown could better benefit from visitors already going to those sites. Cooperative marketing, coordinating with site events, and way finding signage from the sites to "Historic Downtown Emmitsburg" might all enhance visitation.

Town Center. The intersection of US 15 (business route) and Main Street could be defined better as the town's center. It could greatly benefit from new definition and design. Today, each of the four corners contains several parking spaces, no landscaping, and few pedestrian amenities. The overall effect is one of pavement and inconvenience for pedestrians. One, two, three, or all of these spaces could be replaced by small sections of green space, park area, and pedestrian amenity. This would create a true downtown center, make the area more inviting to pedestrians, and reduce the open, paved appearance of downtown.

Building Façades. Most of Emmitsburg's downtown is made up of intact historic buildings. Overall, the collective effect is that of a cohesive nineteenth century village with walkable streets.

Streetscape. Emmitsburg has achieved what many other towns long for—buried utility lines. This, in conjunction with relatively new sidewalks, lights, and other streetscape elements, gives the downtown area a strong framework for beautification or façade improvement programs. The redesign of the central square (discussed above) would complete this infrastructure.

Historical Society. The Emmitsburg Area Historical Society is a strong, active organization that provides a wealth of information on local history through publications and a good website (www.emmitsburg.net). Working from the interpretive framework, one could mine the information already researched, archived, and explored by historical society members for exhibits and programs that would appeal to Civil War travelers.

Scenic Edges. At the edges of Emmitsburg, especially to the west, just south of Emmit House, there are gorgeous, uninterrupted views of the mountains. These views are mostly unprotected, and other towns in the heritage area have had development erode similar unprotected views. The town should investigate possible zoning changes or programs available, such as easements, for protecting its most scenic and historic views.

Frederick Downtown

Frederick is one of Maryland's largest cities and one of its liveliest downtowns. With its central location, within an hour from both Baltimore and Washington, D.C., Frederick thrives on the local economy and on industries from the surrounding areas. The city is also located moments from Monocacy National Battlefield and under an hour from Gettysburg and Antietam National Battlefields. Its location and its abundance of dining establishments and accommodations make it an easy target for TIZ investment.

History

The settlement of Frederick was laid out in 1745, when John Thomas Schley arrived along with 100 other settlers. The town began to prosper as more families moved there, and the County of Frederick was founded in 1748. It was an active town, playing a role in the early struggle for independence. General Braddock, George Washington, and Benjamin Franklin met in Frederick to plan an attack to capture Fort Duquesne from the French. Frederick was also the site of an act of defiance over the Stamp Act.

Although the railroad, the C&O Canal, and the city's location along the country's first national road boosted the economy, much of Frederick's agricultural and industrial economy was based on slave labor. After seeing its pro-South members arrested, the Maryland legislature met in Frederick to discuss the state's decision to secede or remain in the Union; they decided to remain in the Union. The Battle of the Monocacy took place on the outskirts of Frederick and is known as the battle that saved Washington because it gave the Union troops time to fortify the city. The Battle of South Mountain also took place nearby. Additionally, Frederick had at least 29 Civil War hospitals within its borders at one time or another during the war.

Boundaries

Because the core area of downtown Frederick is fairly healthy, the TIZ boundaries have been drawn as two noncontiguous areas (to the south and north of the core) that promise to benefit greatly from additional investment. The Frederick County Visitor Center will be moving into the southern portion of the TIZ once the city's East Street extension is complete; this is likely to be a catalyst for the area. These boundaries contain most of Frederick's Main Street revitalization area but remove a center section. See the map in Appendix H.

Resources

Frederick's historic downtown has become a regional destination with innumerable shops, eateries, lodgings, and attractions. These range from national chains like Talbots to quaint local eateries like The Village Restaurant and Beans and Bagels. Among these are diversions such as I Made This, a paint your own pottery store; The Trail House, an outdoor specialty store; and Molly's Meanderings, a vintage-style gift store.

Downtown's historic and cultural attractions include the Weinberg Center for the Arts, which hosts live performances and films. The National Museum of Civil War Medicine details Civil War history through the advances, techniques, and stories of Civil War surgeons, doctors, and nurses with interactive exhibits. One can examine life through their eyes both on and off the battlefield. Other historic offerings include the Barbara Fritchie House, Mt. Olivet Cemetery, the Schifferstadt Architectural Museum, the Historical Society of Frederick County, and the Roger Brooke Taney House.

Frederick's downtown historic district is listed on the National Register of Historic Places. There are a number of individually listed properties, such as the former Frederick Armory and the Hessian Barracks. Frederick has participated in the Main Street Maryland program since

2001. As such, the city has benefited from technical assistance and access to funding sources to improve the look and economy of the downtown area.

Opportunities, Issues, & Recommendations

Thriving Historic Downtown. Frederick has taken great strides to preserve and capitalize on the historic downtown, making it a lively center for tourists and locals alike. Much of the town's information and literature emphasizes its role as a bustling crossroads of history and commerce. Downtown Frederick has balanced a scattering of national businesses with local offerings, and one can find local coffee shops, dining, retail, antiquing, and more. The National Trust for Historic Preservation (NTHP) recognized Frederick's downtown success by naming it one of the "Dozen Distinctive Destinations" for 2002. In 2005, Downtown Frederick became the first Maryland Main Street to win the "Great American Main Street Award" from the NTHP. The downtown is a key offering in the heritage area.

National Museum of Civil War Medicine. The National Museum of Civil War Medicine makes a perfect fit with the HCWHA and puts a human face on the costs of war for visitors who have a broader interest. The museum is a major non-battlefield attraction in the heritage area and could therefore be included in packaging and cooperative marketing efforts with little effort. The museum often incorporates events, such as the release of a new book and a lecture, into their slate of available activities. These should continue and should make connections with the heritage area.

Connections with Other Heritage Area Attractions. While it offers much within its own borders, Frederick must make connections to other offerings in the heritage area to ensure its viability to Civil War travelers. Marketing with an eye to, packaging with, or connecting through interpretation to Antietam, South Mountain, Prime Outlets in Hagerstown, and other major visitor draws promises to expand the base of visitors coming to Frederick and make a stronger tie to the heritage area at large.

Decades of advocacy by the local preservation movement have led to the charm and authentic atmosphere of Frederick.

Sykesville

Sykesville's history is inextricably tied to the development of the B&O Railroad, for it grew up as a thriving center of railroad-based tourism and trade. Confederate troops sabotaged the railroad during the Civil War to impede Union supply routes. Sykesville is proud of this history and has conscientiously preserved it, protecting and reusing historic buildings for today's businesses.

The town can offer tourists much on a small scale, providing shopping, food, and lodging (Inn at Norwood). At present its greatest draw relates to the role of the railroad in their history, but the Civil War also played a significant role. Highlighting the area's ties to the Civil War through the Heart of the Civil War Heritage Areacould encourage more visitors and expand

the town's draw beyond railroad enthusiasts.

History

The land that is now Sykesville was originally part of the Springfield estate, which was inherited by George Patterson in 1824. James Sykes, the town's eventual namesake, purchased the land, opening several mills along the Patapsco River. In 1830, the B&O Railroad's Old Main Line was complete to Sykesville, and Sykes opened a hotel to accommodate railroad workers from the B&O and tourists from Baltimore, who came to the country to enjoy its health benefits.

The railroad became pivotal to the local economy, supplying food and bringing tourists escaping the city's heat. During the Civil War, the B&O was vital for supplying an army on the move. In 1863, Confederate General Stuart cut telegraph lines and burned a small wooden bridge at Hood's Mills, a short distance west of Sykesville. The Confederate cavalrymen ranged east to Sykesville. The town was very divided during the war years, and young men from Sykesville fought for both sides.

Boundaries

The TIZ boundaries mirror the Sykesville National Register of Historic Places historic district. See the map in Appendix H.

Resources

Downtown Sykesville offers a range of visitor-ready ventures, including dining, antiques, gifts, toy trains, a museum, a visitor center, a day spa, and accommodations (Inn at Norwood). The visitor center is a unique experience, housed in an interlocking tower once used to regulate train traffic at Penn Station. Also unique is Baldwin's Station and Pub, a restaurant housed in a Queen Anne Victorian former train station.

The historic structures in Sykesville are not limited to the railroad buildings. The nineteenth century downtown area has several commercial, residential, and religious properties listed on the National Register. Additionally, the Warfield Complex, Hubner, and T Buildings, once part of the Springfield State Hospital, are on the NRHP. Although not within the town's TIZ boundaries, this complex is a unique resource that has not yet been developed. The city has undertaken the responsibility of revitalizing the complex and integrating it with their downtown as part of the state's Smart Growth program, but movement has been slow.

The B&O Railroad was the original source of tourism and trade for Sykesville. Now the train station is a restaurant and music venue.

Opportunities, Issues, & Recommendations

Preservation Ethic. Sykesville's leaders are capitalizing on its historic structures to meet the changing and growing needs of the

community. For example, Baldwin's Station and Pub preserved the Sykesville Station, built in 1884, and made it flourish as a place for fine dining and live music. Baltimore newspapers have lauded this venue, thereby attracting visitors from Baltimore. The vast majority of downtown businesses are housed in restored historic buildings, and the town's promotional material includes a walking tour that highlights the historic significance and reuse of historic structures. The continuation of this preservation ethic will only strengthen the Sykesville TIZ's draw to heritage tourists.

Sykesville's preservation ethic is evidenced by the condition of its historic downtown.

Location. Sykesville is close to many of the major Civil War sites in and around the heritage area. Gettysburg is about 40 minutes away. Harpers Ferry is 50 minutes, and Antietam National Battlefield is about an hour from town. Monocacy National Battlefield and the National Museum of Civil War Medicine in Frederick are about 40 minutes away. Thus, as with the other TIZs, Sykesville is attractive to travelers seeking a quiet small town as a base for regional exploration because of its proximity to important Civil War heritage sites. Sykesville is little more than an hour to Washington, D.C., and less than 40 minutes to Baltimore.

Warfield Complex. The project underway at the Warfield Complex is a potentially valuable opportunity for the town. While the Warfield Complex is outside the TIZ boundaries, the goal is to better connect that historic resource with the downtown and surrounding communities. This former site of the Springfield hospital complex offers magnificent open spaces, parks, and historic buildings. The buildings are in need of repair and rehabilitation and a new use. Their potential use might be considered in part in relation to the Civil War heritage tourism market.

Westminster Downtown

Westminster is a historic city and the county seat of Carroll County. It is a busy downtown with a variety of predominantly local businesses and many adapted historic commercial buildings. The support of city government and other organizations for the downtown holds promise that Westminster's core will remain a lively place.

Westminster is strategically located within the heritage area. Day trips could easily be made from the city to Gettysburg and Antietam, and the distance to local attractions, such as the Farm Museum, is even shorter. With a little extra investment, this downtown could benefit from increased Civil War tourism.

History

Westminster was founded in 1764, making the town older than Carroll County itself. In fact, the town's residents were instrumental in determining how the new county was formed, as their own

preference of dividing both Baltimore and Frederick Counties with Westminster as the seat for the new county prevailed.

Although no major battles took place in Westminster, a key conflict occurred here. A skirmish between General Stuart's Confederate cavalry and Captain Corbit's Union troops happened here. The fighting slowed the movement of Stuart, who was subsequently delayed in informing Lee of the movement of Union troops toward him. Corbit, with the 1st Delaware Cavalry under Major Knight, had been dispatched to Westminster to guard the transportation routes along rail and road. Captain Corbit was informed of Confederate troops heading toward them and led his men in "Corbit's Charge" against the Confederates, who greatly outnumbered them. The battle was not a victory for Corbit, who was captured by the Confederates, but many believe the outcome of Gettysburg could have been vastly different if Stuart had not been delayed.

In the tense months as the war ended, a shocking event took place in Westminster in April 1865. On the 6th of that month, pro-southern newspaper editor Joseph Shaw printed an article in the *Western Maryland Democrat* advocating that the country would be better off if Lincoln died and was replaced by his vice president. A mob of residents with Union sympathies destroyed his presses in response. When Lincoln was assassinated about a week later, the citizens again rioted on the 24th, pulling Shaw from his hotel room in Westminster and killing him.

Boundaries

Westminster's TIZ boundaries include the Main Street revitalization area as well as a National Register historic district. See the map in Appendix H.

Resources

Westminster has a wealth of historical and cultural resources. There are numerous walking tours of the city, including a tour of Corbit's Charge and a Westward Expansion tour that highlights much of the affluent architecture of the nineteenth Century. The Carroll Arts Center, which is housed in the newly renovated Carroll Theater, holds exhibit and performance space as well as community and event rooms. McDaniel College gives Westminster its "college town" feel, offering summer theater (Theatre on the Hill) and cultural events throughout the year. There are seven Maryland Civil War Trails interpretive markers in Westminster, plus a Trail Gateway Marker.

In the downtown, the Historical Society of Carroll County owns three historic buildings adjacent or near to each other. The Carroll County Visitor Center leases space in one of the historic houses, the Kimmey House. Two Maryland Civil War Trails markers, one of them a gateway marker, are in front of another historical society building. Just outside the downtown area is the impressive Carroll County Farm Museum, which takes the visitor back to life on a self-sufficient 1800s farm.

The Carroll County Farm Museum, located near Westminster, offers visitors a glimpse of 19th century farm life.

The site is also home to several historically designated farm buildings.

Downtown Westminster has many dining and shopping options. Dining options include (not all-inclusive) Johanssons Dining House, The Pour House Café, Paradiso Italian Restaurant, The Fat Cat Café, and Harry's Main Street Grille, a longtime community restaurant known for its chilidogs. Retail options include (not all-inclusive) White's Bicycles, Ain't That a Frame, The Pottery Loft, and Side Tracked Antiques & Design. The Westminster Antique Mall, the third largest in Maryland, is also located in Westminster. A full list of restaurants and shops is available at the Visitor Center on Main Street and in Town Hall, along with various other tourist aids such as maps and guides to upcoming events.

Westminster is undergoing a number of capital projects that take advantage of resources available through the state. Locust Lane was recently improved using a Community Legacy grant: a new performance area, a planting wall, and new walkways were constructed, and new signage, lighting, street furniture, and trash receptacles were installed. At the same time, the Maryland State Highway Administration has plans to improve MD 27, which runs through downtown Westminster. Additionally, the Westminster Square project, a new building with integrated parking garage has opened.

The city holds an annual commemoration of Corbit's Charge to highlight its role in the Battle of Gettysburg.

Opportunities, Issues, & Recommendations

Local Dining and Shopping. Downtown has a diverse offering of activities, including shopping, services, dining, accommodations, public uses, arts, and the library. Especially important is the wide range of local dining and shopping options. Harry's Main Street Grille, for example, is a longtime establishment that is identified with the community. Heritage travelers often seek unique settings and are likely to respond well to the local flavor of downtown Westminster's offerings. Thus, the city and downtown development organizations should continue to promote and support such ventures.

Preservation Ethic. Westminster's commitment to preservation is evident throughout the downtown. For example, City Hall is in a renovated historic house adjacent to a classic example of a city park. The city's municipal recreation center is located in a historic armory; the new use of this large, imposing structure allows it to maintain a prominent position in the cityscape. Additionally, many businesses are housed in historic buildings adapted for reuse. This, too, is likely to appeal to heritage tourists, and through regulation and incentives, the city should continue to encourage the reuse of existing historic buildings.

Inconsistency in Downtown Character. Downtown Westminster's character and scale are shaped by concentrations of historic buildings. However, there are scattered unsympathetic areas and patterns of development that are incompatible with the historic character. Parking and other paved areas at some intersections diminish the well-established street wall, while long setbacks and a lack of landscaping around some newer buildings also are inconsistent. Several concepts have been proposed recently that promote compatible infill development along Main Street. In addition, areas of incompatible design could be screened with thoughtfully designed landscaping

while others (empty lots or surface parking lots) might be appropriate sites for well-scaled infill development.

Nearby Regional Events. The Carroll County Farm Museum, located just outside Westminster, hosts several events each year, including two highly visible regional events: the Maryland Wine Festival and Fall Harvest Days. The Agricultural Center adjacent to the Farm Museum hosts the Carroll County Farmers Market, and the Downtown Westminster Farmers Market takes place in Westminster proper. Additionally, McDaniel College hosts the Baltimore Ravens summer training camp every year, drawing thousands of fans for three weeks in August.

City Investment and Attention. The City of Westminster and its private organizations have made considerable investments in downtown. For example, two well designed new parking decks, one finished and one still under construction, have been recently placed downtown. At City Hall, various walking tours and business directories for downtown are offered, and the county has a visitor center opened seven days a week at the historical society site. In November 2002, the Downtown Westminster Main Street Committee conducted a survey of downtown retailers and restaurateurs to determine a baseline on various measures from which to base future assessments. Such support promises to advance the TIZ's revitalization.

Williamsport

Williamsport is an historic town settled in the late eighteenth century and once considered as a site for the U.S. Capital. Tens of thousands of Confederate troops occupied Williamsport during the Civil War, and minor action took place here between his troops and Union soldiers.

Williamsport sits on the invaluable resource of the C&O Canal, which has a past in the Civil War; troops attempted to destroy the aqueduct to cut off supplies but failed. The town could continue to strive to capitalize on its history and on opportunities to tie recreation areas to downtown through the use of greenways and pedestrian/bike paths.

History

Williamsport, named for founder Otho Holland Williams, is located at the meeting point of the Conococheague Creek and Potomac River, adjacent to the C&O Canal. President George Washington met with Williams in 1790 to explore placing the nation's new capital there, but Williamsport lost out to Washington, D.C., which could accommodate large ships.

During the Civil War, Williamsport was host to troops camping overnight, and General Lee occupied the town during the week following Gettysburg. The Confederate Army could not cross the high waters of the Potomac River during that week, and while the Confederates waited for the rain-swollen waters to subside, they were engaged in action with the Union army under General Meade. The aqueduct at Williamsport, built in limestone by Irish stonemasons, was also the target of sabotage attempts to block passage of the C&O Canal by hostile troops. The aqueduct stood firm and remains today, enjoyed by recreation and scenery enthusiasts.

Williamsport grew as a successful Western Maryland industrial community, with a large leather-tanning company and a brick-making factory. Transportation, distribution, and manufacturing operations are easily accessed by Interstate-81.

Boundaries

The TIZ boundaries encompass the area where the C&O Canal's towpath joins to the town's street system as well as the areas where commercial development suited to visitors might occur. See the map in Appendix H.

Resources

Adjacent to the C&O Canal and the Potomac River, Williamsport offers excellent recreation opportunities: fishing, boating, camping, hiking, and the C&O Canal Days event. The canal in particular runs for almost 185 miles to Washington, D.C., to the east and to Cumberland, MD, to the west. This is a heavily used recreation resource that already brings visitors to the town.

Downtown Williamsport has a wealth of historic buildings, now accented by historically themed streetlights. Williamsport has a historic district on the National Register of Historic Places, and a town walking tour features some historic sites related to local history.

Businesses downtown vary in type and in level of visitor-readiness. Downtown businesses include food service, apparel, bars, a barber, a salon, check cashing, boutique shopping, and banking.

Opportunities, Issues, & Recommendations

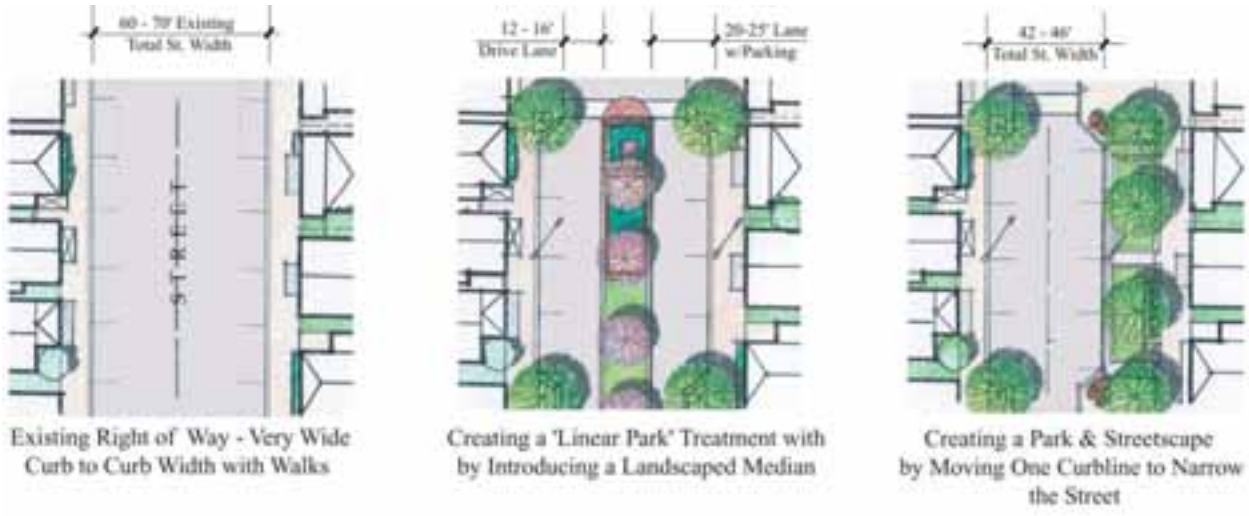
Downtown Revitalization Plan and Management Organization. Williamsport would benefit from a planning effort to guide the revitalization activities for downtown. With such a plan complete, it is imperative that an organization, such as a Main Street Maryland entity, be charged with implementing its recommendations.

C&O Canal. Given the recreation resources of the C&O Canal, the town has an opportunity to capitalize on the tourists and recreation users already coming to Williamsport. For example, the National Park Service-run visitor center at the canal receives regular questions about where to eat in town. Williamsport could continue to explore marketing various local offerings through the visitor center. Restaurants could offer specials on weekends during the summer to entice canal goers to linger in town.

Wide Streets. Anticipating being named the nation's capital, the town's founder laid out the streets of Williamsport extra wide, in some cases wide enough to accommodate two lanes of traffic, two parking lanes, and an additional 15 to 25 feet. This presents a challenge in that it gives the town a heavily paved appearance and can make crossing the street feel like a stroll over a major highway in places. The width between the historic buildings is also out of sync with the scale of the buildings themselves and gives a spread out impression to the streetscape. The anticipated traffic has never materialized, and now the challenge of the extra wide roadbeds could present a significant opportunity for the town to do something unique.

Greenways. With the C&O Canal adjacent to downtown, Williamsport is positioned to take advantage of a niche market that enjoys recreation and the outdoors. The extra width in the streets in the core of downtown could be converted to greenways that would take bikers, pedestrians, and kayakers into downtown from the C&O. This would be accomplished by shrinking the road's right of way and moving the traffic throughway and parking to one side of each roadbed or placing a median in the center. Then the area outside the roadbed, seemingly as much as 20 to 25 feet in some places, could be redesigned with intensive landscaping as a

Williamsport Alternative Concept Plans for Streetscape Change



Existing Right of Way - Very Wide Curb to Curb Width with Walks

Creating a 'Linear Park' Treatment with by Introducing a Landscaped Median

Creating a Park & Streetscape by Moving One Curbline to Narrow the Street

dedicated path and greenspace. This would set Williamsport apart from other towns and remove the challenges of the overly wide roadway that exist now. See the graphic below for an illustration of two potential approaches to this strategy.

Downtown Appearance. The width of the streets in Williamsport contributes to a spread-out look. It has authentic historic architecture; however, a key building downtown, a tall four stories and housing the town clock, seems to have been burnt out and not repaired, leaving a vacant presence on the main street. With some attention to detail, the sprucing up of storefronts and the cleaning of sidewalks and streets, the town could increase its visual appeal. The rehabilitation of the town clock building should be a priority.

Complementary Programs

	NRHP	Local Historic District	Priority Funding Area/ Community Legacy	Main Street Maryland	Maryland Enterprise Zone	Rural Legacy	MSHA Neighborhood Conservation
Carroll County							
Taneytown	X		X	X			X***
Westminster	X	X	X	X			X
Sykesville	X	X	X				
Frederick County							
Middletown	X**		X				X***
Emmitsburg	X		X				
Frederick	X	X	X	X			
Washington County							
Hagerstown	X	X	X		X		X
Boonsboro	X*		X			X	X
Williamsport	X		X				

**Do not have historic district.*
***In process of designating a historic district.*
****Plans complete but not actual work.*

Implementation

The Heart of the Civil War Heritage Areais a very large geographic area containing many political jurisdictions. With a rising tide of interest in the Civil War, it is not surprising that there are many organizations engaged in presenting, reenacting, marking its significant sites, and working towards stewardship of the lands, sites, objects and materials related to it. A wide variety of nonprofit organizations, historians, tourism businesses, public agencies, and others are promoting or developing the Civil War as a theme within this region. While this level of activity is positive, the downside is the lack of coordination and even communication among entities.

This phenomenon is quite apparent in the Civil War Heritage Area, which encompasses parts of three counties that operate independently of each other. Several Civil War-specific groups, such as the Maryland Civil War Trails, Blue and Gray Education Society, and Civil War Scenic Byway (now called the Catoctin Mountain Scenic Byway), operate in the same sphere but with different mandates. Other organizations with missions outside the Civil War run programs and make decisions that impact Civil War resources (for example, open space programs can impact the protection and quality of a Civil War site/battlefield's view). Without a designated and "authorized" coordinating body, many of these groups make decisions independent of all others' concerns, and the result is sometimes confusing to visitors and detrimental to historic resources.

A physical example of this confusion is the signage at Fox's Gap. Here, in a very small area, at least four groups have installed monuments or interpretive markers. Focus group participants cited Fox's Gap as emblematic of the larger issue of coordination. Another example is the confusion among the many initiatives' purposes and activities, for many residents and visitors do not know the difference between various Civil War initiatives. There is no single body of information on Civil War heritage in the region that potential visitors can access when planning a trip, and the various initiatives often do not have knowledge of or information on the others.

It is a challenge for these groups and individuals to keep informed and organized with other entities in order to produce the best results for their efforts. Conscious coordination, especially in developing enhanced interpretive programs, could enable

Fox's Gap illustrates the need for better coordination in the heritage area, for several unrelated groups have placed interpretive signage on the site.

higher quality visitor experiences and collaboration could leverage people, money, and organizational resources. Thus, the management entity for the HCWHA is expected to largely have a coordinating role and a focus on interpretation. At several focus groups and the three-county interpretation workshop, these two needs were identified and emphasized by participants.

A key intention of this and heritage areas elsewhere is to attract a larger share of those travelers who deliberately seek out the authentic, the places where history happened and that still retain much of their distinctive character. It is documented widely that such visitors stay longer, and spend well above the average, enhancing the regional economy. Of all the many heritage areas around the nation, few are as well positioned for success in attracting heritage travelers as the Maryland Civil War Heritage Area. This is due in part to an extraordinary location proximate to Gettysburg, Harpers Ferry, Washington and Baltimore, and the strong, sustained interest in the Civil War among travelers from this and other countries. The area is already attracting such visitors. With enhanced interpretation and consciously coordinated offerings like themed itineraries and packages of related experiences, it is quite likely that many more visitors can be attracted and that day-trippers from the metropolitan areas can be enticed to make repeat visits.

Orchestrating coordinated interpretation, development of themed itineraries and packages of experiences across this large geography, will take conscious and constant attention by a staffed organization dedicated to taking the framework contained in this *Management Plan* and bringing it into being over the decade ahead. A robust *regional* organization is called for.

Action plan

Implement Marketing Strategies

As previously discussed, the existing destination marketing organizations (DMOs) in Carroll, Frederick, and Washington Counties will take the lead on marketing the combined existing heritage assets of the region. Through the heritage area the DMOs will facilitate partnering and collaborative marketing. Areas of opportunity for tourism marketing include:

Developing and Implementing a Marketing Plan

- General destination promotion and advertising
- Targeted marketing and promotion
- Technical assistance
- Develop a Regional Marketing Piece
- Connect to Other Civil War Heritage Areas/Regions
- Package Existing Products
- Reach out to Civil War enthusiasts

- Target the Group Tour Market
- Broaden the Appeal of Civil War History
- Market the Area as Multi-day Experience

Encourage Heritage Development

Having more interesting and attractive concentrations of eating, drinking and shopping experiences will add to the appeal of the heritage area. Target Investment Zones are intended to stimulate private investment supportive of heritage tourism. The management entity is envisioned as actively encouraging such activities, especially in the TIZs. In each of the TIZs, talented local staff works on daily implementation, yet all need additional assistance, especially with fresh ideas and access to other resources. The HCWHA will assist them by connecting interested businesses with funding programs, cutting red-tape for tax credit programs, and the like.

Encourage Community Support for Historic Preservation & Scenic Conservation

Without sensitive conservation of town character and rural landscape, the HCWHA will fail to meet its potential. Working with organizations like The Nature Conservancy, the Civil War Trust, Save Historic Antietam Foundation, and Central Maryland Heritage League, the HCWHA will engage in partnership activities to advance preservation and conservation. For instance, the HCWHA might create a presentation that ties the region's shared Civil War heritage to a sense of place and presents sensitive ways of balancing modern development needs with conservation of scenic values and town character. Of highest importance is attention to battlefield preservation.

The HCWHA will also serve as an information clearinghouse on issues of preservation and conservation, keeping organizations in the heritage area updated on current projects and guiding them to funding sources and partners for new projects. This is especially important for areas/properties where multiple organizations and individuals have been working on multiple initiatives. For example, the Appalachian Trail and a Civil War Battlefield intersect at Fox's Gap, which is experiencing nearby suburban-style housing development in its rural surrounds. There is potential in situations like this for important items to go unnoticed or at the least, unshared, and the HCWHA can begin to bridge such gaps.

Create an Interpretive Framework

During the management planning process, participating interpreting organizations reached consensus on an initial interpretive structure with six themes:

- Era of Change
- Maryland as Borderland
- Maryland as War Zone
- Re-union and Reconciliation
- Aftermath

- Shadows of the Civil War

The interpretive plan's purpose is to suggest promising lines of inquiry based on the region's artifacts and archival records and to provide contextual understanding and guidance for individual institutions as they develop their own their public programming: exhibits, living history programs, and school programs.

Coordinate Regional Interpretive Initiatives

The Civil War is so powerful a force today in part because the conflict's original causes continue to influence modern life. Hence, developing and telling some of the stories could be a challenging undertaking. With the many historical societies, heritage sites and museums, and Civil War interest groups in the region, there is a wealth of information and energy available. If it can be harnessed via a coordinated regional effort, and if the effort is characterized by an inclusive and collaborative spirit, the results could lead to a powerful visitor experience and an enriched experience for local residents.

With an interpretive framework in hand, the management entity will take responsibility for coordinating the development of a number of regional interpretive experiences and for encouraging and supporting the work of individual interpreting institutions (sites, museums, etc.) in producing exhibits and public programs around the interpretive themes. Research, documentation, and interpretation of the heritage area's resources form a foundation for the visitor experience and therefore must be supported and ongoing. The HCWHA will seek financial support for regional initiatives and will assist participating institutions in obtaining the resources to create engaging interpretive programs.

One usually associates the presence of informative panels and kiosks with a heritage area. The Maryland Civil War Trails effort has led to the installation of a number of interpretive panels along routes that not only convey the military aspects of the story but also touch on aspects of local political and social history. Installation of additional HCWHA panels will need to be carefully planned and coordinated to avoid proliferation and confusion. The management entity will network among the various interpreting organizations and others so that a more conscious coordination of messages and placement can occur.

The HCWHA will devote a substantial level of effort to convening interpreting institutions, writing grant applications, and coordinating implementation of regional interpretive efforts—including creation and upkeep of the website, installation of informational panels at key locations, development of themed itineraries, and production of maps, guides, articles, and other publications. Collaboration at a regional scale involves time-consuming meetings and constant networking to foster trust and working relationships.

Develop a Graphic Identity Package

The State of Maryland has chosen to build on a recognized and successful brand, the familiar bugle-image of the Civil War Trails logo. It behooves the Heart of the Civil War Heritage Area to build on this as an existing image, while at the same time establishing a distinct corporate identity without adding to the clutter of logos that currently greet the potential visitor.

Provide Information on the Heritage Area

When executed, the graphic system could enable the HCWHA to become a visible presence rather than just a concept. A well coordinated, attractive battery of print materials—maps, guides, booklets, and posters—can be created and widely distributed for relatively modest cost, especially if made available online. These materials should focus on promoting the experiences, benefits, and special setting of the heritage area to visitors and to tourism and heritage organizations.

Different materials will be distributed in different ways. Brochures or other printed materials can be made available at the local DMO visitor centers. Additionally, operating on the premise of "go where they are," it would be advantageous to develop informative panels about the HCWHA—its themes and where related experiences can be found—and negotiate installation of them at high traffic locations, such as Antietam, Prime Outlets near Hagerstown, the state visitor center on US 15, the C&O Canal visitor centers, the National Museum of Civil War Medicine, and state parks. All such panels should include the website address for those seeking more detailed information, for a website is perhaps the most efficient and comprehensive means through which the heritage area can share information.

Develop a Strong Website

For relatively little cost and modest effort, one can create a strong impression with a well designed web presence. The website can become a virtual visitor center, enticing people to come and experience the place and its people in person. The web will reach people all over the world, so the HCWHA website needs to convey to the potential visitor:

- **Geographical Context**: On an Eastern seaboard map, show it in relation to New York, Baltimore, Washington, Gettysburg, Richmond, and key interstate highways. Driving times should be shown to illustrate that it is all within a few hours' drive.

- **Map of the Heritage Area**: A map with text descriptions should reach from Harpers Ferry to Gettysburg and should show how close the area is to Washington, Baltimore, and Richmond.

- **Message**: "This is not only where history happened, but also where you can easily find and experience it in authentic settings that are close to each other. Here are battlefields, historic towns and villages, and scenic byways. Here, you can travel to where the landscape remains much as it was then. Here, the Civil War era can come alive for all members of the traveling party. Here, you can explore the tensions that filled the country as war threatened to destroy the young nation, and families and communities suffered divided loyalties in this borderland along the Mason-Dixon Line."

- **Itineraries**: Feature the battlefields and Maryland Civil War Trails, of course, but also include several themed itineraries around related interpretive or activity interests. The idea is to convey to potential visitors that there are other things to do, too: recreation, antiquing, wineries, etc.

- **Links**: Provide links to the NPS battlefield sites, DMOs, and other sites offering accommodations, shopping, etc.

- **Language**: With the popularity of the American Civil War abroad and the nearby presence of BWI and Dulles international airports, having a website with all information in English, Spanish, French, and German would put the heritage area at a distinct advantage.

The website should be a high priority in the short term and should be updated and expanded as content becomes available. It is a relatively easy and cost-effective way to create a credible, exciting presence long before capital projects and other more expensive and complicated projects are ready.

Implement a Public Relations Plan

Much of the success of the heritage area in its formative years will be derived from the momentum and excitement it generates within the three counties and beyond. The heritage area is an initiative that requires the long-term synergy of many organizations' and individuals' efforts to create a single, cohesive experience. A constant, well strategized, and well-executed effort to stay in the public eye will assure that the heritage area becomes more widely known.

Each time there is an event or happening that is newsworthy, there should be coverage, and this will not happen unless there is a conscious generation of news releases, cultivation of media coverage and feature writers, and when appropriate, structuring of events to generate coverage. Keeping in mind that the heritage area initiative is a collaboration among many organizations with shared missions and purposes, it is reasonable for the HCWHA to promote virtually any relevant success or interesting activity that advances the goals of the regional heritage development initiative. Certainly, an announcement should be made when the HCWHA receives a grant or sponsors the ribbon-cutting for a new interpretive panel. It is reasonable for the HCWHA to promote the work of others, too—an exhibit at one of the historic sites, a living history performance, a festival or a reenactment—if said organization is coordinated with the heritage area.

Attention to public relations will significantly enhance the visibility and credibility of the heritage area. Proper public credit and gratitude always needs to be expressed for the supportive role of elected officials and grant makers.

Develop Visitor Itineraries & Packages

Even if the potential visitor ultimately chooses a different route or sequence, having itineraries available on the website for travel editors to write about enables people to envision having a good time and finding the things that interest them. Creating an itinerary involves significant fieldwork and interaction with those who manage sites or attractions along its route. Assuring that published information about hours, access, programs, and contacts is accurate and fostering collaboration among sites are important aspects of the work of creating itineraries.

The HCWHA will develop several themed itineraries through the heritage area, some around Civil War interpretive themes, others around interests likely to resonate with heritage travelers:

food, antiques, genealogy, nature, and outdoor recreation come to mind. These can be published as a series of brochures or guides and posted on the website. Once itineraries are developed, they will need to be maintained and updated.

Within the heritage area is a wide choice of accommodations – from budget motels for the price-sensitive to luxurious inns that cater to the high-end traveler. There is also a rich calendar of special events that take place from spring through fall: reenactments, fairs, musical events, and festivals. The HCWHA will work with interested businesses, special event sponsors, and interpretive sites to create attractive packages of accommodations, dining, and events that can be offered to discerning travelers. With BWI and Dulles airports as international gateways (and also hubs for discount domestic airlines), vacation packages that include air transportation may also be possible. Considering the strong Civil War buff market, the management entity can also reach out and develop itineraries and packages with other Civil War heritage areas in other regions and states. Once itineraries are developed, they will be of interest to bus tours, where the effort to create them can be leveraged many times over.

Explore a Mechanism to Assure Authenticity & Quality

Other heritage areas have successfully developed a voluntary program of self-monitoring by participating organizations and businesses that provide heritage accommodations, dining, shopping, and/or interpretive programming. Those who meet standards and criteria are permitted to display the logo and are included in heritage area maps and guides. In return, they pay affordable membership fees to belong to the network. Such a program could promote quality standards, convey information to visitors who seek authenticity, and produce modest income for the Heart of the Civil War Heritage Area.

Explore the Feasibility of a Reenactor Ambassador Program

The HCWHA may decide to work with interested volunteers to create an Ambassador Program – individuals in period dress, possibly using period speech, who could represent the area at conferences, conventions, and other Civil War-related events in the region, promoting the Heart of the Civil War Heritage Area experience. As special packages itineraries are developed for the 150th Anniversary of the Civil War of the Civil War it would be advantageous for HCWHA ambassadors and the DMOs to market these opportunities through travel industry shows, especially those of the American Bus Association.

Networking & Circuit-riding

Managing a collaborative regional project is not something that can be done sitting in an office or via phone and e-mail. The HCWHA staff will need to foster and actively tend relationships with many organizations and individuals throughout the heritage area: going to meetings, participating in task forces and project planning, etc. Such outreach and engagement can involve members of the HCWHA board but will generally fall to the staff.

National Heritage Designation

Unquestionably, the resources and history of the Heart of the Civil War Heritage Area are of national significance. Due to the location, a nationally designated heritage area could provide

important context for five national parks – Harpers Ferry, C & O Canal, Antietam Battlefield, Monocacy National Battlefield and Gettysburg. Gaining such designation represents a unique opportunity for partnership among the National Park Service, the Maryland Heritage Areas Authority, the three counties and the many non-profit land conservancies, historical organizations, and educational institutions in the region. This is a long-term goal.

Priorities Timeline

The following is a very general timeline, influenced significantly by the challenges of the current economy and its impact on state and county finances and by the need for the planning phase to shift gears into early implementation. The activities appear in a sequence that is influenced by both a sense of what should get underway first, and the need to develop momentum in the public eye. It is imperative to begin marketing 150 anniversary opportunities now, or run the risk of losing potential visitors, particularly the group tour market which makes destination decisions several years in advance of travel. Thus, there is an early emphasis on communication and interpretation.

Short Term – Next Two Years

- Obtain certification as a Maryland Heritage Area.
- Establish the HCWHA as a program of the Tourism Council of Frederick County, provide staffing and recruit a Three-county Advisory Board.
- Create a web site.
- Secure funding for and complete the Interpretive Framework Plan.
- Create a graphic identity package.
- Develop/install five to ten HCWHA panels at Antietam, Prime Outlets, US 15 Visitor Center, NPS C&O Canal Center, and the National Museum of Civil War Medicine.
- Increase awareness of the HCWHA by installing signage along roads and highways leading into the heritage area.
- Develop three to five special 150th Anniversary of the Civil War of the Civil War packages: accommodations, dining, shopping, and heritage experiences
- Begin marketing 150th Anniversary of the Civil War packages to the group tour market
- Develop a region-wide project, preferably via the internet, to provide visitors a comprehensive overview of the Civil War story in the HCWHA
- Publish maps and guides.

- Promote more thoughtful care of the heritage landscape and historic settings.
- Encourage appropriate heritage development in TIZs and lend assistance when possible.

Mid Term: Two – Six Years

- Implement the Interpretive Framework Plan and undertake two to three significant interpretive projects(publications, exhibits, etc.).
- Encourage appropriate heritage development in TIZs and lend assistance when possible.
- Continue to actively lead the regional effort to capitalize on the 150-year anniversary of the Civil War.
- Explore and create a network of authentic Civil War Heritage Area experiences, perhaps modeled on the Lancaster Heritage program in Lancaster County, Pennsylvania.

Long Term: Six – Ten Years

- Explore the process of designation as a National Heritage Area.

Organization & Management

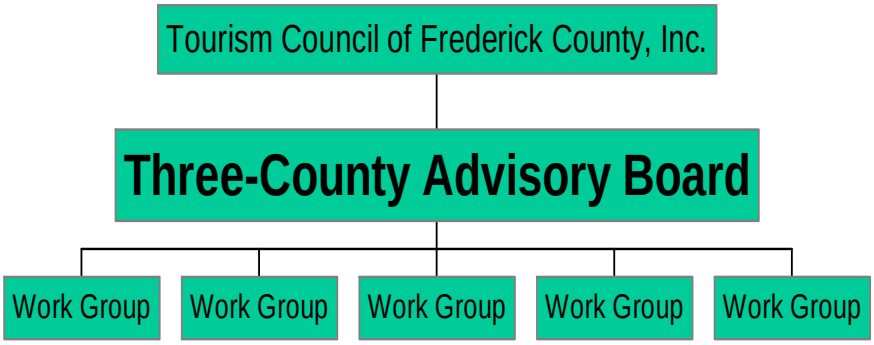
The goals and objectives of the Heart of the Civil War Heritage Area will be planned and implemented by a three-county advisory board, to evolve from the three-county Steering Committee that has guided the heritage area through recognition and certification by the Maryland Heritage Area Authority. The Heart of the Civil War Heritage Area heritage area shall operate under the auspices of the Tourism Council of Frederick County, Inc. (TCFC), a non-profit organization (501(c) 6). TCFC shall bear fiduciary responsibilities for the HCWHA. To operate as the regional collaboration of interests it is meant to be, the HCWHA will call on the knowledge of regional leaders active in Civil War scholarship and interpretation, tourism marketing, economic development, historic preservation, and stewardship. Such leadership is present on the TCFC Board of Directors, and will be included on a Three-county Advisory Board to be formed with 20 to 30 members drawn from museums, historical societies, tourism offices, preservation and conservation organizations, education (school systems, colleges), hospitality industry, and local governments.

Three-county Advisory Board

The value of the Steering Committee has been its tri-county representation and balanced composition with the richness of multiple perspectives as reflected in the plan. The Steering Committee will evolve into a self-perpetuating Three-county Advisory Board to complement the governing role of the TCFC Board of Directors. The Three-county Advisory Board is envisioned as a group of up to 30 people, some of whom have served on the Steering Committee during the plan, and others who will be fresh to the undertaking, but who see the potential in a regional effort and who are motivated to help advance it. Others who should be encouraged to serve include key leaders in land conservation, preservation, business, education, and tourism.

The Three-county Advisory Board will spark a number of work groups, each tasked with a specific work product. This will make it easier to recruit talented and energetic people to become involved. A Three-county Advisory Board member, assuring connectivity to the larger effort, could chair each work group. The interpretive work group, for instance, would tackle the interpretive plan and work on interpretive projects. The communications and public relations work group would oversee development of the graphic identity package, web site, and early publications. The Steering Committee can serve as a transitional management entity until the Three-county Advisory Board is established.

Management Structure



Optimal Staffing

The implementation phase of this 3-county effort calls for a degree of dedication and focus that can only be achieved with professional staff. MHAA acknowledges this fact by providing matching funds to support staffed operations. Optimally, for HCWHA, professional staff will work in concert with a fully engaged Three-county Advisory Board and an active constituency. The following staff is recommended:

- *Director*. This half-time position will lead the implementation of the *Management Plan* and be the public face of the heritage area. The director will be a TCFC staff member experienced in working with museum consortia and with history of service on state, regional and national committees, advisory panels and museum assessment programs. The director will provide regional coordination and technical assistance. The director will also have a track record in grant writing, administration and grant review.

- *Destination Marketing Officers (DMOs).* The director will be supported by DMOs from all three counties, who will guide the marketing plan for the HCWHA, and carry out marketing responsibilities specific to their own jurisdictions. Additionally, the DMO for Frederick County, as Executive Director of TCFC, will carry out administrative and supervisory responsibilities related to HCWHA, its staff and the facilities and equipment dedicated to the HCWHA office. DMO time will count toward grant matching requirements.

- *Addional in-kind staff support from TCFC.* Additional support will be provided by the TCFC Administrative Assistant, whose help will fall in the area of communications and maintaining records. This time will also be counted toward grant matching.

Direct staffing costs (not including in-kind contributions) are likely to be in the $33,000 to $38,000 range annually, including salary and benefits. TCFC will provide office space, the use of office equipment, and administrative support for the HCWHA. Administrative expenses (rent, utilities, telephone, office supplies, etc.) valued at $3,000 to $5,000, will count toward grant matching requirements. **The annual core operating expenses are in the $36,000 to $43,000 range.**

Housing the Management Entity

TCFC will provide the fledgling management entity an existing infrastructure and location. As a "homeroom" for the HCWHA, and a governing body, TCFC offers the following advantages:

- A mission centered on tourism with particular emphasis and demonstrated success in heritage tourism development and promotion. TCFC is known as the parent organization for the Frederick Historic Sites Consortium, a model for museum consortia in Maryland and across the region. Likewise, TCFC played a lead role in the development of Maryland's Civil War Trails.

- A central location within the three-county heritage area.

- The ability to provide administrative and overhead support for the HCWHA staff.

- A record of success working across jurisdictional boundaries such as innovative cross-county tourism marketing initiatives.

- A track record of success in grant writing and fund raising.

- A strong interest in participating fully in the heritage area, as demonstrated by active leadership in the creation and planning for the Heart of the Civil War Heritage Area.

- An existing strong relationship with the National Park Service (which manages four key Civil War sites within the heritage area). NPS personnel serve on the TCFC Board of Directors, and participate fully in the work of the Frederick Historic Sites Consortium.

- Experience in producing high quality public programming centered on regional heritage, particularly demonstrated through the work of the Frederick Historic Sites Consortium. Communications and publication capabilities of TCFC will be extended to the heritage area initiative.

Assuming progress toward its optimal capabilities, the Civil War Heritage Area management entity will require an annual operating budget of $36,000 to $43,000, all of which will need to be raised via competitive state matching grants, and cash and in-kind contributions from TCFC and the Washington and Carroll County tourism organizations.

Funding

As described above, TCFC will provide a half-time HCWHA director, additional staff support, and facilities and equipment for the HCWHA office. Matching funds from MHAA will be sought to assist with these costs. It is anticipated that County governments will provide some operational costs through in-kind contributions of services such as printing. This support is easily justified by the added value this regional initiative will bring to residents and by the added economic activity generated by increased tourism. The management plan for the HCWHA is designed so as not to tax the three participating counties with the burden of creating and sustaining a new non-profit organization.

MHAA aims to develop stronger heritage tourism experiences while adding to the quality of life of the region's towns and cities. In addition to funds for staff, MHAA may provide matching funds to support programming and heritage development projects that may be undertaken by nonprofit and for-profit enterprises in the heritage area. Such undertakings could include interpretive exhibits, educational programs and publications. In the HCWHA, these projects will be carried out by appropriate organizations and businesses that will provide the required match.

Besides MHAA, federal, state and local public sources are envisioned as supporting building rehabilitation, streetscape improvements, and other community development projects that are expected to leverage private investment. Revenues from grants, philanthropic foundations, and earned income will also support HCWHA activities.

Philanthropy

Despite the impact of the economy on the growth of foundations' endowments and corporate bottom lines, philanthropic sources remain an important potential source of funds for educational and interpretive projects, open space and land conservation, and restoration of key buildings. Of the more than 1200 foundations in the state, 52% are located in Central Maryland, with assets of $6.8 billion. Central Maryland foundations gave $295 million in 2001. HCWHA will help organizations in the heritage area creatively package proposed programs and projects to enhance their appeal to potential funders, particularly foundations. For example, the Fannie Mae Foundation, which is dedicated to moderate-income housing, might be a source of funding for the re-use of a row of historic buildings for housing purposes. Likewise, Fannie Mae might become interested in a well-conceived interpretive project centered on the Underground Railroad and free blacks.

Corporation sponsorship has high potential in the HCWHA, especially when the link between corporate markets and proposed projects is made clear. The 150th Anniversary of the Civil War promises a multitude of opportunities for corporate sponsorship. HCWHA will target corporations for which identification with the heritage area is popular with their customer base and from which they will benefit by association. Special events are a good match, as are some publications, especially those that are widely available in the region. Businesses that would be a good match include banks, newspapers and television stations, and regional distributors of soft drinks.

Other sources for projects in the heritage area could include the American Battlefield Protection Program, the Civil War Trust, Maryland Scenic Byways, and the Maryland Historical Trust. A number of interpretive activities, such as exhibits, public programs, and publications, could attract funds from the National Endowment for the Humanities and other supporters of public history.

Earned Income

While many heritage areas would like to generate income to augment their grants, the Heart of the Civil War Heritage Area could well be in a position to do so. Many non-profits and commercial enterprises in the HCWHA will sell products and services to produce unrestricted income to support their work, and as a source for matching funds that may be required by grants.

Heart of the Civil War Heritage Area

Proposed Projects and Order-of-Magnitude Cost Estimates

Regional Projects	Cost Range		Potential Sources
Implement advertising campaign to increase awareness of HCWHA as an new "must see" destination	$100,000	$100,000	MHAA, DMOs in 3 counties
Interpretive Framework Plan	$50,000	$75,000	MHAA, MD Humanities Council, ABPP
Website (writing, design, production)	$15,000	$20,000	MHAA, DMOs in 3 counties
Graphic identity package	$20,000	$25,000	MHAA, DMOs in 3 counties
Develop a region-wide project, preferably via the internet, to provide visitors a comprehensive overview of the Civil War story in the HCWHA	$40,000	$60,000	MHAA, NEH (funds already secured)
MCWHA interpretive panels (orientation to heritage (assume 10 @ $3500 installed)	$35,000	$35,000	MHAA, Corporate partners, sponsors
Develop 3-5 special 150th Anniversary of the Civil War packages (assume 5 @ $1,000)	$5,000	$5,000	MHAA, Corporate partners, sponsors
Publish maps and guides	$15,000	$15,000	MHAA, MD Humanities Council, NEH
Stewardship/preservation workshops (assume 3 @ $2,500)	$7,500	$7,500	MHAA, Nat Scenic Byways
Increase awareness of the HCWHA by installing signage along roads and highways leading into the heritage area.	$TBD	$TBD	MHAA, National Scenic Byways
Active TIZ - Hagerstown			
Improvements to Visitor Center on Square	$10,000	$15,000	City, County, MHAA
Exhibit panels for vacant store windows	$5,000	$8,000	MHAA, Chamber, sponsors
Exhibit at Visitor Center (theme from interpretive plan)	$10,000	$15,000	MHAA, MD Hum Council, sponsors
Active TIZ – Hagerstown (continued)			

Façade grant pool (for $5,000 grants for qualified rehabs)	$50,000	$75,000	MHAA
Town walking tour brochure in MCWHA format	$5,000	$7,000	MHAA, town
Active TIZ - Middletown			
Downtown Revitalization Strategic Plan	$40,000	$60,000	MHCD, town
Enhanced Wayfinding Signage in town center	$15,000	$20,000	Md Scenic Byways,
Strategic plan for Lamar Center/Historical Society	$10,000	$15,000	MHAA, MHT
Exhibit @ Lamar Center (theme from interpretive plan)	$10,000	$15,000	MHAA, Md Hum Council, sponsors
Interpretive panels, themed walking tour (assume 10 @ $1500 installed)	$15,000	$15,000	MHAA, town
Façade grant pool (for $5,000 grants for qualified rehabs)	$20,000	$50,000	MHAA
Town walking tour brochure in MCWHA format	$5,000	$7,000	MHAA, town
Active TIZ - Taneytown			
Visitor Center exhibit (theme from interpretive plan)	$10,000	$15,000	MHAA, Md Hum Council, sponsors
Pedestrian scaled wayfinding signage	$15,000	$20,000	MHAA, town
Façade grant pool (for $5,000 grants for qualified rehabs)	$20,000	$50,000	MHAA
Interpretive panels, themed walking tour assume 10 @ $1500 installed)	$15,000	$15,000	MHAA, town
Town walking tour brochure in MCWHA format	$5,000	$7,000	MHAA, town
Total	$480,000	$673,000	

Credits

Steering Committee

Joe Adkins, City of Frederick Planning Department
Kristin Aleshire, Planner, Towns of Middletown and Myersville
George Anikis, Washington County Planning Commission
Robert Arch, Washington County Department of Planning & Community Development
Cathy Baty, Historical Society of Carroll County
Barbara Beverungen, Carroll County Office of Tourism
Heidi Campbell-Shoaf, Town of Burkittsville
Matt Candland, Town of Sykesville
Daphne Daly, Carroll County Bureau of Planning
Darrell Davidson, Carroll County Bureau of Planning
Janet Davis, Frederick County Department of Planning & Zoning
John Fieseler, Tourism Council of Frederick County, Inc.
Dennis Frye, Historian and Preservationist
Pat Hammond, Town Council of Sharpsburg
Dean Herrin, Catoctin Center for Regional Studies at Frederick Community College
John Howard, Antietam National Battlefield
Tom LeGore, local historian
Kathleen Maher, City of Hagerstown Department of Planning
Tom O'Farrell, business representative
Kristie Poehler, Director of Marketing, Hampton Inn
Dana Shoaf
Susan Trail, Monocacy National Batlefield
Denise Troxell
Gigi Yelton, Washington County Convention & Visitors Bureau

Consultant Team

Mary Means & Associates, Inc.
Mary Means
Jackie Barton

Economic Research Associates
Bill Owens
Leslie Smith

Mahan Rykiel Associates, Inc.
Andy Kalback

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Washington County, Maryland

American Battlefield Protection Program[24]

Maryland Heritage Areas Authority[25]

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Appendix A: Timeline of Civil War Events

The following is a timeline of significant Civil War events that happened in the three counties of the heritage area:[26]

1857		
	March 6	*Dred Scott* decision handed down by the United States Supreme Court, with majority opinion written by Chief Justice Roger Brooke Taney, former resident of Frederick.
1859		
	Oct. 16 - 17	John Brown and followers, after three months of preparation while in hiding in Washington County, attack United States Arsenal at Harpers Ferry.
1861		
	April 26	Maryland's governor, at President Lincoln's suggestion, convenes Maryland's General Assembly in pro-Union Frederick. Sessions are held sporadically until September, when pro-Southern legislators are arrested by Federal troops to ensure Maryland's loyalty.
1862		
	Jan. 5-6	Hancock bombarded by Confederate forces.
	Sept. 4	Robert E. Lee and the Army of Northern Virginia invade Maryland.
	Sept. 6-12	Frederick and surrounding region occupied by Confederate forces.
	Sept. 10	Barbara Fritchie allegedly defies Rebel troops by waving the U.S. flag, an incident later immortalized by John Greenleaf Whittier's poem.
	Sept. 11-12	Westminster occupied by Confederate forces.
	Sept. 11-16	Hagerstown and surrounding region occupied by Confederate forces.
	Sept. 12	Skirmish in Frederick between Union and Confederate cavalry forces.
	Sept. 13	Lee's "Lost Orders," detailing his army's movements, found near Frederick by Union forces.
	Sept. 14	**Battle of South Mountain**.
	Sept. 17	**Battle of Antietam**.
	Oct. 1-4	Lincoln visits Antietam, Frederick, and Burkittsville.
1863		
	June 28	J.E.B. Stuart's Confederate cavalry forces enter Maryland on their way to Pennsylvania.
	June 24-30	Confederate and Union forces move through Washington, Frederick, and Carroll Counties on their way to Gettysburg. Union General Meade establishes Big Pipe Creek defensive line through the northern part of Carroll County.
	June 29	Confederate cavalry causes damage to the B&O Railroad at Hood's Mill near Sykesville.
	June 29	Skirmish in Westminster between Union and Confederate cavalry forces.
	July 1	Westminster selected as supply depot for Union Army.
	July 8	**Battle of Boonsborough**

[26] Source: *Maryland's Civil War Heritage Area: Application for Recognition as a Maryland Heritage Area*; October 1998.

July 5-14	Skirmishes in Williamsport, Smithsburg, Hagerstown, Funkstown, and other Washington County locations as Federal forces pursue the retreating Confederate army.

1864

July 5	Confederate forces enter Maryland on their way to Washington, D.C.
July 6	Hagerstown ransomed to Confederate General Jubal Early for $20,000.
July 9	Frederick ransomed to Confederate General Jubal Early for $200,000.
July 9	New Windsor raided by Confederate forces.
July 9	Westminster ransomed for clothing and shoes by Confederate Colonel Harry Gilmor.
July 9	**Battle of Monocacy**.

Appendix B: Resource Inventory Sources

Sources for in-depth inventories of heritage, natural, scenic, recreational, and visitor service resources are listed below.

Historic & Cultural Resources & Preservation

- *Draft Historic Preservation Plan* (Carroll County, 1999).
- *Historic Preservation Plan* (Frederick County, 1997).
- *Carroll County Challenges and Choices: A Master Plan for the Future*, Chapter 12, "Heritage" (2002). Available at [http://ccgov.carr.org/plan-d/mstrplan/index.html].
- *Comprehensive Plan for the County,* pg. 43 and Chapter 10, "Historic and Cultural Resources" (Washington County, 2002).
- *Frederick County Comprehensive Plan,* Chapter 3, "Environmental and Cultural Resources" (1998). Available at [www.co.frederick.md.us/planning/compplandoc.html].
- Antietam National Battlefield *General Management Plan and Final Environmental Impact Statement* (National Park Service, 1992). Available at [http://www.nps.gov/ncro/anti/planning/sum1.html].
- *A Management Plan for the Historic and Archeological Resources for the Fox Gap Section of the South Mountain Battlefield, Draft* (IUP Archeological Services, 2003).

Natural, Recreational, & Scenic Resources & Conservation

- *Land Preservation and Recreation Plan* (Washington County, 1998).
- *Frederick County Bikeways and Trails Plan* (1999).
- *Frederick County Land Preservation & Recreation Plan* (2000).
- *Carroll County Challenges and Choices: A Master Plan for the Future*, Chapter 15, "Parks" (2002). Available at [http://ccgov.carr.org/plan-d/mstrplan/index.html].
- *Comprehensive Plan for the County,* Chapter 8, "Environmental Resources" (Washington County, 2002).
- *Frederick County Comprehensive Plan,* Chapter 3, "Environmental and Cultural Resources" (1998). Available at [www.co.frederick.md.us/planning/compplandoc.html].
- *Monocacy Scenic River Study and Management Plan* (Monocacy Scenic River Local Three-county Advisory Board, 1990).
- *Memorandum of Agreement for Management of the Appalachian National Scenic Trail in Maryland* (Maryland Department of National Resources et al, 2002).
- *Comprehensive Plan for the Protection, Management, Development, and Use of the Appalachian National Scenic Trail* (National Park Service, 1981).
- *Potomac Appalachian Trail Club's Local Management Plan for the Appalachian Trail from Pine Grove Furnace, Pennsylvania, to Rockfish Gap, Virginia,* Sixth Edition (Potomac Appalachian Trial Club, 1999).

- *Local Management Planning Guide,* Second Edition (Appalachian Trail Conference, 1997).
- *Historic National Road Corridor Management Plan*. Available at [http://www.mdp.state.us/nationalroad].

Visitor Service Resources & Tourism Promotion

- *2002 Business & Industry Directory for Washington County, Maryland.*
- *Comprehensive Plan for the County,* pg. 68 (Washington County, 2002).
- *Carroll County Challenges and Choices: A Master Plan for the Future*, Chapter 9, Employment/Economic Development (2002). Available at [http://ccgov.carr.org/plan-d/mstrplan/index.html].
- Carroll County Tourism at [http://ccgov.carr.org/tourism/index.html].
- Washington County Convention and Visitors Bureau at [http://www.marylandmemories.org/proof/main.html].
- Tourism Council of Frederick County, Inc. at [http://www.fredericktourism.org/].

Appendix C: Archeological Resources

There are 945 archeological sites recorded within the boundaries of the Civil War Heritage Area: 298 in Washington County, 569 in Frederick County, and 78 in Carroll County.

Site affiliation breakdown is as follows:

	Prehistoric only	Historic only	Both	Unknown
Washington	124	146	26	2
Frederick	393	97	65	14
Carroll	38	30	10	0

Of the historic sites, the breakdown of site affiliation is as follows:

	Historic unknown	1630-1720	1720-1780	1780-1820	1820-1860	1860-1900	Post-1900
Washington*	13	1	8	92	118	94	45
Frederick*	40	1?	22	51	93	102	62
Carroll*	11	0	2	10	19	27	24

*Totals are larger than above due to multiple components on most sites.

Tables of Site Types for Nineteenth Century sites within the Heritage Area:

Washington County Nineteenth Century Sites

NUMBER	SITE NAME	SITE TYPE
18WA16	Hagers Fancy	MIDDLE-LATE ARCHAIC SMALL BASE CAMP;18TH-20TH CENTURY STANDING HOUSE
18WA17	Fountain Rock	LATE 18TH-EARLY 20TH CENTURY MANSION
18WA27	Antietam Forge/Iron Works	LATE 18TH-EARLY 19TH CENTURY FORGE,IRON FURNACE
18WA62	Smith/Schaeffer	LATE ARCHAIC,WOODLAND VILLAGE,BURIALS;LATE 18TH-19TH CENTURY COKE YARD
18WA63	Schoolhouse	LATE 19TH CENTURY SCHOOLHOUSE RUIN; ISOLATED BIFACE
18WA66	M-4	LATE 19TH CENTURY FARMSTEAD RUINS

18WA110	Marl Field	LATE ARCHAIC,WOODLAND BASE CAMP
18WA113	G3	LATE ARCHAIC,EARLY-MIDDLE WOODLAND SHORT TERM CAMP;19TH C. UNKNOWN
18WA121	Dorsey Garden	LATE ARCHAIC,EARLY WOODLAND,LATE WOODLAND SHORT TERM CAMP; 19TH C. ARTIFACTS
18WA137	Test Pits 1-3	PREHISTORIC LITHIC SCATTER.;CIVIL WAR MILITARY CAMP?
18WA139	Bachtel Mills/Marsh Run Mill	LATE 18TH-EARLY 19TH CENTURY MILL COMPLEX
18WA142	Stocksloger	EARLY 18TH? CENTURY HOUSE FOUNDATION
18WA145	Elk Ridge Charcoal Hearths	19TH CENTURY CHARCOAL HEARTHS
18WA148	Hospital	MID 19TH CENTURY CIVIL WAR HOSPITAL AREA
18WA150	Newcomer	LATE 18TH-EARLY 19TH CENTURY LOG HOUSE,BARN,CEMETERY
18WA157	Chemel	LATE ARCHAIC,EARLY WOODLAND,LATE WOODLAND UNKNOWN;CIVIL WAR ARTIFACTS
18WA272	Boetler	19TH CENTURY POSSIBLE STRUCTURE,TRASH DUMP;PREHISTORIC LITHIC SCATTER
18WA274	E-Cheney	19TH CENTURY POSSIBLE STRUCTURE,TRASH DUMP;PREHISTORIC LITHIC SCATTER
18WA276	Hartle	LATE 19TH CENTURY RUIN,FOUNDATION
18WA300	Partnership	18TH?,19TH CENTURY STANDING FARMSTEAD,WINERY
18WA301	Boerstler Mill	LATE 18TH-19TH CENTURY POWDER, GRIST, AND WOOLEN MILLS
18WA304	Davis Mill	19TH CENTURY FLOUR MILL
18WA305	Rose Mill	18TH-EARLY 20TH CENTURY FLOUR, SAW AND PAPER MILL
18WA306	Shafer Mill	18TH-EARLY 20TH CENTURY FLOUR MILL,MANUFACTURING COMPANY
18WA307	Roxbury Mills	LATE 18TH-EARLY 20TH CENTURY FLOUR AND SAW MILL,DISTILLERY
18WA309	Benevola Mill	LATE 18TH-19TH CENTURY FLOUR AND SAW MILL
18WA311	Martin Mill	LATE 18TH-19TH CENTURY FLOUR MILL,OTHER WATER-POWERED MILLS
18WA312	Rohrersville Mill	LATE 18TH-19TH CENTURY FLOUR MILL
18WA314	Barkman Mill	LATE 18TH-EARLY 20TH CENTURY FLOUR MILL
18WA315	Nicodemus Mill	19TH CENTURY FLOUR AND SAW MILL
18WA316	Shifler Mill	19TH CENTURY GRIST AND SAW MILL
18WA317	Mt. Carmel Mill	LATE 18TH-19TH CENTURY FLOUR MILL
18WA318	Charles Mill	LATE 18TH-EARLY 20TH CENTURY FLOUR, PLASTER, CLOVER, AND SAW MILL;NAIL FACTORY;DISTILLERY
18WA319	Hess Mill	LATE 18TH-EARLY 20TH CENTURY FLOUR AND SAW MILL
18WA320	Orndorff Mill	18TH-EARLY 20TH CENTURY FLOUR AND SAW MILL

18WA321	Piper Farm House	19TH-20TH CENTURY STANDING FARM HOUSE,FARMSTEAD
18WA322	Claggett Mill	LATE 18TH-EARLY 20TH CENTURY FLOUR MILL, WATER-POWERED INDUSTRIES
18WA324	Clopper Mill	19TH CENTURY GRIST AND SAW MILL
18WA325	Stonebraker Factory	LATE 18TH-19TH CENTURY WOOLEN MILL/FACTORY ,SAW MILL, CHOPPING MILL
18WA326	Fowler and Zeigler Mill	LATE 18TH-19TH CENTURY DISTILLERY,GRIST MILL,WATER-POWERED INDUSTRIES
18WA330	Booth's Cemetery	19TH CENTURY CEMETERY
18WA331	Charcoal Hearth #1	19TH CENTURY CHARCOAL HEARTH,INDUSTRIAL,RURAL IRON MANUFACTURE
18WA332	Charcoal Hearth #2	19TH CENTURY CHARCOAL HEARTH,INDUSTRIAL,RURAL IRON MANUFACTURE
18WA333	Charcoal Hearth #3	19TH CENTURY CHARCOAL HEARTH,INDUSTRIAL,RURAL IRON MANUFACTURE
18WA334	Charcoal Hearth #4	19TH CENTURY CHARCOAL HEARTH,INDUSTRIAL,RURAL IRON MANUFACTURE
18WA335	Charcoal Hearth #5	19TH CENTURY CHARCOAL HEARTH,INDUSTRIAL,RURAL IRON MANUFACTURE
18WA336	Charcoal Hearth #6	19TH CENTURY CHARCOAL HEARTH,INDUSTRIAL,RURAL IRON MANUFACTURE
18WA337	Charcoal Hearth #7	19TH CENTURY CHARCOAL HEARTH,INDUSTRIAL,RURAL IRON MANUFACTURE
18WA338	Charcoal Hearth #8	19TH CENTURY CHARCOAL HEARTH,INDUSTRIAL,RURAL IRON MANUFACTURE
18WA339	Charcoal Hearth #9	19TH CENTURY CHARCOAL HEARTH,INDUSTRIAL,RURAL IRON MANUFACTURE
18WA340	Charcoal Hearth #10	19TH CENTURY CHARCOAL HEARTH,INDUSTRIAL,RURAL IRON MANUFACTURE
18WA341	Charcoal Hearth #11	19TH CENTURY CHARCOAL HEARTH,INDUSTRIAL,RURAL IRON MANUFACTURE
18WA342	Charcoal Hearth #12	19TH CENTURY CHARCOAL HEARTH,INDUSTRIAL,RURAL IRON MANUFACTURE
18WA343	Charcoal Hearth #13	19TH CENTURY CHARCOAL HEARTH,INDUSTRIAL,RURAL IRON MANUFACTURE
18WA344	Charcoal Hearth #14	19TH CENTURY CHARCOAL HEARTH,INDUSTRIAL,RURAL IRON MANUFACTURE
18WA345	Charcoal Hearth #15	19TH CENTURY CHARCOAL HEARTH,INDUSTRIAL,RURAL IRON MANUFACTURE
18WA346	Charcoal Hearth #16	19TH CENTURY CHARCOAL HEARTH,INDUSTRIAL,RURAL IRON MANUFACTURE

18WA347	Charcoal Hearth #17	19TH CENTURY CHARCOAL HEARTH,INDUSTRIAL,RURAL IRON MANUFACTURE
18WA348	Charcoal Hearth #18	19TH CENTURY CHARCOAL HEARTH,INDUSTRIAL,RURAL IRON MANUFACTURE
18WA349	Charcoal Hearth #19	19TH CENTURY CHARCOAL HEARTH,INDUSTRIAL,RURAL IRON MANUFACTURE
18WA350	Charcoal Hearth #20	19TH CENTURY CHARCOAL HEARTH,INDUSTRIAL,RURAL IRON MANUFACTURE
18WA351	Charcoal Hearth #21	19TH CENTURY CHARCOAL HEARTH,INDUSTRIAL,RURAL IRON MANUFACTURE
18WA352	Charcoal Hearth #22	19TH CENTURY CHARCOAL HEARTH,INDUSTRIAL,RURAL IRON MANUFACTURE
18WA353	Charcoal Hearth #23	19TH CENTURY CHARCOAL HEARTH,INDUSTRIAL,RURAL IRON MANUFACTURE
18WA354	Charcoal Hearth #24	19TH CENTURY CHARCOAL HEARTH,INDUSTRIAL,RURAL IRON MANUFACTURE
18WA355	Charcoal Hearth #25	19TH CENTURY CHARCOAL HEARTH,INDUSTRIAL,RURAL IRON MANUFACTURE
18WA356	Charcoal Hearth #26	19TH CENTURY CHARCOAL HEARTH,INDUSTRIAL,RURAL IRON MANUFACTURE
18WA357	Charcoal Hearth #27	19TH CENTURY CHARCOAL HEARTH,INDUSTRIAL,RURAL IRON MANUFACTURE
18WA358	Charcoal Hearth #28	19TH CENTURY CHARCOAL HEARTH,INDUSTRIAL,RURAL IRON MANUFACTURE
18WA359	Charcoal Hearth #29	19TH CENTURY CHARCOAL HEARTH,INDUSTRIAL,RURAL IRON MANUFACTURE
18WA360	Charcoal Hearth #30	19TH CENTURY CHARCOAL HEARTH,INDUSTRIAL,RURAL IRON MANUFACTURE
18WA361	Charcoal Hearth #31	19TH CENTURY CHARCOAL HEARTH,INDUSTRIAL,RURAL IRON MANUFACTURE
18WA362	Charcoal Hearth #32	19TH CENTURY CHARCOAL HEARTH,INDUSTRIAL,RURAL IRON MANUFACTURE
18WA363	Charcoal Hearth #33	19TH CENTURY CHARCOAL HEARTH,INDUSTRIAL,RURAL IRON MANUFACTURE
18WA364	Charcoal Hearth #34	19TH CENTURY CHARCOAL HEARTH,INDUSTRIAL,RURAL IRON MANUFACTURE
18WA365	Charcoal Hearth #35	19TH CENTURY CHARCOAL HEARTH,INDUSTRIAL,RURAL IRON MANUFACTURE
18WA366	Charcoal Hearth #36	19TH CENTURY CHARCOAL HEARTH,INDUSTRIAL,RURAL IRON MANUFACTURE
18WA367	Charcoal Hearth #37	19TH CENTURY CHARCOAL HEARTH,INDUSTRIAL,RURAL IRON MANUFACTURE
18WA368	Charcoal Hearth #38	19TH CENTURY CHARCOAL HEARTH,INDUSTRIAL,RURAL IRON MANUFACTURE

18WA369	Charcoal Hearth #39	19TH CENTURY CHARCOAL HEARTH,INDUSTRIAL,RURAL IRON MANUFACTURE
18WA370	Charcoal Hearth #40	19TH CENTURY CHARCOAL HEARTH,INDUSTRIAL,RURAL IRON MANUFACTURE
18WA371	Charcoal Hearth #41	19TH CENTURY CHARCOAL HEARTH,INDUSTRIAL,RURAL IRON MANUFACTURE
18WA372	Charcoal Hearth #42	19TH CENTURY CHARCOAL HEARTH,INDUSTRIAL,RURAL IRON MANUFACTURE
18WA373	Charcoal Hearth #43	19TH CENTURY CHARCOAL HEARTH,INDUSTRIAL,RURAL IRON MANUFACTURE
18WA374	Charcoal Hearth #44	19TH CENTURY CHARCOAL HEARTH,INDUSTRIAL,RURAL IRON MANUFACTURE
18WA375	Charcoal Hearth #45	19TH CENTURY CHARCOAL HEARTH,INDUSTRIAL,RURAL IRON MANUFACTURE
18WA376	Charcoal Hearth #46	19TH CENTURY CHARCOAL HEARTH,INDUSTRIAL,RURAL IRON MANUFACTURE
18WA377	Charcoal Hearth #47	19TH CENTURY CHARCOAL HEARTH,INDUSTRIAL,RURAL IRON MANUFACTURE
18WA378	Charcoal Hearth #48	19TH CENTURY CHARCOAL HEARTH,INDUSTRIAL,RURAL IRON MANUFACTURE
18WA379	Charcoal Hearth #49	19TH CENTURY CHARCOAL HEARTH,INDUSTRIAL,RURAL IRON MANUFACTURE
18WA380	Charcoal Hearth #50	19TH CENTURY CHARCOAL HEARTH,INDUSTRIAL,RURAL IRON MANUFACTURE
18WA381	Charcoal Hearth #51	19TH CENTURY CHARCOAL HEARTH,INDUSTRIAL,RURAL IRON MANUFACTURE
18WA382	Charcoal Hearth #52	19TH CENTURY CHARCOAL HEARTH,INDUSTRIAL,RURAL IRON MANUFACTURE
18WA383	Charcoal Hearth #53	19TH CENTURY CHARCOAL HEARTH,INDUSTRIAL,RURAL IRON MANUFACTURE
18WA384	Charcoal Hearth #54	19TH CENTURY CHARCOAL HEARTH,INDUSTRIAL,RURAL IRON MANUFACTURE
18WA385	Charcoal Hearth #55	19TH CENTURY CHARCOAL HEARTH,INDUSTRIAL,RURAL IRON MANUFACTURE
18WA386	Charcoal Hearth #56	19TH CENTURY CHARCOAL HEARTH,INDUSTRIAL,RURAL IRON MANUFACTURE
18WA387	Charcoal Hearth #57	19TH CENTURY CHARCOAL HEARTH,INDUSTRIAL,RURAL IRON MANUFACTURE
18WA388	Charcoal Hearth #58	19TH CENTURY CHARCOAL HEARTH,INDUSTRIAL,RURAL IRON MANUFACTURE
18WA389	Stone Fort Complex	MID 19TH CENTURY CIVIL WAR MILITARY FORTIFICATION
18WA390	100-Pounder Battery	MID 19TH CENTURY CIVIL WAR MILITARY FORTIFICATION,BATTERY

18WA391	Mortar Battery	MID 19TH CENTURY CIVIL WAR MILITARY FORTIFICATION,BATTERY
18WA392	Six-Gun Battery	MID 19TH CENTURY CIVIL WAR MILITARY FORTIFICATION,BATTERY
18WA393	Naval Battery	MID 19TH CENTURY CIVIL WAR MILITARY FORTIFICATION,BATTERY
18WA394	Spur Battery	MID 19TH CENTURY CIVIL WAR MILITARY FORTIFICATION,BATTERY
18WA395	Campground Area #1	MID 19TH CENTURY CIVIL WAR MILITARY ENCAMPMENT
18WA396	Campground Area #2	MID 19TH CENTURY CIVIL WAR MILITARY ENCAMPMENT
18WA397	Campground Area #3	MID 19TH CENTURY CIVIL WAR MILITARY ENCAMPMENT
18WA398	Campground Area #4	MID 19TH CENTURY CIVIL WAR MILITARY ENCAMPMENT
18WA399	Campground Area #5	MID 19TH CENTURY CIVIL WAR MILITARY ENCAMPMENT
18WA400	Campground Area #6	MID 19TH CENTURY CIVIL WAR MILITARY ENCAMPMENT
18WA401	Campground Area #7	MID 19TH CENTURY CIVIL WAR MILITARY ENCAMPMENT
18WA402	Campground Area #8	MID 19TH CENTURY CIVIL WAR MILITARY ENCAMPMENT
18WA403	Campground Area #9	MID 19TH CENTURY CIVIL WAR MILITARY ENCAMPMENT
18WA404	Campground Area #10	MID 19TH CENTURY CIVIL WAR MILITARY ENCAMPMENT
18WA405	Campground Area #11	MID 19TH CENTURY CIVIL WAR MILITARY ENCAMPMENT
18WA406	Campground Area #12	MID 19TH CENTURY CIVIL WAR MILITARY ENCAMPMENT
18WA407	King Domestic	LATE 19TH-EARLY 20TH CENTURY LOG STRUCTURE RUINS
18WA408	Lot K Domestic	LATE 19TH-EARLY 20TH CENTURY FARMSTEAD
18WA409	Easton Domestic	19TH-EARLY 20TH CENTURY STONE FOUNDATION
18WA410	Lot N	LATE 19TH-EARLY 20TH CENTURY LARGE STONE FOUNDATION,POSSIBLE BARN? HOME SITE? HOTEL?
18WA411	Powers Domestic	19TH-EARLY 20TH CENTURY STRUCTURAL DEPRESSION
18WA412	Lot P Domestic	19TH-EARLY 20TH CENTURY STONE FOUNDATION AND STONE WALL
18WA413	Lot Q Domestic	19TH-EARLY 20TH CENTURY FARMSTEAD RUINS

18WA414	Lot S Domestic	19TH-EARLY 20TH CENTURY FARMSTEAD RUINS
18WA415	Lot T Domestic #1	LATE 19TH-EARLY 20TH CENTURY STONE HOUSE RUINS
18WA416	Lot T Domestic #2	LATE 19TH-EARLY 20TH CENTURY FARMSTEAD,HOUSE RUINS
18WA417	Sandy Hook Cemetery	19TH CENTURY CEMETERY
18WA418	Stone House	19TH-20TH CENTURY STONE HOUSE RUIN
18WA421	Kilham	19TH-20TH CENTURY FARMSTEAD
18WA422	Part of Delemere (WA-II-018)	LATE 19TH CENTURY STANDING RESIDENCE AND OUTBUILDINGS
18WA423	Delemere Mill (WA-II-009)	18TH-19TH CENTURY GRIST MILL, ELECTRICAL POWER PRODUCING MILL
18WA424	Delemere Kiln	19TH CENTURY LIME KILN
18WA430	Valley of the Jowls	PREHISTORIC SHORT TERM CAMP?; 1 WHITEWARE SHERD
18WA436	Mill Point Crossroads Building	LATE 19TH-20TH CENTURY TOWNSITE,ARTIFACT CONCENTRATION
18WA437	Barnes Residence	LATE 19TH-20TH CENTURY STANDING FRAME STRUCTURE,ARTIFACT CONCENTRATION
18WA450	Mumma Farmstead and Cemetery	LATE 18TH-20TH CENTURY STANDING HOUSE,CEMETERY
18WA451	Area A	19TH CENTURY POSSIBLE STRUCTURE,ARTIFACT CONCENTRATION
18WA453	Fox Farm-West	ARCHAIC,WOODLAND LITHIC SCATTER;19TH C. ARTIFACT CONCENTRATION,MILL RUINS
18WA454	Reiff Site	19TH CENTURY POSSIBLE STRUCTURE,ARTIFACT CONCENTRATION
18WA456	Antietam National Battlefield	LATE 19TH CENTURY CIVIL WAR BATTLEFIELD,MILITARY ENCAMPMENT,CEMETERY
18WA460	Heyser House	19TH-EARLY 20TH CENTURY STANDING PLANTATION COMPLEX
18WA461	Locher-A. Poffenberger Farm	LATE 18TH-EARLY 20TH CENTURY STANDING FARMSTEAD,MILITARY ENCAMPMENT,BATTLEFIELD
18WA463	A-2	19TH CENTURY CEMETERY (FORMER LOCATION)
18WA464	A-3	19TH-20TH CENTURY ARTIFACT SCATTER
18WA465	C-1	19TH-20TH CENTURY ARTIFACT SCATTER

18WA471	131-139 W. Main	19TH - 20TH CENTURY HISTORIC ARTIFACT CONCENTRATION
18WA474	Lock 33 Complex	19TH CENTURY CANAL LOCK BYPASS FLUME CULVERT
18WA475	Lock 35 Dry Dock	19TH CENTURY DRY DOCK
18WA476	Ferry Hill Plantation	19TH CENTURY PLANTATION
18WA477	Lockhouse 44 Complex	19TH CENTURY CANAL LOCK,LOCKHOUSE,BYPASS FLUME
18WA478	Limeshed	19TH CENTURY LIMESHED
18WA479	Cushwa's Warehouse	19TH - EARLY 20TH CENTURY WAREHOUSE(?)
18WA480	Miller Brothers Lumbermill	19TH - 20TH CENTURY PLASTER,LUMBER MILL; 20TH CENTURY SLAUGHTERHOUSE
18WA481	Williamsport Power Station	LATE 19TH - EARLY 20TH CENTURY POWER GENERATING STATION
18WA486	Lock 38 Site	19TH-20TH CENTURY C & O CANAL LOCK & RUINS; PREHISTORIC LITHIC SCATTER

Frederick County 19th Century Sites

NUMBER	SITE NAME	SITE TYPE
18FR15	Warfield	ARCHAIC-WOODLAND BASE CAMP;LATE 18TH-EARLY 20TH CENTURY POSSIBLE STRUCTURE
18FR29	Catoctin Furnace	LATE 18TH-EARLY 20TH CENTURY IRON FURNACE COMPLEX
18FR30	Monocacy National Battlefield	MID 19TH CENTURY MILITARY BATTLEFIELD
18FR82	Rose Hill Manor	LATE 18TH-20TH CENTURY PLANTATION,MIDDLE & LATE WOODLAND SHORT-TERM RES. PRO.
18FR100	Monocacy	LATE ARCHAIC & EARLY, MIDDLE, & LATE WOODLAND VILLAGE; EARLY-MID 19TH CENTURY ARTIFACT SCATTER
18FR114	Hessian Barrack	MID 18TH-EARLY 19TH CENTURY MILITARY BARRACK AND PRISON; MID 19TH-20TH CENTURY SCHOOL FOR THE DEAF
18FR125	Loats	ARCHAIC ISOLATED FIND;MID 19TH CENTURY MILITARY SKIRMISH OR CAMP?
18FR134	Schiefferstadt	LATE ARCHAIC & LATE WOODLAND SHORT-TERM CAMP & BASE CAMP; MID 18TH-20TH CENTURY STANDING STONE HOUSE

18FR135	Long Branch	LATE 19TH-EARLY 20TH CENTURY TRASH DUMP; PREHISTORIC LITHIC SCATTER
18FR148	Hansonville East	ARCHAIC,EARLY WOODLAND LITHIC SCATTER; 19TH-20TH CENTURY ARTIFACT CONCENTRATION
18FR150	US RT. 15-#2	LATE ARCHAIC BASE CAMP;19TH-20TH CENTURY ARTIFACT CONCENTRATION
18FR153	Cemetery	17TH-19TH ARTIFACT CONCENTRATION & 18TH-19TH CENTURY CEMETERY; LATE ARCHAIC LITHIC SCATTER
18FR161	Johnson Iron Furnace	LATE 18TH-EARLY 19TH CENTURY COLD BLAST IRON FURNACE
18FR174	Ceresville VI	EARLY & LATE ARCHAIC AND MIDDLE & LATE WOODLAND SHORT-TERM CAMP; LATE 18TH-20TH CENTURY FIELD SCATTER
18FR189	Ceresville VII	LATE ARCHAIC AND MIDDLE & LATE WOODLAND SHORT-TERM CAMP; LATE 19TH-20TH CENTURY ARTIFACT SCATTER
18FR241	Michaels Mill	19TH CENTURY GRAIN MILL
18FR245	Gambrill Mill	MID-LATE 19TH CENTURY MILL RUIN
18FR254	Kinsey I	18TH OR 19TH CENTURY STONE HOUSE RUIN;PREHISTORIC LITHIC SCATTER
18FR309	Todd	POSSIBLY 18TH AND 19TH CENTURY STONE HOUSE RUIN
18FR313	Harbaugh	PREHISTORIC LITHIC SCATTER;HISTORIC ARTIFACT SCATTER;LATE 18TH-19TH CENTURY CEMETERY
18FR320	Catoctin Foundry	LATE 18TH CENTURY MILL RACE; EARLY-MID 19TH CENTURY IRON FOUNDRY/FORGE
18FR321	Catoctin Bathhouse,Spring,Race	LATE 18TH-EARLY 20TH CENTURY BATHHOUSE AND RACEWAY
18FR323	Catoctin/Renner Burial Ground	LATE 18TH-EARLY 19TH CENTURY AFRICAN AMERICAN CEMETERY
18FR324	Catoctin/Carty House	19TH-EARLY 20TH CENTURY LOG HOUSE FOUNDATIONS
18FR325	Catoctin Limestone Quarry	LATE 19TH CENTURY EXPLORATORY LIMESTONE QUARRY PIT
18FR326	Catoctin Exhumed Cemetery	LATE 18TH-19TH CENTURY EXHUMED FAMILY CEMETERY
18FR327	Catoctin Race Pond	EARLY 19TH TO EARLY 20TH CENTURY RACE POND
18FR328	Catoctin Three Ore Mines	LATE 18TH-19TH CENTURY ORE MINES, CHARCOAL ROAD, AND RACEWAY HEAD
18FR329	Catoctin Ore Washer Pond Area	LATE 18TH-19TH CENTURY ORE WASHER POND AND ASSOCIATED DUMPING RAMP

18FR330	Catoctin Kunkel Ore Mine & RR	19TH-EARLY 20TH CENTURY ORE MINE AND RAILROAD TRACKS
18FR331	Catoctin Raceway	POSSIBLY LATE 18TH AND 19TH CENTURY RACEWAY
18FR333	Catoctin Stack 2 Casting Shed	LATE 19TH-EARLY 20TH CENTURY IRON FURNACE STACK AND CASTING SHED
18FR334	Catoctin Retaining Wall	19TH CENTURY IRON FURNACE RETAINING WALL AND ENGINE HOUSE SITE
18FR335	Chick II	LATE WOODLAND LITHIC SCATTER; 19TH CENTURY ARTIFACT SCATTER
18FR335A	Chick II	19TH CENTURY HOUSE SITE; LATE WOODLAND LITHIC SCATTER
18FR336	Stone House	19TH-20TH CENTURY RELIGIOUS HOUSE SITE
18FR349	Keller Road Lime Kiln I	LATE 19TH-EARLY 20TH CENTURY HOUSE RUIN
18FR350	Keller Road Lime Kiln II	LATE 19TH-EARLY 20TH CENTURY LIME KILN RUIN
18FR354	Claggett Retreat IV	19TH? CENTURY CEMETERY
18FR357	Claggett Retreat VII	PREHISTORIC LITHIC SCATTER;19TH CENTURY ARTIFACT SCATTER
18FR368	Hunting Creek House	19TH-20TH CENTURY HOUSE RUIN
18FR369	Hunting Creek Mill	EARLY 20TH CENTURY MILL RUIN
18FR372	Staley Glass Works	LATE 18TH-19TH CENTURY GLASS WORKS FACTORY
18FR378	Clairveaux	19TH-20TH CENTURY HOUSE RUIN;LATE ARCHAIC ISOLATED FIND
18FR390	Gardiner	LATE ARCHAIC LITHIC SCATTER; 19TH CENTURY IRON ORE PIT
18FR392	Landers	19TH CENTURY HOUSE RUIN (POSSIBLE LOG CABIN)
18FR399	Ceresville East I	19TH CENTURY ARTIFACT CONCENTRATION
18FR403	Linganore Creek Mill Race	19TH CENTURY MILL RACEWAY AND DAM
18FR410	Staley Lime Kiln	19TH CENTURY LIME KILN RUIN
18FR411	M/DOT-P50	19TH CENTURY ARTIFACT SCATTER
18FR558	Bob's Hill II	PREHISTORIC ISOLATED FIND;19TH? CENTURY CHARCOAL HEARTHS
18FR571	Spring	19TH CENTURY SPRING HOUSE
18FR572	Tavern	19TH CENTURY DOMESTIC REFUSE
18FR573	Brewery	19TH CENTURY INDUSTRIAL SITE,BREWERY?

18FR574	AME Church	19TH CENTURY CHURCH SITE
18FR575	Birely Tannery	LATE 18TH-EARLY 20TH CENTURY TANNERY COMPLEX
18FR576	Royd Smith House	LATE 18TH-EARLY 19TH CENTURY HOUSE AND TANNERY SITE
18FR583	Lewis Mill	18TH-20TH CENTURY STANDING MILL
18FR584	Catoctin Furnace Log House	LATE 18TH-20TH CENTURY STANDING LOG HOUSE
18FR593	Whitmore	19TH CENTURY ARTIFACT CONCENTRATION
18FR594	Toms Creek Terrace	EARLY ARCHAIC LITHIC SCATTER; HISTORIC ARTIFACT SCATTER
18FR598	Pikes View	LATE ARCHAIC & EARLY WOODLAND SHORT-TERM CAMP;19TH CENTURY ARTIFACT SCATTER
18FR609	Town Dump	LATE 19TH CENTURY QUARRY PIT; LATE 19TH-MID 20TH CENTURY URBAN TRASH DUMP
18FR610	Getzendanner Family Cemetery	MID 18TH-LATE 19TH CENTURY CEMETERY
18FR612	SHA Site 2	MID 19TH-20TH CENTURY FARMSTEAD;PREHISTORIC LITHIC SCATTER
18FR631	Pike's View	LATE ARCHAIC AND EARLY WOODLAND SHORT-TERM CAMP;MID 19TH-20TH CENTURY FARMSTEAD; 18TH CENTURY SCHOOL SITE?
18FR632	Dearbought	18TH-20TH CENTURY FARMSTEAD
18FR633	Shriner	PREHISTORIC LITHIC SCATTER;EARLY 19TH-20TH CENTURY FARMSTEAD
18FR635	Toll House	LATE 18TH-20TH CENTURY STANDING TOLLHOUSE
18FR636	Barbara Fritchie Tea Room	LATE 18TH-19TH CENTURY URBAN STANDING HOUSE
18FR637	MAERK #1	19TH-20TH CENTURY ARTIFACT SCATTER
18FR638	Sebastian Derr House	MID 18TH-LATE 19TH CENTURY FARMSTEAD;PREHISTORIC SHORT-TERM RES. PRO.
18FR639	The Barracks	19TH CENTURY POSSIBLE STRUCTURE,WELL
18FR656	Dearbought Floodplain 3	PREHISTORIC LITHIC SCATTER; LATE 19TH-20TH CENTURY ARTIFACT SCATTER
18FR657	Dearbought Floodplain 4	LATE 19TH CENTURY ARTIFACT CONCENTRATION
18FR665	AP-6	EARLY ARCHAIC & LATE WOODLAND SHORT-TERM CAMP;18TH-20TH CENTURY ARTIFACT SCATTER
18FR666	AP-7	LATE 18TH-19TH CENTURY ARTIFACT SCATTER
18FR680	Fort Detrick #3	19TH-20TH CENTURY FARMSTEAD
18FR681	Fort Detrick #4	18TH-19TH CENTURY ARTIFACT CONCENTRATION

18FR682	Fort Detrick #5	19TH-EARLY 20TH CENTURY LIME KILN
18FR683	Stonewall Jackson Beall Site	LATE 18TH-20TH CENTURY STANDING FARMSTEAD
18FR684	Nallin Farm Site	LATE 18TH-EARLY 19TH CENTURY HOUSE SITE; EARLY 19TH-20TH CENTURY STANDING FARMSTEAD
18FR685	Wide Pastures	LATE 19TH-20TH CENTURY HOUSE SITE WITH STANDING OUTBUILDING
18FR689	Clay Pits	MID 19TH-EARLY 20TH CENTURY BRICKYARD CLAY PITS & EARLY-MID 20TH CENTURY REFUSE DUMP
18FR696	George Willard House	PALEOINDIAN? AND WOODLAND SHORT-TERM CAMP; LATE 18TH-19TH CENTURY STANDING HOUSE & TANNERY SITE
18FR698	UR1	LATE 18TH-EARLY 19TH CENTURY STONE MILL RUIN
18FR702	North Crossing - Site #1	LATE 19TH CENTURY STANDING FARMSTEAD
18FR709	Cock	PREHISTORIC LITHIC SCATTER;EARLY 19TH CENTURY CEMETERY
18FR710	Evans 7	LATE ARCHAIC & LATE WOODLAND SHORT-TERM CAMP; 19TH CENTURY MASONRY HOUSE RUIN
18FR717	R&R Frederick 3	LATE 19TH/EARLY 20TH CENTURY TO LATE 20TH CENTURY HOUSE SITE
18FR718	J.S.W. Jarboe	MID 19TH TO 20TH CENTURY HOUSE SITE
18FR720	Catoctin Furnace Iron Master's	LATE 18TH-19TH CENTURY IRON MASTER'S HOUSE
18FR721	A-1	19TH CENTURY ARTIFACT CONCENTRATION, POSSIBLE REFUSE DUMP
18FR722	B-1	19TH CENTURY ARTIFACT CONCENTRATION/POSSIBLE HOUSE SITE
18FR723	Simpson Christ. Comm. Cemetery	MID 19TH TO LATE 20TH CENTURY AFRICAN-AMERICAN CHURCH CEMETERY
18FR727	R2-1	EARLY TO MID 19TH CENTURY ARTIFACT CONCENTRATION; LATE 19TH-MID 20TH CENTURY FARMSTEAD RUIN
18FR729	UR2-1	EARLY-MID 19TH CENTURY ARTIFACT CONCENTRATION,POSSIBLE HOUSE SITE; MID 19TH-LATE 20TH CENTURY FARMSTEAD
18FR732	1-Jul	LATE 18TH-20TH CENTURY STANDING BRICK HOUSE
18FR735	Reed-Stitely House	MID 19TH TO EARLY 20TH CENTURY WORKER'S HOUSING/LOG STRUCTURE
18FR738	Area 16	
18FR741	Beatty-Cramer	18TH-EARLY 19TH CENTURY HOUSE

18FR746	Site 5	19TH CENTURY POSSIBLE TENANT HOUSE; POSSIBLE WOODLAND ARTIFACT SCATTER
18FR749	Lockhouse 28	19TH-EARLY 20TH CENTURY CANAL LOCKHOUSE
18FR752	Edward Campbell Farmstead	
18FR753	Area K, Site 1	
18FR754	William Russell Lime Kiln	EARLY 19TH CENTURY LIME KILN
18FR755	Lockhouse 29, C&O Canal	MID 19TH CENTURY-EARLY 20TH CENTURY BRICK CANAL LOCKHOUSE
18FR756	Burkittsville I	EARLY 19TH CENTURY BRICK STORE AND SIDEWALK AREA
18FR757	Valley Ranch 1	MID 19TH-20TH CENTURY FARMSTEAD
18FR758	Valley Ranch 2	PREHISTORIC SHORT-TERM CAMP; 19TH-20TH CENTURY FIELD SCATTER
18FR759	Valley Ranch 3	PREHISTORIC LITHIC FLAKE; MID 19TH-20TH CENTURY FARMSTEAD SITE
18FR763	Ediger	LATE ARCHAIC LITHIC SCATTER; LATE 18TH-EARLY 20TH CENTURY FARMSTEAD
18FR765	Routzahn Home Farm	MID 19TH CENTURY STANDING HOUSE
18FR766	Creager House	19TH CENTURY STANDING HOUSE

Carroll County 19th Century Sites

NUMBER	SITE NAME	SITE TYPE
18CR74	Aholt IV	19TH CENTURY LIME KILN RUIN
18CR163	Getty	19TH - 20TH CENTURY LIME KILN AND QUARRY
18CR167	White's Level	LATE 18TH - 20TH CENTURY FARMSTEAD WITH STANDING HOUSE
18CR172	Buttercup Cottage	19TH-20TH CENTURY FARM HOUSE SITE; HOSPITAL COMPLEX
18CR173	Martin Gross "K" Cottage	20TH CENTURY STANDING HOSPITAL COTTAGE AND LATE 19TH CENTURY STRUCTURE SITE
18CR174	Patterson House	LATE 18TH - 20TH CENTURY STANDING HOSPITAL STRUCTURE
18CR177	Martin House	LATE 19TH-20TH CENTURY STANDING FARMSTEAD

18CR179	Strawbridge Log Meeting House	18TH - 19TH CENTURY METHODIST LOG CHURCH SITE, MEETING HOUSE
18CR181	Heise #CR 47	LATE 19TH - 20TH CENTURY ARTIFACT CONCENTRATION,PREHISTORIC LITHIC SCATTER
18CR184	Iron Ore	LATE 18TH-19TH CENTURY IRON ORE PIT, MINE
18CR192	Oakmont Green Spring House	19TH - EARLY 20TH CENTURY STANDING STRUCTURE AND HOUSE RUIN
18CR203	Russell 1	19TH - 20TH CENTURY FARMSTEAD WITH STANDING STRUCTURES
18CR204	Tarkington	LATE 19TH - 20TH CENTURY FARMSTEAD WITH STANDING HOUSE
18CR205	Meadowbrook Farm	LATE 18TH - 20TH CENTURY FARMSTEAD WITH STANDING STRUCTURES
18CR206	Roop Mill	LATE 18TH - 20TH CENTURY FLOUR MILL, LIME KILN, FARMSTEAD, BRIDGE, AND QUARRY
18CR207	Fritz	19TH - 20TH CENTURY FARMSTEAD
18CR208	Dulany	LATE 19TH - 20TH CENTURY FARMSTEAD
18CR209	Green	19TH - 20TH CENTURY STANDING FARMSTEAD
18CR210	O'Farrell 1	19TH - 20TH CENTURY FARMSTEAD WITH STANDING STRUCTURES
18CR220	Puglisi	18TH - EARLY 20TH CENTURY ARTIFACT SCATTER; PREHISTORIC LITHIC SCATTER
18CR221	Tannery	ROW OF LATE 19TH - 20TH CENTURY STANDING WORKERS HOUSES
18CR222	The Tannery at Tannery	LATE 19TH - EARLY 20TH CENTURY TANNERY RUIN
18CR226	Lowry (Elizabeth Lowry House)	MID 19TH - 20TH CENTURY AFRICAN AMERICAN EXTANT HOUSE AND SITE
18CR227	Schoolhouse	LATE 19TH CENTURY SCHOOL RUIN
18CR238	The Poulson-Englar House site	LATE 18TH - 20TH CENTURY STANDING HOUSE, FARMSTEAD
18CR228	Krider's Church Cemetery	19TH - 20TH CENTURY CEMETERY
18CR244	Geiman House	19TH-20TH CENTURY FARMSTEAD
18CR245	Bixler Farm	19TH-20TH CENTURY ARTIFACT CONCENTRATION,FARMSTEAD

Appendix D: Battlefield Preservation Plans

Guidelines set forth by the American Battlefield Protection Program recommend that battlefield preservation plans address thirteen (13) factors. The first three factors are *defining*—they identify the battlefield's historical significance; describe its location and geographical area; and list its cultural and natural resources. Factors 4-7 assess the battlefield's *integrity*—they state its current condition; summarize previous protection efforts; examine its present land use; and explore threats to the site. Factors 8 and 9 place the battlefield within the *context* of its surrounding community and examine the planning of local government. The final four factors address long-term *preservation*—they identify parcels deemed critical to protection; discuss various land protection methods; examine attitudes towards protection; and recommended strategies to attain protection.

This study addresses these 13 factors for each of four different battlefields--Antietam National Battlefield; Monocacy National Battlefield; South Mountain State Battlefield; and the Battle of Boonsborough. With the exception of the Battle of Boonsborough, significant preservation has occurred. In addition, management plans have been implemented or are in preparation for each battlefield except Boonsboro. Finally, resource studies have been conducted and are ongoing at each battlefield with the exception of Boonsboro.

Management Plan Process

The following battlefield preservation plans are presented as part of the management plan for the Heart of the Civil War Heritage Area. The Heart of the Civil War Heritage Area Management Plan serves as a guiding document and an application for certification as the Heart of the Civil War Heritage Area (HCWHA) to be submitted to the Maryland Heritage Areas Authority. Heritage Areas are regions with concentrations of important historic, cultural, natural, and recreational resources. As a concept, a Heritage area combines resource conservation and education with economic development, typically in the form of heritage tourism. Maryland has ten Certified Heritage Areas; the HCWHA is planning to be the eleventh Certified Heritage Area.

The Plan's development was guided by a 25-member steering committee appointed by the three Boards of County Commissioners for Frederick, Carroll, and Washington Counties, the three counties sharing the proposed Heritage Area. At the beginning of the project in June 2002, the committee hired a consultant to prepare the basic document, and, with these consultants, the planning team toured the area with knowledgeable county staff, steering committee members, and Civil War experts. In the following months, team members conducted additional fieldwork, taking photos and walking the towns and sites that lend the region its distinct character.

Public Engagement

The public engagement process invited wider input at different stages:

- During the preparation of the application for Recognized Heritage Area status, the required first step toward Certification, steering committee members presented the heritage area concept at public meetings in every municipality within the heritage area;

- Steering committee members also presented at County Commissioner Board meetings to request the required letter of support from the three Boards;

- Press releases were distributed when the Recognized application was approved;

- Fact sheets on the heritage area were distributed throughout the process.

- Steering committee meetings, usually held at a location in downtown Frederick, were open to the public;

- Early in the process, the planning team, meaning the committee and the consultants, held six focus group meetings to identify major opportunities. Participants included operators of accommodations, National Park Service representatives including battlefield rangers, business leaders, museum operators, historical societies, educators, and recreational organizations;

- Interviews were conducted with key individuals such as battlefield superintendents and interpretive staff;

- Frederick County Council of Governments and Maryland Municipal League meetings were addressed to give overviews of the heritage area planning process and its potential outcomes;

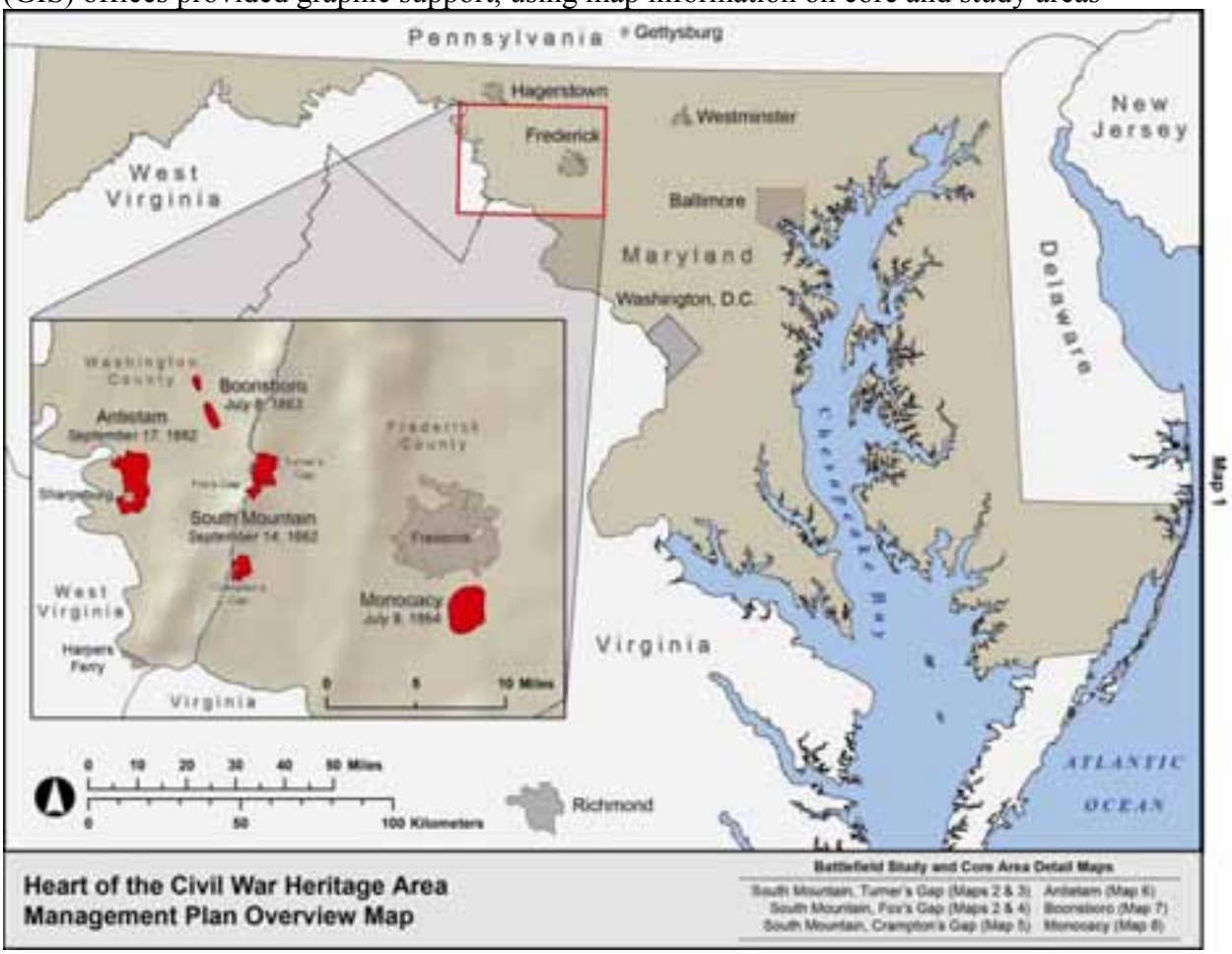
- An interpreters' workshop was held to create a framework for interpretation, bringing together historians, curators, librarians, and other organizations.

- Target Investment Zone (TIZ) workshops were held to brief representatives of the proposed towns to be named in the Management Plan as TIZs, places where State funding could be directed to achieve maximum impact on heritage tourism and preservation.

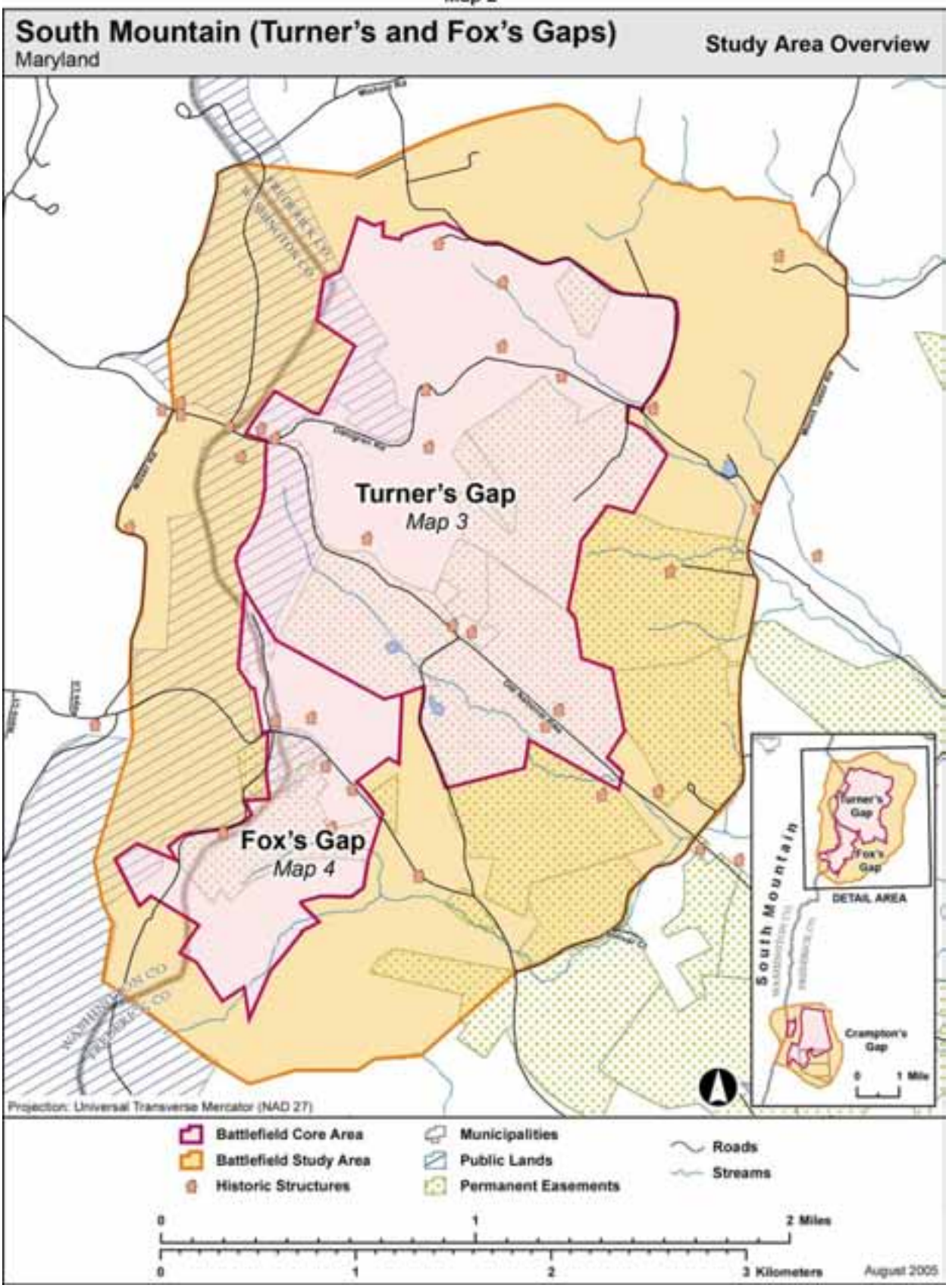
In all of the above events, the presence of the Priority One Battlefields of Antietam, Monocacy, and South Mountain, and the Priority Two Battlefield of Boonsboro, in the HCWHA study area was the overarching basis for the focus of the heritage area effort. In addition, the nearby Gettysburg and Harper's Ferry sites provide further extension of the potential benefits in heritage tourism, as the HCWHA is so centrally located to provide easy access to all of these sites.

The Battlefield Protection Plans are a significant section in the Management Plan. With the direction received from the American Battlefield Protection Program (ABPP) staff, each of the four Priority One Battlefields are discussed and mapped according to the thirteen factors of the ABPP Guidelines for Battlefield Protection Plans. Steering Committee members provided the basic information. The Washington and Frederick County Geographic Information Systems

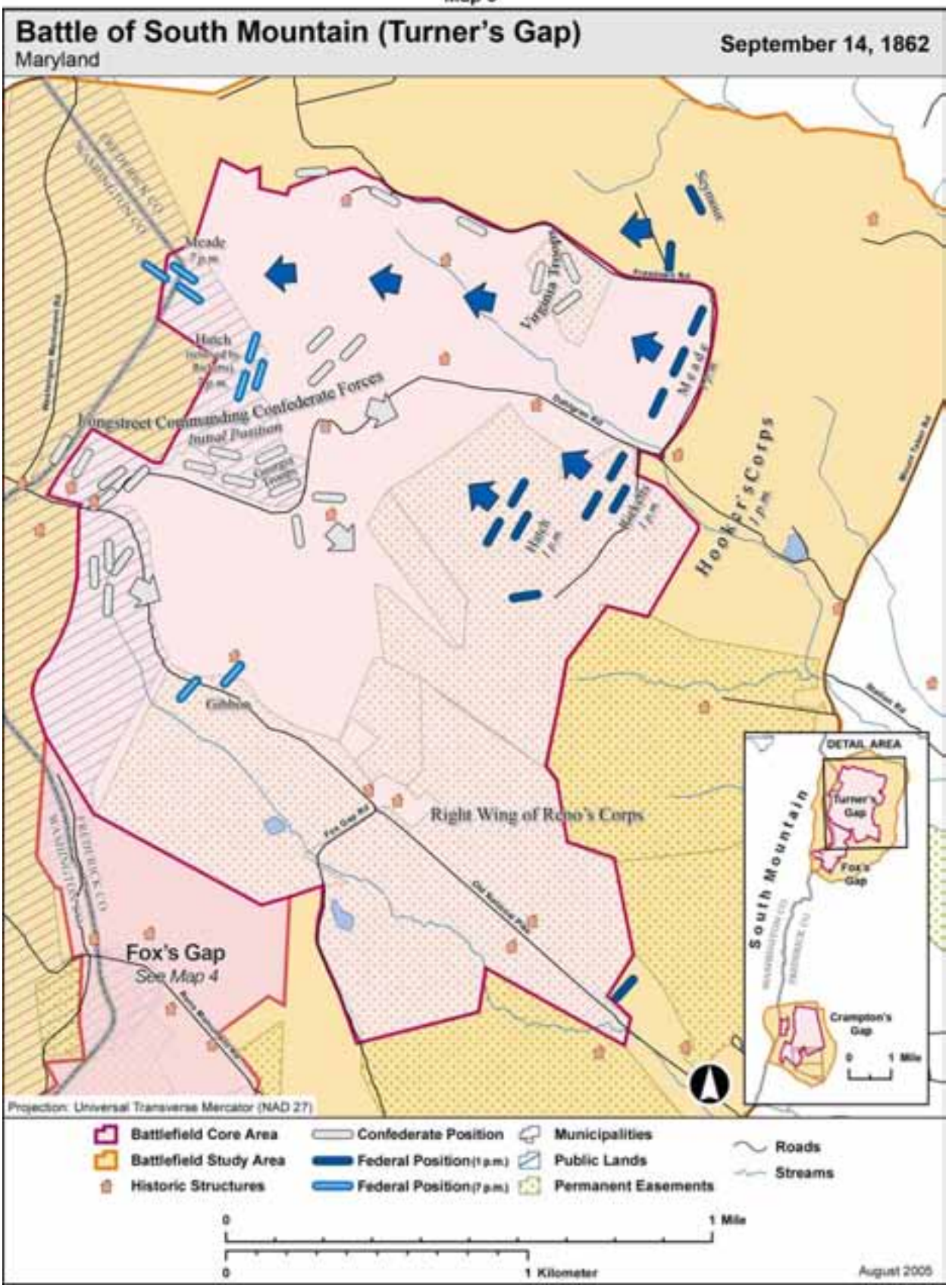
(GIS) offices provided graphic support, using map information on core and study areas



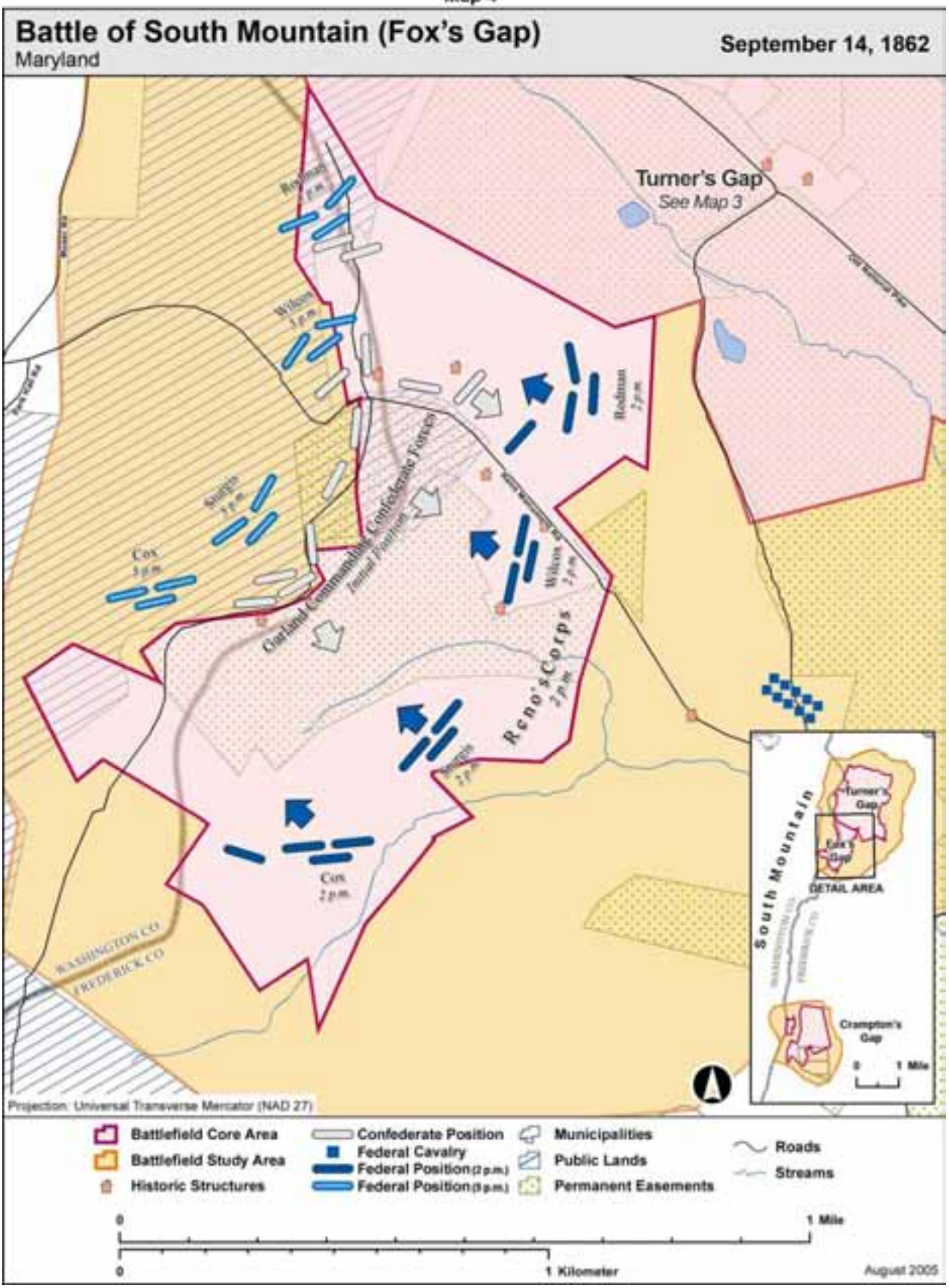
Map 2


South Mountain (Turner's and Fox's Gaps)
Maryland
Study Area Overview
Turner's Gap
Map 3
Fox's Gap
Map 4
DETAIL AREA
South Mountain
Turner's Gap
Fox's Gap
Crampton's Gap
0 1 Mile
Projection: Universal Transverse Mercator (NAD 27)
Battlefield Core Area
Battlefield Study Area
Historic Structures
Municipalities
Public Lands
Permanent Easements
Roads
Streams
0 1 2 Miles
0 1 2 3 Kilometers
August 2005

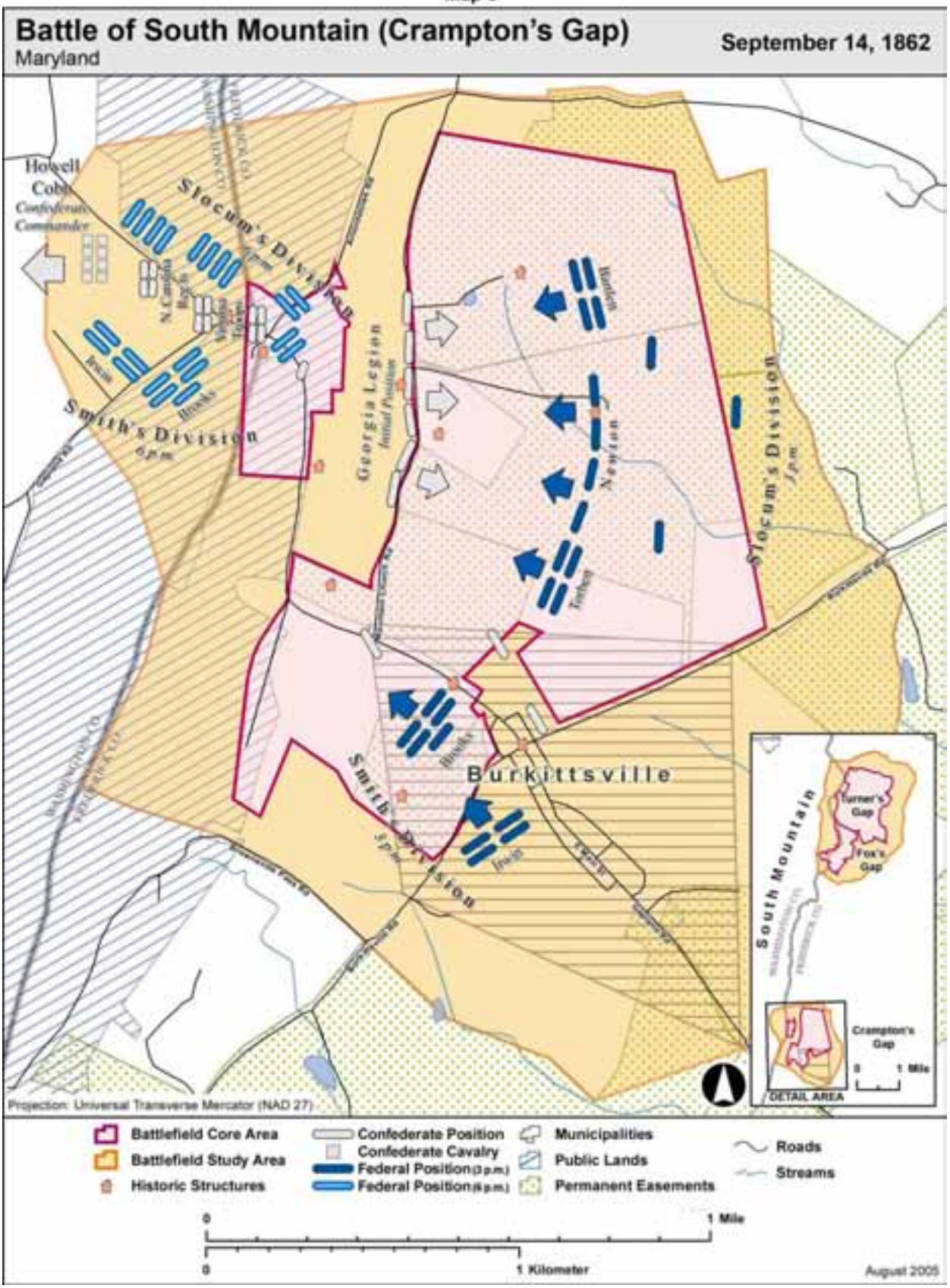
Map 3


Battle of South Mountain (Turner's Gap)
Maryland
September 14, 1862
Meade 7 p.m.
Hatch
Longstreet Commanding Confederate Forces
Initial Position
Hooker's Corps 1 p.m.
Meade
Hatch 1 p.m.
Gibbon
Right Wing of Reno's Corps
Fox's Gap
See Map 4
DETAIL AREA
South Mountain
Turner's Gap
Fox's Gap
Crampton's Gap
0 1 Mile
Projection: Universal Transverse Mercator (NAD 27)
Battlefield Core Area
Battlefield Study Area
Historic Structures
Confederate Position
Federal Position (1 p.m.)
Federal Position (7 p.m.)
Municipalities
Public Lands
Permanent Easements
Roads
Streams
0 1 Mile
0 1 Kilometer
August 2005

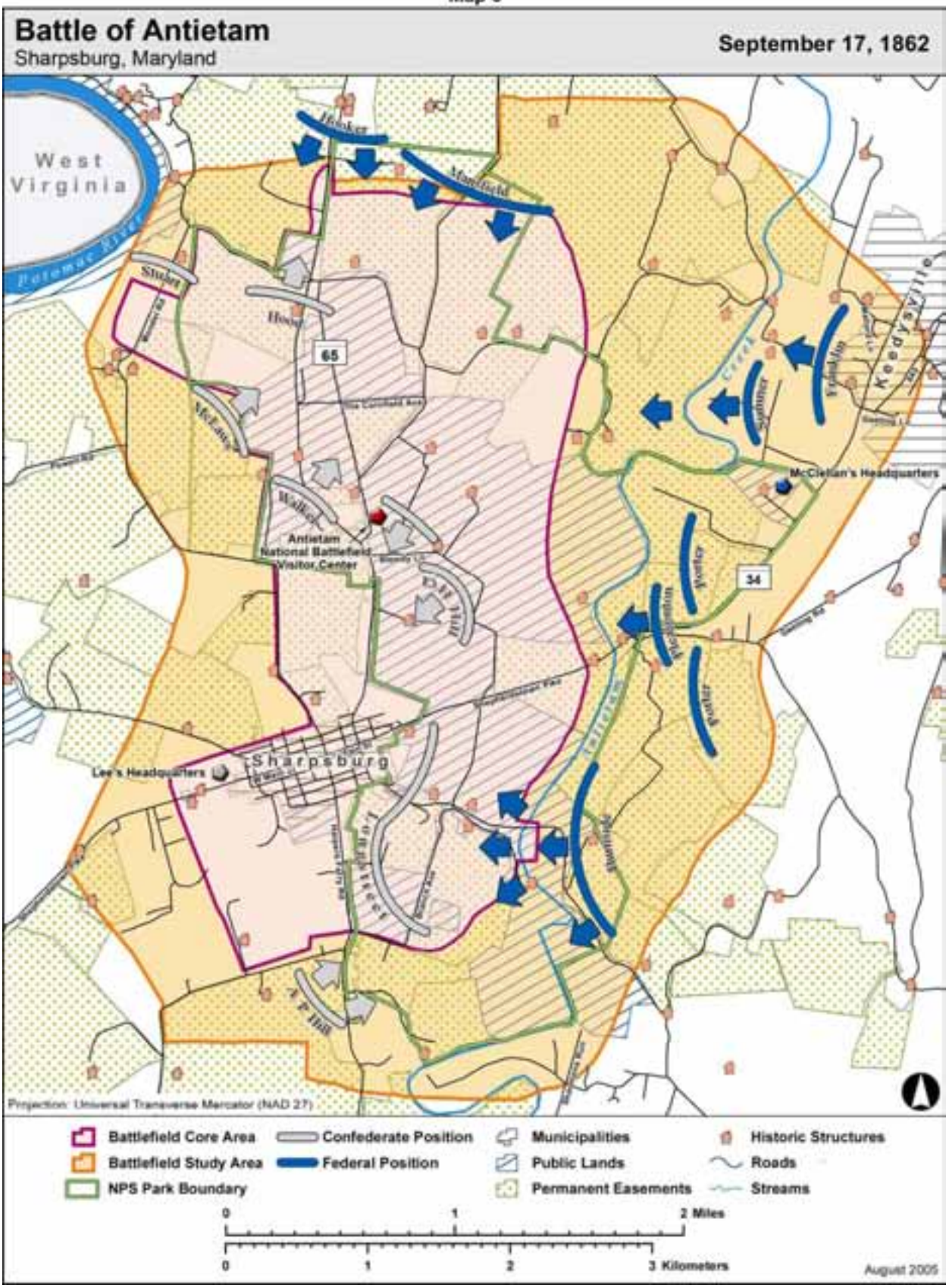
Map 4


Battle of South Mountain (Fox's Gap)
Maryland
September 14, 1862
Turner's Gap
See Map 3
Garland Commanding Confederate Forces
Initial Position
Reno's Corps
2 p.m.
Rodman
3 p.m.
Wilkes
3 p.m.
Cox
3 p.m.
Sturgis
3 p.m.
Cox
2 p.m.
Sturgis
2 p.m.
South Mountain
Turner's Gap
Fox's Gap
DETAIL AREA
Crampton's Gap
0 1 Mile
WASHINGTON CO
FREDERICK CO
Projection: Universal Transverse Mercator (NAD 27)
Battlefield Core Area
Battlefield Study Area
Historic Structures
Confederate Position
Federal Cavalry
Federal Position (2 p.m.)
Federal Position (3 p.m.)
Municipalities
Public Lands
Permanent Easements
Roads
Streams
0 1 Mile
0 1 Kilometer
August 2005

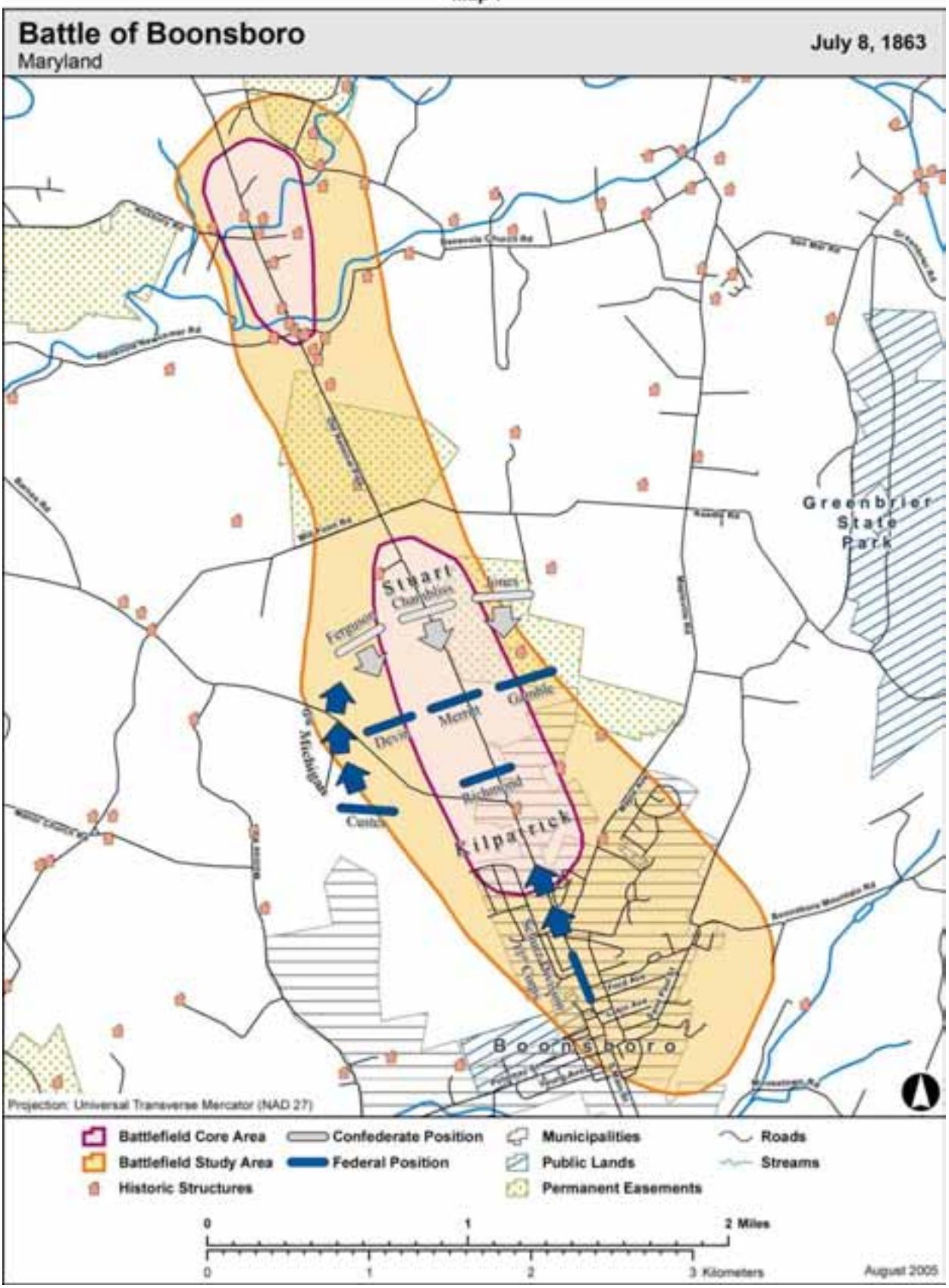
Map 5


Battle of South Mountain (Crampton's Gap)
Maryland
September 14, 1862
Howell Cobb
Confederate Commander
Stocum's Division
Smith's Division
Georgia Legion
Burkittsville
South Mountain
Turner's Gap
Fox's Gap
Crampton's Gap
DETAIL AREA
Projection: Universal Transverse Mercator (NAD 27)
Battlefield Core Area
Battlefield Study Area
Historic Structures
Confederate Position
Confederate Cavalry
Federal Position (3 p.m.)
Federal Position (6 p.m.)
Municipalities
Public Lands
Permanent Easements
Roads
Streams
1 Mile
1 Kilometer
August 2005

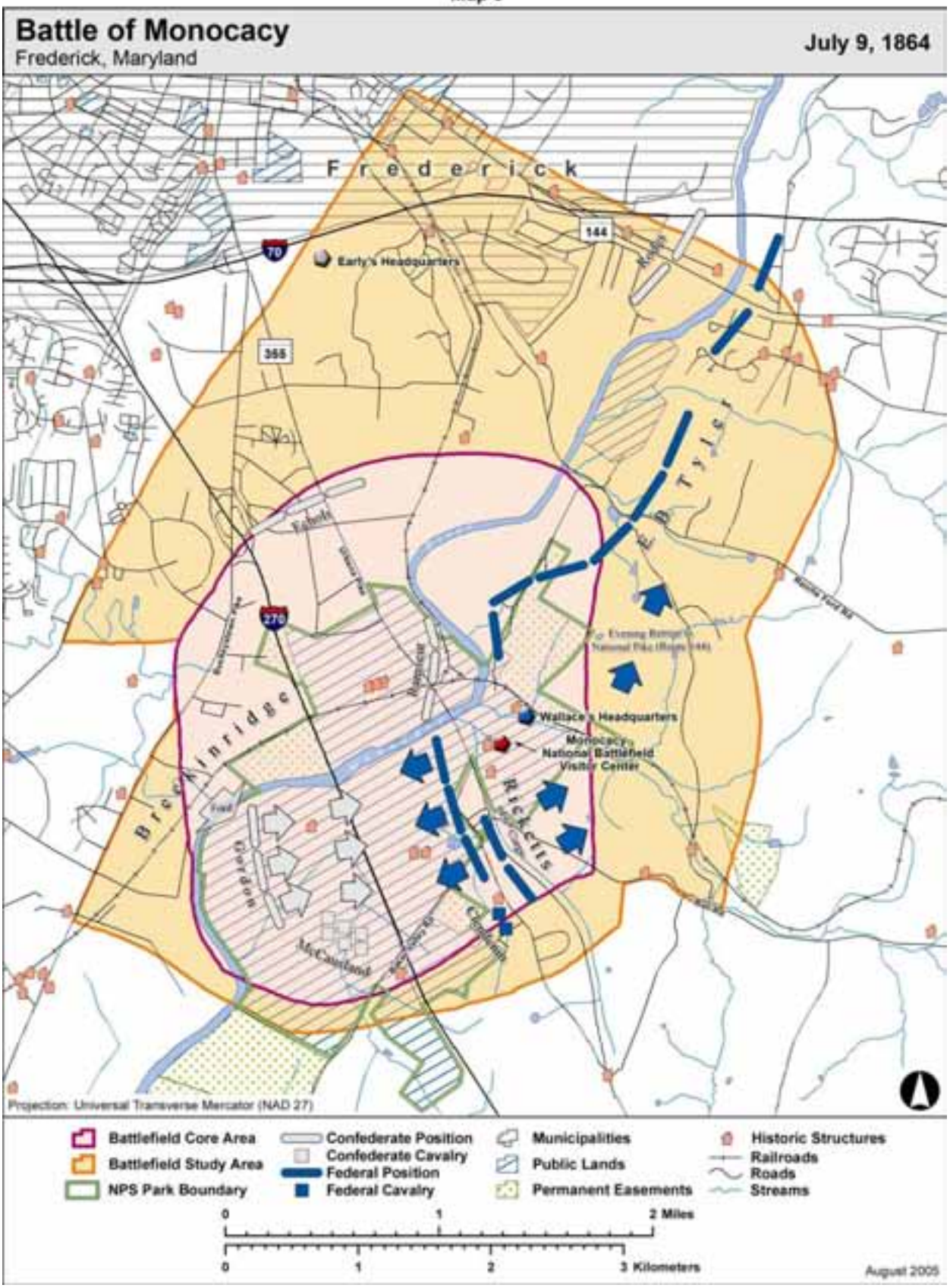
Map 6


Battle of Antietam
Sharpsburg, Maryland
September 17, 1862
West Virginia
Potomac River
Hooker
Mansfield
Stuart
Hood
65
McLaws
Walker
Antietam National Battlefield Visitor Center
D.H. Hill
Sharpsburg
Lee's Headquarters
Longstreet
A.P. Hill
Antietam
Porter
Pleasanton
Franklin
Sumner
Creek
Keedysville
McClellan's Headquarters
34
Projection: Universal Transverse Mercator (NAD 27)
Battlefield Core Area
Battlefield Study Area
NPS Park Boundary
Confederate Position
Federal Position
Municipalities
Public Lands
Permanent Easements
Historic Structures
Roads
Streams
0
1
2 Miles
0
1
2
3 Kilometers
August 2005

Map 7


Battle of Boonsboro
Maryland
July 8, 1863
Greenbrier State Park
Stuart
Chambliss
Jones
Ferguson
Gamble
Merritt
Devin
Richmond
Custer
Kilpatrick
Boonsboro
Projection: Universal Transverse Mercator (NAD 27)
Battlefield Core Area
Battlefield Study Area
Historic Structures
Confederate Position
Federal Position
Municipalities
Public Lands
Permanent Easements
Roads
Streams
0
1
2 Miles
0
1
2
3 Kilometers
August 2005

Map 8


Battle of Monocacy
Frederick, Maryland
July 9, 1864
Frederick
Early's Headquarters
Wallace's Headquarters
Monocacy National Battlefield Visitor Center
Ricketts
Projection: Universal Transverse Mercator (NAD 27)
Battlefield Core Area
Battlefield Study Area
NPS Park Boundary
Confederate Position
Confederate Cavalry
Federal Position
Federal Cavalry
Municipalities
Public Lands
Permanent Easements
Historic Structures
Railroads
Roads
Streams
0 1 2 Miles
0 1 2 3 Kilometers
August 2005

transferred by National Park Service (NPS) mapping facilities. NPS battlefield superintendents and staff of the South Mountain State Battlefield are part of the steering committee and will review the final draft of the plans.

As the Management Plan process proceeds, there will be further press releases, public meetings, information sheets to be developed and distributed, and, with the increasing presence of Internet information networks, new websites created and existing ones linked and enhanced to provide access to the Plan.

Antietam National Battlefield

1. Historical Significance. Historians often consider the Battle of Antietam the turning point of the Civil War. Antietam ended the Confederacy's first invasion of the North. The Union victory here enabled President Lincoln to announce the *Preliminary Emancipation Proclamation*--changing the purpose of the war to include eradication of slavery along with the preservation of the Union. The Confederate demise at Antietam persuaded European nations not to interfere diplomatically on behalf of the South. Antietam influenced Northern politics, as the repulse of the Confederate invasion bolstered the Lincoln Republicans for the Congressional election of 1862. Antietam revolutionized the visualization of war, representing the first American battlefield extensively photographed.[27]

   Antietam also ranks as the bloodiest day in American military history. Over 23,000 casualties occurred in twelve hours of combat—more dead, wounded, and missing than in the American Revolution, the War of 1812, and the Mexican War *combined*. Ironically, the battle happened on September 17, 1862—the 75th anniversary of the signing of the United States Constitution.

   Antietam is the second oldest congressionally designated battlefield in the country. Established on August 30, 1890, Antietam followed the creation of Chickamauga-Chattanooga National Military Park (also established in August, 1890), and it preceded the federal authorization of military parks at Vicksburg, Shiloh, and Gettysburg.

2. Location and Geographical Area. Washington County, Maryland, is the home of the Antietam Battlefield. The battlefield is north, east, and south of the historic town of Sharpsburg in the southeastern section of the county. It is located about ten miles south of the county seat of Hagerstown. Two state highways form the principal approaches to the battlefield. MD 65, or the Sharpsburg Pike, is the north-south road that brings visitors to the site. MD 34 is the east-west route from Boonsboro (east) and Shepherdstown, WV (west).

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[27] Information on Antietam comes from the following sources: James V. Murfin, *The Gleam of Bayonets: The Battle of Antietam and the Maryland Campaign of 1862* (New York: T. Yoseloff) 1965; Stephen W. Sears, *Landscape Turned Red: The Battle of Antietam* (New Haven, CT: Ticknor & Fields) 1983; Interviews with John Howard, Superintendent, Jane Custer, Chief, Cultural Resource Division, and Ed Wenschhof, Chief, Natural Resource Management and Protection Division, Antietam National Battlefield; *General Management Plan,* Antietam National Battlefield (1992). Maps for all sections prepared by Tom Gwaltney.

The battlefield orientation is primarily north-south as it parallels the Antietam Creek for more than three miles. The battlefield is administered by the National Park Service. Map 6 shows the battlefield's federal boundary (which is the Congressionally-legislated boundary) and its environs. The park's legislated acreage is 3,255.89 acres: 1,927 acres are in federal ownership, 822 acres are in scenic easements, and 506 acres are privately-owned or owned by the State of Maryland. The National Register boundary for the battlefield coincides with the legislated boundary of Antietam National Battlefield. Not all lands figuring in the battle are included within this boundary. In 1993, the Civil War Sites Advisory Commission identified 7,390 acres as the broad study area of Antietam, and 2,963 acres as the core of the area. A total of 2,226 acres of the core, or 75.1%, are currently protected.[28]

3. Cultural and Natural Resources. The National Park Service has conducted extensive resource studies for the Antietam National Battlefield, with most completed within the past twenty years. Battlefield management has produced a Resources Management Plan that is updated annually. The battlefield also follows a General Management Plan that calls for returning some resources (such as woodlots, orchards, and fencing) to their 1862 battlefield appearance.

   The principal cultural resource is the landscape itself. Notable features upon the landscape include The Cornfield, The West Woods, The East Woods, The North Woods, and Bloody Lane. Restoration of other notable resources, such as the Piper orchard, the Otto orchard, and the 40-acre Cornfield are called for in the battlefield's General Management Plan (adopted in 1992).

   Perhaps the most famous historic structure on the battlefield is the Burnside Bridge—a three-arch stone bridge built in 1836. The Dunker Church, originally constructed in 1853, is another famous landmark, although the existing church is a reconstruction (1961-62; the original was destroyed by a severe storm in 1921). Farm buildings are another significant cultural resource, dating from the eighteenth and nineteenth centuries. These include houses, barns, and additional outbuildings at the Joseph Poffenberger farm; the D. R. Miller farm; the Samuel Mumma farm; the Roulette farm; the Piper farm; the Sherrick farm; the Otto farm; the Newcomer farm; the Philip Pry house and barn; and the Locher cabin and adjoining barn. These buildings vary in size and building materials, ranging from log to wood siding to brick. Historic Structures Reports have been completed on the majority of the park's historic buildings.

   Farm lanes, fencing, and historic roads also comprise the cultural landscape. Fencing played a pivotal role in key areas of the battlefield, including The Cornfield/Hagerstown Pike, the West Woods/Hagerstown Pike, and at the eastern portal to Burnside Bridge. The Roulette farm lane became a guide for the Federal attacks launched against Bloody Lane (another farm lane). A modern bypass that skirts the western edge of the park permits visitor use and interpretation of approximately one mile of the original Hagerstown-Sharpsburg Turnpike, beginning in the vicinity of the Dunker Church and leading north to the North Woods.

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[28] Protected acres calculated from base maps showing Antietam study and core areas provided by the Cultural Resources GIS Facility, National Park Service, Washington, DC.

Another bypass preserves the original road approaches to the Burnside Bridge. The historic Harpers Ferry Road traverses the southern end of the battlefield, where it served as the Confederate line of defense. The Smoketown Road (much of which remains unpaved) follows its original course as it bisects the northern sector of the battlefield. Both of the latter roads are owned and maintained by Washington County.

Monuments and government-constructed avenues also comprise a significant component of the cultural landscape. Antietam has 103 monuments, most constructed between 1880-1920, representing participants from twelve states. State memorials, such as the Maryland Monument and the New York Monument, commemorate the contributions of soldiers from individual states. Regimental memorials are also a predominate theme. Various avenues--such as The Cornfield Avenue, Confederate Avenue, and Branch Avenue--were constructed by the War Department in the 1890s to provide access to core areas of the battlefield. Today these avenues, in conjunction with 1860s roadways, comprise the battlefield's principal tour route.

The Antietam National Cemetery, formally dedicated by President Andrew Johnson in 1867, contains the graves of 4,776 Union soldiers. An impressive stone wall surrounds this 11-acre graveyard, and its central feature is an imposing 250-ton granite statue that honors the private soldier.

4. Current Condition. The Antietam National Battlefield and its environs constitute the largest Civil War preserve in the United States. Approximately 10,500 acres have been protected either through fee acquisitions or permanent easement. Nearly 70% of this preserved landscape lies outside the federal park boundary.

   Much is known about the original battlefield due to a series of detailed maps produced by the Antietam Battlefield Board in the 1890s and in the first decade of the twentieth century. The 15 maps researched and produced by the War Department in 1904 (and revised in 1908) display minute, scaled topographic details that include fields, crops, orchards, woodlots, types of fences, houses and outbuildings, roads, and lanes. The maps also show the evolution of troop movements at multiple command levels.

   The "Cope-Carman" maps (1904, 1908) form a basis to determine the battlefield's present condition. Overall, the integrity is high. The undulating, pastoral fields and their associated fence lines are very evident today. Historic roads and lanes follow their original alignments. Farm dwellings and barns continue to stand and retain much of their original character and fabric. Some modifications have occurred to structures, however. The Piper house and barn, for example, are much larger than their 1860s models. Some structures no longer stand, such as the barns that served the Sherrick and Otto properties.

   The principal landscape features that have altered the most are the woodlots. None of the original North Woods remains, and sizeable sections of the East Woods and West Woods are cultivated or in pasture. Most of these historic woodlots were removed in the later nineteenth and early twentieth centuries. As properties in the West Woods and North Woods came under federal jurisdiction in the 1990s, the National Park Service commenced reforestation of these significant resource areas. The NPS also replanted the Piper orchard in 2002.

The condition of historic structures on the battlefield ranges from good to poor, based on National Register guidelines and as documented in the List of Classified Structures for Antietam National Battlefield. The best-maintained building is the Piper house. It was included in the government's historic leasing program, and during the early 1980s, it was carefully rehabilitated. The Mumma farm complex was rehabilitated during the first years of the new millennium and is used as the park's education center. The Pry house and barn are in good condition, as are the Dunker Church and Burnside Bridge. The Sherrick and Otto houses are also both in good condition. The Roulette farm buildings and the D.R. Miller complex are in fair condition, but soon will require attention. The Joseph Poffenberger buildings are in need of stabilization; the Locher cabin is in fair condition; and the Locher barn and the Newcomer barn are in poor condition. Park management has developed prioritized funding requests for its historic structures.

5. Brief History of Protection Efforts. Preservation efforts at Antietam commenced in 1890 when federal legislation established the Antietam National Battlefield Site. Civil War veterans, who reached the zenith of their political power during the last decade of the nineteenth century, spearheaded the federal initiative to preserve Antietam and four other battlefields (Chickamauga-Chattanooga, Vicksburg, Shiloh, and Gettysburg).

   Placed under the administration of the War Department, the *Antietam Plan* of acquisition contrasted greatly with the method adopted at Chickamauga-Chattanooga. At Chickamauga-Chattanooga, the United States government acquired over 8,000 acres of battlefield during the 1890s at a cost of nearly three-quarters of one million dollars. Meanwhile at Antietam, during the same period, the government acquired only 22 acres for under $63,000. The vastly cheaper *Antietam Plan* was predicated upon "indefinite agriculture"—local farmers would preserve the agricultural landscape. Thus at Antietam, the government acquired right-of-ways to construct narrow avenues through the battlefield, and along these avenues it installed cast-iron markers to "clearly describe and explain the positions and operations" of the two armies. Most of the monuments dedicated at Antietam also were constructed within these narrow right-of-ways.

   The first effort to expand public ownership at Antietam occurred in 1937 when the Washington County Historical Society acquired 125 acres of the Confederate defensive positions on the Spong farm overlooking the Burnside Bridge. The historical society could not donate the property, however, because the park had no authority to receive donated lands. Congress mitigated this problem in 1940, passing legislation that authorized Antietam to accept gifts of land. The acreage ceiling expanded in 1960 to 1,800 acres, and between 1960-1964, the park obtained nearly 600 acres, including the Piper farm.

   Land acquisition principally remained dormant for the next twenty years, with the exception of easement acquisitions on the Rohrbach farm (east of Burnside Bridge), on the ground where Burnside staged his final assault, and on Nicodemus Heights overlooking the northwest end of the field. By the mid-1980s, core areas such as The Cornfield, the West Woods, the North Woods, and the Roulette farm north of Bloody Lane remained in possession of local farmers. True to the original vision of the *Antietam Plan*, the farm community had conducted "indefinite agriculture" and had preserved the battlefield's cultural landscape and many of its historic structures.

Development pressures and real estate speculation began mounting in Washington County during the mid-1980s, threatening the prospect of "indefinite agriculture" on and around the battlefield. The Save Historic Antietam Foundation, Inc. organized in 1986 and began drawing national attention to the unprotected resources on the battlefield. This attracted organizations such as the National Trust for Historic Preservation and the Conservation Fund toward Antietam, resulting in a multi-million dollar commitment of private sector dollars from the Richard King Mellon Foundation for battlefield acquisitions. Throughout the 1990s, the R.K. Mellon Foundation provided the money to acquire The Cornfield, the North Woods, much of the West Woods, and the Roulette farm. In 2002, the National Park Service acquired the southern half of the Newcomer farm straddling the Boonsboro-Sharpsburg Pike, and the NPS is negotiating to obtain the northern sector as well.

Beginning in the early 1990s, the State of Maryland launched the most aggressive battlefield protection program in the United States. Maryland pioneered the use of federal Intermodal Surface Transportation Efficiency Act (ISTEA) and its successor program, Transportation Equity Act for the 21st Century (TEA-21) enhancement monies for the preservation of the Antietam Battlefield environs. The State utilized matching funds from the Program Open Space initiative, from the Rural Legacy program (Department of Natural Resources), and the Agricultural Land Preservation Program (Department of Agriculture), to preserve 51 farms and 7,592 acres in southern Washington County in less than a decade--most of it in the form of permanent easements. When combined with National Park Service fee simple and easement properties, nearly 10,500 acres are protected. As a result of Maryland's visionary program, Antietam exists today as the largest Civil War preserve in the nation.

6. Current Land Use. During the 1860s agriculture functioned a the principle historical use of the area that became the battlefield. Today, the National Park Service continues this traditional land use. Through its agricultural leasing program, the NPS provides local farmers with the opportunity to cultivate crops or raise livestock within the boundaries of the federal park. Thus, the open pastures of the Piper farm, as an example, feature grazing cattle. The cultivated fields that comprised The Cornfield and the sector north of Bloody Lane continue to be planted and harvested annually. Historic woodlots and orchards have been replanted in conformity with the park's General Management Plan. In addition to leasing, the park maintains portions of the battlefield through bush hogging and the removal of proliferating conifers. The park also clears vegetation from the Confederate defensive position overlooking Burnside Bridge. The grounds and headstones within the Antietam National Cemetery are maintained by the park.

Visitor utilization is another principal use at the battlefield. The park visitor center, which is a Mission 66 building now over 40 years old, overlooks the left center of the battlefield, and provides restrooms, an auditorium, exhibits, an observation deck, and a bookstore. A paved parking lot, which often overflows during the spring, summer, and fall seasons, also exists at this location. Self-guided automobile tours, along with motor coach tours, utilize the park's road system. Offices for management and staff are scattered throughout the park, both in historic and non-historic structures. The park maintenance facility is located near the National Cemetery and is well disguised, creating minimal visual disruption to the cultural landscape.

Sharpsburg is a small, rural incorporated community with a population of approximately 1,200. The historic town had changed little from its 1860s appearance—a credit to its residents. Until the 1970s, minimal residential growth had occurred on the outskirts of Sharpsburg. Then several farms on the western side of town were subdivided, and since then, single-resident housing developments have transformed this area during the past two decades. Fortunately, none of this development can be seen from the core areas of the battlefield.

Commercial services for both visitors and Sharpsburg residents are located some distance from the park and the town. Hagerstown (10 miles north) and Shepherdstown (three miles west) are the primary commercial centers that offer overnight accommodations and restaurants. Three bed and breakfasts also provide local accommodations.

7. Short and Long-term Threats. Antietam is well-protected from both short and long-term threats. The acquisition of core battlefield areas such as The Cornfield, the West Woods, the Roulette farm, and the North Woods during the 1990s ensures perpetual preservation of these grounds under the administration of the National Park Service. Areas adjoining the federal boundary also are protected as a result of the State of Maryland's land preservation initiatives in the 1990s and early twenty-first century.

   The most significant threat to Antietam is urban encroachment. Residential development became an issue for the battlefield beginning in the 1960s. With the battlefield core and its environs largely protected through fee and easement acquisitions, however, few additional houses can threaten the battlefield proper. Sharpsburg remains averse to commercial development, and concentrations of stores, restaurants, and accommodations likely will remain miles away at Hagerstown and Shepherdstown.

   A type of urban encroachment continues to threaten the battlefield's view shed. The elevations of South Mountain, the Elk Ridge, and Red Hill—all distinctly visible from virtually anywhere on the battlefield—have been targeted for television towers, cellular towers, communications towers, microwave towers, and electricity generating wind mills. Any of these types of protrusions on the mountain crests would distract from the cultural landscape.

   Considering the large number of historic structures within the park, fire always poses a threat. The historic Sherrick barn was destroyed by fire in the mid-1980s, and the Pry House (McClellan's Headquarters) suffered extensive fire damage in 1973. Most of the park's historic structures are not occupied, and installation of fire detection and suppression equipment (with minimal intrusion upon historic fabric) is challenging and costly. Fire suppression system installation, however, is required for most rehabilitation projects to historic houses per DO/RM-58. The Pry House and Mumma House currently have systems in place.

   Periodic floods along the Antietam Creek pose threats to the Burnside Bridge and the historic battlefield in that sector. The bridge has been standing for nearly 160 years, but its structure requires vigilant care and maintenance. Periodic windstorms also create havoc for historic structures and vegetation. In 2003, for example, a windstorm ripped away a large branch of the Civil War era sycamore tree at the east end of Burnside Bridge. The branch fell with so

much weight and force that it collapsed a section of the bridge wall, causing more damage to the bridge than the battle itself! The bridge has since been repaired.

Excessive and inappropriate vegetation also threatens the battlefield's cultural landscape. A proliferation of "cedar" type conifers, especially at the southern end of the battlefield, threatens to consume the pastures and cultivated fields that existed here in 1862. Invasive species, such as the omnipresent "tree of heaven," poses a constant problem.

8. Community Characteristics. Citizens in Washington County have a long tradition of advocating for the Antietam Battlefield. This vocal and persistent citizen involvement positively has influenced county elected officials, and has manifested itself in two arenas—preservation and marketing.

   Numerous examples attest to the county's support for the preservation of the battlefield and its environs. In 1967-1968, the proposed route of a 500,000KV power line threatened the battlefield's view shed as well as sensitive Civil War resources on South Mountain, in Pleasant Valley, and on the Elk Ridge. The county commissioners, in response to citizen concerns, helped lead the effort to reject the proposed route and suggest a suitable remedy. Ten years later, in response to a controversial rezoning of a historic property (the Grove Farm), the county again responded to preservationists' concerns and adopted a historic overlay zone to protect approaches to the Antietam Battlefield. Washington County aggressively embraced the State of Maryland's Rural Legacy Program in the late 1990s and made acquisition of easements on properties near the Antietam Battlefield its top priority.

   Local governments possess a good understanding of the economics of Civil War tourism. In fact, marketing of the Civil War became a significant and on-going effort of local governments in the mid-1990s. In 1996, the City of Hagerstown began an aggressive advertising campaign that attracted visitors to the "Crossroads of the Civil War." The following year, Washington County, the City of Hagerstown, and the local state delegation approved legislation that doubled the hotel/motel tax, in part to promote Civil War tourism. In 1995, the City of Hagerstown embarked on a successful campaign to attract a national Civil War organization and its headquarters to Hagerstown (the Association for the Preservation of Civil War Sites relocated from Fredericksburg, Virginia, to Hagerstown in 1996). In 1997 and 2002, the county, city and state cosponsored anniversary commemorations and reenactments of Antietam that attracted 13,000 reenactors for each event and tens of thousands of spectators. In 2002, the State of Maryland launched its first Civil War Trail that culminated with the Antietam Battlefield. The next year, Maryland opened its Gettysburg Campaign Trail that featured advance and retreat routes through Washington County. From 1997-2001, the county and city cooperated closely with the producers of *Gods and Generals* to ensure that the bulk of this Civil War motion picture would be filmed locally.

   Regarding demographics, Washington County's population is growing. The Census of 2000 revealed the population had topped 130,000. Nearly 38,000 resided within the county seat of Hagerstown, ten miles north of the battlefield. Population growth, which had been confined to about 1% a year during the past decade, began accelerating in the early 2000s due to cheaper land and more affordable housing. This growth compelled the county

commissioners to adopt fees in 2003 on new development to help pay for new and expanded schools and infrastructure improvements and maintenance.

Agriculture and the service industry are the county's largest employers, although the largest single employer is the state prison complex located about seven miles north of the battlefield. The intersection of I-81 and I-70 has attracted a sizeable warehouse industry, and the county is a designated inland port. Mack Trucks is the largest manufacturer in the county, but overall, manufacturing has decreased as a source of employment since the 1960s. The University System of Maryland will begin offering four-year and advanced degrees at its new campus in downtown Hagerstown in 2005, bolstering the two-year degree programs offered at Hagerstown Community College. With this new university in Hagerstown, the county hopes to develop a better-educated workforce that, in turn, will attract higher-wage technology companies to the area.

The revitalization of downtown Hagerstown remains a priority. An Arts and Entertainment District has been established in the blocks that feature the Maryland Theater, the Maryland Symphony Orchestra, the Washington County Arts Council, and the Washington County Free Library. Plans envision a target school that teaches the arts as well as new offices and restaurants within this district. Both the city and the county have committed to infrastructure that will improve both access and parking within this district. Other tourism-related attributes in downtown Hagerstown include The Hagerstown/Washington County Convention & Visitors Bureau that operates within the public square, attracting visitors and disseminating information. The Western Maryland Room of the Washington County Free Library possesses one of the largest history reference collections outside of Baltimore, and the Washington County Historical Society operates a museum and an extensive genealogical library. The Hagerstown Round House Museum features railroad rolling stock and models that depict that past glory of the city as a railroad hub.

In terms of community partnerships and the Antietam National Battlefield, each year during the Saturday nearest July 4th, the battlefield hosts a concert by the Maryland Symphony Orchestra that attracts over 30,000 visitors. This program is cosponsored by the National Park Service, the Maryland Symphony Orchestra, and a major community bank. In addition, each year the battlefield hosts the largest volunteer event in Washington County. More than 700 volunteers participate in the annual Antietam National Battlefield Memorial Illumination during the first Saturday of December, lighting and placing 23,100 candles on the battlefield in honor of the casualties that occurred during the battle.

9. Planning Capabilities. Washington County has an extensive and experienced planning department. Planning and zoning have been in effect in the county since 1973. This original 1973 plan designated the ground constituting the battlefield within an agricultural zone--but this designation permitted a density of one house per acre. During the past thirty years, however, this agricultural designation became largely irrelevant as most of the core battlefield was acquired and placed under permanent federal protection.

In 1989, in an effort to protect Sharpsburg and the battlefield from incompatible development, the county adopted a historic overlay zone to protect approaches to the Antietam Battlefield. This resulted in the creation of a historic district commission that reviewed all proposed construction within the Antietam approach zones. During the 1990s and early 2000s, much of these approaches were placed under protective easements through innovative land acquisition programs developed by the State of Maryland. During the late 1990s, Maryland inaugurated a "smart growth" policy designed to limit sprawl. This resulted in a new comprehensive plan for Washington County, developed during the early 2000s, that channeled new growth into towns with existing infrastructure and placed tighter restrictions on residential development in conservation, historical, and agricultural zones.

10. Priority Parcels. Few parcels requiring protection remain within the core of the Antietam National Battlefield. The battlefield superintendent maintains positive relations with property owners within the federal boundary, and when acquisition opportunities arise, the park enters into negotiations. Key acquisitions within the past two years include the property where Burnside launched his assault against the Confederate right; the southern portion of the historic Newcomer farm opposite the Middle Bridge; a modern ranch house at the entrance of the lane to McClellan's headquarters; and a ranch house at the park's main entrance.

    Several parcels in the core area near the left-center of the battlefield presently are unprotected. This includes an active farm north of Smoketown Road and south of Cornfield Avenue; a pastoral tract in the historic West Woods that includes an early-twentieth century residence; and another tract in the West Woods that is cultivated agricultural. These remain priority acquisitions for the Antietam National Battlefield.

    Regarding parcels external to the federal park boundary, the State of Maryland, in cooperation with Washington County landowners, planners and local battlefield preservation organizations, have protected more than 5,000 acres around the core battlefield. Additional properties have been identified and prioritized for easement protection, and land owners have been informed of these interests. All transactions are based upon willing-seller, willing-buyer arrangements.

11. Land Protection Methods. Fee acquisition or easement acquisition are the principal methods employed within the federal boundary and for the battlefield's adjoining environs. Within the boundary, fee acquisition ultimately permits public access to larger portions of the battlefield. Even in cases where the government holds an easement inside the boundary, fee acquisition ultimately may follow to permit public access. A good example of this easement-to-fee transition is the historic Roulette Farm. First placed under easement in the late 1980s, this protected the property from development, but it did not permit the public to follow the Union advance toward Bloody Lane. Nearly ten years later, the owners sold the remaining interest in fee, opening the Roulette Farm to public access and greatly enhancing the visitors' understanding of the Bloody Lane action.

Funding for acquisitions within the federal boundary come either through the National Park Service land acquisition program (usually the Land and Water Conservation Fund) or from private foundations, such as the Richard T. Mellon Foundation and The Conservation Fund. The Mellon Foundation, for example, provided the dollars used to acquire The Cornfield, much of the West Woods, the North Woods, and the fee purchase of the Roulette Farm, and the Civil War Preservation Fund helped acquire the Shull Tract.

For properties outside the federal boundary, the State of Maryland has employed both fee and easement strategies. Since public access is not necessary for most areas not within the core battlefield, easements are the best solution. Easements protect the property, but also permit the continued private ownership of the land. The land remains on the tax rolls, may be given to family, or may be sold with restrictive covenants in place. Compared to state-owned property, easements also reduce the State's administrative and maintenance responsibilities for the property. In some cases where Maryland has acquired title through fee acquisition, the State has resold the properties, again with restrictive covenants in place.

Maryland has utilized several funds for its land acquisition around Antietam. Beginning in the early 1990s, transportation enhancement monies from the federal ISTEA program were matched with state Program Open Space dollars. This precedent was continued for TEA-21, the successor of ISTEA. Maryland and Washington County also employed Rural Legacy funding toward the protection of Antietam's environs beginning in the late 1990s.

12. Attitudes. Antietam is the country's largest protected Civil War battlefield because people care.[29] Local farmers cared enough to maintain the agricultural character of the landscape for the past 140 years. The Washington County Historical Society cared enough in the throes of the Great Depression to acquire land and support legislation to permit its donation to the park. Local activists cared enough to confront a utility company and force its rerouting of a major power line. Area preservationists cared enough to clamor against development threats and to demand national attention for the battlefield. The Washington County government cared enough to adopt zoning regulations to help protect approaches to the battlefield. Washington County and the City of Hagerstown cared enough to market Antietam to tourists as its most valuable historic resource. The State of Maryland cared enough to engineer an innovative land protection program to preserve the battlefield's environs. National and local preservation organizations cared enough to obtain private sector funding to acquire significant resources. The State of Maryland cared enough to develop and market a Civil War driving trail culminating at Antietam.

    Antietam is a model for attitudes regarding battlefield preservation.

13. Partnerships, strategies, and actions. An action plan for Antietam's preservation has been in place for the past twenty years. Although never formalized into a single plan, numerous

[29] According to "Profiles of America's Most Threatened Civil War Battlefields," American Battlefield Protection Program, National Park Service (1998), the only other Priority I battlefield site with more protected acreage was South Mountain Battlefield. Most of South Mountain Battlefield's protected acreage as listed in this 1998 study, however, is the Appalachian Trail.

entities have been engaged in the protection of the battlefield. At the local level, the Save Historic Antietam Foundation, Inc. has acquired properties and identified acquisition priorities. At the state level, Maryland has worked cooperatively with Washington County, the federal government, and local land trusts to identify and prioritize sensitive properties, and then proceeded to obtain protections for these properties. At the federal level, the National Park Service has acquired additional lands within its boundaries, and the park superintendent continues to maintain positive relationships with landowners with inholdings. Of the core battlefield area identified by the Civil War Sites Advisory Commission, approximately 75% is preserved, and those sites within Antietam National Battlefield's boundary that still require protection have been identified and prioritized through the park's Land Protection Plan (LPP) and subsequent memorandum revisions to the LPP.[30]

The Antietam National Battlefield's General Management Plan, approved in 1992 after three years of development and extensive public input, guides the battlefield's restoration and its future. The Western Maryland Interpretive Association, the non-profit cooperating association that manages the park's bookstore, will continue to provide financial support toward preservation and park interpretation.

The Heart of the Civil War Heritage Area will help strengthen partnerships in the areas of marketing and interpretation for Antietam. The Convention & Visitors Bureaus in Washington County and Frederick County will continue to highlight Antietam as one of their premiere attractions. The State of Maryland will continue to market and promote its Civil War Trails, touting Antietam as a key destination.

Monocacy National Battlefield

1. Historical Significance. Monocacy often is referred to as the "Battle that Saved Washington." Fought on July 9, 1864, the battle delayed for one day the advance of a Confederate army that was marching toward the federal capital. As a result of this delay, veteran Union reinforcements arrived in time to defend Washington's defenses, thus deterring a possible Confederate capture of the capital.[31]

   The Battle of Monocacy was the principal battle in the Confederacy's last major invasion of the North. In a movement designed to relieve military pressure against the strategic cities of Richmond and Petersburg, Virginia, Confederate General Jubal A. Early and his force of

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[30] Protected acres calculated from base maps showing Antietam study and core areas provided by the Cultural Resources GIS Facility, National Park Service, Washington, DC.

[31] Information on Monocacy comes from the following sources: Glenn H. Worthington, *Fighting for Time: The Battle of Monocacy*. 1932. (Reprint, Shippensburg, PA: Burd Street Press) 1994; B. Franklin Cooling, *Monocacy: The Battle That Saved Washington*. (Shippensburg, PA: White Mane Publishing) 1997; Interviews with Susan Trail, Superintendent, Cathy Beeler, Chief, Resource Education and Visitor Services, and Joy Beasley, Cultural Resources Program Manager, Monocacy National Battlefield; Draft, *General Management Plan*, Monocacy National Battlefield (2005).

15,000 splashed across the Potomac River more than seventy miles upstream from Washington during the first week of July, 1864. By July 8, he had arrived at Frederick, facing minimal opposition. To respond to this emergency, Union General Lew Wallace (later famous for authoring *Ben Hur*), cobbled together 5,800 men, including the advance of the Union VI Corps, rapidly arriving from U.S. Grant's army in Virginia. Wallace attempted to block Early's crossing of the Monocacy River by defending the Georgetown Pike to Washington and the National Road to Baltimore. Wallace's outnumbered force could not adequately cover six miles of river front, however, and a Confederate flanking movement against the Union left eventually carried the day for Early's Southerners.

Union casualties amounted to 1,294 dead, wounded, and missing, while the Confederates lost between 700-900 men. Although Monocacy was a Union defeat, General Grant assessed Wallace's effort as a strategic victory: "If Early had been but one day earlier [at Washington], he might have entered the capital before the arrival of the reinforcements I had sent." General Wallace best summarized the Union effort when he proposed these words for a battlefield monument: "These men died to save the National Capital, and they did save it."

Monocacy also is significant as the location of the discovery of the infamous "Lost Orders." In mid-September, 1862, during the first invasion of the North, General Robert E. Lee's army encamped along the Monocacy River. While here, Lee devised Special Order 191—a complicated instruction that divided his army into four parts for the purpose of capturing Harpers Ferry. Inexplicably, one copy of these orders (the copy transmitted to General D. H. Hill) became "lost," only to be found by Union soldiers on September 13th. The "Lost Orders" were transmitted to Federal commander George McClellan, who after authentication advanced his army against Lee's divided forces. This resulted in the Battle of South Mountain on September 14, but more importantly, the "Lost Orders" changed and sharply curtailed the entire course of the Confederacy's first invasion.

2. Location and Geographical Area. The Monocacy National Battlefield is located just southeast of the city of Frederick and three and one half miles northwest of Urbana in Frederick County, Maryland. The battlefield consists of 1,647 acres situated on both sides of the Monocacy River. The orientation of the battlefield is primarily north-south as it straddles nearly two miles of the Monocacy River. The principal road providing access to the site is MD 355. Interstate 270 bisects the battlefield, but no direct access is available from the interstate. The National Park Service administers the battlefield. Map 8 shows the federal boundary of the battlefield and its environs. In 1993, the Civil War Sites Advisory Commission identified 6,770 acres, both within and outside the federal park boundary, as the broad study area of Monocacy, and 2,686 acres as the core of the area. A total of 1,434 acres of the core, or 53.4%, are currently protected.[32]

[32] Protected acres calculated from base maps showing Monocacy study and core areas provided by the Cultural Resources GIS Facility, National Park Service, Washington, DC.

3. Cultural and Natural Resources. The National Park Service has worked diligently during the past decade to survey and evaluate the resources within Monocacy National Battlefield. The site has a Resources Management Plan that is annually updated, and the park presently is completing a General Management Plan. The park has completed a Historic Resources Study, and archeological investigations have been conducted at the Best and Thomas farms.

   Agriculture defined the prominent use of the land that became the battlefield. Beginning in the mid-18th century, farming became a common practice along the Monocacy River. One hundred years later, the battle raged on farms occupied by the Thomas family, the Best family, and the Worthington family. The historic battlefield remains today predominantly farmland, retaining much of its eighteenth and nineteenth-century integrity. Hence, the principal cultural resource that defines the battlefield is the farm landscape itself.

   Dwellings and outbuildings associated with this agricultural landscape are significant cultural resources as well. "Araby," a federal style brick structure on the Civil War Thomas farm, was constructed ca. 1780. It stood in the vortex of the battle and was damaged badly by Confederate artillery. The Best Farm contains a cluster of late eighteenth century buildings, including the principal residence, a stone-and-log secondary house, and a stone barn. The Italianate style brick Worthington house was constructed in 1851 or 1852, and from its basement, six-year old Glenn Worthington witnessed the battle and later authored a book (*Fighting for Time*) about his experience. Worthington also played an important role in the establishment of the park. A historic fence line that once separated the Worthington and Thomas farms can still be traced, and it was here that the opening phase of the battle occurred.

   The agricultural industry along the Monocacy spurred another industry—flour milling. Gambrill's Mill, a three-story stone structure constructed in 1830 (and adapted currently as the park's visitor center) utilized the water power of nearby Bush Creek to grind wheat into flour. A section of the mill race and a segment of the dam still remain. During the battle, the Union army utilized the mill as a temporary hospital. Despite the war, James Gambrill's business flourished, and his 1872 mansion reflects his wealth. Although not an antebellum structure, the house is listed on the National Register of Historic Places, and the National Park Service has adapted the building as the location of its Historic Preservation Training Center administrative offices.

   Several Civil War monuments commemorate unit and state participation in the battle. The Maryland Centennial marker and the Confederate monument stand at the northwestern approach to the battlefield along MD 355. Just southeast of this point is the 14th New Jersey regimental monument, dedicated in July, 1907. Along the Union defense line, near the present day intersection of the Baker Valley Road and the Araby Church Road (formerly the historic Georgetown Pike) stand two state monuments dedicated to Pennsylvania and Vermont soldiers who fought at Monocacy.

   Monocacy Junction is a significant cultural resource representing the 19th century's greatest transportation revolution. Here the historic Baltimore & Ohio Railroad—the first successful rail line in the United States—crosses the Monocacy and links with a spur line that runs to Frederick. Remains of Civil War entrenchments, probably constructed as part of the

railroad's blockhouse defenses in 1862, overlook the site of the original railroad bridge. Just downstream from the railroad junction is the historic Georgetown Pike (MD 355), the main road that connected Washington with Frederick. The original covered bridge that carried the Georgetown Pike over the river was burned by the Federals during the battle.

The Monocacy River is the most prominent natural resource within the park. Through the millennia, it carved and sculpted the land that later became a battlefield. The high linear ridge east of and parallel to the river, where the Union army conducted much of its defense, dominates the landscape. On a segment of this ridge at "Brooks Hill," an upland forest environment of oak and hickory produce massive amounts of acorns and nuts for area wildlife. Returning to the river, the location of the Worthington-McKinney ford, where the Confederates crossed the Monocacy to flank the Union position, has disappeared due to repeated floods.

4. Current Condition. Of the core battlefield area identified by the Civil War Sites Advisory Commission, approximately 53% is preserved.[33] The vast majority of the remaining area, such as the Confederate advance along the Historic National Road and some Confederate artillery positions at the far northwestern edge of the battlefield, are beyond recovery due to commercial development.

   The battlefield today is a mix of open fields and belts of woods. Although more forested today than in 1864, the pastures and cultivated areas where the heaviest fighting occurred retain most of their 19th century integrity. Historic structures associated with the battle, such as buildings on the Thomas, Worthington, and Best farms, largely resemble their 1864 appearances. The Thomas farm is not occupied, but is subject to a life estate, and its structures are in the best condition. The Worthington house was abandoned for many years, but under NPS administration, the structure has been stabilized and a Historic Structures Report completed. Exterior restoration and renovation were completed in 2004. A Historic Structures Report also has been prepared for the Best farm buildings, which have been stabilized against continued deterioration. The post-war Gambrill Mansion has been adapted for office space for the NPS Historic Preservation Training Center and stands in good condition. The Gambrill Mill has served as the park's visitor center since its official opening in 1991, but its limited space is inadequate for either visitor orientation or exhibits, and the building is susceptible to frequent floods. Construction will commence on a new visitor center in 2005.

   The greatest alteration to the battlefield—and also the biggest distraction--is Interstate 270. The four-lane highway literally bisects the entire battlefield. Its unfortunate alignment drives a modern wedge between the Worthington and Thomas farms, thus making it impossible to follow the Confederate assault unimpeded. The highway was approved and constructed prior to the passage of the 1966 National Historic Preservation Act, and without the input of

[33] Protected acres calculated from base maps showing Monocacy study and core areas provided by the Cultural Resources GIS Facility, National Park Service, Washington, DC.

historic preservation professionals, the result was insensitive placement. Although not visible from all areas of the battlefield, the interstate's incessant traffic noise is difficult to escape.

5. Brief History of Protection Efforts. Although established by the Congress in 1934, the Monocacy National Battlefield remained largely dormant for nearly 50 years. The first property acquisitions finally occurred in 1981 and 1984, when the government acquired 140 acres of the Gambrill farm in the northeastern sector of the field. A significant segment at the southern end of the battlefield was obtained in 1982 when 282 acres of the Worthington farm were purchased. Two parcels at the Lewis farm, totaling 146 acres along the southeastern side of the battlefield, became part of the federal park in 1986 and 1989. Acquisition of the Baker farm in 1989 further preserved the southern end of the battlefield. With the purchase of two parcels totaling nearly 226 acres on the Best farm in 1993 and 1995, the park expanded to the western side of the Monocacy River. Then in 2001, 240 acres of the Thomas farm—in the middle of the battlefield—came under permanent protection. The park also holds scenic easements on an additional 174 acres acquired in 1987.

   The 50-year spread between congressional authorization and government acquisition proved costly. Frederick County experienced substantial growth during the last three decades of the 20th century, and commercial development (including a regional mall) developed on the outskirts of the park boundary. As a result, during the twenty-year acquisition period (1981-2001), $14,154,500 was expended for an average of $9,417 per acre.

   The State of Maryland invested $1.3 million to offer additional protection at the southern end of the battlefield at the dawn of the 21st century. By preserving 414 acres of pristine agricultural land adjacent to the park's southern boundary, the state created an excellent buffer for the federal holdings.

6. Current Land Use. The National Park Service leases approximately 850 acres within the battlefield boundary for agricultural purposes, including grazing and cultivation. This helps maintain the 1864 appearance of the cultural landscape. Approximately 20% of the park is wooded. About two miles of the Monocacy River passes through the federal preserve, providing low-level recreational use such as fishing and canoeing. A one-half mile loop trail begins at the Gambrill Mill visitor center and features the north-central section of the battlefield. The Worthington farm trail provides access to the southwestern sector of the park, including the Monocacy River and the grounds where some of the heaviest fighting occurred. The Thomas farm trail runs through the central section of the park.

   MD 355 is the historic artery that crosses the park, connecting Frederick with Urbana, three and one half miles southeast of the battlefield. Access to the park's current visitor center at Gambrill Mill is via MD 355. Interstate 270 parallels MD 355 and is the principal road passing through the park, but no interchange provides direct access to the battlefield. To visit the park from the interstate, a traveler must exit onto the Buckeystown Pike (MD 85 south of Frederick), and then intersect with MD 355, or approach from the southeast via the Urbana interstate exit. The state maintains a viewing area along the north-bound lanes of I-270 that provides a good perspective of the Monocacy River valley, Frederick, and a portion of the battlefield. A 2.4 mile driving tour of the battlefield makes use of MD 355 and county

highways, including Araby Church Road and Baker Valley Road. CSX railroad continues active freight operations on the mainline of the original B & O Railroad, and the MARC commuter train utilizes the Frederick branch of the railroad from Monocacy Junction.

Several of the historic residences within the boundary are life estates (the Thomas farm and the Baker farm). These remain occupied and are not open to public access. The park's draft General Management Plan envisions the Thomas farm eventually becoming a focal point for interpretation. The Worthington house and historic structures on the Best farm have been stabilized and are maintained by the NPS, but access is limited to pedestrian traffic only. Gambrill Mill functions as the current visitor center, but by 2006, this will be replaced by a new visitor facility located at the northwest entrance to the park along MD 355. The Gambrill mansion serves as the headquarters for the NPS Historic Preservation Training Center.

Extensive commercial development sits astride the park's northwestern boundary, located approximately one mile north of the Gambrill Mill visitor center. Both sides of MD 355 are commercially developed, beginning at the park's northwestern boundary and continuing two miles to the outskirts of historic Frederick. This development includes a mall, shopping centers, large retail chain stores, restaurants, and warehouses. North of the park boundary, land use is mixed, ranging from agricultural to mineral mining to general industrial. East and south of the park boundary, agriculture predominates; but as one approaches Urbana on MD 355, high density residential growth is underway along the highway. Low density residential development also exists between MD 355 and Araby Church Road as well as at the junction of Araby Church Road and Baker Valley Road.

7. Short and Long-term Threats. The proposed widening of Interstate 270 presents the greatest threat to Monocacy National Battlefield. Increased volume and persistent traffic jams during morning and evening rush hours are creating the need for additional lanes. Since the interstate passes through the heart of the battlefield, any outward expansion will destroy core resources, including the fence row on the Worthington farm where the battle commenced. Highway planners have been working closely with NPS officials to mitigate the deleterious effects of the interstate's expansion.

   Increasing traffic on MD 355 also presents a problem. As residential growth in the Urbana area continues, more vehicles are using MD 355--the principal artery through the park--for direct access to the commercial district south of Frederick. The increased volume and speed of the traffic creates a serious safety hazard for park visitors, who utilize the highway as part of the battlefield's auto tour. The traffic makes entrances to park pull-overs and the junction of Araby Church Road quite hazardous.

   Continued commercial, industrial, and residential development around the battlefield's boundary present on-going visual concerns. At present, most commercial development south of Frederick is one or two stories and is not a major distraction to the park's viewshed. As commercial space becomes more limited, however, height expansion may occur, making the urban environment more intrusive upon the park's 19th-century setting. Continued growth in the industrial zone north of the park, especially the construction of mega-sized warehouses, also poses a serious threat to the park's viewshed. Recent discussions about the possible

placement of a multi-story solid waste treatment plant (trash transfer station) just north of the park has elevated awareness about the sensitive environment adjacent to the park boundary.

The rapid growth of Urbana, three and one half miles south of the battlefield, undoubtedly will tax the capabilities of MD 355 as a two-lane highway. Two large planned unit developments (PUDs) are zoned for the Urbana area, in addition to an office/research industrial district and mixed-use development zone (commercial, employment, residential, and recreational). Pressure to widen MD 355 may mount if the current highway proves incapable of handling increased traffic. Along MD 355 north of Urbana--between the town and the battlefield—most properties presently are zoned agricultural or low density residential. Zoning can be changed, however, and continued growth could make this area a target for extensive development.

From the natural perspective, flooding of the Monocacy River remains a constant threat. During the fall of 2004, the Gambrill Mill visitor center was evacuated on three occasions. This problem will be eliminated when the new visitor center is opened in 2006 at the northwestern entrance to the park—well outside the flood plain.

8. Community Characteristics. The City of Frederick is the second largest city in Maryland (second only to Baltimore). The city has more than doubled its population in the past three decades, topping 57,000 residents in 2004. Frederick County also has experienced dramatic growth, with its population rising 30% during the last decade of the 20th century. Frederick County was the fourth fasting growing county in Maryland from 1990-2000, and in 2004, the county's population surpassed 217,000.

   Frederick County's and City's proximity to the Washington and Baltimore metropolitan areas helps account for their rapid expansions. With the city located about forty miles from the nation's capital and approximately the same distance from downtown Baltimore, the Frederick area has become the classic "bedroom" community for thousands of commuters. The junction of two interstates at Frederick (I 270 to Washington and I 70 to Baltimore) also has spurred Frederick's phenomenal growth. Its location along the I 270 "technology corridor" has made Frederick attractive to technology and biotechnology companies, and office buildings have become a part of the Frederick landscape.

   As a result of Frederick's extensive growth, the construction industry has become one of thecounty's largest employers. Yet despite this growth, much of Frederick County retains its rural environment, and agriculture—including the fruit and orchard business--remains a principal industry throughout the county. The service industry and technology sector also are prominent players in Frederick's diverse and healthy economy. Unemployment generally is low, hovering around 2%, and housing prices continue to escalate dramatically.

   Downtown Frederick is a vibrant commercial and business district with an active and affluent residential core. Visitors are attracted to the city by its extensive and varied architecture, as well as its antique stores, its unique restaurants, and attractions such as the National Museum of Civil War Medicine, the Frederick County Historical Society, and the recently renovated county library. The Tourism Council of Frederick County operates a visitor center in the heart of downtown, and produces *Destination Frederick*, a colorful visitor guidebook that highlights the community's many amenities. Maryland Civil War Trail exhibits encourage a

walking tour through the heart of downtown and present Frederick's role in the 1861 secession crises, the 1862 Maryland Campaign, the 1863 Gettysburg Campaign, and the 1864 Confederate ransom of the city. Frederick has worked diligently over the past three decades to preserve its architectural and historical integrity, and as a result, the city has become a major tourist attraction in Maryland.

9. Planning Capabilities. Frederick County was among the first jurisdictions in Maryland to adopt comprehensive planning. The first zoning ordinance was adopted by the county in 1959, and the Countywide Comprehensive Plan was last updated in 1998. The county staffs a professional planning office and it includes a specialist in historic preservation and in rural/agricultural preservation. To further localize planning and provide timely response to changing economics and environments, the county has developed eight regional plans that are updated on a continuous cycle. Land within the Monocacy National Battlefield lies within three separate regional plans. The northwestern portion of the park is within the Frederick Region. The northeastern section of the battlefield falls within the New Market Region. The southern areas of the park are in the Urbana Region. This triangulation of planning regions within the park boundaries requires considerable attention and involvement by park management.

   Frederick County adopted a Historic Preservation Plan in February, 1996, after a citizens' committee appointed by the board of county commissioners completed a year-long study. Frederick County also completed cultural resource surveys for each of its eight planning regions in 1994, identifying 5,170 sites.

   The City of Frederick maintains a planning office separate from the county, and a historic preservation planner works within the city's boundaries to preserve Frederick's cultural resources.

10. Priority Parcels needing Protection. Nearly 99% of the land within the boundary of the Monocacy National Battlefield is protected by either fee or easement acquisition. Three parcels totaling 20 acres along Baker Valley Road (at the southeastern end of the battlefield) remain as inholdings. As for battlefield land outside the park's boundary, please see below.

11. Land Protection Methods. Virtually all of the property within the federal boundary of the park has been acquired through fee or easement acquisitions. The use of innovative "life estate" provisions helped achieve protection at the Thomas and Baker farms. Regarding land adjoining the park, agricultural and low density zoning is in place for areas east and south of the boundary. For visitors approaching the battlefield from the south along MD 355, this avenue of agriculture presents an aesthetic entrance into a 19th century battlefield environment. The park and The Heart of the Civil War Heritage Area should continue to closely monitor zoning along this corridor and work to maintain the agricultural character of this approach. Land protection just west of the Monocacy River is moot as the area is heavily developed as light and general industrial zones. Areas north and northwest of the park also have developed for general commercial and industrial uses.

12. Attitudes. Preservation of the Monocacy National Battlefield has occurred primarily through federal land acquisition activities with willing sellers. Considering the dramatic growth of Frederick City and Frederick County during the past three decades, it remains amazing that much of the battlefield has been protected. Caring landowners on the battlefield, inside and outside the federal boundary, deserve much of the credit for preserving the resource during this period of stellar growth.

    The battlefield's location between two major interstates made it an easy target for commercial, industrial, and residential development, but area landowners retained their agricultural pursuits until acquisition agreements were reached with the federal government. County planners and elected officials also deserve credit for recognizing the battlefield's existence "on paper" prior to active land acquisition in the 1980s. The agricultural zoning prescribed here on early comprehensive plans helped assist in the preservation of battlefield resources.

    Beginning in the early 1990s, the State of Maryland became engaged in the protection and promotion of its Civil War heritage. Maryland utilized transportation enhancement funds and its Program Open Space dollars to assist with land protection at Monocacy. The State also promotes Monocacy as a stop on its 1862 Maryland Campaign Civil War Trail, highlighting the discovery of Special Orders 191 on the Best farm. Maryland also is considering development of an 1864 Civil War Trail that will feature Monocacy as the decisive battle that helped save Washington from Confederate capture. The Tourism Council of Frederick County also actively promotes the Monocacy National Battlefield as a destination.

13. Partnerships, Strategies, and Actions. Preservation of the Monocacy National Battlefield is nearly complete. Planners now must turn their attention toward development and marketing of the battlefield. The park's General Management Plan, a public involvement process that has been underway for the past three years, addresses many development issues. These include construction of a new visitor center along MD 355 at the northwestern entrance to the battlefield. This 4,000 square foot orientation and interpretation facility will better relate the story of Monocacy and become a featured attraction within the park.

    NPS officials should work closely with the Tourism Council of Frederick County and the Maryland Office of Tourism Development (OTD) to promote this new facility, scheduled for opening in 2006. The park also should encourage the Maryland OTD to feature Monocacy at the new US 15 visitor center, located just six miles south of Gettysburg. Marketing Monocacy at this site--thus informing Gettysburg visitors about Monocacy's nearby existence--has the potential to increase visitation significantly. The park should further encourage the Maryland OTD to develop an 1864 Civil War driving trail, featuring Monocacy as the climactic focal point. The marketing potential derived from this form of visitor activity has been proven for Antietam, South Mountain, and for other battlefield sites in Virginia.

    The Heart of the Civil War Heritage Area must forge a close relationship with park management to ensure optimum protection for the battlefield outside the park boundary. Members of the Maryland HCWHA can communicate concerns to planners and community

leaders and assist in the development of informed decisions that benefit both the battlefield and the community.

The future widening of I 270 remains a significant issue for the battlefield. The Heart of the Civil War Heritage Area should engage in these discussions, joining the National Park Service and the Maryland State Highway Administration to develop a solution that least affects the battlefield. These parties should also begin developing strategies for MD 355, the principal artery traversing the park, to ensure optimum safety for visitors while at the same time protecting park resources. Improved directional signage to the park from I 270 and I 70 is another topic that deserves attention. Better signage likely will improve visitation.

Downtown Frederick attracts tens of thousands of tourists, but few of these visitors venture only a few miles south to the Monocacy National Battlefield. The Heart of the Civil War Heritage Area should work with the Tourism Bureau of Frederick County, the National Museum of Civil War Medicine (a major downtown attraction) and the NPS to develop strategies to attract the downtown Frederick audience to the battlefield.

More needs to occur to promote the battlefield and its assets to the local citizenry. The battlefield's river front, its walking trails, and its pastoral setting are a bonus to Frederick's burgeoning population, but few area residents take advantage of the park and its many recreational and educational opportunities. The Tourism Council of Frederick County could unite with the park to jointly market the battlefield to a targeted local audience.

South Mountain State Battlefield

1. Historical Significance. The Battle(s) of South Mountain were the first major engagement of the Civil War on Maryland soil. The battles also resulted in the first retreat of Robert E. Lee's Army of Northern Virginia.[34]

   The inadvertent discovery of General Lee's campaign plans (Special Orders 191) near Frederick, Maryland, on September 13, 1862, presented Union commander George B. McClellan with one of the grandest opportunities to whip an enemy in military history. With a sudden strike through the gaps of South Mountain, McClellan could interpose between the scattered wings of the Confederate army; save the besieged Union garrison at Harpers Ferry; and trap the Southern invaders on Maryland soil or at least drive them from Union territory. "I have all the plans of the rebels," McClellan declared to President Lincoln, boasting he would "catch them in their own trap."

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[34] Information on South Mountain comes from the following sources: *South Mountain Battlefield National Historic Landmark Nomination* (1987); Interviews with Al Preston, Superintendent, South Mountain State Battlefield, and Dennis Frye, Chief of Interpretation, Harpers Ferry National Historical Park; John M. Priest, Before *Antietam: the Battle for South Mountain* (New York: Oxford University Press) 1996; Gary W. Gallagher, ed., *The Antietam Campaign* (Chapel Hill: University of North Carolina Press) 1999.

McClellan's Federal army attacked South Mountain on Sunday, September 14, 1862. At Crampton's Gap, the Union forces eventually seized the mountain crest, but failed to relieve Harpers Ferry, where over 12,500 United States troops surrendered the next day. At Fox's Gap, the contest raged for nearly twelve hours, but the Federals failed to crush the stubborn Confederate defense. At Turner's Gap, Southern soldiers held the position despite a thrust by the famous "Iron Brigade of the West." North of Turner's Gap, Union attacks did seize the mountain crest, but darkness prevented the opportunity to cut off Lee's avenue of retreat.

Estimated casualties for the day's fighting exceeded 5,000. The fighting at Fox's Gap produced the greatest number of dead and wounded, while over 400 Confederates were captured at Crampton's Gap.

During the night of September 14-15, Lee's beleaguered defenders at Fox's and Turner's Gaps retreated toward Sharpsburg, Maryland. Confederates abandoned Crampton's Gap and retired into Pleasant Valley to defend Harpers Ferry from Union assault. By September 17, Lee was reuniting his army near Sharpsburg when attacked by McClellan, precipitating the Battle of Antietam.

Although McClellan and the Union army considered South Mountain a victory for the North, Confederate strategists concluded Lee's one-day defense assured the surrender of Harpers Ferry and thwarted McClellan's plans to divide and conquer the scattered Confederates.

2. Location and Geographical Area. The crest of South Mountain forms the boundary between Washington and Frederick Counties. Most of the fighting occurred, however, at the eastern base and along the eastern slopes of South Mountain. The Turner's and Fox's Gaps sectors of the battlefield lie about midway between Boonsboro in Washington County and Middletown in Frederick County. The Historic National Road (MD Alt. 40) is the principal artery traversing this area of the battlefield. Six miles south of Fox's Gap is the Crampton's Gap battlefield. Much of the action here occurred just west of the hamlet of Burkittsville in southwestern Frederick County. Maps 2-5 show the boundaries of the historic South Mountain battlefields as mapped in a National Historic Landmark nomination of 1987. The study area of the three battle sites connected with South Mountain make up approximately 4,984 acres. Of these, 1,941 of these acres constitute the core area. In the core area, 1,157 acres, or 59.6% of the core area, is protected.[35]

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[35] *South Mountain Battlefields National Historic Landmark Nomination* (1987). Although South Mountain is a Priority I site, a communication from a National Park representative stated that "[o]ur records indicate that South Mountain…battlefield original survey maps do not show a core or study area. Because of this data void, we could not digitize the boundaries for this battlefield…" [E-mail, November 29, 2004, John Knoerl, Program Manager, Cultural Resources GIS Facility, National Park Service, Washington, DC to Jennifer Kinzer, Washington County (MD) Department of Planning.] The boundaries of South Mountain State Battlefield, established by the Maryland General Assembly in 2000, were defined as "the property owned by the state along South Mountain between the northern portion of Washington Monument State Park in Washington and Frederick Counties and the property near the town of Brownsville, south of Gathland State Park in Washington County." [Maryland House Bill 1183] The boundaries proposed in the National Historic Landmark nomination of 1987 have been used in this report as reflecting a more precise delineation of the historic battle boundaries.

3. Cultural and Natural Resources. South Mountain's terrain is the most significant natural and cultural resource on the battlefield. The mountain's linear north-south alignment formed a barrier to western travel during the colonial period, forcing early settlers to utilize the gaps as avenues of least resistance. This ultimately developed into an early road system during the mid-18th century. These primitive roads-- ascending and descending the gaps--helped settlers hurdle South Mountain. A century later, during the Battle of South Mountain, Confederates defended these gaps and their historic roads, and the Federals attacked using these roads as their avenues of approach.

   A United States Topographical Engineers map produced in the winter of 1862 helps identify roads, structures, ground cover, fencelines, troop movements, positions and topography associated with the battles of South Mountain. Since the actions at each gap were separate and distinct, cultural resources will be identified for each battlefield.

   At Crampton's Gap, the Old Burkittsville Road (Gapland Road today) bisects the southern end of the battlefield, and its alignment has changed little since the battle. The Mountain Church Road (historical name unknown) parallels the eastern foot of the mountain and served as the Confederates' initial line of defense. This road also follows its original alignment. Paralleling the southern section of Mountain Church Road is approximately 1,000 feet of an original stone wall defended by the Confederates. The land east of the wall is open, rolling fields—fields over which Federals attacked. Separating these fields into rectangular plots are stone walls and hedgerows that represent the locations of original fence lines. The wooded eastern slopes of South Mountain, through which the Confederates retreated to Crampton's Gap, presently are hardwood forests. Farm houses and barns stand today in positions identical to those shown on the 1862 engineers' map. Their historical exterior appearances are unknown, but most retain features of their original architecture.

   In Crampton's Gap itself is the War Correspondents Memorial, erected in 1896 through the leadership of Civil War reporter and 19th century novelist George Alfred Townsend. Today this monument is owned and maintained by the Antietam National Battlefield. The New Jersey Brigade monument sits at the foot of the War Correspondents Memorial. A series of iron tablets that explain the battle were placed by the War Department in the 1890s at Crampton's Gap and along the Old Burkittsville Road. Ancillary buildings and ruins associated with Townsend's estate "Gathland" also exist, but post-date the war. No structures existed within Crampton's Gap during the battle.

   At Fox's Gap, the Old Sharpsburg Road (Reno Monument Road today), which bisects the northern quadrant of the battlefield as it passes through the gap, remains relatively unaltered with the exception of paving. A mountain road paralleling the crest of South Mountain (historical name unknown) served as the Confederates' main line of defense, and much of

this road remains visible. Remnants of a stone wall bordering the eastern edge of this crest road, also used by the Confederate defenders, continues to exist. An unimproved farm lane 3,000 feet south of and parallel to the Old Sharpsburg Road defines the southern end of the battlefield. Federal divisions utilized this lane to attack the Confederate right flank. Eventually, the Union army assaulted along a one-mile front, through open fields of pasture and corn. These fields remain today, sliced into rectangular plots defined by stone walls and hedgerows. The most famous is Wise's Field, located in the northern quadrant of the battlefield. This is named after mountain farmer John Wise, who also had a one-story log cabin on the property. Following the battle, 58 Confederate corpses were dumped into Wise's well by a Union burial party. These remains were later disinterred in the early 1870s and transferred to the Washington Confederate Cemetery in Hagerstown. Archeological excavations in 2001 attempted to locate the cabin foundation and the original well.[36]

A monument to Gen. Jesse L. Reno, the Federal commander mortally wounded at Fox's Gap, was erected by Union veterans in 1896 in Wise's Field. Another monument, honoring Confederate Gen. Samuel Garland, was placed at Fox's Gap by the Sons of Confederate Veterans from Lynchburg, Virginia, in the late 1980s. An iron tablet commemorating the "Stonewall Regiment," the 17th Michigan Infantry, was erected on the battlefield in the 1980s. The North Carolina State monument was installed and dedicated here in 2003.

At Turner's Gap, the principal cultural resource is the Historic National Road (Alt. 40), which still bends and twists its way over South Mountain via its original course. The stone wall defended by the Confederates near the base of the eastern slope still remains. The open fields over which the "Iron Brigade of the West" advanced still retain most of their integrity. Standing within the gap is the "Mountain House," an 18th-century inn that Confederate Gen. D. H. Hill used as his headquarters during the battle. The "Mountain House" also served as Union commander George Meade's headquarters for a day during the pursuit of the Confederates following Gettysburg. Also within the gap is a Catholic chapel constructed in the 1880s by Madeline Vinton Dahlgren, owner of the "Mountain House" in the decades following the war.

Running north from Turner's Gap, paralleling the eastern crest of the mountain for about one-half mile, is Dahlgren Road (historical name unknown). Confederates utilized this mountain pathway, which retains its original alignment, to gain access to the fighting north of Turner's Gap. Frostown Road--used by a Union division to attack and gain access to the extreme Confederate left about one mile north of Turner's Gap—remains today as a sunken dirt road that deviates little from its original course.

4. Current Condition. The battlefields of South Mountain appear much as they did on September 14, 1862. Overall, the general cultural landscape remains consistent with its 19th century appearance. Historic roads that defined attack and defense positions remain intact and still follow their original alignments. Although most roads are now paved, Dahlgren and

[36] Joe Baker, "Environmental and Historic Context for the Fox Gap Section of the South Mountain Battlefield," Appalachian Trail Conference, National Park Service; Maryland Dept. of Natural Resources; and the Central Maryland Heritage League (2002).

Frostown Roads north of Turner's Gap still are dirt roadways. Areas that were pastures and cultivated fields during the battle largely continue as pastures and cultivated fields today. Stone walls that defined boundaries of fields or bordered roadways still remain as extensive ruins. The wooded slopes of South Mountain are shaded by mature forests today (although very few trees date to the period of the battle) as they were in 1862. More vegetation exists at Turner's Gap than during the battle, impeding the Confederate view of the Union advance in the Catoctin Valley. Vegetation also has consumed most of Wise's Field at Fox's Gap.

New homes are the principal intrusion upon the battlefield landscape. A notable example is the ridge where General McClellan viewed the battle astride his long-range artillery. Large single-family homes now occupy about one third of this ridge top, but the remaining two-thirds are under permanent easement protection. Several modern homes have been constructed on the eastern slope of Turner's Gap within the past 15 years, but other than their visual intrusion, they do not affect the core battlefield. Sporadic homes also are beginning to encroach upon the battlefield along Dahlgren Road. Several modern homes line Reno Monument Road during the ascent of Fox's Gap from the east, and several houses stand where the Federals began their assaults at the northern end of the Fox's Gap battlefield. Another significant intrusion at Fox's Gap is a 500,000 KV power line. Although the path of the line is largely disguised by switchbacks and dark-green stanchions, the buzzing wires dangling over the southern end of the battlefield are quite distracting.

Several significant structures on the battlefield have disappeared or been altered. Wise's cabin—a battlefield landmark at Fox's Gap—disappeared nearly a century ago. The location of the Wise well where 58 Confederates were temporarily interred also has not been determined exactly. The well may have been obliterated during minor road alignment of the Old Sharpsburg Road (Reno Monument Road today). The historic "Mountain House" Inn has been greatly expanded, but it still retains much of its period character while serving as a popular restaurant during the past fifty years.

5. Brief History of Protection Efforts. The first protection of the battlefield occurred at Crampton's Gap in the 1930s when the State of Maryland obtained more than 100 acres of the ruined Gathland estate surrounding the War Correspondents Memorial. Then for the next 50 years, battlefield acquisition remained dormant. In 1987, a National Historic Landmark (NHL) nomination was prepared for the battlefield; but due to landowner concerns, it was not officially designated, but listed as "eligible" instead. The NHL process did call attention to the lack of protection for the battlefield, and it helped spur the creation of the Central Maryland Heritage League (CMHL) by a battlefield property owner. In 1990, CMHL completed its purchase of two tracts on the approach to Turner's Gap, followed by its very significant acquisition of the bulk of Wise's Field at Fox's Gap. Concurrent with the CMHL efforts, the Appalachian National Scenic Trail—which runs along the crest of South Mountain—began acquiring a 500' buffer along the eastern and western slopes of the mountain, and this coincidentally resulted in the protection of portions of the Fox's Gap and Turner's Gap battlefields.

   Then beginning in the early 1990s, the State of Maryland began an aggressive campaign to protect the South Mountain battlefield. Within ten years, Maryland had preserved more than 8,400 acres of the battlefield! Maryland accomplished this remarkable feat by utilizing a

plethora of funding sources--including federal ISTEA and TEA-21 monies (transportation enhancement programs), matched by Maryland preservation initiatives (Program Open Space, Rural Legacy, the Agricultural Land Preservation Program, and the Maryland Environmental Trust). When combined with the acreage protected by the Appalachian National Scenic Trail and the National Park Service (1,590 acres), nearly 10,000 acres from 54 different properties on the South Mountain Battlefield have been protected.

6. Current Land Use. Agriculture, recreation, forest preservation, historic preservation, interpretation, and low-density single family residences are the principal uses of the South Mountain Battlefield. At Crampton's Gap, on the ground where the Federals launched their attacks west and north of Burkittsville, the land is actively farmed for dairy cattle and consists of open pastures or cultivated fields. Along the west side of Mountain Church Road, the Confederate defense line at the base of the mountain, stand about a half dozen residences, but most of these are historic structures. An extensive mature forest covers the slopes of the mountain here, as it did historically. At the top of the mountain in the gap itself is the War Correspondents Memorial and the ruins of "Gathland," now a part of the South Mountain State Battlefield. A small visitor center and exhibit area are here, open seasonally and staffed principally by volunteers. The Appalachian Trail passes through the gap, and a picnic pavilion often hosts hikers and guests. Interpretive markers installed in 2002 in a cooperative effort between the state battlefield management and the Blue & Gray Education Society help present the story of the battle. The Maryland Civil War Trail program has a marker at Crampton's Gap.

   At Fox's Gap, fields over which the Federals attacked remain as pastures. An extensive mature forest covers the western side of the battlefield, as it did historically. The Appalachian Trail passes through the northern sector of the battlefield. The Reno Monument, Garland Monument, and North Carolina Monument attract visitors, but a serious problem exists with parking—basically, there is no formal parking area, and the Reno Monument Road is too narrow and has no shoulders, thus prohibiting parking. Still, visitors come to this site, and interpretation is provided through markers installed by the Blue & Gray Education Society and the Maryland Civil War Trail program. Several non-historic single-family residences are on the eastern edge of the gap along Reno Monument Road. A private, paved road heads south from the gap to the crest of Lamb's Knoll, servicing a communications facility.

   At Turner's Gap, the Historic National Road remains a busy highway. The "Mountain House" operates as a popular restaurant called the "Old South Mountain Inn." Iron tablets placed by the War Department in the 1890s provide explanation of troop movements in this area. Additional interpretation is provided by Blue & Gray Educational Society signage and an exhibit from the Maryland Civil War Trail program. The Appalachian Trail passes through the gap, and a small camping area exists just south of the Historic National Road. The mountain's slopes are forested, as they were historically. The Dahlgren Chapel (a post-war structure) is utilized for weddings. East of the gap, where the "Iron Brigade of the West" launched its assault, pasture land dominates. A mixture of historical and more recent residential homes exist along the Historic National Road, but the modern homes are not pervasive.

North of Turner's Gap, in the areas where the Federals attacked the Confederate left and extreme left flank, the mountain is heavily forested, as it was historically. The Dahlgren and Frostown Roads—the principal avenues for the Union assaults—remain basically unchanged since 1862. The dirt roads are narrow and steep, and are not conducive for motor coaches. A mixture of historical and modern residences line both roads, but homes generally are separated by large distances. At the eastern base of the mountain north of Turner's Gap, large farms predominate. The principal intrusion on this landscape is modern single family dwellings along Mt. Tabor Road, but these are external to the core of the battlefield.

7. Short and Long-Term Threats. Low-density single family dwellings are the principal threat to the South Mountain Battlefield. Although virtually all the battlefield is zoned resource conservation or agriculture, Frederick County subdivision regulations permit three lots and a remainder for properties zoned agriculture. For parcels above 75 acres, additional lots are possible. If the parcel is not subdivided, the zoning ordinance permits a tenant house for each 25 acres. The potential for this type of intermittent, low density development exists for the Burkittsville area and the Crampton's Gap battlefield, as well as east and north of Turner's Gap. Fortunately, the State of Maryland's aggressive land protection initiatives have preserved over 10,000 acres of South Mountain's resources, acquiring in many cases all development rights. Critical battlefield areas still deserving attention--principally in the Burkittsville area and north of Turner's Gap--have been prioritized by state officials.

   Parking at Fox's Gap also poses a threat to the resource. No formalized parking area presently exists at this site, and when visitors do park, they do so on core battlefield land. Parking is required here, as this is a significant site, but attention must be given to location and mitigation to ensure minimal effect upon the resource.

   Another problem for the South Mountain battlefields is "presentation." During the past several years, a variety of interpretive markers have been installed on the battlefield, but their appearances are incompatible, and their messages often are repetitious. Better coordination must occur between interested parties to produce a unified and more sensitive presentation to park visitors.

   The elevation of South Mountain makes it conducive for communications towers and electric-generating wind mills. Although probably not located within the core battlefield areas, these types of structures could create a visual blight on the cultural landscape, and their potential placement on the mountain's ridge must be an area for concern.

8. Community Characteristics. Land preservation initiatives at South Mountain during the last decade of the 20th century received considerable public attention, and as a result, garnered expansive public support, both at the local and state levels. As an example, although Frederick County was the fourth fastest growing county in Maryland from 1990-2000, the county zoned the battlefield resource conservation and agricultural--the two most limiting zoning designations. In addition, the State of Maryland utilized various funding sources to protect over 8,000 acres at a cost of more than $16,500,000. No other state can match this commitment to battlefield preservation.

One result of this Maryland initiative was the establishment of South Mountain State Battlefield in 2000—the state's first battlefield park. Spurred by members of the Washington County and Frederick County delegations, the legislation brought approximately 2,500 acres of state-owned land into the battlefield's boundary. The battlefield is administered by the state's Department of Natural Resources, with the superintendent based at Washington Monument State Park. Under the leadership of DNR, a General Management Plan is under development for the battlefield, and the process has engaged support groups and concerned citizens.

To complement its preservation efforts, the Maryland Office of Tourism Development developed the 1862 Maryland Campaign Civil War Trail that offers an extensive driving tour of the South Mountain battlefield and its approaches. The Tourism Bureau of Frederick County and the Hagerstown/Washington County Convention & Visitors Bureau have partnered to market South Mountain and the Civil War Trail program.

Partnerships also reflect the community's interest in the South Mountain Battlefield. The Central Maryland Heritage League continues to trumpet the battlefield, and Friends of Gathland State Park have worked hard to protect and interpret the resources at Crampton's Gap. Both the towns of Boonsboro in Washington County and Middletown in Frederick County desire increased tourism at the battlefield, providing economic opportunities for their community businesses.

9. Planning Capabilities. Frederick County's 1998 Comprehensive Plan zones the South Mountain battlefield as resource conservation or agricultural—the two most restrictive zoning designations. The Turner's Gap and Fox's Gap segments of the battlefield are located in the Middletown regional plan; the Crampton's Gap battlefield is addressed in the Brunswick regional plan. These plans are updated on a continuous cycle. In addition, Frederick County employs a historic preservation planner who helps ensure cultural resources are considered in any planning decisions that may affect the battlefield.

   Since some of the battlefield at Fox's Gap and Crampton's Gap straddles the Frederick County-Washington County boundary, Washington County also acknowledges the existence of the battlefield, and its comprehensive plan zones these areas as conservation.

10. Priority Parcels. The principal area of the battlefield that requires additional protection is located north of Turner's Gap, where the Confederate left and extreme left were attacked late on the afternoon of September 14, 1862. These are properties adjoining the Dahlgren Road and the Frostown Road. The State of Maryland has identified and prioritized properties in this area. At Fox's Gap, several parcels remain unprotected, and these too have been identified and prioritized by the state. At Crampton's Gap, a significant amount of agricultural acreage over which the Union army marched and staged remains unprotected. Again, the state has identified and prioritized these parcels.

11. Land Protection Methods. Maryland and Frederick County have developed numerous innovative acquisition programs, principally designed to purchase development rights.

Program Open Space, Rural Legacy, and the Agricultural Land Preservation Program are three sources of state funding. Severe budget constraints in the early 2000s, however, have greatly curtailed funding in these programs. Frederick County's Critical Farm Program, initiated in 1994, is another funding source. Maryland has utilized federal transportation enhancement monies to match state programs in the past, but the future of transportation enhancement presently is uncertain. The federal Land & Water Conservation Fund may become an important source if money is allocated by the Congress for battlefield preservation. The Congress has established a precedent for this type of earmarked funding, beginning in 1999, when it set aside $8.0 million in matching funds to preserve Civil War battlefields.

Easement acquisitions are best, as they permit the property owners to retain and maintain the land, thus reducing long-term government maintenance responsibilities. Easements also permit the properties to remain on the tax rolls.

12. Attitudes. Political support for the Maryland State delegation representing Washington and Frederick Counties has been exemplary for nearly a decade. This delegation was responsible for the establishment of South Mountain State Battlefield. As a result, more attention and more marketing will be addressed toward the battlefield, and the result will be more visitors. Both Frederick and Washington Counties have identified the battlefield in their comprehensive plans under their most restrictive zoning designations. The communities of Boonsboro and Middletown support marketing and interpretive development of the battlefield, recognizing more visitors equate to more local businesses. The vast majority of battlefield land owners have voluntarily sold their development rights in a community effort to protect the battlefield. Of the 10,000 *protected* acres within the South Mountain battlefield area, nearly two-thirds of the property remains in private hands.

    The Maryland Office of Tourism Development has partnered with the Tourism Council of Frederick County and the Hagerstown/Washington County Convention and Visitors Bureau to develop and present a comprehensive driving tour of the battlefield as part of the Maryland Civil War Trails system. This program already has generated increased visitor traffic since launched in September, 2002.

13. Partnerships, Strategies, and Actions. Regarding land protection, the State of Maryland should continue to lead this effort, identifying funding sources at both the state and federal levels. The state should continue to follow its prioritized list, and should continue negotiations with land owners. In this period of fiscal constraints, the state should seek more funding from private-sector organizations, such as the Civil War Preservation Trust, the Trust for Public Lands, and the Conservation Fund.

    The Department of Natural Resources, which administers the South Mountain State Battlefield, should continue to develop a General Management Plan that involves friends organizations, landowners, and vested interests such as the Appalachian National Scenic Trail, the towns of Boonsboro and Middletown, the National Park Service, and state and local tourism agencies. This plan should be expedited to ensure resource protection, compatible and sensitive interpretive development of the battlefield, appropriate signage, and aggressive marketing.

Once the General Management Plan is adopted, the delegation from Washington and Frederick Counties should seek funds from the legislature to implement the plan. This would include infrastructure improvements (such as parking at Fox's Gap), self-guided walking trails, improved exhibits at existing visitor facilities at Crampton's Gap and Washington Monument, and installation of wayside exhibits at significant battlefield sites. The Heart of the Civil War Heritage Area should help promote this GMP to the delegation and strive for additional funding for the battlefield.

In addition, the battlefield should be listed as a National Historical Landmark. The battlefield was listed as "eligible" in the late 1980s after an NHL nomination was submitted. Since most of the land identified in the NHL nomination has been preserved since then, and a state battlefield established as well, the NHL designation should be investigated. Listing as a National Historical Landmark helps elevate the significance of the battlefield and assists with marketing. For example, the interstate highway sign for Fort Frederick State Park boldly asserts that it is a National Historic Landmark.

The General Management Plan should explore partnerships with the National Park Service at Antietam and Harpers Ferry. Perhaps new and expanded visitor centers at these sites—which are already major attractions--could include exhibits and information on South Mountain, and relate all three areas to the 1862 Maryland Campaign. The story of each is connected, but not presented in a coherent manner. The Heart of the Civil War Heritage Area should help to coordinate this partnership.

The Maryland Office of Tourism Development should feature the South Mountain State Battlefield at its I-70 reception center and its US 15 reception center. Most travelers likely are unaware of the existence of the battlefield. The Maryland Civil War Trails brochure helps market the battlefield, but more attention must be devoted to South Mountain along principal state highways.

The Maryland State Highway Administration should work with the Maryland Office of Tourism to erect signage on I 70 and I 270 that directs travelers to the battlefield. Civil War Trail markers do exist, but these are not specific to South Mountain State Battlefield, which deserves its own interstate signs.

The towns of Boonsboro and Middletown should adopt South Mountain as a destination attraction, and the two towns should cooperatively market the battlefield and their distinct amenities. The Heart of the Civil War Heritage Area should be a full partner in coordinating this effort.

Battle of Boonsborough

1. Historical Significance. The Battle of Boonsborough was the largest and most sustained cavalry battle in Maryland following Gettysburg. Fought on July 8, 1863, it also was the first engagement after Gettysburg that involved Federal infantry attacking Confederate forces.[37]

   Confederate cavalry commander J.E.B. Stuart faced a difficult task—to locate Union cavalry and prevent it from severing the Confederate avenue of retreat to Williamsport and the Potomac River during Robert E. Lee's withdrawal from Pennsylvania following the Battle of Gettysburg. On the morning of July 8, Stuart discovered Union cavalry securing the bridge at Beaver Creek on the National Road, thus threatening Lee's line of retreat. Stuart quickly dispelled this problem by advancing with five cavalry brigades from the direction of Funkstown and Williamsport. By 11:00 a.m., Stuart's cavalry had pushed into mud-soaked fields just north of Boonsboro, where the Union cavalry made a resolute stand. Due to the thick mud, maneuvering and fighting on horseback became nearly impossible, forcing Stuart's troopers and Judson Kilpatrick's and John Buford's Union cavalry divisions to dismount and fight like infantry.

   By mid-afternoon, the Union left under Kilpatrick, fighting west of the National Road, began crumbling due to Confederate pressure along the Boonsboro-Williamsport Road. Union reinforcements were called, and the infantry of the XI Corps began arriving from Turner's Gap at nearby South Mountain. This addition of Federal firepower forced Stuart to end his advance about 7:00 p.m., and he withdrew north along the National Road to Funkstown. Despite the Confederate retreat from the Boonsborough battlefield, Stuart had achieved his goal—to gain another day for Lee's retreating army.

2. Location and Geographical Area. The Battle of Boonsborough occurred north and west of the town of Boonsboro, Maryland, in southeastern Washington County. Historical accounts label it as "Boonsborough," but the modern spelling of the town has shortened to "Boonsboro." The core of the battlefield is one mile north and west of the town's corporate boundary, thus placing the entire battlefield within the jurisdiction of Washington County. The battlefield is located on both the east and west sides of Alternate 40 (the Historic National Road) and north of MD 68 (the Boonsboro-Williamsport Road). See Map 7 for the location of the battlefield. The study area of the battlefield, according to the1993 Civil War Sites Advisory Commission, covers 1,934 acres, and the core area makes up 526 acres. Of the core area, only 48 acres, or 9.2%, are protected.[38]

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[37] Information on Boonsborough comes from the following sources: Interview with Dennis Frye, Chief of Interpretation, Harpers Ferry National Historical Park; Susan Cooke Soderberg, *A Guide to Civil War Sites in Maryland* (Shippensburg, PA: White Mane Books) 1998; Daniel Carroll Toomey, *The Civil War in Maryland* (Baltimore: Toomey Press) 1983.

[38] Protected acres calculated from base maps showing Boonsborough study and core areas provided by the Cultural Resources GIS Facility, National Park Service, Washington, DC.

The battlefield is not listed on the National Register of Historic Places. It is identified in the 1993 Congressional Civil War Sites Advisory Commission Report as a Priority II battlefield with fair integrity, but facing high threats.

3. Cultural and Natural Resources. The Historic National Road (Alt. 40) and the Boonsboro-Williamsport Road (MD 68) are the two principal cultural resources defining the Boonsborough battlefield. Neither road has been altered in its course since the July 8, 1863 battle, and both roads provided the primary avenues of Confederate attack and Union defense. Three-to-four foot stone walls once lined both roads, and vestiges of these walls still remain, with ruins more prominent along the Boonsboro-Williamsport Road. Farm buildings present on farms at the time of the battle still stand along the eastern side of the Historic National Road. This includes two stone bank barns and two antebellum brick farm dwellings. Although these buildings were on the battlefield, historical records do not indicate their military use by either army. The battle occurred over undulating terrain used principally as pasture and cultivated fields. These pastoral fields still remain intact east of the Historic National Road and north of the Boonsboro-Williamsport Road.

   The primary natural resources on the battlefield are two parallel ridges. The highest is located at the southern end of the field, forming the main Union line of defense. Approximately 600 yards north is a lower ridge from which the Confederates staged their attacks. The Historic National Road runs perpendicular to these two ridges, thus bisecting the battlefield. The Boonsboro-Williamsport Road runs parallel to the ridge defended by the Federals. Limestone outcroppings appear across the gently undulating terrain of the battlefield.

4. Current Condition of the Battlefield. Approximately two-thirds of the Boonsborough battlefield remains intact, although only 48 acres (9.2%) of the core area are formally protected. The core areas located east of the Historic National Road retain their agricultural integrity, and the nineteenth-century farm buildings largely maintain their architectural features. Modern utilitarian buildings and silos have been added at these farms, but these do not create extensive distractions. The western sector of the battlefield--an area north of the Boonsboro-Williamsport Road, on the Union left flank--also retains its agricultural integrity.

   The remaining one-third of the battlefield has been compromised, primarily as commercial development astride the Historic National Road. The core area west of the Historic National Road was first developed as a farmers' livestock exchange in the mid-20th century. Today this commercial facility has been adapted into a restaurant, a flea market, and various small retail stores. A supermarket, pharmacy, and bank stand just south of the livestock exchange complex, developed during the last third of the 20th century. A 1970s funeral home occupies the ground just south of the bank, affecting the integrity of the ridge comprising the southwestern segment of the Union defense line. The northeastern segment of this ridge was compromised in the 1980s with the construction of a church and parsonage. An ambulance-rescue squad facility stands just north of this church, adjacent to the segment of the battlefield that remains largely unchanged since July 8, 1863.

5. Brief History of Protection Efforts. The Civil War preservation community has made no effort to protect the Boonsborough battlefield as a Civil War site. Despite its listing as a Priority II battlefield in the 1993 Congressional Civil War Sites Advisory Commission

Report, the Boonsborough site has received no local or statewide attention, even though it played a significant role in the retreat from Gettysburg.

By sheer coincidence, however, 398 acres of the battlefield, core and otherwise, have been permanently or "temporarily" protected. Through the Maryland Land Agricultural Protection Program, private property owners have participated in several programs that have preserved the core battlefield located east of the Historic National Road. Land that is permanently protected through the acquisition of development rights includes 178 acres immediately astride the Historic National Road. An additional 220 acres in the eastern sector of the battlefield are in a temporary 10-year protection program.

The area of the battlefield that still retains historical integrity—but has no protection—is the western sector or Union left flank located north of the Boonsboro-Williamsport Road.

6. Current Land Use. The core of the Boonsborough battlefield east of the Historic National Road is agricultural, and principally used for dairy farming. North of the agricultural area is a small mobile home park and a tavern astride the Historic National Road. Just south of the agricultural core is a rescue squad building and a church and parsonage.

   The core west of the Historic National Road is commercially developed, including a restaurant, flea market, supermarket, pharmacy, bank, and funeral home. North of the commercial area, on the western side of the Historic National Road, is a residential subdivision.

   The Historic National Road (Alt. 40) is the main road connecting Boonsboro with Hagerstown, and traffic is moderate to heavy, especially in the commercial corridor within the battlefield's core during commuter hours and on weekends.

7. Short and Long-term Threats. Boonsboro is the second fastest-growing community in Washington County. Due to its location is the southeastern section of the county, Boonsboro is nearest Frederick County and within a twenty-minute drive of I-70 and I-270, and only twenty minutes from a commuter train station at Brunswick, Maryland. Residential development has accelerated dramatically around Boonsboro since the 1990s, with most of the new homes being constructed west of town along MD 34 (on the road to Sharpsburg) and northeast of town along the road to Smithsburg (MD 66). Residential development likely would have consumed the Boonsborough battlefield had it not been for the participation of private property owners in the voluntary Maryland Agricultural Land Preservation Program.

   Residential and commercial development of the remaining unprotected sections of the battlefield poses a serious threat. Since the western side of the Historic National Road is already commercial—and the only commercial area near Boonsboro outside the downtown itself—pressure for additional development in this area likely will intensify.

8. Community Characteristics. Boonsboro is predominantly a white-collar community with a sizeable commuter population. Twenty years ago, the Boonsboro area primarily was a small, quiet farming community, but its location near burgeoning Frederick County, bolstered by available land and cheaper houses, thrust it into a development target. Today, newer homes are selling for $250,000 plus, and the town's population has swelled to nearly 3,000. Boonsboro's downtown is predominantly residential, but several small commercial

businesses operate on Main Street near the square, such as a barber, beauty parlors, pizza and sub eateries, a restaurant, an upscale bookstore, an upscale furniture store, a liquor store, and a hardware store. Boonsboro also is home to a renowned historical museum and the town boasts an excellent community park.

Boonsboro typifies an early 19th-century town on the Historic National Road. The town retains most of its historical appearance, including a square that features four early-19th century inns (presently used as apartment buildings or as a restaurant; one of the buildings requires extensive rehabilitation). In 2003, in cooperation with the Maryland State Highway Administration, Boonsboro completed a multi-year redevelopment of its main street, featuring new sidewalks, improved on-street parking, and the installation of historically-appropriate lamp posts. Boonsboro also completed a study on ways to improve its main street commercial district, including suggestions on developing the town as a tourist destination. Boonsboro's appearance is neat, well-kept, and welcoming, reflecting a desire by both the mayor and council and the town's residents to present and promote a quality-of-life community.

The Boonsboro Historical Society is active, sponsoring the annual arts and crafts "Boonsborough Days" weekend for nearly three decades. The quality and success of this weekend event attracts thousands of tourists and has helped convince community leaders about the benefits of tourism. In addition, the historical society owns and has restored the home of a local potter and it hosts monthly meetings with guest lecturers.

Washington County has been an active participant in battlefield preservation through the Maryland Rural Legacy Program and through Program Open Space, especially in the vicinities of the Antietam and South Mountain battlefields. The Hagerstown-Washington County Convention and Visitors Bureau has worked hard over the past decade to promote Civil War tourism.

The local delegation to the Maryland General Assembly sponsored and ensured passage of the bill that created Maryland's first battlefield park—South Mountain State Battlefield. Since Boonsboro is the town nearest South Mountain, town representatives have been working closely with the Civil War community and the Maryland Department of Natural Resources to plan the future of the South Mountain battlefield, and Boonsboro's role in this future.

9. Planning Capabilities. Both Boonsboro and Washington County have comprehensive master plans. Since the battlefield lies outside the town's jurisdiction, the Washington County master plan controls the future of the Boonsborough battlefield. The county master plan, updated in 2003, acknowledges the existence of nearly 400 acres of farmland north of Boonsboro within the Maryland Agricultural Land Preservation program. The county master plan presently does *not*, however, identify this farmland as the core of the Boonsborough battlefield. County planners likely are unaware a battle occurred here, since the Civil War preservation community never has called attention to the Boonsborough battlefield. In other areas where the county is aware of Civil War resources, the sites are zoned either conservation, historical, or agricultural zones in which the most constraints are placed upon development.

10. Priority Parcels. Of the 398 acres of battlefield on the eastern side of the Historic National Road presently protected under the Maryland Agricultural Land Preservation Program, only 178 acres are protected by permanent easements. The remaining 220 acres--with one parcel containing 167 acres and the other 53 acres--must be given top priority for permanent protection beyond the current ten-year limit.

    The second area of consideration is located north of the Boonsboro-Williamsport Road (MD 68). This constitutes the core battlefield on the Federal left flank. Presently, none of this ground is protected, but it retains much of its 1863 integrity. The preservation of parcels here (about 300 acres) will ensure the protection of the remaining vestiges of the battlefield.

11. Land Protection Methods. Preservation easements are the best solution for the protection of the Boonsborough battlefield. At present, 400 acres of battlefield are under permanent or temporary preservation easements through the Maryland Agricultural Land Preservation Program. The temporary easements on 220 acres should be renegotiated as permanent, and the 300 acres comprising the western sector of the battlefield should be placed under easement through the Maryland Agricultural Land Preservation Program or through other funding sources, such as Program Open Space or Maryland's Rural Legacy Program. In addition, a national partner such as the Civil War Preservation Trust should be identified as a source of matching funds, along with a local partner, such as the Save Historic Antietam Foundation.

12. Attitudes. Preservation of Civil War sites by the local community has been an activity in Washington County since the 1930s when the county historical society began acquiring land to donate to the Antietam National Battlefield. Throughout the 1980s-1990s, and the first years of the 21st century, Washington County continued to champion battlefield preservation, led by the local Save Historic Antietam Foundation, Inc., and elected county officials. During the past thirteen years, the State of Maryland has promoted preservation of Civil War properties, creating innovative programs such as Rural Legacy and Program Open Space, and utilizing federal transportation enhancement dollars to assist in the acquisition of properties and easements. Community leaders climaxed their battlefield preservation efforts in 2000 with the establishment of the South Mountain State Battlefield—Maryland's first battlefield park.

    In addition to these preservation activities, state and local tourism agencies have developed a Civil War Trails program that features sites in the 1862 Maryland Campaign and 1863 Gettysburg Campaign. Extensive promotion of these trails has significantly increased heritage tourism to the area. Washington County also recruited the motion picture *Gods and Generals*, again to position the county as a Civil War destination. The county served as the headquarters for the movie company, and most of the filming occurred on properties within the county.

    The town of Boonsboro takes pride in its history and architecture, and the downtown is a stop on the 1862 and 1863 Civil War Trails. The Battle of Boonsborough is a stop on the 1863 trail, and the marker and adjacent parking is located on private property, where the owner voluntarily agreed to participate in the program.

13. Partnerships, Strategies, and Actions. The Boonsborough battlefield requires immediate attention. It should be preserved as a significant *Maryland* battlefield in the Gettysburg

Campaign. Considering Maryland has protected none of the sites associated with the Gettysburg advance or retreat, the Boonsborough battlefield should stand as the representative example that illustrates Maryland's participation in the momentous Gettysburg Campaign.

Private property owners are the key to the future preservation of the Boonsborough battlefield. Only 178 acres of the battlefield are protected through permanent easements. An additional 220 acres are in a ten-year agricultural preservation program, but the remaining battlefield area presently has no protection.

Working in cooperation with these private owners should be a top priority of the Heart of the Civil War Heritage Area authority. The HCWHA authority should inform the Washington County planning office of the significance of the site and have it identified as a battlefield on the county's comprehensive plan. In addition, the county's land preservation administrator should begin negotiations with battlefield owners—especially those in the 10-year agricultural preservation program--to encourage their participation in an initiative that purchases permanent easements. Programs such as the Maryland Agricultural Land Preservation Program, Rural Legacy, or Program Open Space should be utilized as the funding sources. If matching dollars are required, the state and county should forge partnerships with the Civil War Preservation Trust, the Save Historic Antietam Foundation, and the town of Boonsboro to obtain additional dollars.

The HCWHA authority should inform Boonsboro city officials of the significance of the Boonsborough battlefield and its association with the Gettysburg Campaign. Boonsboro could adopt the site as a major tourist attraction, drawing visitors from Antietam, South Mountain, Harpers Ferry, Monocacy--*and even Gettysburg*--to the battlefield that bears the town's name. Working with historians, tourism officials, and the local historical society, Boonsboro could develop a driving tour of the battlefield. Stops and markers could be placed at existing parking lots that provide excellent viewing areas of the battlefield. Boonsboro could work with its neighbors that have infrastructure on the battlefield--such as the church, funeral home, rescue squad, and restaurant—to offer visitors a safe, enjoyable, and educational experience on the battlefield.

Boonsboro should also work with the HCWHA authority and state and local tourism officials to develop a marketing campaign that draws attention to the Boonsborough battlefield and the town. In addition, during "Boonsborough Days" (the community's biggest annual tourist event), special emphasis should be placed on informing visitors about the battlefield, including the offering of special tours.

Without appropriate preservation, however, much of the battlefield likely will disappear. Without this battlefield, Boonsboro loses its opportunity to utilize the Civil War as a major tourist attraction.

Appendix E: Return on Investment

This evaluation is a preliminary estimate of the economic impacts associated with implementing the *Management Plan* for the Civil War Heritage Area. The implementation strategies in this plan focus heavily on interpretation, packaging, and marketing, and reinforcing planning programs that are already in place, rather than major capital investments. This approach provides a host of benefits including increased pride of place among residents, and an enhanced visitor experience that will improve the overall quality and reputation of the region as a visitor destination, that will in turn increase visitation. However, these benefits are more difficult to quantify compared to quantifying the economic return on new capital projects. Assessing the return on investment for Maryland's Civil War Heritage Area is further complicated by the state's significant investment in marketing and visitor infrastructure for the Civil War Trails program, as this program promises to affect the return on investments made by the Civil War Heritage Area.

With these considerations in mind, an estimate was developed regarding the increase in visitation, visitor expenditures, economic impacts, and employment in the Civil War Heritage Area. Following are the findings of the analysis.

Visitation

There is limited data available to assess how other Maryland heritage areas and Civil War trail initiatives have affected visitation levels, which could lend guidance to determining visitation impacts for Maryland's Civil War Heritage Area. This is to be expected since heritage areas offer a combination of visitor experiences across a vast landscape (a pretty drive, a tour of an NPS battlefield, dinner at a charming local restaurant, etc.), rather than just a discreet experience that can be easily tracked (e.g., a visit to an amusement park). Among the available statistics, the Maryland Heritage Areas Program reports that visitation at Maryland's Canal Place Heritage Area has grown on average by nine percent annually since 1997.

In Virginia, reportedly an estimated 80,000 people tour the Virginia Civil War Trails each year (the trail program began in 1994). Visitor statistics at National Park Service Sites along the Virginia trail routes present a mixed picture: since 1996 visitation at Richmond National Battlefield has grown an average of five percent annually, while Fredericksburg & Spotsylvania NMP, Petersburg NB, and Manassas have remained essentially stable with less than 1 percent average annual growth. Anecdotal information suggests that the smaller, lesser known sites have seen significant increases in visitation as compared to the larger, more well-known NPS sites.

Also worth noting, the Maryland Office of Tourism reports that 70,000 brochures for the Antietam Campaign Civil War Trail have been distributed to interested travelers since opening the trail in fall of 2002, exhausting the available print supply.

Bearing this information in mind, an estimate of increased visitation was developed based on TravelScope data commissioned by the Maryland Office of Tourism. TravelScope data is generally considered by tourism industry officials to be a conservative accounting of tourism statistics. According to TravelScope the current estimated annual visitation in the Civil War Heritage Area totals 1.3 million person trips. Subtracting out business related travel, the qualified travel market totals 1.1 million person trips. This includes people who are traveling for pleasure or for personal/other reasons, and represents both daytrip and overnight travel by visitors who travel fifty miles or more from home. As shown in the table below, it is estimated that the implementation of the heritage area *Management Plan* will result in a six percent

increase in participation in heritage related activities. This translates into an additional 66,445 person trips each year.

Increase in Visitation to the Civil War Heritage Area

		Carroll	Frederick	Washington	Civil War Heritage Area Total
Existing Qualified Visitation (person trips)	[1]	165,066	429,404	505,878	1,100,348
Current Participation in Heritage Activities	[2]	8.2%	39.3%	36.4%	33.6%
Growth in Participation in Heritage Activities		8%	5%	7%	6%
Increased Visitation (person trips)		**12,875**	**20,182**	**33,388**	**66,445**

Sources: Maryland Office of Tourism Development, and Economics Research Associates

[1] TravelScope data provided by MOTD. Qualified visitors include those traveling for pleasure or personal/other reasons, and excludes business travelers.

[2] Activities include visits to Cultural Events/Festivals, Historic Sites/Museums, and National/State Parks

Visitor Spending Impacts

The assessment of visitor spending impacts includes both direct and indirect impacts for the region. The estimate of direct impacts is based on increased visitor spending on entertainment, lodging, food and retail sales, and transportation. Additional economic returns in the form of state and county tax revenues, and job creation are estimated as well.

Current average household trip expenditures for the three-county area range from $107 to $250, and the statewide average household trip expenditure for 2002 was $334. A 1999 study of heritage tourism in Pennsylvania found that a heritage visitor typically spends $107 per day (approximately $353 per trip). According to D. K. Shifflet, in the nearby Gettysburg/Hershey/York tourism region visitors spend an average of $91 per person per day (with a 3.0 day average length of stay this translates into $273 per trip). As illustrated in the table below, by applying an average household trip expenditure of $275 across all three counties, it can be expected that Maryland's Civil War Heritage Area initiative will generate an additional $9.1 million in visitor expenditures.

Net New Visitor Expenditures

		Carroll	Frederick	Washington	Civil War Heritage Area Total
Increased Visitation (person trips)		**12,875**	**20,182**	**33,388**	**66,445**
Average HH Trip Expenditure	[1]	$275	$275	$275	$275
Average HH Travel Party Size	[1]	2.0	2.0	2.0	2.0
Average Per Capita Trip Expenditure		$138	$138	$138	$138
Increased Visitor Spending		**$1,770,333**	**$2,775,022**	**$4,590,846**	**$9,136,201**

Sources: Maryland Office of Tourism Development, and Economics Research Associates

[1] TravelScope data provided by MOTD. Qualified visitors include those traveling for pleasure or personal/other reasons, and excludes

Assuming that $80,350 in new visitor spending is required to support one additional job (per the Maryland Office of Tourism Development), there will be an additional 114 jobs created in the region by the heritage initiative.

Employment Growth

	Civil War Heritage Area
New Visitor Spending	$9,136,201
New Visitor Spending Per Job [1]	$80,350
Employment Growth	**114**

[1] Maryland Office of Tourism Development
Sources: Maryland Office of Tourism Development; Economics Research Associates

This economic activity will result in increases in sales tax, lodging tax, and income tax revenues. The following table illustrates the annual tax revenues that the Civil War Heritage Area is expected to generate. It should be noted that the return on investment could be higher if tax mechanisms were in place at the local level (e.g, Carroll and Frederick Counties have no lodging tax). All together, the heritage region will receive an estimated $90,695 in annual local tax benefits and the state will receive $166,742 in new tax revenues per year. This results in a total of $257,436 in new tax revenues per year.

Net New Tax Revenues

Net New Visitor Expenditures by Spending Category			Carroll	Frederick	Washington	Civil War Heritage Area Total
General Retail & Trade	[1]	24.0%	$141,627	$222,002	$367,268	$730,896
Entertainment & Recreation		12.0%	$70,813	$111,001	$183,634	$365,448
Food Service		26.0%	$153,429	$240,502	$397,873	$791,804
Lodging		18.0%	$106,220	$166,501	$275,451	$548,172
Transportation		10.0%	$59,011	$92,501	$153,028	$304,540
Miscellaneous		10.0%	$59,011	$92,501	$153,028	$304,540
Net New Visitor Spending		**100.0%**	**$1,770,333**	**$2,775,022**	**$4,590,846**	**$9,136,201**
New Visitor Spending Per Job			$80,350	$80,350	$80,350	$80,350
Employment Growth			22	35	57	114
Average Annual Wages of Visitor Supported Jobs	[2]		$23,829	$25,404	$20,062	-
Taxable Wages			**$525,019**	**$877,370**	**$1,146,255**	**$2,548,643**
TAX REVENUES						
State Income Tax		4.75%	$24,938	$41,675	$54,447	$121,061
State Sales Tax		5.0%	$8,852	$13,875	$22,954	$45,681
Total State Tax Revenues			**$33,790**	**$55,550**	**$77,401**	**$166,742**
Local Income Tax			2.63%	2.96%	2.80%	-
Local Lodging Tax			0.00%	0.00%	6.00%	-
Local Admissions/Amusement Tax			10.00%	0.50%	5.00%	-
Local Income Tax Revenue			$13,808	$25,970	$32,095	$71,873
Local Lodging Tax Revenue			$0	$0	$2,003	$2,003
Local Admissions/Amusement Tax Revenue			$7,081	$555	$9,182	$16,818
Total Local Tax Revenue			**$20,889**	**$26,525**	**$43,280**	**$90,695**
Total Additional Tax Revenues			**$54,679**	**$82,075**	**$120,681**	**$257,436**

1 Expenditure patterns from the Pennsylvania Heritage Tourism Study, May 1999, prepared by D.K. Shifflet & Associates
2 U.S. Census Bureau, 1999 per capita income by county
Sources: Maryland Office of Tourism Development; Pennsylvania Heritage Tourism Program; U.S. Census Bureau; Economics Research Associates

Summary of Return on Investment

	Carroll	Frederick	Washington	Civil War Heritage Area Total
Increased Visits (person trips)	12,875	20,182	33,388	66,445
Visitor Expenditures	$1,770,333	$2,775,022	$4,590,846	$9,136,201
Employment	22	35	57	114
Economic Impact - State	$33,790	$55,550	$77,401	$166,742
Economic Impact - Local	$20,889	$26,525	$43,280	$90,695
Total Additional Tax Revenues	$54,679	$82,075	$120,681	$257,436

Source: Economics Research Associates

Hagerstown TIZ Baseline Data

Source: U.S. Census Bureau, 2001 County Business Patterns

21740
Number of establishments: 1,818
Number of employees: 32,564
First quarter payroll in $1,000: 227,229
Annual payroll in $1,000: 929,270

Number of Establishments by Employment-size class

Industry Code Description	Total Estabs	1-4	5-9	10-19	20-49	50-99	100-249	250-499	500-999	1000 or more
Total	**1818**	**768**	**421**	**316**	**196**	**61**	**44**	**8**	**2**	**2**
Forestry, fishing, hunting, and agriculture	2	1	0	1	0	0	0	0	0	0
Mining	1	0	0	1	0	0	0	0	0	0
Utilities	3	1	0	0	1	0	1	0	0	0
Construction	155	86	17	26	20	4	2	0	0	0
Manufacturing	81	24	8	19	9	10	7	2	1	1
Wholesale trade	84	28	22	21	10	2	1	0	0	0
Retail trade	432	131	141	93	42	11	13	0	1	0
Transportation & warehousing	45	19	6	9	6	2	2	1	0	0
Information	24	6	8	2	1	5	1	1	0	0
Finance & insurance	110	41	48	14	3	2	1	0	0	1
Real estate & rental & leasing	48	32	9	6	1	0	0	0	0	0
Professional, scientific & technical services	120	80	17	15	8	0	0	0	0	0
Management of companies & enterprises	11	2	4	2	1	2	0	0	0	0
Admin, support, waste mgt, remediation services	75	31	9	12	12	4	4	3	0	0
Educational services	12	3	0	4	5	0	0	0	0	0
Health care and social assistance	206	85	52	34	22	3	9	1	0	0
Arts, entertainment & recreation	30	13	7	5	3	2	0	0	0	0
Accommodation & food services	148	49	19	28	40	10	2	0	0	0
Other services (except public administration)	216	128	52	24	10	2	0	0	0	0
Auxiliaries (exc corporate, subsidiary & regional mgt)	8	2	1	0	2	2	1	0	0	0
Unclassified establishments	7	6	1	0	0	0	0	0	0	0

21742
Number of establishments: 564
Number of employees: 12,267
First quarter payroll in $1,000: 85,835
Annual payroll in $1,000: 352,077

Number of Establishments by Employment-size class

Industry Code Description	Total Estabs	1-4	5-9	10-19	20-49	50-99	100-249	250-499	500-999	1000 or more
Total	564	279	123	74	57	20	8	1	0	2
Construction	63	35	20	4	3	1	0	0	0	0
Manufacturing	15	8	0	2	1	3	1	0	0	0
Wholesale trade	26	13	5	4	3	1	0	0	0	0
Retail trade	91	40	29	12	8	0	2	0	0	0
Transportation & warehousing	27	10	3	8	6	0	0	0	0	0
Information	8	5	0	1	1	0	0	1	0	0
Finance & insurance	29	14	9	1	3	0	1	0	0	1
Real estate & rental & leasing	15	11	2	2	0	0	0	0	0	0
Professional, scientific & technical servi	43	28	10	1	3	0	1	0	0	0
Management of companies & enterprises	4	2	1	0	1	0	0	0	0	0
Admin, support, waste mgt, remediation ser	24	13	5	6	0	0	0	0	0	0
Educational services	8	3	0	3	1	1	0	0	0	0
Health care and social assistance	87	32	14	18	12	7	3	0	0	1
Arts, entertainment & recreation	15	8	1	4	0	2	0	0	0	0
Accommodation & food services	33	12	5	4	8	4	0	0	0	0
Other services (except public administration)	68	42	17	3	6	0	0	0	0	0
Auxiliaries (exc corporate, subsidiary & regional mgt)	4	0	1	1	1	1	0	0	0	0
Unclassified establishments	4	3	1	0	0	0	0	0	0	0

Middletown TIZ Baseline Data

Source: U.S. Census Bureau, 2001 County Business Patterns

21769
Number of establishments: 211
Number of employees: 2,564
First quarter payroll in $1,000: 14,875
Annual payroll in $1,000: 63,929

Number of Establishments by Employment-size class

Industry Code Description	Total Estabs	1-4	5-9	10-19	20-49	50-99	100-249	250-499	500-999	1000 or more
Total	**211**	**131**	**32**	**25**	**16**	**4**	**1**	**1**	**1**	**0**
Forestry, fishing, hunting, and agriculture	1	1	0	0	0	0	0	0	0	0
Construction	59	33	12	11	2	0	1	0	0	0
Manufacturing	4	3	0	0	1	0	0	0	0	0
Wholesale trade	10	7	3	0	0	0	0	0	0	0
Retail trade	30	18	4	3	3	2	0	0	0	0
Transportation & warehousing	5	2	0	0	3	0	0	0	0	0
Information	4	4	0	0	0	0	0	0	0	0
Finance & insurance	10	4	2	2	1	1	0	0	0	0
Real estate & rental & leasing	7	7	0	0	0	0	0	0	0	0
Professional, scientific & technical services	29	22	4	2	1	0	0	0	0	0
Admin, support, waste mgt, remediation ser	9	4	2	0	1	0	0	1	1	0
Educational services	2	1	1	0	0	0	0	0	0	0
Health care and social assistance	8	4	1	1	1	1	0	0	0	0
Arts, entertainment & recreation	8	2	1	2	3	0	0	0	0	0
Accommodation & food services	19	13	2	4	0	0	0	0	0	0
Other services (except public administration)	1	1	0	0	0	0	0	0	0	0
Unclassified establishments	5	5	0	0	0	0	0	0	0	0

Taneytown TIZ Baseline Data

Source: U.S. Census Bureau, 2001 County Business Patterns

21787
Number of establishments: 176
Number of employees: 2,007
First quarter payroll in $1,000: 13,526
Annual payroll in $1,000: 57,461

Number of Establishments by Employment-size class

Industry Code Description	Total Estabs	1-4	5-9	10-19	20-49	50-99	100-249	250-499	500-999	1000 or more
Total	**176**	**99**	**39**	**15**	**17**	**3**	**2**	**1**	**0**	**0**
Forestry, fishing, hunting, and agriculture	1	1	0	0	0	0	0	0	0	0
Construction	40	27	7	3	2	1	0	0	0	0
Manufacturing	10	3	1	0	2	1	2	1	0	0
Wholesale trade	7	4	2	1	0	0	0	0	0	0
Retail trade	30	14	6	5	5	0	0	0	0	0
Transportation & warehousing	11	8	1	2	0	0	0	0	0	0
Information	2	1	0	0	1	0	0	0	0	0
Finance & insurance	7	3	4	0	0	0	0	0	0	0
Real estate & rental & leasing	2	1	1	0	0	0	0	0	0	0
Professional, scientific & technical services	11	9	0	1	1	0	0	0	0	0
Admin, support, waste mgt, remediation ser	13	9	4	0	0	0	0	0	0	0
Educational services	1	0	1	0	0	0	0	0	0	0
Health care and social assistance	12	5	4	2	1	0	0	0	0	0
Arts, entertainment & recreation	2	0	1	0	1	0	0	0	0	0
Accommodation & food services	7	2	0	1	3	1	0	0	0	0
Other services (except public administration)	19	11	7	0	1	0	0	0	0	0
Unclassified establishments	1	1	0	0	0	0	0	0	0	0

Appendix F: Certified Heritage Structures

National Register-Eligible Properties in TIZs

The active TIZ boundaries largely coincide with the boundaries of local or, more commonly, National Register of Historic Places historic districts. Those properties within a historic district are already eligible for the state's tax credits on rehabilitation. Any properties in current active or future activated TIZs that are eligible for the National Register but not within a designated historic district can become Certified Heritage Structures and receive the state tax credit. To begin identifying these sites, TIZ representatives and the heritage area's management entity should consult the Maryland Inventory of Historic Properties for the respective county and work with local historic preservationists.

Non-Historic Properties in the Heritage Area

MHAA will consider for certification those rehabilitations of non-historic properties that enhance the cultural, historical, or architectural quality of the heritage area/visitor experience. The Maryland Civil War Heritage Alliance will assess potential Certified Heritage Structures using the following criteria before recommending them to MHAA for approval.

Uses

- Must support the vision and goals of HCWHA as expressed in this plan or in subsequent plan amendments.
- Must conform to local zoning/land use regulations.
- Must create or improve a facility that serves or attracts visitors.
- Must be related to heritage/cultural tourism and may include, among others, interpretation, transportation, accommodation, food service, retail, and attractions. Some preferred uses are listed below:
    - **Lodging**, especially inns and bed and breakfasts. Chain hotels should not be precluded, but rather encouraged to locate in appropriate settings (ex: Downtown Hagerstown) and with added benefit to the heritage area, such as rehabilitation of a key building in downtown attempting revitalization.
    - **Dining**, especially fine dining and locally owned/operated restaurants. National fast food chains should be discouraged from utilizing the tax credits unless the project offers additional benefits to the heritage area, such as locating in an area with a shortage of food service options for visitors.
    - **Recreation-related services**, especially those linked to the area's major recreation resources. The Appalachian Trail and the C&O Canal offer opportunities for bicycle rental/repair, horseback riding facilities, tack shops,

hiking gear, and other outfitters. Unused lockhouses along the C&O in particular may make appealing small business sites.

Rehabilitation

- Project must total $5,000 or more over a 24-month period.
- Project must follow the surrounding scale, setback, massing, architectural style, and streetscape appearance. New or changed exterior elements should strive to incorporate details and features sympathetic to the project's community.
- Projects should offer aesthetic benefit by eradicating blight; removing, mitigating, or replacing incompatible structures/sites; or otherwise adding to the historic appearance of the heritage area.

Economic Impact

The use supported by the rehabilitation project must create economic benefit for the heritage area in the form of added jobs, increased visitation, and/or increased tourism revenues. The project must create economic benefit by either serving or attracting visitors.

Appendix G: TIZ Activation Forms

TIZ Activation Form

1-5; 1= low, 3 = acceptable or satisfactory, 5 = high

General Criteria Category	Specific Criteria	Score
Data Collection	Boundaries coincide with other program boundaries (Main Street, Downtown Planning District, etc.)	
	Boundaries coincide with census tract, zip code, or other data collection boundaries	
Public/Private Support	Planned or current new development within or adjacent to TIZ	
	Mixed uses, including commercial, civic, and residential	
	Support of elected and appointed officials	
	Support of business and property owners within TIZ (downtown organizations, business associations, etc.)	
Overlap with Other Programs	Federal Programs (National Register of Historic Places, etc.)	
	State Programs (Main Street Maryland, Priority Funding Area, Enterprise Zone, etc.)	
	Local Initiatives (Local revolving loans and grants, technical assistance programs, etc.)	
Ability to Leverage Results	Are needs proportionate to resources available through designation?	
	Do zoning/regulatory guidelines allow for expansion of commercial/tourism uses?	
	Concentration of underutilized/vacant properties	
	Are there potential private sector projects ready to commence within the next 12 months?	
Visitor Readiness	Pedestrian environment (Sidewalks, crosswalks, safety considerations, compact geography, etc.)	
	Parking availability	
	Major/anchor heritage attractions	
	Accessibility to key Civil War sites (Antietam, Monocacy, South Mountain, Harper's Ferry, Gettysburg, and others)	
	Visitor-ready accomodations, dining, retail, etc.	
Historic Integrity	Concentration of historically significant structures	
	Few major unsympathetic modernizations to historic buildings	
	Little encroaching unsypathetic development	
	Civil War history related to key interpretive themes	

TIZ Questionnaire

What is the rationale for the TIZ boundaries?

What planned or current development is taking place in the TIZ?

What mix of uses exists in the TIZ?

How have local officials, businesses, property owners, and others exhibited support for the TIZ designation?

What programs and initiatives overlap with the TIZ area?

How is the pedestrian environment within the TIZ characterized?

How well is parking provided and planned?

What major or anchor heritage attractions exist in the TIZ?

What key Civil War sites are most accessible from the TIZ? How will visitors go between the TIZ and these sites?

What visitor-ready accommodations, dining, retail, etc. exist in the TIZ? What is planned for development?

Is there a concentration of historically significant structures? If so, are those structures designated on any register or district? Have many been modified unsympathetically?

How prevalent are "modern" development patterns, especially those with street front parking, in the TIZ?

Is there Civil War history in the TIZ? What interpretive themes will the TIZ explore?

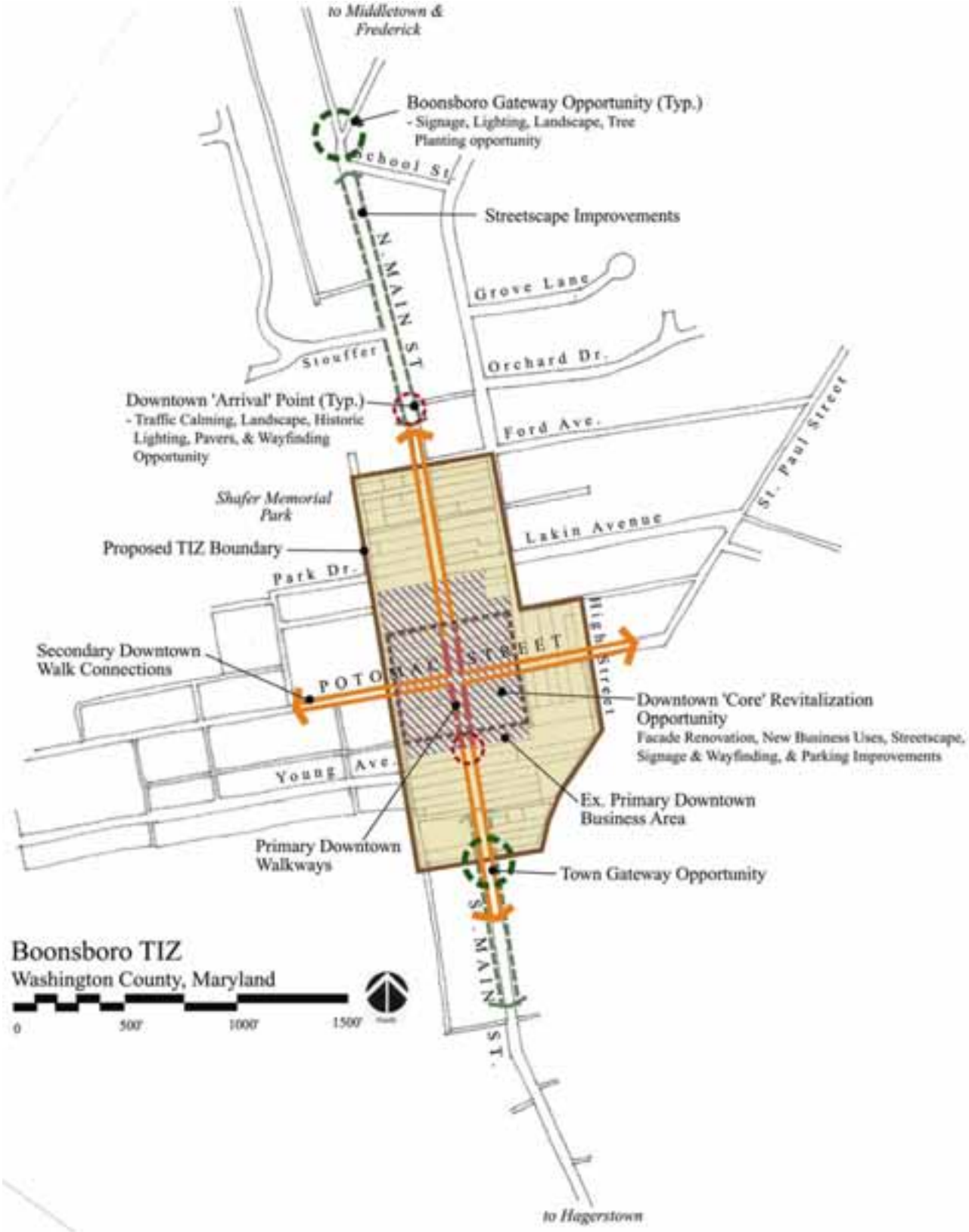
TIZ Work Program Description

The TIZ work program should include:

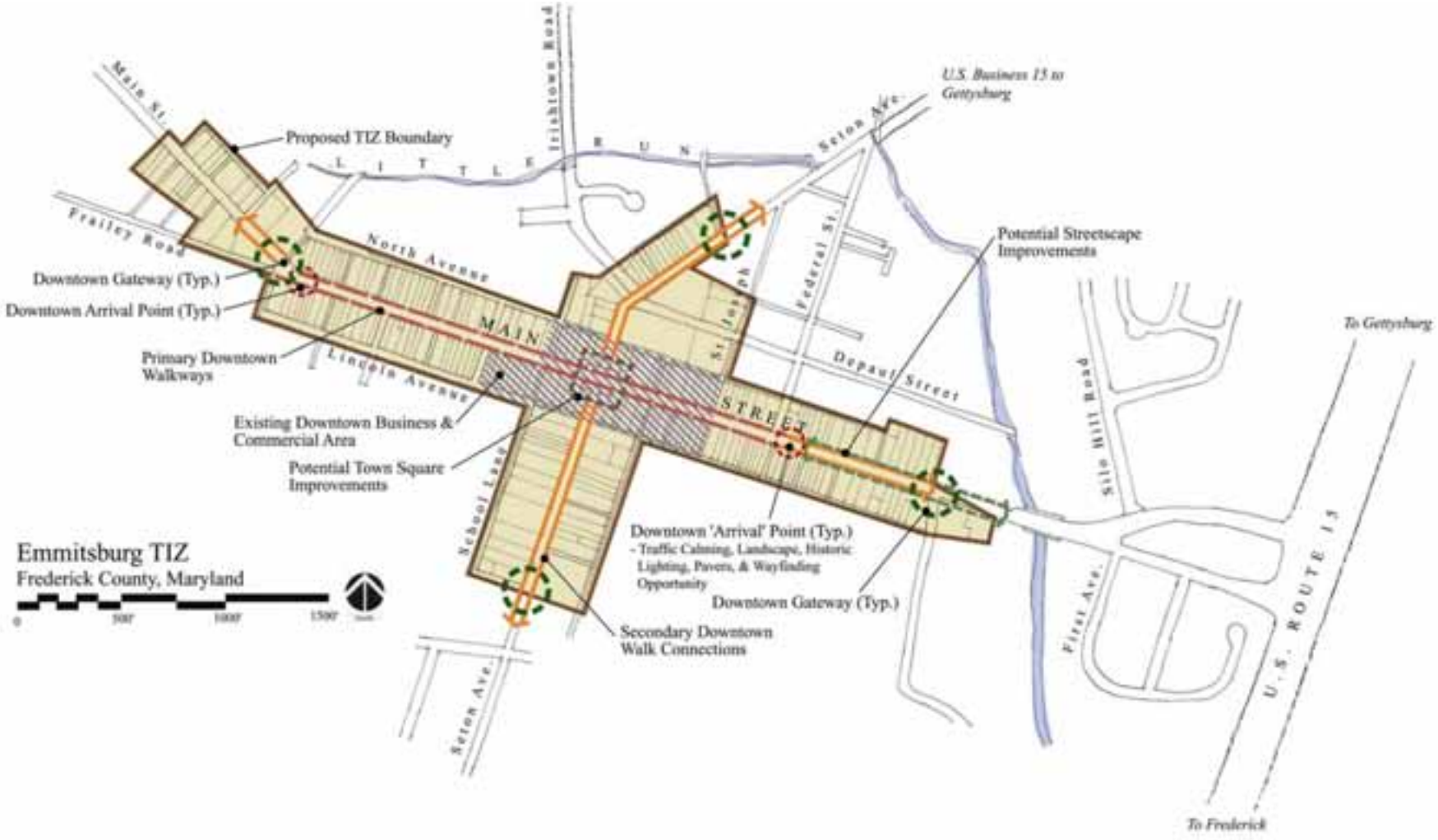
- Map of the TIZ boundaries
- General rationale for why the TIZ is being pursued
- Short history of the TIZ
- Major resource inventory, including heritage, natural/recreational, scenic, and visitor-serving commercial resources
- Identification of major issues facing the TIZ
- Identification of key opportunities within the TIZ
- Key recommendations
- Priorities for implementation and funding

Appendix H: Target Investment Zone Maps

Boonsboro

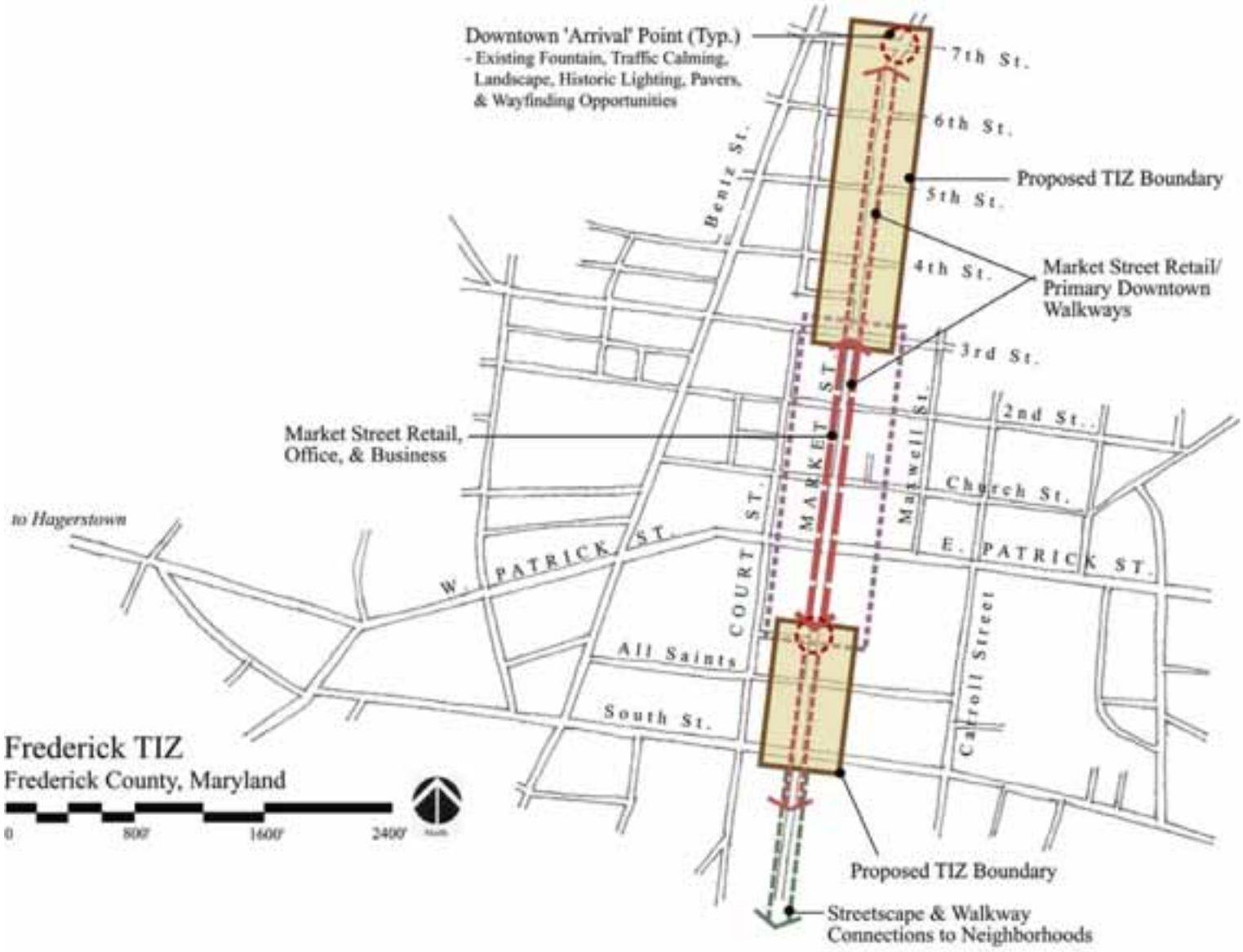


Emmitsburg


Main St.
Irishtown Road
U.S. Business 15 to Gettysburg
Seton Ave.
Proposed TIZ Boundary
LITTLE RUN
Potential Streetscape Improvements
Frailey Road
North Avenue
Federal St.
Downtown Gateway (Typ.)
Downtown Arrival Point (Typ.)
MAIN STREET
St. John St.
Depaul Street
To Gettysburg
Primary Downtown Walkways
Lincoln Avenue
Mills Hill Road
Existing Downtown Business & Commercial Area
Potential Town Square Improvements
School Lane
Downtown 'Arrival' Point (Typ.)
- Traffic Calming, Landscape, Historic Lighting, Pavers, & Wayfinding Opportunity
Downtown Gateway (Typ.)
Emmitsburg TIZ
Frederick County, Maryland
0
500'
1000'
1500'
Secondary Downtown Walk Connections
First Ave.
U.S. ROUTE 15
Seton Ave.
To Frederick

Blank Page

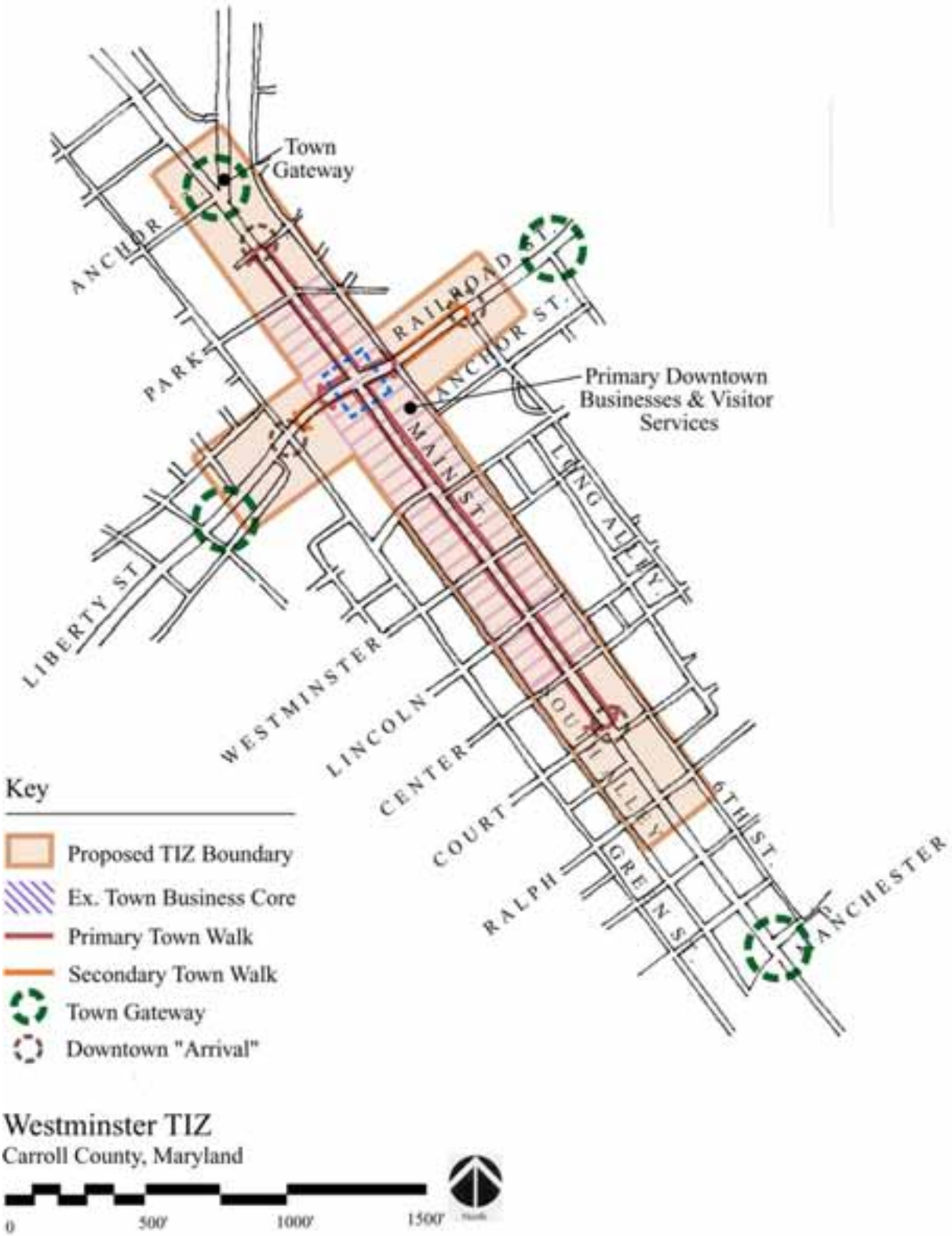
Frederick


Downtown 'Arrival' Point (Typ.)
- Existing Fountain, Traffic Calming, Landscape, Historic Lighting, Pavers, & Wayfinding Opportunities
7th St.
6th St.
Proposed TIZ Boundary
5th St.
4th St.
Market Street Retail/ Primary Downtown Walkways
3rd St.
2nd St.
Market Street Retail, Office, & Business
Church St.
E. PATRICK ST.
W. PATRICK ST.
to Hagerstown
Benz St.
MARKET ST.
Maxwell St.
COURT ST.
All Saints
South St.
Carroll Street
Frederick TIZ
Frederick County, Maryland
0
800'
1600'
2400'
Proposed TIZ Boundary
Streetscape & Walkway Connections to Neighborhoods

Sykesville

KALORAMA RD.
CENTRAL AVE
to Westminster
SPOUT HILL RD.
CARTER RD.
SECOND AVE.
SPRINGFIELD AVE
SPRINGFIELD R.R.
MAIN STREET
SANDOSKY
Primary Town Business Area
SCHOOL HOUSE RD.
Old Main Line Park
B&O Train Station
Town Gateway Opportunities
ROUTE 32
to Interstate 70
Key
Proposed TIZ Boundary
Ex. Town Business Core
Primary Town Walk
Secondary Town Walk
Town Gateway
Downtown "Arrival"
Sykesville TIZ
Carroll County, Maryland
0
500'
1000'
1500'

Westminster



Williamsport