CORRESPONDENCE MEMORANDUM

Wisconsin Department of Transportation

DT1175 97

Date: January 18, 2000

To: Jackie Lawton, FHWA

From: Jane Carrola, Wisconsin Rustic Roads & Scenic Byways Coordinator

CC: Marty Beekman

Subject: TRANSMITTAL OF SCENIC BYWAYS YEAR 2000 NOMINATION FORM FOR THE GREAT RIVER ROAD

Jackie,

Attached please find a hard copy of FHWA's Scenic Byways Year 2000 Nomination Form that has been completed for Wisconsin's Great River Road. In addition to the completed Nomination Form, there are 17 attachments which are accompanying our application.

Per FHWA guidelines, the application was electronically submitted to you as well.

If you have any questions about Wisconsin's submittal, please contact me at 266-0649. Thanks for your help and support!

Jane

Year 2000 Nomination Form

All-American Roads and National Scenic Byways

All sections must be completed on an electronic form at http://www.byways.org
Applications must be submitted online and on paper.

Nomination Type

☐ National Scenic Byway ☒ All-American Road

☒ Consider the byway for National Scenic Byway designation if it does not meet the requirements for All-American Roads.

Section A: Byway Information

Byway Name	
Wisconsin Great River Road	
State WI	Location Pierce, Pepin, Buffalo,Trempealeau, LaCrosse, Vernon, Crawford, Grant counties
Length 249.00 mi (400.72 km)	Driving Time 10 hours

Section B: Contacts

Byway Leader

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Section B: Contacts (Continued)

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State Signator	Jane Carrola Scenic Byway Program Cordinator Wisconsin Department of Transportation 4802 Sheyboygan Avenue P.O. Box 7913 Madison, WI 53707-7913 Phone: 608-266-0639 Fax: 608 -267-0294 E-mail: jane.carrola@dot.state.wi.us

Section C: Routes

Route	Type	Length	Details
Wisconsin Great River Road	State Route	249.00 mi	Start Terminus: Prescott End Terminus: Keiler Counties: Pierce,Pepin,Buffalo,Trempealeau,LaCrosse, Surface: Asphalt Landscape Types: Farmland, Forest, Grassland, Lakeside, Marsh, Mountain, Riverside, Urban Land Management

Section D: Senators and Representatives

ociated States

State	Senators
WI	Feingold, Russell Kohl, Herb

State Representatives

State	District	Representative
WI	3	Kind, Ron

Section E: Designations

No.	Agency	Designation Date	Designated Name	Coverage
1	State	24 Jun 1999	Wisconsin Great River Road	Entire

Section F: Points of Interest

Name & Description	Details
Bad Ax River and the Black Hawk War onder at the Historical Marker along the Great River Road and on Battle Island and "hear" the sounds of the Black Hawk War. By the early 1800's, generations of Sauk and Mesquakie, had lived on the east side of the Mississippi River - their villages dotting the valley for many miles. During the War of 1812, they allied themselves with the British. By 1816, following America's victory over Great Britain, the Sauk and the Mesquakie were forced to cede their lands and move west across the Mississippi. Most left their ancestral lands, but a few kept returning despite increased threats from American military. In 1832, when a large group of Sauk Indian families followed their aging leader, Black Hawk, back east across the river, a war broke out that lasted 3 months. The fighting ended with the Battle of Bad Ax on and near Battle Island where hundreds of men, women and children were killed as they tried to flee back across the Mississippi. Black Hawk escaped, but was later captured.	Route: Wisconsin Great River Road Distance Along Route: 145.50 mi Distance Off Route: 0.00 mi Interpretive Facilities: Interpretive Signs Visitor Services: Paved Parking
arns in Wisconsin	Route: Wisconsin Great River Road

Name & Description	Details
When the Great River Road meanders inland from the Mississippi River, it offers sweeping views of fields and farmsteads. Barns are a particularly noteworthy feature of the agrarian landscape. Barns in Wisconsin have evolved over time in response to farming practices. Three bay barns were popular in the mid 1800's - added bays emerged later to accommodate the dairy herd and equipment. Roof designs changed over time to increase storage. The gable design gave way to the gambrel roof which, in turn, was replaced for a short time by the gothic-arch roof. As the dairy industry grew, the University of Wisconsin developed the model barn - with better ventilation, more exterior lighting and improved sanitation. Silos connected to the barn evolved. The Tobacco barns of Vernon County are long, single story structures with openings along the vertical slats to provide air movement for tobacco curing.	Distance Along Route: 197.00 mi; Distance Off Route: 0.00 mi Interpretive Facilities: Visitor Services:
Beef Slough Historical Marker Read the marker in this little wayside overlooking vast backwaters and lowlands - and let your imagination recreate the sights and sounds of this area during the logging "heydays" of the mid 1800's. Beef Slough was a sluggish branch of the Chippewa River that provided an excellent pond for the logs floated downstream by numerous logging companies. Loggers arranged the mixed-up logs in orderly rafts to be towed by steamboats to sawmills down the Mississippi.	Route: Wisconsin Great River Road Distance Along Route: 48.00 mi; Distance Off Route: 0.00 mi Interpretive Facilities: Historical Markers Visitor Services: Paved Parking
Bow and Arrow Historical Marker In 1903, Jacob Brower of the Minnesota Historical Society mapped an unusual arrangement of boulders on the tall bluff slope located between the river towns of Hager City and Bay City. He concluded that the aligned boulders depicted a bow (200 feet tall) with an arrow set to shoot towards Lake Pepin while others thought it portrayed a large bird. A State Historical Marker and parking area is located adjacent to the Great River Road affording a distant view of the mystic site.	Route: Wisconsin Great River Road Distance Along Route: 20.50 mi; Distance Off Route: 0.00 mi Interpretive Facilities: Historical Markers Visitor Services: Paved Parking
Bridgeport	Route: Wisconsin Great River Road

Name & Description	Details
The name of this Village is most fitting. In the late 1800's, a ferry carried grain and other farm products across the Mississippi River to a railroad in Minnesota. Today, Bridgeport is near the highway bridge crossing the Wisconsin National Scenic River and the gateway to Wyalusing State Park and Sentinel Ridge.	Distance Along Route: 184.00 mi; Distance Off Route: 0.00 mi Interpretive Facilities: Visitor Services: Drinking Water; Gas, food, lodging; Handicapped Accessibility; Paved Parking; Phone; Picnic Area; RV Services; Restrooms
British Hollow British Hollow grew from a lead mining settlement into a bustling village with several hundred people and shops. Soon after a large lead lode of about 80,000 pounds was discovered, four smelting furnaces filled the air with vapors toxic enough to kill the surrounding vegetation. After the lead was extracted, the air cleared and all but a few farmers left the hollow by the 1930's. Stone foundations are scattered throughout the hollow and on the hills - with most of the village site now a private pasture. Across the Great River Road is the British Hollow cemetery, a poignant reminder of the village that once thrived.	Route: Wisconsin Great River Road Distance Along Route: 232.70 mi; Distance Off Route: 0.00 mi Interpretive Facilities: Visitor Services: Paved Parking
Centerville Centerville was named for its location at the heart of the broad Tremplealeau Prairie. This crossroads developed into a small trading post, a relief for long-distance traveler and a convenience for residents in the area.	Route: Wisconsin Great River Road Distance Along Route: 95.00 mi; Distance Off Route: 0.00 mi Interpretive Facilities: Visitor Services: Drinking Water; Paved Parking; Phone; Restrooms
Chief Win-No-Shik Historical Marker This marker located along the Great River Road two miles north of the Village of DeSoto presents an overview of life and fame of Win-No-Shik, the noble chief of the large Winnebago Indian Village at LaCrosse.	Route: Wisconsin Great River Road Distance Along Route: 145.00 mi; Distance Off Route: 0.00 mi Interpretive Facilities: Historical Markers Visitor Services: Paved Parking
City of Alma Built by Swiss settlers, picturesque Alma is nestled in a narrow corridor between the Mississippi River and Twelve Mile Bluff, which towers 500 feet above the river valley. The entire city, with its	Route: Wisconsin Great River Road Distance Along Route: 60.00 mi; Distance Off Route: 0.00 mi Interpretive Facilities: Brochures; Historical Markers; Interpretive Signs; Kiosks; Visitor's Center

Name & Description	Details
turn-of-the-century commercial buildings and elegant homes, is listed in the National Register of Historic Places. Visit the observation deck at Lock and Dam 4 located on the riverfront in the downtown area. The city's Buena Vista Park, located on the bluff top, provides a panoramic view of the city, Lock and Dam, the Mississippi River and its vast valley. In the fall, stop at Rieck's Lake Park to see hundreds of migrating Tundra Swans.	Visitor Services Camping; Drinking Water; Gas, food, lodging; Handicapped Accessibility; Paved Parking; Phone; Picnic Area; RV Services
City of Holmen Wisconsin is now known as "America's Dairyland". Holmen's creamery (built in 1923) still stands in the town's original commercial district and was a stalwart business, processing the milk brought by the dairy farmers nestled in fertile coulees of the region. Relax at the County Park located in Holmen. creameries in Wisconsin characterized by metal roof ventilators.	Route Wisconsin Great River Road Distance Along Route: 111.00 mi; Distance Off Route: 0.00 mi Interpretive Facilities Visitor Services Camping; Drinking Water; Gas, food, lodging; Handicapped Accessibility; Other; Paved Parking; Phone; Picnic Area; RV Services; Restrooms
City of LaCrosse LaCrosse, Wisconsin's largest city on the Great River Road, is situated between towering bluffs and the Mississippi River near the outlets of the Black and LaCrosse rivers. The rivers first made it a natural rendezvous site and later a booming logging place as logs were floated down the rivers to sawmills dotting the valley. Today LaCrosse is a lively, attractive city yearning to reveal its history, culture, and architecture, and to share its outstanding recreation opportunities. Visit Riverside Park which hosts "Riverside USA", an animated exhibit describing life on the Mississippi. Spence Park Historical Marker portrays the early importance of LaCrosse as the most strategic Wisconsin port on the river. Enjoy a river excursion aboard the sternwheeler "LaCrosse Queen" or view "Coulee" scenery from either the Great River or the LaCrosse River Bike Trails or from Granddad Bluff. Swarthout Musuem provides a glimpse of local history. The Hixon House displays its 1800s furnishings.	Route Wisconsin Great River Road Distance Along Route: 123.00 mi; Distance Off Route: 0.00 mi Interpretive Facilities Brochures; Historical Markers; Interpretive Signs; Kiosks; Visitor's Center Visitor Services Camping; Drinking Water; Gas, food, lodging; Handicapped Accessibility; Other; Paved Parking; Phone; Picnic Area; RV Services; Restrooms
City of Onalaska Onalaska's location near the juncture of	Route Wisconsin Great River Road Distance Along Route: 115.00 mi; Distance Off Route: 0.00 mi

Name & Description	Details
the Black and Mississippi Rivers made it an important lumber town. During the mid 1800's, the Black River carried over six million board-feet of logs from the state's pine forests to Onalaska and some 30 sawmills crowded the river banks in the area. Visit the Onalaska Area Historical Society to learn of local history. The home of lumber baron Frank Eugene Nichols still overlooks the Mississippi River Valley and Lake Onalaska (created by Lock and Dam 7) as a testimony to the industry's golden age.	Interpretive Facilities: Brochures; Historical Markers; Interpretive Signs; Kiosks; Visitor's Center Visitor Services: Camping; Drinking Water; Gas, food, lodging; Handicapped Accessibility; Paved Parking; Phone; Picnic Area; RV Services
City of Prescott The Great River Road enters Wisconsin and the historic City of Prescott via a unique lift bridge at the confluence of the St. Croix (National Scenic River) and the Mississippi River. A self-guided walking tour reveals the city's historic beauty. The riverfront features beaches and a delightful river walk. Main Street, which is also the Great River Road, has been reconstructed exhibiting Prescott's river town theme and welcomes tourists. Freedom Park provides a blufftop panoramic view of the rivers and their valleys. Prescott's Welcome and Heritage Center provides historic and informational displays.	Route: Wisconsin Great River Road Distance Along Route: 0.00 mi; Distance Off Route: 0.00 mi Interpretive Facilities: Brochures; Historical Markers; Interpretive Signs; Kiosks; Visitor's Center Visitor Services: Camping; Drinking Water; Gas, food, lodging; Handicapped Accessibility; Other; Paved Parking; Phone; Picnic Area; RV Services; Restrooms
Dams on the Mississippi State Historical Marker This Marker, which is located at Lock and Dam 8 at Genoa, puts in perspective the massive undertaking by the U.S. Army Corp of Engineers, beginning in the 1930's, to build dams on the Mississippi to provide a waterway deep enough for barge travel and at the same time created vast backwater areas in the lowlands bordering the river channel. There are nine lock and dams on the Mississippi River along this 250 mile segment of Wisconsin's western border. Access to four of the Dams (Alma, Tremplealeau, Genoa, Lynxville) is conveniently provided off the Wisconsin Great River Road. Selected visitor services and observation decks are available.	Route: Wisconsin Great River Road Distance Along Route: 136.50 mi; Distance Off Route: 0.00 mi Interpretive Facilities: Historical Markers Visitor Services: Drinking Water; Handicapped Accessibility; Paved Parking; Phone; Picnic Area; Restrooms
Diamond Bluff Traveling from Prescott through the	Route: Wisconsin Great River Road Distance Along Route: 14.00 mi; Distance Off Route: 0.00 mi

Name & Description	Details
rolling countryside and deep coulees, the Great River Road traveler encounters the settlement of Diamond Bluff located on the shoreline of the Mississippi River. The name relates to the prominent limestone bluffs cradling this small quaint settlement, which served as a landmark for river pilots and inspired an early French settler to name the place MONTE DIAMOND. The Diamond Bluff (Mero) Site Complex is located in this area. At the peak of its occupation nearly 1,000 years ago, the complex consisted of numerous camps and villages occupied by the Oneota Indians. The Archaeological Conservancy purchased a portion of this site complex, including the Panther Effigy mound, in 1990.	Interpretive Facilities Visitor Services Other
Effigy Mounds on Sentinel Ridge The Woodland Indians left behind hundreds of earthen mounds. Some were built in valleys while others, like those on Sentinel Ridge in Wyalusing State Park, were built on prominent bluffs. Many of the mounds are dome shaped while others are in the form of animals and birds.	Route Wisconsin Great River Road Distance Along Route: 188.50 mi; Distance Off Route: 0.00 mi Interpretive Facilities Brochures; Historical Markers; Interpretive Signs; Visitor's Center Visitor Services Camping; Drinking Water; Handicapped Accessibility; Paved Parking; Phone; Picnic Area; Restrooms
Fort St. Antoine Historical Marker and Scenic Overlook This wayside provides a "closeup" view of the site of Fort St. Antoine. Nicholas Perrot built the Fort on the shores of Lake Pepin in 1686. Alarmed by the aggressions of the English, the French government felt it necessary to repeat their claims with sufficient pomp and ceremony to impress the Indians and to assure their allegiance. Accordingly, here at Fort St. Antoine on May 8, 1689, Perrot formally took possession of the entire region west of the Great Lakes "no matter how remote" in the name of Louis XIV.	Route Wisconsin Great River Road Distance Along Route: 43.00 mi; Distance Off Route: 0.00 mi Interpretive Facilities Historical Markers Visitor Services Paved Parking
Fountain City and Fountain City Historical Marker This picturesque river town clings to the base of the 550 foot Eagle Bluff and Indian Head rock. Its name was inspired by	Route Wisconsin Great River Road Distance Along Route: 78.00 mi; Distance Off Route: 0.00 mi Interpretive Facilities Brochures; Interpretive Signs; Visitor's Center

Name & Description	Details
the many natural springs in the area. There are many Gothic Revival homes with their second story balconies offering views over rooftops to the river as well as Queen Anne style structures. Also, a Prairie Style house is on the National Register of Historic Places. The Fountain City Museum maintains a collection of Indian artifacts. U.S. Corp Of Engineers large dredging and work boats are harbored here. Lock and Dam 5A and the State Highway 54 bridge crossing of the Mississippi River are located 4 and 6 miles downstream. Learn more about this quaint community by viewing the Historical Marker located in Fountain Park in the central business district.	Visitor Services Camping; Drinking Water; Gas, food, lodging; Handicapped Accessibility; Paved Parking; Phone; Picnic Area; RV Services; Restrooms
Glen Haven "Haven" meaning a sheltered anchorage port is why this spot became a busy livestock shipping port for steamboats at least 20 years before Glen Haven was platted in 1857. Main Street runs from the adjacent farmlands directly to the landing where stockyards and storehouses held livestock and farm produce.	Route Wisconsin Great River Road Distance Along Route: 202.00 mi; Distance Off Route: 0.00 mi Interpretive Facilities Brochures Visitor Services Drinking Water; Paved Parking; Phone; Picnic Area; Restrooms
Grant River Public Use Area The Grant River Public Use area, administered by the U.S. Corps of Engineers, provides a wide variety of outdoor recreation opportunities. Cemeteries and burial grounds provide a glimpse into the lives of the people interred there. Situated on a knoll near the Grant River Public Use Area, the Osceola Site is one of only three Middle Archaic "Old Copper" cemeteries that have been scientifically excavated in Wisconsin.	Route Wisconsin Great River Road Distance Along Route: 229.00 mi; Distance Off Route: 0.50 mi Interpretive Facilities Brochures Visitor Services Camping; Drinking Water; Handicapped Accessibility; Other; Paved Parking; Picnic Area; Restrooms
Great River Bike Trail While the Wisconsin Great River Road can, for the most part, accommodate bikers on its wide paved shoulders, the Great River Bike Trail provides a surfaced bikeway for all level of bikers on an abandoned railroad facility. The bikehead is located 1 mile east of the Village of Trempealeau and the trail eventually connects to the LaCrosse River Trail some 11 miles southerly. The Van Loon Wildlife Area located just east of Trempealeau is the location of historic McGilvray Road with	Route Wisconsin Great River Road Distance Along Route: 100.50 mi; Distance Off Route: 0.00 mi Interpretive Facilities Visitor Services Restrooms

Name & Description	Details
its five steel bow string, arch-truss bridges being restored by the Wisconsin Department of Natural Resources.	
Hager City This small community still has the same railroad going by as it did when it was founded in 1886 by the Chicago, Burlington & Northern Railroad. USH 63 which borders the community leads to the interstate bridge crossing of the Mississippi River to Red Wing Mn.	Route: Wisconsin Great River Road Distance Along Route: 19.00 mi Distance Off Route: 0.25 mi Interpretive Facilities: Visitor Services: Drinking Water; Gas, food, lodging; Phone; Picnic Area; Restrooms
Lake Pepin Historical Marker and Wayside This beautiful lake is 22 miles long, and varies in width from one to two miles. It was created by the delta of the Chippewa River spreading across the gorge of the Mississippi River at the southeastern end of the lake. The Great River Road hugs Lake Pepin and has been called one of the most scenic drives in America. One of Lake Pepin's admirers was William Cullen Bryant whose praise of its natural scenery and his declaration that the area "... ought to be visited in the summer by every poet and painter in the land" is inscribed on the historical marker located in a wayside overlooking the lake.	Route: Wisconsin Great River Road Distance Along Route: 29.00 mi Distance Off Route: 0.00 mi Interpretive Facilities: Historical Markers Visitor Services: Drinking Water; Handicapped Accessibility; Paved Parking; Picnic Area; Restrooms
Little House in the Big Woods Historical Site and Wayside This historical marker and wayside,located on a 3-acre site 7 miles northwest of the Village of Pepin, hosts a log cabin replica of the "Little House in the Big Woods" at which Wilder's childhood memories are presented. The "trail blazed" migration route of the Wilders thru Minnesota and ending in South Dakota begins at this site.	Route: Wisconsin Great River Road Distance Along Route: 43.70 mi Distance Off Route: 7.00 mi Interpretive Facilities: Brochures; Historical Markers; Interpretive Signs; Kiosks; Visitor's Center Visitor Services: Drinking Water; Handicapped Accessibility; Paved Parking; Picnic Area; Restrooms
Luther College Historical Marker The marker commemorates the first college founded by Norwegian Lutheran pioneer immigrants in the United States. It opened in the parsonage of Halfway Creek Lutheran Congregation on September 1, 1861. Enrollment was 16. The parsonage was destroyed by fire in 1865. The college moved to Decorah, Iowa in 1862 where it continues today.	Route: Wisconsin Great River Road Distance Along Route: 111.50 mi Distance Off Route: 2.50 mi Interpretive Facilities: Historical Markers Visitor Services: Paved Parking

Section F: Points of Interest (Continued)

Name & Description	Details
Maiden Rock Historical Marker This Historical Marker is located in a Great River Road Wayside which overlooks Lake Pepin from the base of the towering limestone bluff from which, according to legend, a distraught young and beautiful Sioux girl precipitated herself.	Route: Wisconsin Great River Road Distance Along Route: 33.00 mi Distance Off Route: 0.00 mi Interpretive Facilities: Historical Markers Visitor Services: Drinking Water; Paved Parking; Picnic Area; Restrooms
Major General C.C. Washburn Historical Marker This marker, located at the Interstate 90 Rest Area-Tourist Information Center on French Island in LaCrosse, pays tribute to Cadwallader Colden Washburn. He served in Congress, organized and become Colonel of the Second Wisconsin Volunteer Calvary Regiment and was one of only two Wisconsinites to attain the rank of Major General. Washburn became governor in 1871. His flour milling interest in Minneapolis eventually became known as General Mills. Washburn died in 1882 and is buried in LaCrosse.	Route: Wisconsin Great River Road Distance Along Route: 119.50 mi Distance Off Route: 0.00 mi Interpretive Facilities: Historical Markers; Visitor's Center Visitor Services: Drinking Water; Handicapped Accessibility; Paved Parking; Phone; Restrooms
Merrick State Park This 320 acre State Park has a Nature Center, 73 campsites, and access to the Mississippi River and its backwaters.	Route: Wisconsin Great River Road Distance Along Route: 75.00 mi Distance Off Route: 0.00 mi Interpretive Facilities: Brochures; Interpretive Signs; Kiosks; Visitor's Center Visitor Services: Camping; Drinking Water; Handicapped Accessibility; Paved Parking; Phone; Picnic Area; RV Services; Restrooms
National Fish Hatchery The U.S. Fish and Wildlife Service raises several species of fish in man-made ponds fed by artesian wells and the nearby Bad Ax River. Each spring, the hatchery staff catch cool water fish from the Mississippi River - remove their eggs and return the fish to the river. Some one million new hatches are later returned to the Mississippi River.	Route: Wisconsin Great River Road Distance Along Route: 141.00 mi Distance Off Route: 0.00 mi Interpretive Facilities: Visitor's Center Visitor Services: Drinking Water; Paved Parking; Picnic Area; Restrooms

Section F: Points of Interest (Continued)

Name & Description	Details
Nelson Dewey - First Governor of Wisconsin Historical Marker This marker, located in a cemetery in the Village of Lancaster, presents an overview of the life and accomplishments of Nelson Dewey, Wisconsin's first governor. Arriving in Grant County in 1836, his love of the area moved him to develop a 2,000 acre plantation called Stonefield, located near Cassville along the Great River Road, which is still preserved today in Nelson Dewey State Park.	Route: Wisconsin Great River Road Distance Along Route: 232.80 mi Distance Off Route: 0.00 mi Interpretive Facilities: Historical Markers Visitor Services: Paved Parking
Nichols Mound Nearly 90 feet wide and 11 feet high, Nichols Mound may be the largest Hopewell Indian mound in Wisconsin. An excavation in 1930 unearthed human remains, and ceremonial artifacts that reflect both the artistry and the extensive trade network of the Hopewell Indians. Archaeologists found large stone knives made from obsidian and flint quarried as far west as the Rocky Mountains; ornaments of copper and silver from Lake Superior; and decorated ceramics similar to those discovered in Ohio and Illinois mounds. Nichols Mound is the only one of a 26-mound group to have survived decades of farming and can be seen in the distance from the Great River Road, approximately 1.5 miles east of Trempealeau. A closer view can be obtained from the Great River Bike Trail.	Route: Wisconsin Great River Road Distance Along Route: 101.50 mi Distance Off Route: 0.25 mi Interpretive Facilities: Visitor Services:
Old Settlers Overlook Leave the Great River Road for a short trip on a rural side road meandering up through the coulee's to Old Settlers Overlook/Rest Area. Located on the top of the bluff, this overlook provides a spectacular view of the vast river valley and three states i.e. Wisconsin, Iowa, and Minnesota.	Route: Wisconsin Great River Road Distance Along Route: 133.50 mi Distance Off Route: 0.50 mi Interpretive Facilities: Visitor Services: Other; Paved Parking; Picnic Area
Pere Marquette and Sieur Jolliet Historical Marker	Route: Wisconsin Great River Road Distance Along Route: 177.50 mi Distance Off Route: 0.00 mi

Name & Description	Details
This marker, located at the Mississippi River Bridge Wayside and Information Center in Prairie du Chien, informs the viewer about the visit of Louis Jolliet and Father Jacques Marquette to this area in 1673.	Interpretive Facilities: Historical Markers Visitor Services: Drinking Water; Paved Parking; Phone; Restrooms
Perrot State Park and Trempealeau Mountain This 1,400 acre State Park is named after French explorer Nicholas Perrot who built a trading post at this location in 1685. It is located near the confluence of the Trempealeau and Mississippi Rivers. For 7,000 years, people have enjoyed the view of Trempealeau Mountain "the mountain whose foot is bathed by water (La Montagne Qui trempe a L'Eau)". The area's history is revealed by some 30 archaeological sites in and near Perrot State Park which hosts pictographs, burial mounds, the "Perrot's Post" Historical Marker and the remains of two French trading posts. History and artifacts are displayed at the park's Interpretive Center.	Route: Wisconsin Great River Road Distance Along Route: 99.50 mi Distance Off Route: 0.50 mi Interpretive Facilities: Brochures; Historical Markers; Interpretive Signs; Kiosks; Visitor's Center Visitor Services: Camping; Drinking Water; Gas, food, lodging; Handicapped Accessibility; Paved Parking; Phone; Picnic Area; RV Services; Restrooms
Perrot's Post Historical Marker This marker commemorates the influence that Nicholas Perrot, one of the leading early French traders and diplomats among the Indians, had in this upper Mississippi region. After building Fort St. Nicholas in Prairie du Chien in 1685, he moved north, to what is now Perrot State Park, and spent the winter here "at the foot of the mountain". Perrot later moved north to establish Fort St. Antoine near Maiden Rock. In 1731, Godefroy de Linctor built a small fort among the Sioux here. The ruins of the fort were uncovered at this site in 1887, where a hearthstone was found that probably was used by Perrot during the winter of 1685-1686. Learn more of this history and see artifacts at the Interpretive Center.	Route: Wisconsin Great River Road Distance Along Route: 99.60 mi Distance Off Route: 0.50 mi Interpretive Facilities: Historical Markers Visitor Services: Paved Parking
Prairie du Chien Stop at the Wisconsin Tourist Information Center to learn about the many area attractions of this second oldest settlement in Wisconsin. It became a trade center as early as the 1670's with the arrival of Marquette and Jolliet. Hercules Dousman built Villa Louis, now owned and operated by the State Historical Society,	Route: Wisconsin Great River Road Distance Along Route: 177.00 mi Distance Off Route: 0.00 mi Interpretive Facilities: Visitor's Center Visitor Services: Drinking Water; Handicapped Accessibility; Paved Parking; Phone; Restrooms

Name & Description	Details
an opulent 1870's estate with one of the nation's finest collection of Victorian decorative arts. The Villa Louis historical marker at this site provides an overview of the origin and history of this luxurious mansion. Medical history from the 1800's and an exhibit of medical quackery is displayed at the Fort Crawford Medical Musuem. The American Fur Company sone warehouses built in the early 19th century still survive today on historic St. Feriole Island as does remnants of the old American Fort built to protect this outpost. Tour the town in a horse and carriage or view the Mississippi aboard excursion boats.	
Prairie du Chien Historical Marker This marker, located along the Great River Road two miles south of Prairie du Chien, reveals the origin of the wide valley on which French explorers, traders and missionaries found a large and well established Fox Indian village. Also, learn of important U.S. Government treaties negotiated with the Indians here in 1825, 1829, and 1830.	Route: Wisconsin Great River Road Distance Along Route: 179.00 mi Distance Off Route: 0.00 mi Interpretive Facilities: Historical Markers Visitor Services: Paved Parking
Rafting On The Mississippi Historical Marker Located adjacent to the Great River Road just south of Lynxville, this Marker describes the magnitude of Wisconsin's logging industry in the mid to late 1800's - and in particular the "rafting" of logs on the Mississippi.	Route: Wisconsin Great River Road Distance Along Route: 165.00 mi Distance Off Route: 0.00 mi Interpretive Facilities: Historical Markers Visitor Services: Paved Parking
St. Croix National Scenic River In 1968 Congress designated some 150 mile of the St. Croix River extending northerly from its confluence with the Mississippi River at Prescott to be included in the National Wild and Scenic River program. Visitor information is available at the Prescott Visitor Center - the Riverway's administrative headquarters is in Hudson.	Route: Wisconsin Great River Road Distance Along Route: 0.10 mi Distance Off Route: 0.00 mi Interpretive Facilities: Visitor's Center Visitor Services: Drinking Water; Handicapped Accessibility; Paved Parking; Phone; Restrooms
Stonefield and Nelson Dewey State Park Enjoy a guided tour of the Gothic Revival mansion built by Nelson Dewey, our state's first governor, on a large estate called	Route: Wisconsin Great River Road Distance Along Route: 213.00 mi Distance Off Route: 0.00 mi Interpretive Facilities: Visitor's Center

Name & Description	Details
Stonefield. Nearby, on land once a part of the estate, is a reconstructed turn-of-the-century community named Stonefield Village in honor of the Governor. Both Stonefield Village and the Nelson Dewey homesite are open for tours, as are the State Agricultural Museum and a re-created early 1900's farmhouse. Just across the street, wooded family campsites within view of spectacular river bluffs are available at Nelson Dewey State Park. Also nearby is Eagle Nature Reserve, a haven for migrating eagles. In mid-winter, eagles roost on the nearby islands in the Mississippi River.	Visitor Services Camping; Drinking Water; Handicapped Accessibility; Paved Parking; Phone; Picnic Area; RV Services; Restrooms
Swedish Evangelical Tabor Lutheran Church Swedish immigrants organized the Tabor congregation in 1881. The church burned twice, and each time was rebuilt copying the original design (typical of this area) with its steeple, high-pitched roof and pointed gothic windows clearly identifying it as a Christian church.	Route Wisconsin Great River Road Distance Along Route: 26.00 mi Distance Off Route: 0.25 mi Interpretive Facilities Interpretive Signs Visitor Services
The Coulee Region Historical Marker Coulee is a term from the French verb "couler" meaning "to flow". As you stand at the marker site the area before you, like the entire coulee region of west central Wisconsin, displays how the rugged terrain has been dissected over time by water erosion creating narrow ridges separated by steep sided valleys called coulees. Fertile soils are farmed on the bottom and sides of the coulees. As you travel the Wisconsin Great River Road, you will view numerous (sometimes continuous) coulees and intervening ridges.	Route Wisconsin Great River Road Distance Along Route: 124.00 mi Distance Off Route: 0.00 mi Interpretive Facilities Historical Markers Visitor Services Paved Parking
The Mississippi River Parkway Historical Marker This Marker is located alongside the first segment of the Great River Road project built in Wisconsin in 1953. The completion of this project provided tangible evidence that the earlier vision of the 10 Mississippi River states and later the National Park Service and Bureau of Public Roads to develop a pleasurable roadway along the Mississippi River, from its source to the Gulf of Mexico, would be realized. Since that early project, Wisconsin has expended millions of dollars	Route Wisconsin Great River Road Distance Along Route: 100.60 mi Distance Off Route: 0.00 mi Interpretive Facilities Historical Markers Visitor Services Paved Parking

Name & Description	Details
on the Great River Road, its amenities, and appertenances while at the same time employing sensitive design techniques to preserve the very special scenic and natural qualities of the Mississippi River Corridor.	
The Pilot's Wheel Historical Marker This marker, located at the Mississippi River Bridge Wayside and Tourist Information Center in Prairie du Chien, displays this official emblem of the Great River Road. The 12 spokes represent the 10 member states and, at the time, two provinces. This "helmsman" route marker is displayed along the entire 2,500 mile 10 state route of the Great River Road.	Route: Wisconsin Great River Road Distance Along Route: 177.60 mi Distance Off Route: 0.00 mi Interpretive Facilities: Visitor Services:
The Upper Mississippi Historical Marker Located at the Interstate 90 Rest Area - Tourist Information Center on French Island (on the Mississippi)in LaCrosse, this Marker capsulizes the history, the adventure, the mystic, and the beauty of the 1,000 mile segment of the Upper Mississippi River as it meanders through America's heartland. Extensive information about the Great River Road and the Mississippi River Corridor is available in the Information Center.	Route: Wisconsin Great River Road Distance Along Route: 119.00 mi Distance Off Route: 2.00 mi Interpretive Facilities: Historical Markers; Visitor's Center Visitor Services: Drinking Water; Handicapped Accessibility; Paved Parking; Phone; Picnic Area; Restrooms
Trempealeau National Widlife Refuge Managed by the U.S. Fish and Wildlife Service, this 6,000-acre National Widlife Refuge (one of the nation's largest) hugs the banks of the Mississippi River and provides an abundance of outdoor activities to its visitors. Its wetlands are home to a wide range of waterfowl including ducks, geese, herons, egrets and also the American Bald Eagle.	Route: Wisconsin Great River Road Distance Along Route: 74.50 mi Distance Off Route: 0.25 mi Interpretive Facilities: Brochures; Interpretive Signs; Kiosks; Visitor's Center Visitor Services: Camping; Drinking Water; Gas, food, lodging; Handicapped Accessibility; Paved Parking; Phone; Picnic Area; RV Services; Restrooms
Upper Mississippi River National Wildlife & Fish Refuge The Upper Mississippi River National Wildlife and Fish Refuge offers a unique	Route: Wisconsin Great River Road Distance Along Route: 81.00 mi Distance Off Route: 0.00 mi Interpretive Facilities: Visitor's Center

Name & Description	Details
opportunity for its visitors to experience backwater splendor and view fascinating wildlife such as majestic bald eagles, industrious muskrats, or infinite numbers of migrating waterfowl and tundra swans along this major continental flyway. Recognized as the longest refuge in the lower 48 states, the "Upper Miss" stretches 260 miles along the Upper Mississippi River touching four states - Minnesota, Wisconsin, Iowa, and Illinois. The headquarters is located in Winona, Minnesota. The upper limit of the refuge is five miles upstream from Nelson, Wisconsin and extends southerly to Cairo, Illinois. The refuge offers recreational opportunities for all ages including boating, canoeing, fishing, camping, hunting, photography and many others while savoring the beauty of the rising bluff-lands.	Visitor Services Camping; Drinking Water; Handicapped Accessibility; Paved Parking; Picnic Area; Restrooms
Victory This small settlement along the Great River Road has a picturesque setting - snuggled next to the river on one side and backdropped by bluffs on the other. Five settlers laid out this village in 1852 and named it "Victory" to commemorate the final battle of the Black Hawk War fought south of the village 20 years earlier. Victory prospered during the wheat boom of the 1850's, but today it is only a remnant of its past.	Route Wisconsin Great River Road Distance Along Route: 143.00 mi; Distance Off Route: 0.00 mi Interpretive Facilities Visitor Services Drinking Water; Gas, food, lodging; Paved Parking; Phone; Picnic Area; Restrooms
Village of Bagley Street names reveal why this village is here: Chicago, Burlington, Northern. The CB&N rail lines were laid here in 1885 and Bagley was platted a year later. It was the halfway point on the CB&N's line between Chicago and St. Paul, and later became the meeting place for the "Twin Zephyrs" passenger trains.	Route Wisconsin Great River Road Distance Along Route: 195.00 mi; Distance Off Route: 0.00 mi Interpretive Facilities Visitor Services Camping; Drinking Water; Gas, food, lodging; Handicapped Accessibility; Paved Parking; Phone; Picnic Area; RV Services; Restrooms
Village of Bay City Bay City got its name from its location on a bay of Lake Pepin. Stand at the beach at the village park and view across Lake	Route Wisconsin Great River Road Distance Along Route: 23.00 mi; Distance Off Route: 0.00 mi Interpretive Facilities Brochures

Name & Description	Details
Pepin to the striking bluffs on the Minnesoata side. Miles of tunnels were dug into the limestone bluffs in this area to facilitate the silica mining.	Visitor Services: Camping; Drinking Water; Gas, food, lodging; Handicapped Accessibility; Paved Parking; Phone; Picnic Area; Restrooms
Village of Buffalo City Buffalo City was established in 1856. The founders, the Colonization Society of Cincinnati, selected this site because it was on the main channel of the Mississippi River and would benefit from steamboat traffic. Things went well at first, but a flood caused the the Mississippi's main channel to jump to the Minnesota side and steamboats could no longer reach Buffalo City. In 1886, the railroad bypassed the town and its land company founded Cochrane where a commercial district with shops, a hotel, and grain elevator soon joined the depot. Buffalo City remains today as Wisconsin's smallest incorporated city yet boasts seven public parks, a campground and a full service marina.	Route: Wisconsin Great River Road Distance Along Route: 68.00 mi Distance Off Route: 1.00 mi Interpretive Facilities: Visitor Services: Camping; Drinking Water; Gas, food, lodging; Paved Parking; Phone; Picnic Area; RV Services; Restrooms
Village of Cassville and the Dennison House Historical Marker Cassville was the site of the first territorial legislature of Wisconsin, and was an important steamboat center. Many early Cassville boosters felt strongly that it should be chosen as the state's capital. The Historical Marker in downtown Cassville tells the story of the Daniels and Dennison Company, a New York land developer who owned large tracts of land in the area, whose efforts failed to have the capital located here and the firm went bankrupt. Cassville's elegant brick homes display the City's early prosperity and the booming business of a local brickyard. The Cassville Car Ferry is a fun way to cross the Mississippi - and then return to Wisconsin for more great touring along the Great River Road.	Route: Wisconsin Great River Road Distance Along Route: 215.00 mi Distance Off Route: 0.00 mi Interpretive Facilities: Historical Markers; Visitor's Center Visitor Services: Camping; Drinking Water; Gas, food, lodging; Handicapped Accessibility; Paved Parking; Phone; Picnic Area; RV Services; Restrooms
Village of Cochrane and Cochrane Chert Cochrane was established in 1884 when the Chicago, Burlington, and Northern Railroad relocated its tracks out of the neighboring river town of Buffalo City. By the 1900's, kit homes like those	Route: Wisconsin Great River Road Distance Along Route: 69.00 mi Distance Off Route: 0.00 mi Interpretive Facilities: Brochures; Historical Markers; Interpretive Signs; Kiosks

Name & Description	Details
available from retailers Sears & Roebuck were built in the area and remain today. Farmers planting the bluffs just south of Cochrane frequently unearth what archaeologists term Cochrane Chert. Tools were made from this chert during the Paleo-Indian period, some 11,000 years ago.	Visitor Services: Paved Parking; Phone; Picnic Area; RV Services; Restrooms
Village of DeSoto This river town has the distinction of being named after the famous Spanish explorer Fernando DeSoto, the first European to see the Mississippi River. It was platted in 1854 on the site of a small outpost of the American Fur Company. Today this community is a shadow of its past when it "peaked" with sawmills, grain dealers, blacksmiths, dressmakers, breweries and hotels. Learn from the "locals" how the wing dams constructed in the Mississippi diverted the river closer to their community.	Route: Wisconsin Great River Road Distance Along Route: 148.00 mi Distance Off Route: 0.00 mi Interpretive Facilities: Brochures Visitor Services: Camping; Drinking Water; Gas, food, lodging; Handicapped Accessibility; Paved Parking; Phone; Picnic Area; RV Services; Restrooms
Village of Dickeyville The Grotto at the Holy Ghost Catholic Church in Dickeyville is famous throughout the region. Built in the 1920's, the shrine is dedicated to religion and patriotism, and is elaborately embellished with rocks, shells, and other materials from around the world.	Route: Wisconsin Great River Road Distance Along Route: 240.00 mi Distance Off Route: 0.00 mi Interpretive Facilities: Brochures Visitor Services: Camping; Drinking Water; Gas, food, lodging; Handicapped Accessibility; Paved Parking; Phone; Picnic Area; RV Services; Restrooms
Village of Ferryville This little river town clings to the bluffs along the river and is the longest one-street village in the world. It was first called Humble Bush, but was rechristened Ferryville when platted in 1858. The name reflects the founder's intentions to establish ferry service across the Mississippi to Iowa. In 1878, after being devasted by a tornado it was written " ... today a passerby can see no evidence of a village...". Ferryville today still clings to the bluffs and portays a true river town experience to its visitors.	Route: Wisconsin Great River Road Distance Along Route: 155.00 mi Distance Off Route: 0.00 mi Interpretive Facilities: Brochures Visitor Services: Camping; Drinking Water; Gas, food, lodging; Handicapped Accessibility; Paved Parking; Phone; Picnic Area; RV Services; Restrooms
Village of Genoa	Route: Wisconsin Great River Road

Name & Description	Details
In 1854,this village of 266 residents, was first a settlement of Italian and Italian speaking Swiss immigrants relocated from the lumbering and lead-mining community of Galena, Illinois. Originally named Bad Ax, it was rechristened in 1868 in honor of Christopher Columbus. Mother-of-pearl buttons were produced here and tobacco was grown by area farmers. Genoa also had a local sawmill and a limestone quarry. Local limestone incorporated in buildings and walls are prevalent today. Envision history as you view Zabolio's dry goods store still standing at the corner of Main and Swan Streets. Today Genoa is the home of commercial fishing operations and a fresh fish market.Lock and Dam 8 is located on the outskirts of Genoa.	Distance Along Route: 136.00 mi Distance Off Route: 0.00 mi Interpretive Facilities: Brochures Visitor Services: Camping; Drinking Water; Gas, food, lodging; Handicapped Accessibility; Paved Parking; Phone; Picnic Area; RV Services; Restrooms
Village of Kieler Kieler's stone church, like many churches in Wisconsin communities, occupies a prominent site, reflecting its important role in community life. The village was established in 1855 by German Catholic's who built a small wood frame church in 1859, and then the stone church in 1869. In 1896, remodeling added Gothic Revival detailing to the main entrance and two stone towers in front.	Route: Wisconsin Great River Road Distance Along Route: 243.00 mi Distance Off Route: 0.00 mi Interpretive Facilities: Brochures Visitor Services: Drinking Water; Gas, food, lodging; Handicapped Accessibility; Paved Parking; Phone; Picnic Area; RV Services; Restrooms
Village of Lynxville Because of the stable depth of the river at Lynxville, it was a reliable and popular landing during the steamboat era of mid to late 1800's. While the steamboats are gone, this quaint little river town remains as the host community to Lock and Dam No. 9.	Route: Wisconsin Great River Road Distance Along Route: 163.00 mi Distance Off Route: 0.00 mi Interpretive Facilities: Brochures Visitor Services: Restrooms
Village of Maiden Rock The Village of Maiden Rock takes its name from the towering limestone bluff to the south where legend claims that a young Indian women jumped to her death. The well-preserved second-story facades of the commercial buildings along the Great River Road display a variety of decorative detailing - some telling who built the building and when.	Route: Wisconsin Great River Road Distance Along Route: 32.00 mi Distance Off Route: 0.00 mi Interpretive Facilities: Brochures Visitor Services: Camping; Drinking Water; Gas, food, lodging; Handicapped Accessibility
Village of Nelson	Route: Wisconsin Great River Road

Name & Description	Details
The Village of Nelson is the "gateway" to a causeway extending into the vast Mississippi River backwaters and to an extra-state bridge to Minnesota. Come enjoy a taste of Wisconsin and sample some of the exquisite cheeses at a local cheese factory.	Distance Along Route: 52.00 mi; Distance Off Route: 0.00 mi Interpretive Facilities: Brochures Visitor Services: Camping; Drinking Water; Gas, food, lodging; Handicapped Accessibility; Paved Parking; Phone; Picnic Area; RV Services; Restrooms
Village of Pepin Pepin is proud to boast the birthplace of Laura Ingalls Wilder, author of the popular "Little House" book series. A memorial in her honor has been erected in the village park. In the quaint downtown, the Pepin Historical Musuem focuses on local history and the Wilder legacy. Pepin also boasts a swimming beach, courtesy dock and a marina which is a popular embarking point for the sailboats frequenting Lake Pepin. When the Great River Road was reconstructed in this town, its streetscape included planters and benches, special lighting and unique markers as you enter the village.	Route: Wisconsin Great River Road Distance Along Route: 44.00 mi; Distance Off Route: 0.00 mi Interpretive Facilities: Brochures; Historical Markers; Interpretive Signs; Kiosks Visitor Services: Camping; Drinking Water; Gas, food, lodging; Handicapped Accessibility; Paved Parking; Phone; Picnic Area; RV Services; Restrooms
Village of Potosi First Native Americans and then the European explorers mined lead in this region. Learn more of the mining history by touring the St. John's lead mine - and a self-guided tour of several local sites dating back to the 1827 "lead rush". The settlement expanded into a Village by the late 1800's and went by many names until the villagers settled on Potosi, a spanish word meaning "lead". The Potosi Brewery, a local landmark at the west end of the village, operated continuously from 1852 to 1972. During the Prohibition, the brewery produced legal "near beer". You can't get lost in Potosi since the village has only one street (Main Street), but it is nearly three miles long!	Route: Wisconsin Great River Road Distance Along Route: 232.50 mi; Distance Off Route: 0.00 mi Interpretive Facilities: Brochures; Interpretive Signs Visitor Services: Camping; Drinking Water; Gas, food, lodging; Handicapped Accessibility; Paved Parking; Phone; Picnic Area; RV Services; Restrooms
Village of Stockholm Stockholm is a picturesque village backdropped by the steep bluffs on one side and overlooking Lake Pepin on the	Route: Wisconsin Great River Road Distance Along Route: 39.00 mi; Distance Off Route: 0.00 mi Interpretive Facilities: Brochures

Name & Description	Details
other. Buildings along the Great River Road in this small business district date from the 1860's and 1870's. Stockholm is one of the few Swedish immigrant settlements in Wisconsin. The Stockholm Institute preserves local history. The village attracts artists and their seasonal displays.	Visitor Services: Camping; Drinking Water; Gas, food, lodging; Handicapped Accessibility; Paved Parking; Phone; Picnic Area; RV Services; Restrooms
Village of Stoddard The main channel of the Mississippi River was about two miles west of here until 1938, when the U.S. Army Corp of Engineers built a lock and dam at Genoa some 6 miles downstream. The dam raised the river level, flooding some 1,800 acres of adjacent lowlands and made Stoddard a river town. Stoddard's late nineteenth-century origins are revealed in the brick home on Main street and the small gas station and garage building with its decorative brickwork - a remnant of an earlier automobile era.	Route: Wisconsin Great River Road Distance Along Route: 130.00 mi Distance Off Route: 0.00 mi Interpretive Facilities: Brochures Visitor Services: Camping; Drinking Water; Gas, food, lodging; Handicapped Accessibility; Paved Parking; Phone; Picnic Area; RV Services; Restrooms
Village of Tennison Potosi's neighbor, originally called "Dutch Hollow", was a settlement of mine workers of similar ethnic background. Community names often identified the nationality. Later named Tennison in honor of poet Alfred Lord Tennison, it was one of a dozen communities that grew up 150 years ago around the more than 10,000 hand-dug lead mines in the area. The region produced virtually all of the lead shot for the Northern Forces during the Civil War.	Route: Wisconsin Great River Road Distance Along Route: 233.00 mi Distance Off Route: 0.00 mi Interpretive Facilities: Brochures Visitor Services: Drinking Water; Gas, food, lodging; Handicapped Accessibility; Paved Parking; Phone; Picnic Area; Restrooms
Village of Trempealeau This village was named after neighboring Trempealeau Mountain - a navigational landmark used by early French fur traders. Main Street, which is listed on the National Register of Historic Places, dates from the 1890's. An 1887 fire destroyed the town's original business district leaving the historic Trempealeau Hotel the only surviving structure. Enjoy the scenery and sights of the walking tour of the village. Lock and Dam 6 ,with its observation deck, is located near the east village limits.	Route: Wisconsin Great River Road Distance Along Route: 100.00 mi Distance Off Route: 0.00 mi Interpretive Facilities: Brochures; Historical Markers; Interpretive Signs; Kiosks Visitor Services: Camping; Drinking Water; Gas, food, lodging; Handicapped Accessibility; Paved Parking; Phone; Picnic Area; RV Services; Restrooms

Section F: Points of Interest (Continued)

Name & Description	Details
..ar of 1812 Historical Marker This marker, located at Villa Louis in Prairie du Chien, presents the significance of the War of 1812 on the history of the area. A reconstructed blockhouse marks the corner of the first Fort Crawford.	Route: Wisconsin Great River Road Distance Along Route: 174.40 mi Distance Off Route: 0.50 mi Interpretive Facilities: Historical Markers; Visitor's Center Visitor Services: Drinking Water; Paved Parking; Phone; Picnic Area; Restrooms
Wisconsin Rest Area and Information Center This state operated (manned) facility is adjacent to the Wisconsin Great River Road near the Illinois/Iowa state lines and provides information on the Wisconsin Great River Road and other tourist attractions.	Route: Wisconsin Great River Road Distance Along Route: 243.50 mi Distance Off Route: 0.00 mi Interpretive Facilities: Visitor's Center Visitor Services: Drinking Water; Handicapped Accessibility; Paved Parking; Phone; Picnic Area; Restrooms
Wisconsin's First Nuclear Fueled Power Plant Historical Marker This Marker, located adjacent to the Genoa Power Plant parking lot, presents an overview of the events leading up to the construction of the power plant as well as a description of the facility. This Power Plant is currently fueled by coal.	Route: Wisconsin Great River Road Distance Along Route: 136.30 mi Distance Off Route: 0.00 mi Interpretive Facilities: Historical Markers Visitor Services: Restrooms
Wyalusing This small community, the southern gateway to Wyalusing State Park, is only a remnant of its past. The Village was first established in 1843 and then replatted on its present site in 1856. It flourished as a transportation hub as supplies were brought in and out via steamboats and a ferry crossing the Mississippi River. In 1857, a bridge was built over the Wisconsin River immediately to its north creating competition with nearby Bridgeport.	Route: Wisconsin Great River Road Distance Along Route: 191.00 mi Distance Off Route: 0.00 mi Interpretive Facilities: Visitor Services: Drinking Water; Paved Parking; Phone; Picnic Area; Restrooms
Wyalusing State Park and the Mississippi Valley	Route: Wisconsin Great River Road Distance Along Route: 188.00 mi Distance Off Route: 0.00 mi

Name & Description	Details
This State Park provides a full array of outdoor recreational, camping and effigy mound viewing opportunities. The scenic overlooks at Wyalusing State Park provide sweeping views of the confluence of the Mississippi and Wisconsin Rivers 500 feet below. The panorama is much the same as when Catlin painted it more than 160 years ago. Only Prairie Du Chien, then a small cluster of building has changed significantly.	Interpretive Facilities Brochures; Historical Markers; Visitor's Center Visitor Services Camping; Drinking Water; Handicapped Accessibility; Paved Parking; Phone; Picnic Area; RV Services; Restrooms

Section G: Designation Requirements

☒ **State or Federal Lands Designation**

See Section E: Designations

☒ **Intrinsic Qualities**

See Section H: Intrinsic Qualities

☒ **Corridor Management Plan**

See Section I: Corridor Management Plan

☒ **Passenger Vehicles**

The Wisconsin Great River Road is a modern all weather roadway accomodating all types of vehicles

☒ **Bicycles and Pedestrians**

Nearly 217 miles of the Wisconsin Great River Road that makes up the on-road portion of the bikeway has been rated as acceptable for accomodatiing cyclists by a study conducted by the Wisconsin Bikeway Cordinator and staff.The report entitled "Great River Road Bikeway" outlines strategies for implementing the bikeway plan.

☒ **Seasonal Limitations**

No seasonal road closures are anticipated. Roadway maintenance for seasonal travel is state/county responsibility

☒ **Destination Unto Itself (All-American Roads only)**

The 250 mile Wisconsin Great River Road is indeed a destination in itself! It flanks one of the world's truly great rivers which rambles along Wisconsin's western border carving frontier history and picturesque River Towns from the bluffs of Mississippi limestone. This is the Upper Mississippi and Wisconsin's bluff country - distinctly relaxing and beautiful! Visit the 33 River Towns, many of which are snuggled between the bluffs and the river - meet the friendly people, learn of their varying cultures and visit their quaint shops. The traveler is afforded numerous vistas of the mighty Mississippi and its adjoining backwaters and coulees. There are some 20 waysides, scenic overlooks and pullout

☒ **Destination Unto Itself (All-American Roads only) (Continued)**

areas to afford leisure travel. The corridor is proud to reveal its history via some 30 state Historical Markers telling of Native American folklore, early French explorers, prominent immigrants and early occupations. There are numerous opportunities to view 19th and 20th century architecture i.e Greek revival homesteads, Italiante business blocks, Queen Anne mansions and more. Recreation opportunities are plentiful whether it be biking the GRR, fishing, bird watching - or enjoying the 50 local parks, beaches, recreation areas and the 12 State and 4 National recreation features all as identified on the Inventory Map contained in Attachment 2. The Wisconsin Great River Road affords the visitor the opportunity to learn of and visit one of America's unique Lock and Dam systems. In any season, whether it's the new green of spring, the white mantle of winter, the summer sunlight or the amber hues of autumn the Wisconsin Great River Road is a delight.

☒ **Tour Buses (All-American Roads only)**

Tour buses are already frequenting the Wisconsin Great River Road and are sometimes "hosted" by member(s) of the WiMRPC Marketing and Promotion Committee. The roadway is of high quality design accompanied by some 20 waysides, scenic overlooks and pullout areas. In addition there is adequate pullout areas at the historical markers, in the communities, and at the Lock and Dams etc.

☒ **User Facilities (All-American Roads only)**

Fuel stations and food services are available in the 33 River Towns spaced on average every 10 miles. There are rest area facilities at the Information Centers, the four Lock and Dams and at some of the rural pullout areas.

☒ **Promotional Plan (All-American Roads only)**

The WiMRPC,in cooperation with Wisconsin Department of Tourism and the National MRPC Marketing Committee, has an on-going marketing plan for both domestic and international marketing. For more detailed information, refer to Attachments 4, 5 (last page only), 6, 13 (Pages 2 & 3) and Attachment 15 (Pages 6 & 7).

☒ **Tourism Plan (All-American Roads only)**

Increased tourism along the entire length of the Wisconsin Great River Road is the major goal of the WiMRPC Marketing and Promotion Committee.For more detailed information, refer to Attachments 4, 5 (last page only), 6, 13 (Pages 2 & 3) and Attachment 15 (Pages 6 & 7).

☒ **Multilingual Facilities (All-American Roads only)**

Languages available: Japanese

The WiMRPC, in cooperation with the National MRPC Marketing Committee, has developed Great River promotional material in Japanese (Attachment 14). Also reference Attachment 13 (Pages 2 & 3).

Section H: Intrinsic Qualities

Choose two intrinsic qualities of national significance.

- ☐ Archaeological
- ☐ Cultural
- ☒ Historical
- ☐ Natural
- ☐ Recreational
- ☒ Scenic

Archaeological

Archaeological resources are plentiful throughout the entire length of the Wisconsin Great River Road corridor. 33 archaeological sites are currently listed in the National Register of Historic Places. Excavations in the corridor have revealed pottery, ceramics, arrow heads and tools. Burial Mounds are prevelant throughout the corridor ranging from individual sites to large groups.
Visitors can view mound groups and village sites at Wyalusing State Park, Diamond Bluff, along Lake Pepin, at Trempealeau in Perrot State Park, LaCrosse, and Prairie du Chien. Archaeological displays can be found in many local musuems. At the Mississippi Valley Archaeology Center at the University of LaCrosse, archaeologists explain techniques to visitors to learn about prehistory.

Cultural

The varied cultures of the corridor, both past and present,are recorded and revealed in the 33 river towns, by many of the State Historical Markers and archaelogical sites.
The residents of the corridor take pride in preserving their heritage as evidenced by the many festivals i.e. LaCrosse's Riverfest and Octoberfest; Villa Louis's Carriage Classic; Prairie du Chien's Fur Trade Rendezvous; Alma's Mark Twain Days; Pepin's Laura Ingall Wilder Days to name a few. Well maintained early architecture of homes and storefronts are evident throughout the corridor.

Historical

The Mississippi River has etched an abiding presence into the history of this region of Wisconsin by shaping the landscape, attracting people, supporting industries, and providing a natural transport way for travelers, goods, and ideas. The area's rich heritage is reflected in bustling cities & quaint villages; fertile farms & dense forests; towering bluffs & rolling countryside all edging the magnificent Mississippi River. The Great River Road visitor will find history embedded in the buildings and landscape and in the abundant archaeological and cultural resources throughout the Corridor.

In a sense, the Great River Road is, in itself, historic. First conceived by the 10 Mississippi River states in 1936 and then later recognized by Congress and the National Park Service - the concept being a parkway-type facility along the entire length of the Mississippi River from its source to the Gulf.

Indians were the first in the region as evidenced by artifacts from archaeological sites and the presence of burial mounds - many of which survive today. European explorers and missionaries arrived in 1673. First claimed by the French, then the British. The U.S. gained control of the "Northwest Territory" in 1794, but many British traders maintained their lucrative posts until after the War of 1812. Stop and ponder at the 30 some historical markers such as Fort Antoine, the Battle of Bad

Historical (Continued)

Ax, the War of 1812, and many others. Learn more at the Fur Trade Museum and Villa Louis in Prairie du Chien.

By the 1800's, steamboats brought European immigrants and settlers up the Mississippi. Place names along the Great River Road provide clues about early residents: Italians founded Genoa; Swedes founded Stockholm; Welsh miners lived in British Hollow; French settled in Prairie du Chien; and Germans in Fountain City. The culture of these immigrants live today in the food, crafts, festivals, folklore and architecture found in the river towns. Learn of the early industries, occupations and products shipped by steamboats -- lead from mines in Potosi; wheat farmed on the bluffs and valleys; and "rafting" of logs on the river. Learn of other settlers who fished, caught river clams, milled lumber and worked at Button factories, Breweries, Silica Mines, Tobacco Warehouses, Grain Elevators and more. View and visit the many surviving buildings that reveal history but are now quaint restaurants, shops, hotels, and museums, and the farmsteads which are ever evolving. Mississippi River boats, served as the main mode of transportation for people and goods until the 1880's when eastern railroad lines penetrated the area. Their tracks often edged the river, cutting communities off from suddenly obsolete steamboat landings. Evidence remains today of the demise of some towns and the reorientation of others. River traffic was revived by the Locks and Dams built in the 1930's. Viewing platforms at Alma, Genoa, Trempealeau, and Lynxville offer close views of boats and barges moving "through" the dams.

The leisure Wisconsin Great River Road trip through 33 river towns provides opportunity to study architecture of the 19th and 20th centuries - Greek Revival homesteads, Italiante business blocks, Queen Anne mansions, and much more. There are many well-preserved quaint downtowns and commercial buildings, many having plaques revealing their age and builder. LaCrosse has an impressive concentration of Prairie School homes. House styles range from Gothic Revival to Queen Anne Victorians to Prairie School to Kit homes. A local brickyard in Cassville has left a legacy of unique, elegant brick homes and commercial buildings. Farmhouses, barns, silos, churches and other vintage buildings are plentiful along the route. Visit the Visitor Centers and many local musuems.

Natural

The Mississippi River/Wisconsin Great River Road Corridor incorporates 4 National features: The Upper Mississippi River National Wildlife and Fish Refuge; Trempealeau National Wildlife Refuge; and the Genoa National Fish Hatchery. The St.Croix River National Scenic River abuts the corridor at Prescott. There are twelve State recognized natural areas featuring State Parks and Wildlife areas and 17 State designated scientific areas located along the Corridor. (See Inventory Map-Attachment 2)

Recreational

There are over 50 local parks, beaches, recreational areas, and water access sites, as identified on the Inventory Map (Attachment 2). In addition the map identifies 12 State and 4 National recreational features. There is access to 4 Lock and Dams. Take a leisure stroll along the many hiking paths.

Recreational (Continued)

A comprehensive Bikeway Plan has concluded that 217 miles of the Wisconsin Great River Road provides safe accomodations for bikers - with alternate choices of seperate bike trails and local roads or streets. Depending on the cyclist's preference and skills, the rider has a choice of touring the GRR on-road or off-road. (Attachment 11)

Scenic

Wisconsin's Great River Road meanders through the Mississippi River Corridor which forms the southern half of the state's western border. The Corridor's dramatic landscape was created by the melting Ice Age glaciers which carved the magnificent river valley.

It appears Mark Twain was describing the Wisconsin setting when he wrote.....

"THE MAJESTIC BLUFFS THAT OVERLOOK THE RIVER, ALONG THROUGH THIS REGION, CHARM ONE WITH THE GRACE AND VARIETY OF THEIR FORMS, AND THE SOFT BEAUTY OF THEIR ADORNMENT. THE STEEP VERDANT SLOPE, WHOSE BASE IS AT THE RIVER'S EDGE, IS TOPPED BY A LOFTY RAMPART OF BROKEN, TURRETED ROCKS, WHICH ARE EQUISITLY RICH AND MELLOW IN COLOR ... AND THEN YOU HAVE THE SHINING RIVER, WINDING HERE AND THERE AND YONDER, ITS SWEEP INTERRUPTED AT INTERVALS BY CLUSTERS OF WOODED ISLANDS, THREADED BY SILVER CHANNELS...(Mark Twain, LIFE ON THE MISSISSIPPI, 1883).

Many segments of the Wisconsin Great River Road parallels the Mississippi River some of which gracefully snuggle between the bluffs and river. The traveler is afforded numerous vistas of the mighty Mississippi River, its valley and vast backwaters and is accommodated by 20 some waysides, scenic overlooks, and pull out areas. (see Inventory Map - Attachment 2) Travel the Great River Road in all four seasons to experience its different year around splendors.

Section I: Corridor Management Plan

☒ A map identifying the corridor boundaries, location of intrinsic qualities, and land uses in the corridor.

☒ An assessment of the intrinsic qualities and their "context" (the areas surrounding them).

☒ A strategy for maintaining and enhancing each of those intrinsic qualities.

☒ The agencies, groups, and individuals who are part of the team that will carry out the plan, including a list of their specific, individual responsibilities. Also, a schedule of when and how you'll review the degree to which those responsibilities are being met.

☒ A strategy of how existing development might be enhanced and new development accommodated to preserve the intrinsic qualities of your byway.

☒ A plan for on-going public participation.

☒ A general review of the road's safety record to locate hazards and poor design, and identify possible corrections.

☒ A plan to accommodate commercial traffic while ensuring the safety of sightseers in smaller vehicles, as well as bicyclists, joggers, and pedestrians.

Section I: Corridor Management Plan (Continued)

☒ A listing and discussion of efforts to minimize anomalous intrusions on the visitor's experience of the byway.

☒ Documentation of compliance with all existing local, state, and federal laws about the control of outdoor advertising.

☒ A plan to make sure that the number and placement of highway signs will not get in the way of the scenery, but still be sufficient to help tourists find their way. This includes, where appropriate, signs for international tourists who may not speak English fluently.

☒ Plans of how the byway will be marketed and publicized.

☒ Any proposals for modifying the roadway, including an evaluation about design standards and how proposed changes may affect the byway's intrinsic qualities.

☒ A description of what you plan to do to explain and interpret your byway's significant resources to visitors.

Comments

Maps identifying the GRR route are provided by Attachment 3, "Primary Byway Map"; Attachment 2, "Inventory Map"; and the route graphic found in Section 3 of Attachment 1.

Attachment 15 entitled "Wisconsin Great River Road Corridor Management" is highlighted as follows:
* The Wisconsin Mississippi River Parkway Commission (WiMRPC) is established by Wisconsin statutes. Their membership and responsibilities as well as that of their technical committee is outlined in Attachment 5.
* The WiMRPC and state and regional agency associates recognized the need for a coordinated strategy for enhancing existing, developing new, and preserving/interpreting the many intrinsic qualities of the Corridor resulting in specialized consultants services providing three reports: "Historical and Archaeological Interpretation Report - Seeing History on the Wisconsin Great River Road (WGRR) (Attachment 1); "Planning Framework for Visitor Facilities Along the WiGRR" (Attachment 2); and "Great River Road Design Guide (Attachment 7).
* A general overview of management strategies is as follows: SCENIC: 170 miles of WiGRR is flanked with scenic easements (See Attachment 8)- furthermore the regulation of outdoor advertising along the entire length is governed by Wisconsin statute 84.30(1). The narrow confines of the Corridor with steep slopes on one side and railroad tracks/river on the other precludes development in many of the scenic areas. The design guides provided in Attachment 7 are employed. The application of special design and construction techniques are illustrated on Attachment 9. ARCHAEOLOGICAL: Archaeological surveys have been completed for large sections of the Corridor. 33 archaeological sites are listed in the Register of National Historic Places and are under the purview of the State Historical Society (Inventory Map - Attachment 2). Several of the sites are available for active as well as passive participation. CULTURAL: The rich and varied heritage of the Corridor is displayed through local museums, store/home front decor, numerous festivals, (Attachment 10), brochures, and by individual community/WiMRPC web pages. RECREATIONAL: A comprehensive Bikeway Plan has recently been completed and is proceeding toward implementation under the cooperation of WiMRPC, WISDOT, and WIS Dept. of Natural Resources (WisDNR) (Attachment 11). WisDNR is committed to managing a large number and wide variety of recreational amenities as illustrated by the inventory map contained in Attachment 2. The Regional Planning Commissions, upon request of local

Comments (Continued)

governments, have provided many local recreational plans. HISTORICAL: Literally thousands of buildings/structures have been identified by the State Historical Society - 97 of which are listed in the National Register. Attachment 1, section 4 provides interpretation materials of historic sites and river towns in the context of 5 themes: Landscape, People, Transportation, Occupation, and Architecture. Attachment 1 provides recommendations concerning the development of stateline/gateway kiosks and the upgrading of existing historical markers along with creation of new markers.
* Public involvement is continuous and future activities are outlined in the Corridor Management Plan (Attachment 15).
*There are no obvious or unusual safety problems in regards to accomodating the wide variety of visitors - either motorized or non-motorized. Annually the WMRPC and WISDOT cooperatively reviews the Roadways and Amenities Improvement Projects and establishes maintenance activity priorities (Attachment 12).
* The 12 member WiMRPC Promotion and Marketing Committee, with representation from Wisconsin Dept of Tourism, meets monthly dedicated to their goal of promoting the WiGRR. Some of their accomplishments as well as their goals are outlined in Attachment 5. The WiMRPC are active participants on the Nat

Section J: Abstract

Wisconsin's Great River Road flanks the majestic and magnificent Mississippi River as as it leisurely winds it way along 250 miles of Wisconsin's western border. Along its way it is nestled at times between the river on one side and towering bluffs on the other, becoming one of the most scenic drives in mid America. When the road meanders away from the river a bit, it treats its guests to vistas of rolling farm land and the beauty and splendor of forested valleys and coulees. The 33 quaint River Towns proudly reveal their culture and heritage by their festivals and by the 19th and 20th century architecture of homes, business blocks, storefronts, mansions and more. The corridor is rich in history and the Great River Road traveler can learn of the early Indian occupants, the French fur traders and explorers, the lead mining boom, the steamboat era, the lumber barons - by stopping at the 30 or more State Historical Markers and Archaeologial sites and at the many local museums.
Recreational opportunites await the visitor around each bend of the Great River Road at over 50 local parks, beaches, in addition to 12 state and 3 national recreational resources. Observation decks at four Lock and Dams provide the opportunity to leisurely watch the barges and riverboats move through. A lucky visitor may occasionally see steamboats like the Delta Queen pass by.
Travel the Wisconson Great River Road. It's an area to be enjoyed by all ages ... leisurely ; a marvelous mix of natural beauty and history. In the new-green brilliance of spring or the white mantle of winter, in summer sunlight or the amber hues of autumn, Wisconsin's Great River Road is a delight in any season!

Section K: Visual Aids

Type	Caption & Description	Details
Color Slide	"Little House In The Big Woods" A log cabin replica of Laura Ingalls Wilder's birthsite.	Map Name: Map Label: Copyright Holder: Public Domain Copyright Date: 1/18/00 Permission Granted?: Y Electronic Version?: N
Color Slide	"Old Man River" at Wyalusing State Park A panaramic view of "Old Man River" from a blufftop at Wyalusing State Park.	Map Name: Map Label: Copyright Holder: Public Domain Copyright Date: 1/18/00 Permission Granted?: Y Electronic Version?: N
Color Slide	A view from Old Settlers Overlook A spectacular view of the vast river valley ... three states is the distant.	Map Name: Map Label: Copyright Holder: Public Domain Copyright Date: 1/15/00 Permission Granted?: Y Electronic Version?: N
Color Slide	Aesthetics in Roadway Design When the Great River Road was reconstructed thru Pepin,its streetscape included planters, benches, special lighting and unique markers at the entrance to the village.	Map Name: Map Label: Copyright Holder: Public Domain Copyright Date: 1/18/00 Permission Granted?: Y Electronic Version?: N
Color Slide	Alma's Historic Mainstreet Picturesque Alma is nestled in a narrow corridor between the river and the bluffs. The entire business district is listed in the National Register.	Map Name: Map Label: Copyright Holder: Public Domain Copyright Date: 1/18/00 Permission Granted?: Y Electronic Version?: N
Color Slide	Amber Colors Of Autumn The four seasons, such as this autumn scene, present their own splendor.	Map Name: Map Label: Copyright Holder: Public Domain Copyright Date: 1/18/00 Permission Granted?: Y Electronic Version?: N
Color Slide	Archaelogical Excavation Archaelogical resources are plentiful throughout the corrodor - with 33 archaelogical sites currently listed in the National Register.	Map Name: Map Label: Copyright Holder: Public Domain Copyright Date: 1/18/00 Permission Granted?: Y Electronic Version?: N

Section K: Visual Aids (Continued)

Type	Caption & Description	Details
Color Slide	Architecture in Fountain City Gothic Revival and Queen Ann homes with second story balconies - offering views over rooftops of the Mississippi River.	Map Name: Map Label: Copyright Holder: Public Domain Copyright Date: 1/18/00 Permission Granted?: Y Electronic Version?: N
Color Slide	Backwater Splendor In the Upper Misissippi River Refuge This walkway leads to a handicap-accessible viewing facility in the Upper Mississippi River National Wildlife & Fish Refuge.	Map Name: Map Label: Copyright Holder: Public Domain Copyright Date: 1/18/00 Permission Granted?: Y Electronic Version?: N
Color Slide	Barges On The Mississippi The U.S Congress's decree of the early 1930's to construct Lock and Dams on the Upper Mississippi was indeed a historical event - changing the river's character and its role as a world renowned transportation artery. This view is from an observation	Map Name: Map Label: Copyright Holder: Public Domain Copyright Date: 1/18/00 Permission Granted?: Y Electronic Version?: N
Color Slide	Barns along Wisconsin's Great Road When the Great River Road meanders inland it offers vistas of fields and farmsteads. Barns in Wisconsin are noteworthy, their designs having evolved over time.	Map Name: Map Label: Copyright Holder: Public Domain Copyright Date: 1/18/00 Permission Granted?: Y Electronic Version?: N
Color Slide	Beautiful Lake Pepin This beautiful lake is 22 miles long and varies in width from 1 to 2 miles. The Great River Road provides several waysides, overlooks and vistas affording the traveler spectacular views.	Map Name: Map Label: Copyright Holder: Public Domain Copyright Date: 1/18/00 Permission Granted?: Y Electronic Version?: N

Section K: Visual Aids (Continued)

Type	Caption & Description	Details
Color Slide	Bluffs At Dusk Limestone Bluffs are prominent along the Wisconsin Great River Road.	Map Name: Map Label: Copyright Holder: Public Domain Copyright Date: 1/18/00 Permission Granted?: Y Electronic Version?: N
Color Slide	Boating The Mississippi Local marinas on the Mississippi are located throughout the corridor providing services to all types of watercraft.	Map Name: Map Label: Copyright Holder: Public Domain Copyright Date: 1/18/00 Permission Granted?: Y Electronic Version?: N
Color Slide	Bow and Arrow State Historical Marker In the distance is the mystic arrangement of boulders in the shape of a bow and arrow - the legend is explained on the marker.	Map Name: Map Label: Copyright Holder: Public Domain Copyright Date: 1/18/00 Permission Granted?: Y Electronic Version?: N
Color Slide	British Hollow as viewed today Parts of foundations remain of what was a lead mining settlement that grew into a bustling village during the Civil War era.	Map Name: Map Label: Copyright Holder: Public Domain Copyright Date: 1/18/00 Permission Granted?: Y Electronic Version?: N
Color Slide	Church designs Originally built in 1881, this church burned down twice and each time was rebuilt copying the original design (typical of this area).Its steeple, high-pitched roof and pointed gothic windows clearly identify it as a Christian church.	Map Name: Map Label: Copyright Holder: Public Domain Copyright Date: 1/18/00 Permission Granted?: Y Electronic Version?: N
Color Slide	Coulee Region Of Western Wisconsin This is a scene of the coulee region of western Wisconsin. The geological background on the formation of this beautiful landscape is explained on the Marker.	Map Name: Map Label: Copyright Holder: Public Domain Copyright Date: 1/18/00 Permission Granted?: Y Electronic Version?: N

Section K: Visual Aids (Continued)

Type	Caption & Description	Details
Color Slide	Culture Revealed By Storefronts Well maintained early architecture of homes and storefronts revealing local culture are evident throughout the corridor.	Map Name: Map Label: Copyright Holder: Public Domain Copyright Date: 1/18/00 Permission Granted?: Y Electronic Version?: N
Color Slide	Dams on the Upper Mississippi A view from Buena Vista Park overlooking Lock and Dam 4 and the City of Alma.	Map Name: Map Label: Copyright Holder: Public Domain Copyright Date: 1/18/00 Permission Granted?: Y Electronic Version?: N
Color Slide	Eye Catching Architecture An eye-catching home, along the walking tour in Tremplealeau, built in the 1860's.	Map Name: Map Label: Copyright Holder: Public Domain Copyright Date: 1/18/00 Permission Granted?: Y Electronic Version?: N
Color Slide	Fitting Road and Amenities Into The Landscape. This slide illustrates the care of which the design of the Wisconsin Great River Road was "fit into" the environmentally sensitive landscape.	Map Name: Map Label: Copyright Holder: Public Domain Copyright Date: 1/18/00 Permission Granted?: Y Electronic Version?: N
Color Slide	Helmsman Wheel This is the distinctive route marker that is displayed along the entire 10 state routing of the Great River Road.	Map Name: Map Label: Copyright Holder: Public Domain Copyright Date: 1/18/00 Permission Granted?: Y Electronic Version?: N
Color Slide	Heron at the National Wildlife Refuge A Heron in the quiet backwaters of the Tremplealeau National Wildlife Area.	Map Name: Map Label: Copyright Holder: Public Domain Copyright Date: 1/18/00 Permission Granted?: Y Electronic Version?: N
Color Slide	Kit Home By the 1900s kit homes, like this one near Cochrane, were available from retailers like Sears and Roebuck.	Map Name: Map Label: Copyright Holder: Public Domain Copyright Date: 1/18/00 Permission Granted?: Y Electronic Version?: N

Section K: Visual Aids (Continued)

Type	Caption & Description	Details		
Color Slide	Looking for Chert Cochrane Chert, which can be found in this area, was used to make tools during the Paleo-Indian period.	Map Name	Map Label	
		Copyright Holder: Public Domain	Copyright Date: 1/18/00	
		Permission Granted? Y	Electronic Version? N	
Color Slide	Maiden Rock Historical Marker The limestone outcrop of legendary Maiden Rock can be seen here towering above the Great River Road and the adjacent Historical Marker Wayside.	Map Name	Map Label	
		Copyright Holder: Public Domain	Copyright Date: 1/18/00	
		Permission Granted? Y	Electronic Version? N	
Color Slide	Prescott - The Wisconsin Great River Road Gateway City This is an aerial view of the historic city located at the confluence of the St.Croix National Scenic Riverway (left) and the Mississippi River (right). Prescott is the northern gateway to the Wisconsin Great River Road.	Map Name	Map Label	
		Copyright Holder: Public Domain	Copyright Date: 1/18/00	
		Permission Granted? Y	Electronic Version? N	
Color Slide	Presott Welcome and Heritage Center Visitors are welcomed here at the Prescott Welcome and Heritage Center to view displays, pick up brochures, to learn of local history and to be provided a wealth of information about the Wisconsin as well as the 10 state Great River Road.	Map Name	Map Label	
		Copyright Holder: Public Domain	Copyright Date: 1/18/00	
		Permission Granted? Y	Electronic Version? N	
Color Slide	Quaint Rivertowns The rivertown residents of the corridor take pride in preserving their heritage.	Map Name	Map Label	
		Copyright Holder: Public Domain	Copyright Date: 1/18/00	
		Permission Granted? Y	Electronic Version? N	
Color Slide	River Walk At Prescott ISTEA funds helped make these attractive St Croix riverfront improvements adjacent to the downtown business area in Prescott.	Map Name	Map Label	
		Copyright Holder: Public Domain	Copyright Date: 1/18/00	
		Permission Granted? Y	Electronic Version? N	

Section K: Visual Aids (Continued)

Type	Caption & Description	Details
Color Slide	Riverboats If you are lucky you may see a Riverboat, such as this one near Tremplealeau, enhancing the already magnificant scenic splendor.	Map Name: Map Label: Copyright Holder: Public Domain Copyright Date: 1/18/00 Permission Granted?: Y Electronic Version?: N
Color Slide	Scenic Vista Vistas similar to this one are frequent and breathtaking in the many areas were the Wisconsin Great River Road snuggles between the river and the bluffs.	Map Name: Map Label: Copyright Holder: Public Domain Copyright Date: 1/18/00 Permission Granted?: Y Electronic Version?: N
Color Slide	Sentinel Ridge View of some of the burial mounds along Sentinel Ridge in Wyalusing State Park.	Map Name: Map Label: Copyright Holder: Public Domain Copyright Date: 1/18/00 Permission Granted?: Y Electronic Version?: N
Color Slide	State Historical Markers The 30 some Historical Markers inform their readers of - early Indian culture; Effigy Mounds; Dams; Scenic & Natural Areas; Acheological sites; French Traders & Explorers; River Towns; Dams; Wi.Settlers; Architecture; Industries;	Map Name: Map Label: Copyright Holder: Public Domain Copyright Date: 1/18/00 Permission Granted?: Y Electronic Version?: N
Color Slide	Stockholm's Quaint Mainstreet Buildings along the Great River Road in this small picturesque business district date from the 1860's and 1870's.	Map Name: Map Label: Copyright Holder: Public Domain Copyright Date: 1/18/00 Permission Granted?: Y Electronic Version?: N
Color Slide	Sunset on the Mississippi Sunset - a special time to experience the tranquilty of "Old Man River".	Map Name: Map Label: Copyright Holder: Public Domain Copyright Date: 1/18/00 Permission Granted?: Y Electronic Version?: N

Section K: Visual Aids (Continued)

Type	Caption & Description	Details	
Color Slide	Swimming Beach On The Mississippi There are over 50 local parks, beaches, recreation areas and water access sites with easy access from the Wisconsin Great River Road as indentified on the Inventory Map contained in Attachment 2.	Map Name	Map Label
		Copyright Holder: Public Domain	Copyright Date: 1/18/00
		Permission Granted? Y	Electronic Version? N
Color Slide	The Old Brewery The Potosi Brewery, a landmark at the west end of the village, operated continuously from 1852 to 1972.	Map Name	Map Label
		Copyright Holder: Public Domain	Copyright Date: 1/18/00
		Permission Granted? Y	Electronic Version? N
Color Slide	Tremplealeau Mountain Tremplealeau Mountain - " the mountain whose foot is bathed in water".	Map Name	Map Label
		Copyright Holder: Public Domain	Copyright Date: 1/18/00
		Permission Granted? Y	Electronic Version? N
Color Slide	Villa Louis Villa Louis, an opulent 1870 estate, is now owned and operated by the State Historical Society.	Map Name	Map Label
		Copyright Holder: Public Domain	Copyright Date: 1/18/00
		Permission Granted? Y	Electronic Version? N
Color Slide	Waterfowl At Rest - Trempealeau National Widlife Refuge A wide range of waterfowl can be viewed at this 6000 acre refuge.	Map Name	Map Label
		Copyright Holder: Public Domain	Copyright Date: 1/18/00
		Permission Granted? Y	Electronic Version? N
Color Slide	Waterfowl Flyway The Mississippi River is a major continental flyway.	Map Name	Map Label
		Copyright Holder: Public Domain	Copyright Date: 1/18/00
		Permission Granted? Y	Electronic Version? N

Section K: Visual Aids (Continued)

Type	Caption & Description	Details	
Color Slide	Winding Thru The Valleys The Wisconsin Great River Road meanders away from the river at times to provide variety in scenery such as the forested hills and valleys of Pierce County.	Map Name:	Map Label:
		Copyright Holder: Public Domain	Copyright Date: 1/18/00
		Permission Granted? Y	Electronic Version? N
Color Slide	Wow! The Wisconsin Great River Road This view from high level in Pierce County catches it all - the magnificant Mississippi River; the towering forested Bluffs with limestone outcropping; a Barge; a Wayside/Scenic Overlook adjacent to the Wisconsin Great River Road gracefully fit in	Map Name:	Map Label:
		Copyright Holder: Public Domain	Copyright Date: 1/18/00
		Permission Granted? Y	Electronic Version? N

Section L: Marketing

To what degree is the byway able to handle increased visitation? (1=Poor, 5=Excellent) 5

Does the byway group agree that increased visitation is a goal for the nominated route? Yes
Enter any comment below:

The WiMRPC and the associated state, regional, and local governmental agencies have had a longstanding goal of increased tourism throughout the Mississippi River/Great River Road Corridor. Furthermore the transportation system and the public/private tourist accomdation infrastructure has the capacity for increased utilization.

Provide basic driving directions for a visitor to reach the nominated route by using major cities and towns as landmarks:

The northern gateway of the Wisconsin Great River Road at Prescott is some 30 miles south easterly of St. Paul Mn via USHs 10 and 61. The southerly gateway is near the east end of the USH 20 Mississippi River bridge in Dubuque Ia. and at the Illinois state line. Interstate I90 intersects the Wisconsin Great River Road at LaCrosse Wi. In addition there are interstate bridges crossing the Mississippi River at or near the following WisGRR communities: Bay City, Nelson, Fountain City, DeSoto and Prarie du Chien.

Provide contact information for an agency that can handle calls and questions regarding the designated route:

Agency: LaCrosse Area Convention and Visitor Bureau
Phone: 1-800-658-9424
E-mail: lacvb@centuryenter.net

Section L: Marketing (Continued)

Does the byway have a marketing plan? Yes

If the byway has a web site, enter the URL below:

http://mississippi-river.com/mrpc

Do you have contact with or are you directly connected with your state's tourism office or an active tourism organization? Yes

Section M: Signatures

State Scenic Byways Agency Representative

Jane Carrola
Scenic Byway Program Cordinator

1/18/06
Date

Section N: Attachments

- [ ] 17 State or Federal Lands Designation Verification
- [ ] 18 Completed Visual Aid Release Forms
- [x] 1 1 Historical and Archaeological Interpretive "Seeing History On Wisconsin's Great River Road"
- [x] 2 2 Planning Framework for Visitor Facilities Along The Wisconsin Great River Road Corridor
- [x] 3 3 Primary Byway Map
- [x] 4 4 Marketing Plan
- [x] 5 5 Wisconsin Mississippi River Parkway Commission Annual Report
- [x] 6 6 Mississippi River Parkway Commission
- [x] 7 7 Design Guidelines For: The Great River Road
- [x] 8 8 Sample Scenic Easement
- [x] 9 9 ReOpening the GRR
- [x] 10 10 Sample Promotion Brocher
- [x] 11 11 Wisconsin GRR Bike Plan
- [x] 12 12 Maintenance Agreement
- [x] 13 13 MRPC News In Brief
- [x] 14 14 Japenese Brochure
- [x] 15 15 Corridor Management Plan
- [x] 16 16 Visual Aids (45)

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Caption	Copyright Date
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Sentinel Ridge	1/18/00
chitecture in Fountain City	1/18/00
Beautiful Lake Pepin	1/18/00
Maiden Rock Historical Marker	1/18/00
"Little House In The Big Woods"	1/18/00
A view from Old Settlers Overlook	1/15/00
Tremplealeau Mountain	1/18/00
Church designs	1/18/00
Villa Louis	1/18/00
Coulee Region Of Western Wisconsin	1/18/00
Helmsman Wheel	1/18/00
Heron at the National Wildlife Refuge	1/18/00
Waterfowl Flyway	1/18/00
Looking for Chert	1/18/00
Aesthetics in Roadway Design	1/18/00
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Caption	Copyright Date
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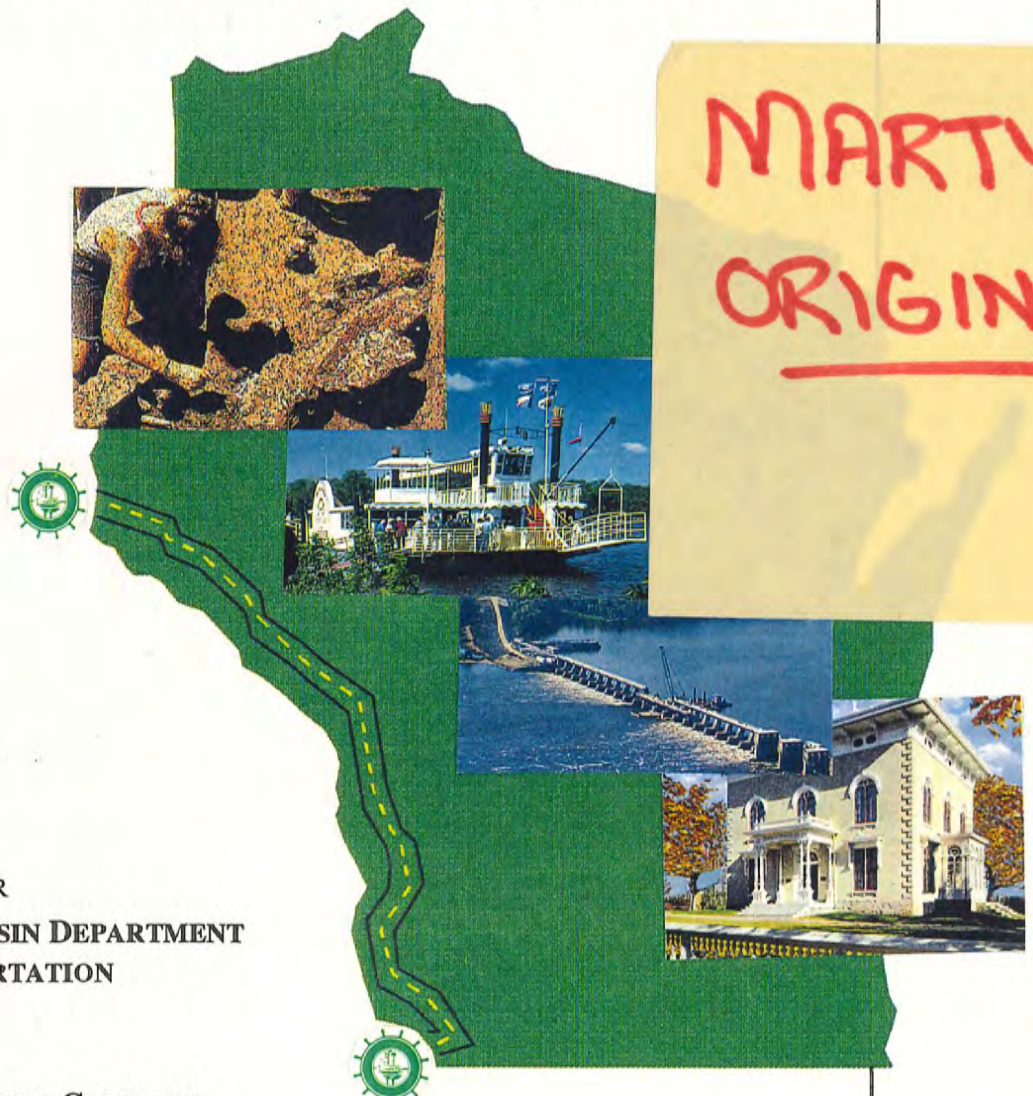
River Walk At Prescott	1/18/00
Boating The Mississippi	1/18/00
nset on the Mississippi	1/18/00
Archaelogical Excavation	1/18/00
Culture Revealed By Storefronts	1/18/00
Quaint Rivertowns	1/18/00
Presott Welcome and Heritage Center	1/18/00
Kit Home	1/18/00
Barges On The Mississippi	1/18/00
State Historical Markers	1/18/00
Scenic Vista	1/18/00
Fitting Road and Amenities Into The Landscape.	1/18/00
Bluffs At Dusk	1/18/00
Amber Colors Of Autumn	1/18/00
Riverboats	1/18/00
Winding Thru The Valleys	1/18/00
ow! The Wisconsin Great River Road	1/18/00

Attachment 1
Wisconsin Submittal
Great River Road

THE GREAT RIVER ROAD IN WISCONSIN

Historical and Archaeological Interpretive Report
"Seeing History on Wisconsin's Great River Road"



MARTY'S ORIGINAL

April 1997

PREPARED FOR
THE WISCONSIN DEPARTMENT
OF TRANSPORTATION

PREPARED BY
HESS, ROISE AND COMPANY
WITH
ARCHAEOLOGICAL RESEARCH SERVICES
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July 31, 1997

State MRPC Chairman

The concepts and merits of developing a Great River Road planning blueprint has been a subject of discussion by the MRPC for some time.

The minutes of the MRPC 1997 Mid-Winter Meeting contained the following two recommendations on this matter:

Recommendation: *That a Great River Road Planning blueprint methodology be developed - from a holistic ten-state perspective, yet applicable to a regional, e.g. three-state perspective - and also applicable to individual states.*

Recommendation: *That the Wisconsin Great River Road planning initiatives be a resource and that Wisconsin be requested to develop this draft methodology to be an agenda item at the 1997 annual meeting.*

Please find attached materials relating to Wisconsin's initiative towards developing a Great River Road planning blueprint. It is intended that these materials fulfill the intent of the resolutions.

Sincerely,

Marty Beekman

M. L. Beekman, P.E.

MLB:sml
01073197.mlb\plan

cc: Minnesota
Wisconsin
Iowa
Illinois
Missouri
Kentucky
Tennessee
Arkansas
Mississippi
Louisiana

WISCONSIN
MISSISSIPPI RIVER PARKWAY COMMISSION

355 WEST FRANKLIN STREET . WEST SALEM, WI . 54669-1533 . 608-786-0774 . FAX: 608-786-0710

DRAFT

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Debbie Skinner

"Type in DEPARTMENT & ADDRESS INFO"

Dear Secretary "Type in SECRETARY NAME":

On behalf of the Wisconsin Mississippi River Parkway Commission, (MRPC) I'd like to thank you for the past support your agency has given to our efforts. I'd also like to take this opportunity to ask for your agencies continued support as we implement some exciting initiatives which have been developed, in part, with the help of your agency's MRPC liaison, "Type in LIAISON's NAME".

Two recently completed reports; the "Great River Road Amenity Update" and the "Historical/Archeological Interpretive Report" have yielded some very worthwhile products and recommendations. These important planning initiatives, which were sponsored by the Wisconsin Department of Transportation, provide some exciting opportunities for our agencies to continue to work together.

I am providing you with a binder which provides overviews of these reports and highlights examples of prototype products or projects that your agency may want to be involved with implementing.

We are working with your agency liaison to develop specific implementation plans. Two examples of the implementation plan format is being provided for purposes of illustration. A plan such as this will be developed for all major tasks. You'll note from the examples that each plan will contain a clear purpose, a listing of specific objectives or "deliverables" and the corresponding resource requirements, as well as a schedule and identification of the appropriate state agencies.

We need your help to make sure that these initiatives are supported by your agency and are included in your ongoing work plans. If you have any questions, comments, or suggestions, please feel free to contact me at (608) 786-0774. The Great River Road is one of our state's and nation's greatest treasures. Your continued support will help ensure that it remains so for many years to come.

Sincerely,

Evan Zantow

IMPLEMENTATION PLAN

DRAFT EXAMPLE

PROJECT: Great River Road
Markers & River Town Kiosks

LEAD AGENCY: State Historical Society (1), (2), (3)
Department of Tourism (4)

SOURCE DOCUMENT: Historical/Archeological Interpretive Technical Report

PURPOSE: To develop and implement a program of (1) updating text of existing historical markers; (2) developing of text for new historical/interpretive markers; (3) implementing the delivery phase of the stateline gateway markers; (4) establishing program for development of kiosks in river towns in cooperation with the Department of Transportation, and Local Communities/Historical Groups, and in perspective of the findings and recommendations of the aforementioned source document

DELIVERABLES:

(1)
- Develop the modified wording for existing GRR markers (reference document, "Historic Markers on the Route").
- Coordinate the updating of the markers in cooperation with the DOT marker program.

(2)
- Implement, as appropriate, the development and erection of new historical/interpretive markers (reference document, "Interim Report: Preliminary Interpretive Recommendations," pages 9-11).

(3)
- Develop final text; the design details; and delivery plan for the stateline gateway markers (Reference document: "Visual Identity Report" and "Gateway Kiosks Report")

(4)
- Develop public outreach program to create interest and commitment in river communities regarding kiosks and coordinated tourism promotion. (reference document "Seeing History on Wisconsin's Great Road"; "Visual Identity Report"; and Slide Show).
- Development of partnership plan/program (Federal, State, Local) for delivery.

IMPLEMENTATION PLAN

DRAFT EXAMPLE

PROJECT: Great River Road Bikeway

LEAD AGENCY: (To Be Determined)

SOURCE DOCUMENT: Great River Road Amenity Update and Plan

PURPOSE: To develop, implement, and market a continuous functioning bikeway and related amenities and service facilities along the entire length of the Wisconsin Great River Road corridor in cooperation with sister state agencies, regional planning commissions, local governments Mississippi river communities and private sector.

DELIVERABLES:

SCHEDULE:

(1) • Inventory of existing bikeway accommodations (reference documents (GRR digital Inventory Map, Bikeway Analysis Map)

(2) • Preliminary identification of needs (reference documents Bikeway Analysis Map, Facility Analysis Map)

(3) • Development of Public Involvement Plan

(4) • Implementation of Public Involvement Plan

(5) • Identification of needs (reference document Bikeway Analysis Map, Facility Analysis Map, Public Involvement Log)

(6) • Development of partnership (state, local, private) deliverable plan

PREFACE

There is an abundance of archaeological and historical information pertaining to the Wisconsin Great River Road Corridor. Yet, that abundance needs organization to fully reach its potential in terms of presentation . . ."like a room scattered with materials begging to be organized--perhaps first in assorted stacks, and then each stack in order of priority and relevancy, and then identification of voids and gaps . . . ."

This, then, became the purpose for developing the Wisconsin Great River Road Archaeological and Historical Interpretive Report. It is intended that the information and guidance presented in this report will inspire implementation actions that will truly enable the visitor to experience "Seeing History on Wisconsin's Great River Road."

THE GREAT RIVER ROAD IN WISCONSIN

Historical and Archaeological Interpretive Report "Seeing History on Wisconsin's Great River Road"

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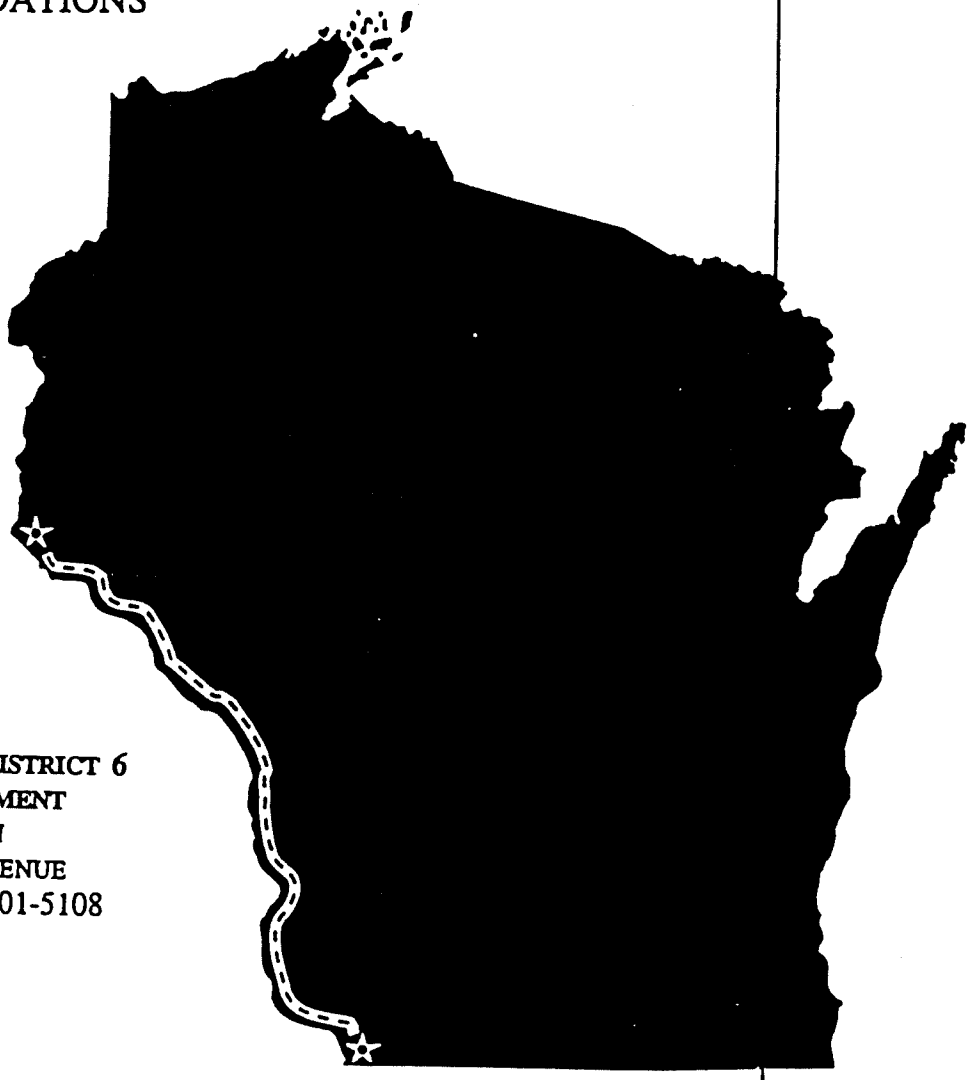
THE GREAT RIVER ROAD IN WISCONSIN

INTERIM REPORT: PRELIMINARY INTERPRETIVE RECOMMENDATIONS



SUBMITTED TO
TRANSPORTATION DISTRICT 6
WISCONSIN DEPARTMENT
OF TRANSPORTATION
718 CLAIREMONT AVENUE
EAU CLAIRE, WI 54701-5108

BY
HESS, ROISE AND COMPANY
405 CEDAR AVENUE SOUTH, SUITE 200
MINNEAPOLIS, MN 55454
612-338-1987

OVERVIEW

In February, 1996, the Wisconsin Department of Transportation commissioned Hess, Roise and Company of Minneapolis to complete an historic and archaeological interpretive report for the cultural resources along Wisconsin's Great River Road. At this time, we present an Interim Report, which summarizes our work to date and outlines preliminary recommendations for the interpretation of resources in that corridor. These recommendations, revised in response to review comments of this report, will serve as guidelines for the intensive research and survey phase of the project. The intensive phase will be completed in the summer months of 1996. It should be stressed, however, that these are guidelines; if future work reveals that any recommendations are inappropriate to the project, we will adjust our focus accordingly, in consultation with the Wisconsin Department of Transportation and the State Historical Society of Wisconsin.

The research team for the project consists of Charlene K. Roise, Project Administrator and Principal Investigator; Jeffrey A. Hess, Principal Investigator; Cynthia de Miranda, Project Historian; and Christina Harrison, Consulting Archaeologist. In preparing this document, Roise, Hess, and Harrison undertook a review of literature discussing the region, as well as that relating to sites and historical markers in the corridor. They gathered information from the files of the Wisconsin Department of Transportation, the Wisconsin State Archives, the Division of Historic Preservation of the State Historical Society of Wisconsin, and the Regional Archaeology Office of the Mississippi Valley Archaeology Center in La Crosse. Research was also undertaken at the libraries of the State Historical Society of Wisconsin and the University of Minnesota-Twin Cities, as well as at the St. Paul District Office of the U.S. Army Corps of Engineers and at the Minneapolis Public Library. Relying on organizational rosters compiled by the State Historical Society, Hess Roise queried by phone and letter local historical societies and preservation commissions in the corridor concerning cultural resources in their jurisdiction. In addition to eliciting valuable information, this outreach served to introduce the project to various groups who will be an important audience for its findings.

In March 1996, a team consisting of Roise, de Miranda, and Harrison completed an initial survey of the route, driving the length of the corridor twice in the course of a three-day trip. The survey team investigated each of the cultural resources listed in the Request for Proposals (RFP). The investigators stopped at all official State Historical Markers to confirm their location and text and to evaluate their interpretive adequacy. They also visited tourism offices and local libraries to collect tourism brochures and local maps. Some of these resources led investigators to additional properties that merit further investigation. In April, Harrison completed an additional two days of survey in order to further evaluate archaeological sites considered for addition to the list of cultural resources. Some of these sites have been incorporated into the original RFP property list as proposed additions. Other sites have been recommended for deletion from the list, based on a lack of physical artifacts with potential for interpretation or due to problems with access to the property. We have amended the original RFP property list (see Appendix B) to reflect these recommendations. Preliminary documentation of the corridor includes slides and color prints, annotated maps of the route, and field notes on each community the team surveyed.

PROPOSED ORGANIZATION OF FINAL PRODUCTS: INTERPRETIVE THEMES

This project will culminate in a number of deliverable products for the client. The main product will be a Final Interpretive Report, which will relate the history of the region in a scholarly, but highly readable, fashion. Discussing individual cultural resources within the context of the corridor's history, this report will present a thematically integrated interpretation of historic and archaeological sites throughout Wisconsin's Great River Road corridor.

In an effort to increase the readability, or the "user-friendliness," of the final report for the general touring public, we propose to discuss the corridor's resources in the context of five interpretive themes. The themes will help create links between individual properties while organizing them into a manageable number of ideas. This seems preferable to a strict chronological treatment of the information because it provides a means of establishing relationships between the landscape and human activity.

It is desirable to limit the number of themes so as to promote clear, comprehensible interpretation. The themes, therefore, are intentionally broad. This strategy ensures that examples of each theme will be found throughout the length of the corridor, which reinforces the historical message and encourages visitors to continue their exploration.

The five themes we have identified are: LANDSCAPE, PEOPLE, TRANSPORTATION, OCCUPATIONS, and ARCHITECTURE. Each is summarized below; examples of specific ideas to be developed within each theme are italicized.[1] As can be seen from the italicized words and phrases, it is possible to develop many specific ideas within each theme. Appendix A lists sub-topics related to each theme that will be more fully explored in the final report and exemplified by cultural resources along the route.

LANDSCAPE

As many chroniclers of Wisconsin's history have noted, the state has a fascinating geological past. Ancient oceans and lakes once covered the area, and the weight of these waters compressed the surface of the earth, creating layers of sandstone, limestone, and other rock. The oceans retreated, and winds and rivers traversed the exposed seabeds, carving out the contours of the landscape. These erosive forces created the dramatic *bluffs* that line the Mississippi River and scored a network of deep valleys across the rest of the state. The earth's atmosphere cooled, and snow that fell in winter did not completely melt in summer. Over time, glaciers in the extreme north grew to magnificent proportions and slowly slipped

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[1] A number of sources were useful in developing the themes. Ingolf Vogeler's *Wisconsin: A Geography* (Boulder: Westview Press, 1986) contains information on the state's geological history; see also Jeffrey A. Hess, "The Riddle of the Land," *Roots* 7 (1979): 2-31. General Wisconsin histories consulted for this report include Reuben Gold Thwaites' *Wisconsin: Americanization of a French Settlement* (Boston: Houghton Mifflin Company, 1908) and Robert C. Nesbit's *Wisconsin: A History* (Madison: University of Wisconsin Press, 1989).

down the face of the northern hemisphere. These huge sheets of ice passed across more than half of what we know as North America before the earth warmed again and the ice melted.

The pattern of glacial action repeated a number of times, leaving a twin legacy of erosion and sedimentation upon the land. The moving glaciers scooped up huge amounts of earth, grinding stone into gravel and soil in the process. The pulverized material became mixed into the ice sheets. When the ice eventually melted, this material was left behind. It is known as "drift."

The glaciers failed to invade one small section of southwestern Wisconsin, thanks to higher land elevations immediately north and east of the area. Since the landscape here was not littered with glacial drift, it became known as the *"driftless area."* This region retains the intricate pattern of *ridges and valleys* that glaciers obliterated in other areas with erosion and sediment. Wisconsin's driftless area is also known as *"coulee country"* because of this topography.

Geological activity left a varied topography and environment that plays its own role in Wisconsin's history. For nearly ten thousand years, humans have been attracted to the Mississippi River Valley and the adjacent coulee region. Native Americans valued the rich aquatic resources of the river and its backwaters; the wild game and plants of the river terraces and uplands; and the exposed bedrock along the bluffs that they found useful in making stone tools. Fertile bottomlands provided the soils needed for early cultivators and influenced the *distribution of Native American camps and villages*. Much later, the intricate pattern of bluffs and stream valleys determined the *layout of towns* and the *design of farmsteads* for European and Yankee settlers. The discovery of mineral and rock deposits, buried thousands of years ago, led to the establishment of *mines* and *quarries*. The hand of nature continues to mold the topography of Wisconsin, a fact which has led to methods of *erosion control* evidenced by farming techniques and soil conservation projects.

PEOPLE

This theme deals with the settlement patterns of the corridor and with the changes various groups made to the landscape they occupied. *Native Americans* were the first to inhabit the area, and their presence is revealed by the scores of Native American *place names* in the state and by thousands of *archaeological sites,* such as *burial mounds*. Early groups were made up of highly mobile people who hunted and gathered seasonally available resources. As time passed, some became more sedentary and began to plant crops in the bottomlands. The arrival of the first Europeans in the seventeenth century, generally explorers and fur traders, precipitated a clash of two worlds that can still be felt today.

Most of the early Europeans in Wisconsin were French, and they also left a legacy of place names along the corridor, especially in the Prairie du Chien area. The English took possession of the territory a century later. They remained in control until the War of 1812, when the Americans finally ruled the land they had formally owned since the Revolutionary

War. While vestiges of these early military activities are few in the river corridor, evidence of *Yankee and European immigrant settlements* abound. Many of these *mining settlements, river towns,* and *inland villages* remain, and the layout and architecture of these communities serve as clues to the history of the corridor. Other communities did not survive, and these *ghost towns* tell their own tales of hope, hardship, and changing economies.

TRANSPORTATION

The *Mississippi River,* the corridor's defining element, has a history that centers around transportation. From canoes and rafts to steamboats and barges, the waters of the Mississippi have carried people, goods, and ideas to new settlements and trading centers. Stopping points in these journeys grew into *river towns,* and communities prospered thanks to their position on the river. The river's continued future as a commercial transportation corridor was ensured in the 1930s by the Army Corps of Engineers' installation of *locks and dams,* which, along with a dredging program, gave the often silt-clogged Mississippi a reliable nine-foot-deep channel to support shipping.

While the river itself was the region's first "road," it has not remained the only path to what was once the northwest frontier. Railroad companies laid tracks along miles and miles of river frontage, bringing building materials and other supplies that furthered the growth of Mississippi River towns. When the railroad strayed from the banks of the Mississippi, *railroad towns* sprang up around the stops. In the early years of the twentieth century, a movement urging the improvement of unpaved roads swept across the nation. The force of the Good Roads Movement, started by cyclists and later adopted by motorists, helped to promote safe, reliable, and scenic highways to connect communities and states. The roads that had evolved to link towns in the corridor often paralleled the river and the railroad, and they survive today as the *Great River Road.*

OCCUPATIONS

Wisconsin's natural resources lured many settlers to the region. The Native Americans living in Wisconsin's southeastern region were *hunters* who farmed only a little. The earliest Europeans were *fur traders,* active in the area in the seventeenth century. Permanent Euro-American settlement did not begin in earnest until Wisconsin became a territory in 1836. *Logging* was an important early industry, and small *hotels* and *boarding houses* were established to provide accommodations for seasonal workers. Nineteenth-century settlers arrived and established *farms,* where they raised wheat and livestock. When wheat production declined, dairying swept across the state, eventually giving Wisconsin the well-known moniker "America's Dairyland." Amidst the creameries and cheese factories, in the Kickapoo Valley, grows a lesser-known Wisconsin crop: tobacco. Wisconsin-grown tobacco, a crop made possible by the special climatic conditions of the area, is used to make cigar wrappers.

Mining brought permanent settlers into Wisconsin from the south. *Potosi* was a lead mining settlement that grew up around *St. John's Mine* in southwestern Wisconsin. *Silica mines* and *limestone quarries* were established further north in the corridor, and the *river* and *railroads* were both used to deliver these goods to market.

The Mississippi River corridor supported many smaller industries for the Europeans and Yankees who migrated to the area. *Pearl buttons* were stamped out of the clam shells found in the river. Immigrants established *brickyards, breweries,* and *vineyards* based on traditions they brought from their homelands.

ARCHITECTURE

The most evident change people make to a natural landscape involves construction. Whether designed by an architect or built by the family who will inhabit it, a building can reveal much about the people who use it. The architecture of the Great River Road corridor includes a variety of structures erected over the past two centuries. Examples abound of rural, vernacular architecture, including *farmhouses, barns, silos,* and *outbuildings.* In towns, one finds well-preserved *commercial buildings* from a century ago, as well as *hotels, boarding houses,* and *churches,* sometimes built from locally quarried stone or from brick manufactured nearby. The advent of the railroad era brought new resources to the region: soon-to-be homeowners erected pre-fabricated *Sears catalog houses* that arrived, unassembled, by train. Residential styles evolved throughout this period, and a visitor to the corridor can *learn how to date a house* based on its style.

RECOMMENDED CHANGES TO LIST OF PROPERTIES

The original list of cultural resources presented in the RFP included individual sites as well as entire communities. The initial survey undertaken by the project team uncovered sites not listed in the RFP that should be added to the project. The team also discovered that some of the listed communities are not sufficiently intact to warrant inclusion in the final report. Appendix B is an amended version of the RFP's list of properties, including the ten archaeological properties listed separately in the RFP. Appendix B shows our recommended additions to the original RFP list in bold print, while those communities we propose to delete are marked accordingly. The list also shows themes related to each site. Additions and deletions to the list are also summarized below.

SUMMARY OF RECOMMENDED ADDITIONS

North Entry Kiosk, in or near Prescott: The kiosk is not technically an addition, in that it was included in the project's final scope of work. We have placed the kiosk on the list of properties, though, since it will be another stop for tourists on the route.

Recommending a specific location for the kiosk is problematic due to several issues. Prescott, which seems a natural choice, appears too congested to accommodate the kiosk. Sites the team investigated in town lack sufficient parking. South of Prescott, the road does not seem to offer enough space for a wayside stop to accommodate the marker. Additionally, the road veers away from the Mississippi River about two miles south of Prescott. The importance of placing the kiosk near the northern end of Wisconsin's Great River Road and in view of the Mississippi seems obvious, given its function as a welcome and orientation for tourists. The team will continue to explore potential sites for the kiosk during the next phase of the project.

One anticipated function of the kiosk will be to summarize the Great River Road concept and explain why the road turns away from the river at points. The kiosk may also present a preview of the route for those travelling southbound and a conclusion for those who have just completed a northbound journey. The particular focus of the kiosk will be finalized during the intensive research and survey phase of the report.

Oakridge Church: The church in Oakridge is also not technically an addition to the list, since it was originally to be discussed in the context of the community of Oakridge. That community has been recommended for deletion, but the final report will discuss the church itself. It is exemplary of the kind of wood-frame church found in the region and may serve as a good springboard for a discussion of church architecture and the importance of religion in immigrant settlements.

Bow and Arrow Historic Site: Clearly visible from the Great River Road, this formation on the side of the bluff is a well-known landmark that already has been adequately interpreted with an official State Historic Marker. We merely suggest adding it to the RFP's list of properties.

Armstrong Site: The site consists of a well-preserved group of Native American burial mounds in a wooded setting. Adjacent to the mound group is a habitation site that has been partially excavated. The site seems to present an opportunity for interpretation that could include a discussion of the cultural affiliation of the site, the relationship between the mounds and the habitation, and the excavation techniques used.

Chippewa River Outlet Sites: This cluster of archaeological sites from different time periods, all on terraces adjacent to the river valley and in the vicinity of Nelson, illustrate how the river confluence and adjacent uplands were used by a succession of different Native American groups.

Cochrane Chert Procurement Area: Cochrane chert—a distinctive, yellow material widely used for stone tool production by Native Americans in this region—occurs in the bedrock of the bluff zone and can be found as eroded chunks of material in the outwash of tributary ravines.

Melchoir Brewery ruins, Trempealeau: The RFP's list of properties indicated that the "Brief Overview" for Trempealeau should highlight the Trempealeau Hotel. The brewery ruins, however, are another symbol of the village's history as an economically active riverfront settlement. The brewery was an important local business in the mid-1800s, and the ruins' position on the riverfront reveals much about the importance of the Mississippi to the business. A number of other structures in the heart of Trempealeau that relate to its mid-nineteenth-century heyday may also be highlighted in the final version of the report. The selection of these structures will be made in the next phase of the project.

Lock and Dam #6, Trempealeau: The lock and dam just south of Trempealeau will also be discussed in the final documentation. Lock and Dam #6 has a parking lot as well as a viewing platform from which tourists can observe the lock operations. The platform also affords a panoramic view of Trempealeau's riverfront properties.

Midway (Halfway Creek) Area Sites, LaCrosse: The area contains Late Woodland/Oneota habitation sites that offer opportunities for the interpretation of complex archaeological evidence and excavation methodology.

Goose Island Archaeological District: The district contains a cluster of archaeological sites from several different time periods that reveal Native American use of the resources of the river bottoms. The district is contained in a county park and a wildlife refuge.

Farmstead architecture lesson, Grant County: Throughout much of Grant County, the River Road takes the traveller inland, sometimes up to three miles from the banks of the Mississippi. Driving along the ridges characteristic of this region, tourists are treated to a picturesque array of farmsteads and acres of cultivated land. The number and variety of barn types seen in this area would make an interesting lesson on vernacular, agricultural architecture.

Wyalusing State Park: The park is home to several burial mound and habitation sites in a protected setting. Additionally, the park offers a panoramic view of the valley and the site of a number of river-bottom localities used by past Native American groups.

Osceola Archaeological Site: The nearby Grant River Public Use Area could serve as a proxy for interpreting the Osceola site, which itself is too sensitive for public use.

British Hollow, just north of Tennyson: The hollow, once a mining and farming community like its still-extant neighbors, is now the site of crumbled buildings and foundations. Across the road to the west lies all that is left of the community: a small, hillside cemetery circled by a gravel drive. The site was explored briefly during the preliminary survey and is recommended as an example of a "ghost town" in the corridor. Depending on the ownership of the property and the public accessibility of the site, this area may be developed into a walking tour. The cemetery, at least, is accessible, and the final report will relate the story of the community's life and death.

South Entry Kiosk, in or near Kieler: The placement of this kiosk has limitations similar to those of its northern counterpart. There does not seem to be a site along the road near Kieler for a wayside, and a good location in Kieler was not found. The southern end Wisconsin's Great River Road, much like the north end, curves inland very soon after entry into the state. An existing wayside, west of the Great River Road at the junction of U.S. Highways 151 and 61 with State Highway 35, may be a suitable site.

Some information on the two kiosks may be common to both. This would only be true of text meant to familiarize travellers with Wisconsin's River Road. The specific focus of the southern kiosk will be finalized in the next phase of work.

Diversions: The region could easily support a number of side trips, or "Diversions," from the Great River Road. As conceived by the research team, these driving tours would highlight a few properties along a scenic inland drive, giving tourists a broader view of the region. Walking tours of the communities along the route could be incorporated. The tours, outlined below, are plotted on roads that return tourists to the same general location on the Great River Road. This ensures that travellers do not have to sacrifice one section for another, and it eliminates the need to retrace one's steps to return to the river. A cluster of tours near La Crosse will provide a model for other areas.

Yesterday's Holmen begins by taking travellers through the older section of Holmen, which lies east of the Great River Road. The tour highlights the "Luther College" historical marker and farmland in the area, then finishes with the Nichols House, the home of an Onalaskan lumber baron.

Coulee Country starts at the western edge of La Crosse, at the belvedere atop Grandad's Bluff. Drivers are directed to STH 33, where they will encounter the "Coulee Country" historical marker that explains the remarkable landscape in the area. Tourists pass through the small rural trade center of St. Joseph, home to a grotto that is a contemporary of the more famous Dickeyville Grotto, another property

on the project's list of cultural resources. Rustic Road 26 (County Road MM) returns travellers to the Great River Road at the southern end of La Crosse.

Tobacco Tour begins and ends in La Crosse as well. It highlights more of the coulee farmland, emphasizing the erosion control and soil conservation tactics employed in the region to keep farms and communities viable. The tour highlights Wisconsin's tobacco region, Coon Valley, and the "Nation's First Watershed Project" historical marker.

SUMMARY OF RECOMMENDED DELETIONS

Trenton, Oakridge, Warrenton, Czechville, Bluff Siding, Marshland, and Rush Creek: A number of towns were included on the RFP's list of cultural resources because they appear on certain maps of the corridor. These communities, however, are either no longer intact or lack resources with potential for interpretation on the road itself; in either case, it seems inappropriate to include them in a discussion of the Great River Road's cultural resources.

Bridges to Red Wing and Winona, Minnesota, and bridge from Nelson to Minnesota: These bridges, which are not visible from Wisconsin's Great River Road, do little to enhance the interpretation of corridor. Rather, they direct the traveller away from the Wisconsin portion of the Great River Road and into another state. The railroad and highway bridges in Prescott, as well as the Van Loon Bridges in La Crosse County and the bridge over Grant's Creek in Grant County, are sufficient to exemplify the role river crossings play in the history of the corridor.

Trempealeau Platform Mound: This archaeological site appears to be hemmed in by properties where owners are hostile to any kind of public access.

Sinnippee: Important parts of this archaeological site have been destroyed by construction of the railroad.

RECOMMENDATIONS FOR CORRIDOR'S EXISTING HISTORICAL MARKERS

The research team also evaluated the historical markers that dot the Great River Road corridor. Wisconsin's Historical Markers Program was established in 1953 to create an official, standardized system of identifying and describing historically interesting sites throughout the state. Markers in the Great River Road corridor, then, were planned and erected over the course of the past forty years, and they display a high level of consistency in their appearance and landscaping. They vary greatly, however, in their interpretive styles and adequacy. Some markers relate directly to the immediate landscape, while others do little to encourage the reader to look around.

A well-designed marker explains the landscape or property with which it is associated, allowing the reader to better understand the natural and human forces that have shaped that site and the broader region. The marker should refer directly to specific elements in the landscape in order to make the view part of the marker. The "Coulee Region" marker, which stands east of La Crosse on STH 33, exemplifies this strategy well:

> . . . The area before you and in the entire coulee region of west central Wisconsin has been dissected by water erosion into a series of narrow ridges separated by steep-sided valleys called coulees. Fertile soils are farmed on the bottom and sites of coulees. The narrow ridges, often protected with woodlands, are capped by erosion resistant dolomite bedrock which commonly overlies sandstone. During formation of the coulees, erosion cut through the dolomite and removed the underlying weaker sandstone thereby creating the valleys. To the north and south of this marker, you can view several coulees and intervening ridges and note that State Highway 33 is situated on one of the dolomite-capped ridges. . . .

Other markers seem to ignore the fact that the reader is actually at the site. For instance, the "Lake Pepin" historical marker is situated at a wayside with a remarkable view of the lake and the Minnesota bluffs. The sight of the lake clearly inspired William Cullen Bryant, an American poet, who declared that the spot "ought to be visited in the summer by every poet and painter in the land." While the marker does dutifully record Bryant's sentiment, it buries the quote at the end of the text, beginning instead with the decidedly uninspiring statistics related to the size of the lake.

In this case, the marker has plenty of good information, namely, a description of the geological forces that created a lake in the middle of a river, as well as the human reaction to those geological forces. The information, however, in poorly organized. The statistics that introduce the lake do not say as much as the sight of the lake itself. Further, statistics rarely make captivating text, while the inspired words of a poet often do.

Statistics are necessary and interesting at times. The markers that relate to lumbering in Wisconsin contain illuminating figures that demonstrate the scale of that industry in the state. "Rafting on the Mississippi," a marker just south of Lynxville in Crawford County, reveals the amount of lumber that was contained in the Mississippi's largest log raft and largest lumber raft. Unfortunately, the marker fails to explain the lumber industry's terminology. Since most readers will not know what a board-foot of lumber is, they will be at a loss to understand how full of logs the river must have been. Furthermore, the marker discusses log rafts and lumber rafts without defining either term. Statistics are an integral part of the story told by this marker. However, to most travellers, this marker says very little.

Since the markers are meant to be a lasting reminder of Wisconsin's river history, it is advisable to eliminate any language that, in future years, may become obsolete. The Denniston House marker, erected outside the Cassville landmark in 1969, states that the

building "has been in continuous operation as a hotel" since 1854. On the site visit of March 1996, this no longer seemed to be the case, and a call to the city clerk's office confirmed that the building has been converted into apartments.

Many markers in the corridor are also poorly written. Several contain errors in grammar that lead to confusion. The text of other markers is unorganized or contradictory. If the markers are to be revised, a concerted effort should be made to ensure that the text of each marker is grammatically correct and easily understood. Poor grammar and confusing text diminish the authority of the marker and reduce its effectiveness as an educational tool.

CONCLUSIONS

The number and variety of cultural resources in Wisconsin's Great River Road corridor have prompted many individuals and groups to produce tourism guidebooks and brochures for the area. These materials are valuable sources of information for visitors and residents alike. Few guides, however, present a consistent treatment of the state's entire corridor that places individual cultural resources in an overall historical context. Following the guidelines laid out in this Interim Report, our work will organize the corridor's resources into five broad themes to facilitate unified and contextual interpretation. Using this format, our final products will enable travellers on Wisconsin's Great River Road to read and understand the natural and built environments that lie along the route.

APPENDIX A - PRELIMINARY THEMES AND RELATED IDEAS

LANDSCAPE

- -driftless area/coulee region
- -river bluffs and wetlands
- -erosion control
- -man-made changes

PEOPLE

- -Native Americans
- -early explorers and traders
- -Europeans and Yankees
  - -ethnic character/religion
  - -farmers
  - -loggers
  - -miners
- -river towns
- -inland towns
  - -farm towns
  - -railroad towns
- -ghost towns

TRANSPORTATION

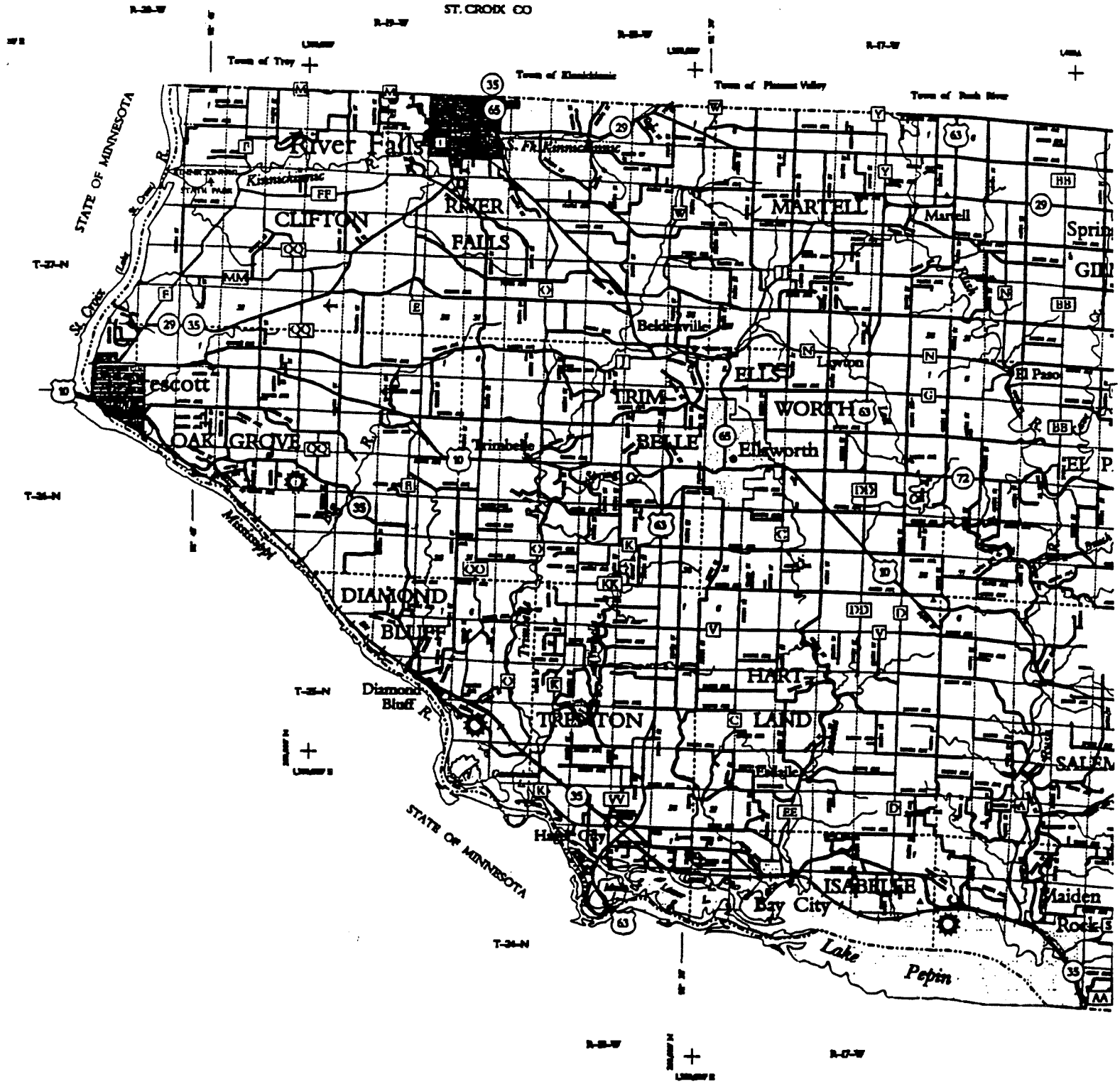
- -Mississippi River
  - -Native American
  - -steamboat navigation
  - -locks and dams
  - -river towns
- -railroads
  - -railroad towns
- -trails
- -roads and highways, including Great River Road

OCCUPATIONS

- -agriculture
  - -wheat
  - -dairy
  - -tobacco
- -quarries and brickyards
- -mining
  - -lead
  - -silica
- -lumber
- -brewing
- -buttons
- -power plants

ARCHITECTURE

- -building materials
  - -local: stone, brick, logs, milled lumber
  - -delivered/prefab: Sears, Lustron, decorative detailing
- -styles and eras, including pattern-book styles
- -vernacular
  - -town
  - -rural/agricultural
- -folk art

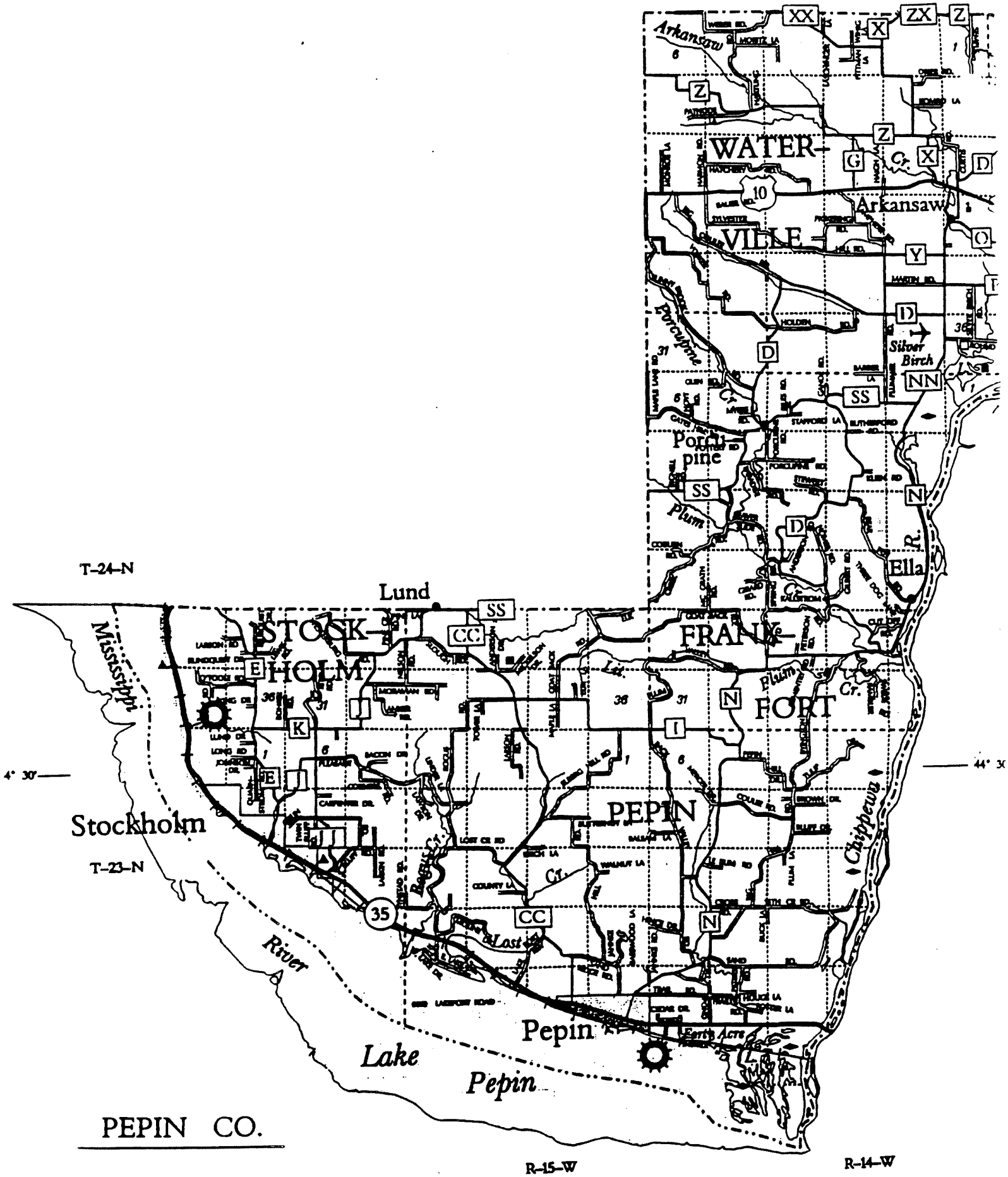

ST. CROIX CO
Town of Troy
Town of Kinnickinnic
Town of Pleasant Valley
Town of Rush River
STATE OF MINNESOTA
River Falls
Kinnickinnic R.
S. Fk Kinnickinnic
CLIFTON
RIVER FALLS
MARTELL
Martell
Beldenville
Lawton
ELLSWORTH
TRIMBELLE
WORTH
Ellsworth
El Paso
Prescott
OAK GROVE
Trimbelle
Mississippi R.
DIAMOND BLUFF
Diamond Bluff
HARTLAND
TRENTON
Hager City
STATE OF MINNESOTA
ISABELLE
Bay City
Maiden Rock
Lake Pepin
T-27-N
T-26-N
T-25-N
T-24-N
R-18-W
R-17-W

PIERCE CO.

APPENDIX B - AMENDED LIST OF RESOURCES
Pierce County List of Resources

Confluence of St. Croix River	Basic Overview.	LANDSCAPE TRANSPORTATION
Prescott	Basic Overview. ~~Driving tour of five to ten individual properties including lift bridge, St. Joseph's Church, the Quonset house on Elm Street, and other houses and commercial buildings.~~	PEOPLE ARCHITECTURE
Entry Kiosk for Great River Road	**Include brief history of GRR concept, explaining why road will not always parallel river.**	
Diamond Bluff	Basic Overview.	PEOPLE
Diamond Bluff Archaeological Sites	Basic Overview.	PEOPLE
~~Trenton~~	~~Basic Overview.~~	
Hager City	Basic Overview.	PEOPLE
Bow and Arrow Historic Site	**Basic Overview.**	PEOPLE
~~Bridges to Red Wing~~	~~Basic Overview.~~	
Bay City	Basic Overview, including note on sand loading structure beside railroad tracks.	OCCUPATIONS
Bay City Silica	Highlight individual resource.	OCCUPATIONS
~~Oakridge~~	~~Basic Overview.~~	
Oakridge Church	**Note on church architecture, specifically wood-frame construction.**	ARCHITECTURE PEOPLE
~~Warrentown~~	~~Basic Overview.~~	
Maiden Rock (city)	Basic Overview.	PEOPLE

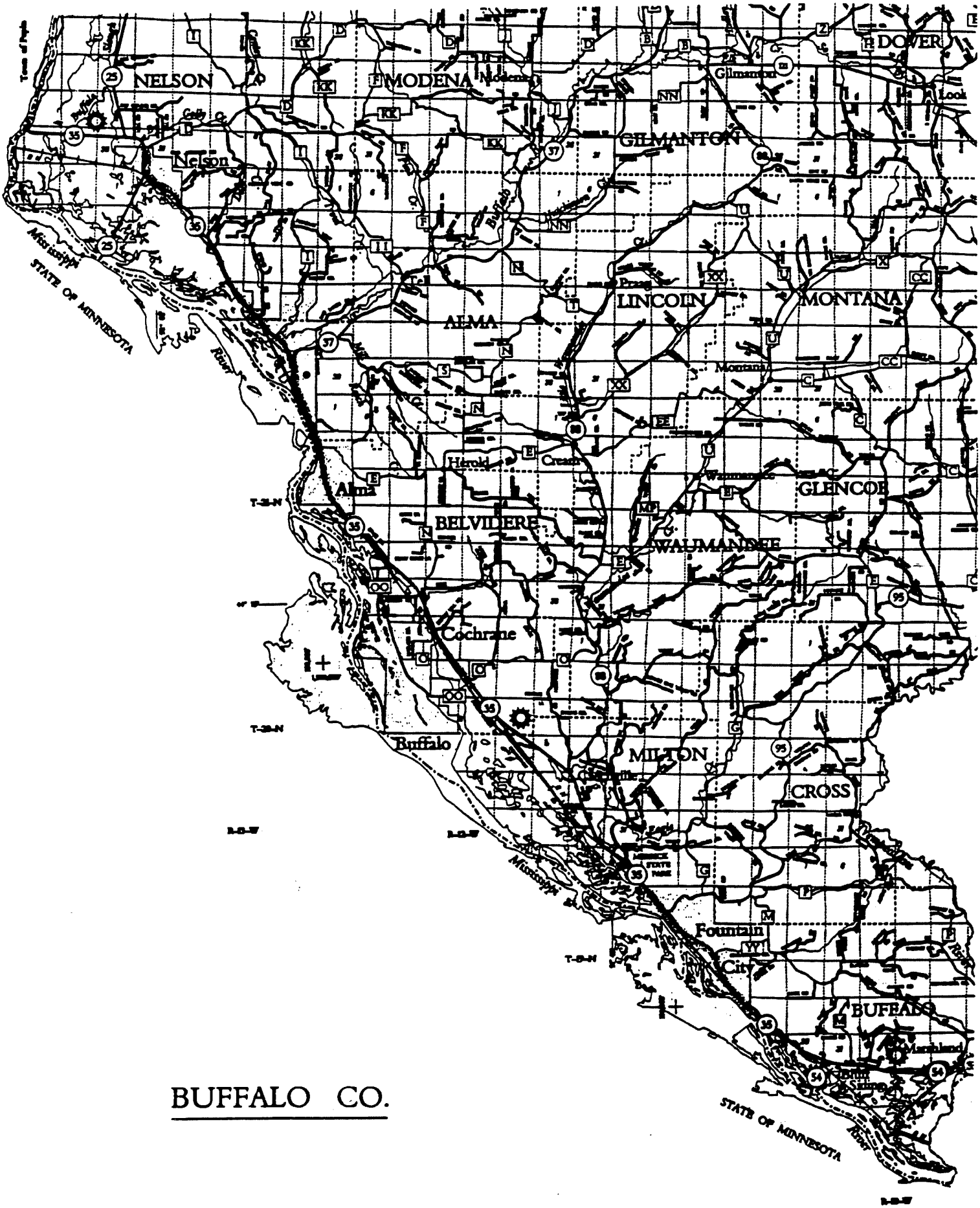
Bold text indicates additions to the list, while strikeout text indicates recommended deletions.


T-24-N
Lund
STOCK-
HOLM
FRANK-
FORT
PEPIN
WATER-
VILLE
Arkansaw
Porcupine
Silver Birch
Plum
Ella
Mississippi
Stockholm
T-23-N
River
Lake
Pepin
Pepin
Chippewa
R-15-W
R-14-W
PEPIN CO.

Pepin County List of Resources

Maiden Rock (bluff)	Basic Overview.	LANDSCAPE PEOPLE
Stockholm	Basic Overview. **Mapped out** walking tour highlighting large commercial building and four to nine additional buildings.	PEOPLE OCCUPATIONS ARCHITECTURE
Fort St. Antoine Site	Basic Overview.	PEOPLE
Wilder House Site	Highlight individual resource.	PEOPLE
Pepin	Basic Overview. Highlight approximately three individual resources, including Sears house.	ARCHITECTURE PEOPLE
Armstrong Site	**Highlight Native American Mounds and habitation.**	PEOPLE
Confluence of Chippewa River	Basic Overview.	LANDSCAPE TRANSPORTATION
Chippewa River Outlet Archaeological Sites	**Basic Overview.**	PEOPLE

Bold text indicates additions to the list, while strikeout text indicates recommended deletions.


NELSON
MODENA
DOVER
GILMANTON
LINCOLN
MONTANA
ALMA
GLENCOE
BELVIDERE
WAUMANDEE
Cochrane
Buffalo
MILTON
CROSS
Fountain City
BUFFALO
STATE OF MINNESOTA
Mississippi River

BUFFALO CO.

Buffalo County List of Resources

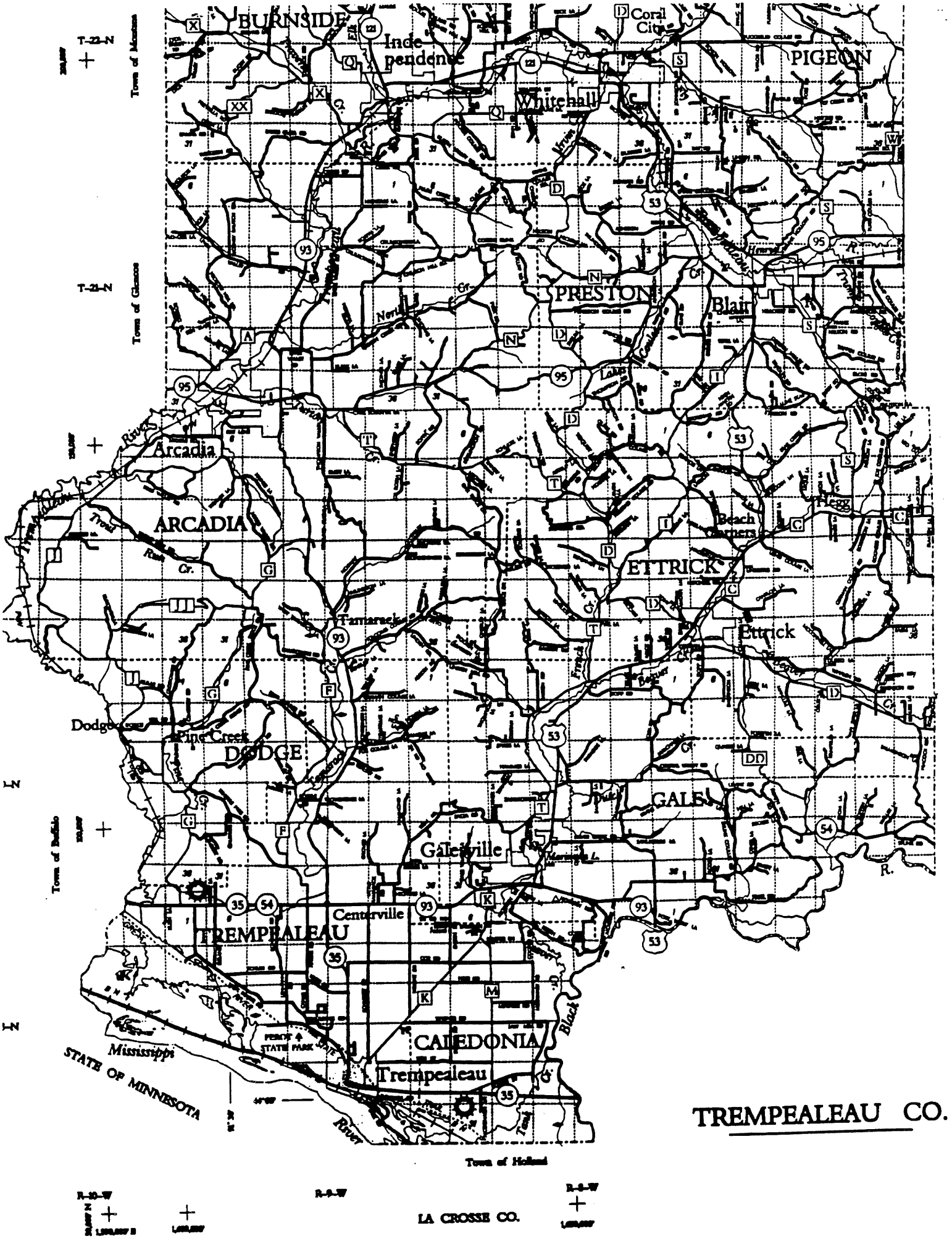
Nelson	Basic Overview. Highlight individual resources: * House Determined Eligible for National Register * 1937 Nelson Community Building ~~* historic bridge to Minnesota~~	TRANSPORTATION ARCHITECTURE
Alma	Basic Overview. **Mapped out** walking tour highlighting at least ten individual resources including the Lock and Dam.	PEOPLE TRANSPORTATION
Dairyland Power Co-op, Alma Station	Highlight individual resource.	OCCUPATIONS
Buffalo City	Basic Overview. **Including why the town was laid out and how the large plat came to be only partly occupied.** **Also include discussion of river orientation.** Highlight individual resources, including: * WPA-constructed park * 1914 City Hall * Lustron House on River Street	LANDSCAPE ARCHITECTURE
Cochrane	Basic Overview, **including discussion of railroad orientation of town.** Highlight individual resources, including: * La Crosse Milling Co. * 1920s/30s gas station * Sears house	TRANSPORTATION
Cochrane Chert Procurement Area	**Basic Overview.**	PEOPLE
Prairie Moon	Highlight resource	ARCHITECTURE
~~Czechville~~	~~Basic Overview.~~	

Bold text indicates additions to the list, while strikeout text indicates recommended deletions.

Buffalo County List of Resources (cont.)

Fountain City	Basic Overview. **Mapped out** walking tour highlighting ten resources, including Prairie Style Fugina House. Highlight archaeological exhibit at Fountain City Historical Society.	ARCHITECTURE PEOPLE
Lock and Dam 5A	Highlight individual resource.	TRANSPORTATION
~~Bridges to Winona~~	~~Highlight individual resources.~~	
~~Bluff Siding~~	~~Basic Overview.~~	
~~Marshland~~	~~Basic Overview.~~	

Bold text indicates additions to the list, while strikeout text indicates recommended deletions.



TREMPEALEAU CO.

Trempealeau County List of Resources

Centerville	Basic Overview. Including any available information on the history of the diamond plan at the main intersection.	TRANSPORTATION
Perrot State Park	Basic Overview of Native American mounds and habitation sites, rock art, reported location of Perrot's trading post, and the archaeological remains of a CCC camp.	PEOPLE OCCUPATIONS
Trempealeau	Basic Overview. Highlight Trempealeau Hotel, **brewery ruins, and Lock and Dam #6.**	TRANSPORTATION OCCUPATIONS
~~Trempealeau Platform Mound~~	~~Basic Overview.~~	
Nicholls Mound	**Basic Overview.**	PEOPLE

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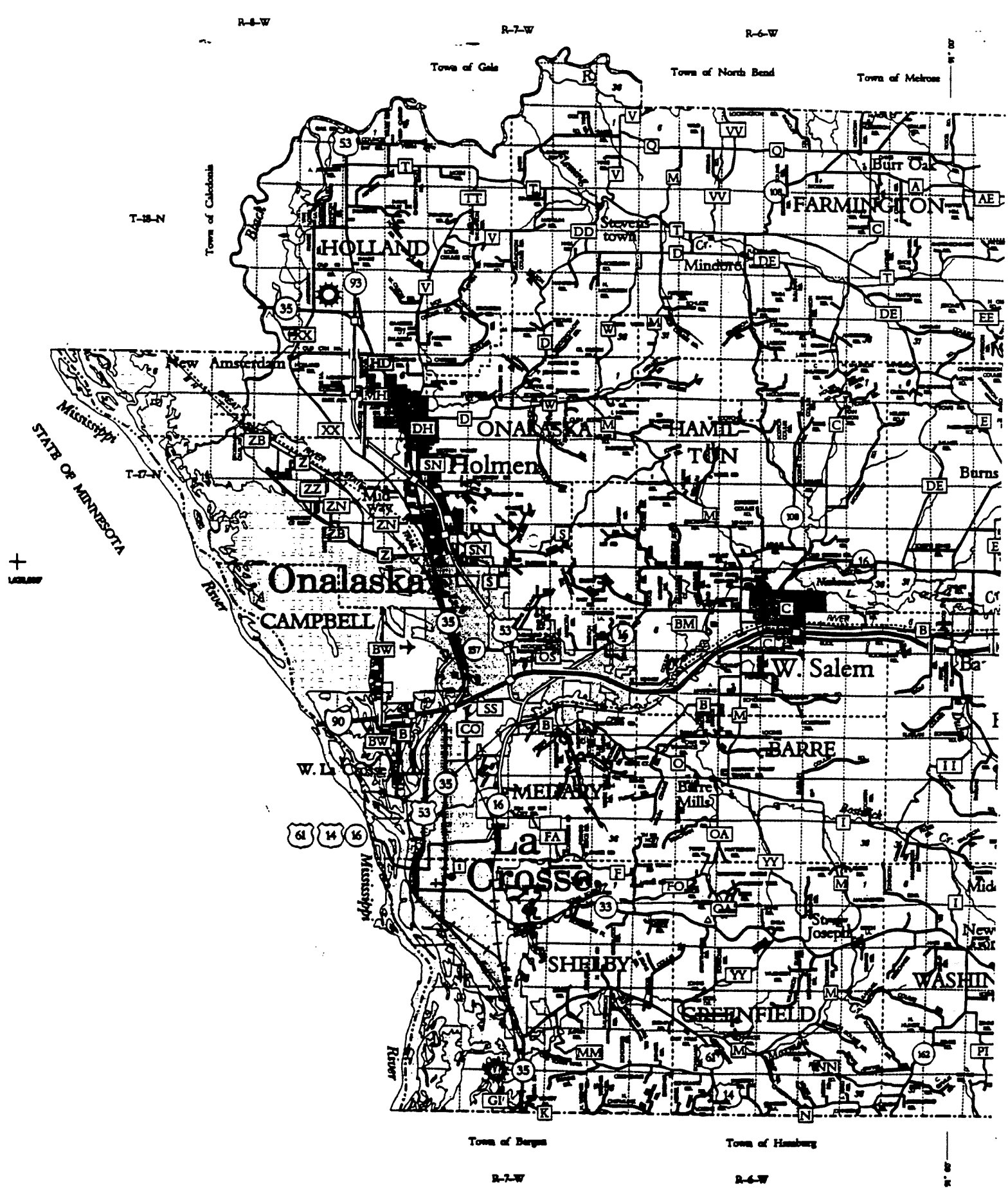

R-8-W
R-7-W
R-6-W
Town of Gale
Town of North Bend
Town of Melrose
Town of Caledonia
T-18-N
T-17-N
HOLLAND
FARMINGTON
Burr Oak
Stevens-town
Mindoro
New Amsterdam
ONALASKA
HAMIL-TON
Holmen
Mid-way
Onalaska
CAMPBELL
W. Salem
BARRE
Barre Mills
MEDARY
La Crosse
SHELBY
GREENFIELD
Burns
Mississippi
STATE OF MINNESOTA
River
Town of Bergen
Town of Hamburg
R-7-W
R-6-W
VERNON CO.

LA CROSSE CO.

La Crosse County List of Resources

Van Loon Wildlife Area	Highlight truss bridges and how to find them.	TRANSPORTATION
New Amsterdam	Basic Overview.	PEOPLE
Holmen	Basic Overview.	OCCUPATIONS
Halfway Creek Archaeological District	**Basic Overview.**	PEOPLE
Onalaska	Basic Overview. Highlight Nichols House and archaeological exhibit at Onalaska Area Historical Society.	OCCUPATIONS ARCHITECTURE PEOPLE
LaCrosse	Summarize history of city in overview several times the length of the basic overviews for the villages above. Give emphasis to the wood and wood products industries. Highlight archaeological exhibits at Mississippi Valley Archaeological Center, Swarthout Museum, and Riverside Park. ~~* Walking tour of downtown, highlighting at least fifteen historically significant buildings. Include more if would make more informative, interesting, or enjoyable visitor experience.~~ ~~* Walking tour of Prairie style houses in area around 17th and 18th Streets. Include at least fifteen individual buildings. Include more if would make more informative, interesting, or enjoyable visitor experience.~~ ~~* Walking tour of King and Cass Streets area. Include at least fifteen individual buildings.~~ ~~* Highlight two to five other individual properties of major importance.~~ **La Crosse already has a good walking/driving/bike tour of all these areas. Can give more background to these property types and include information on where to get the walking tour brochure (at Hixon House).**	LANDSCAPE PEOPLE TRANSPORTATION OCCUPATIONS ARCHITECTURE

Bold text indicates additions to the list, while strikeout text indicates recommended deletions.

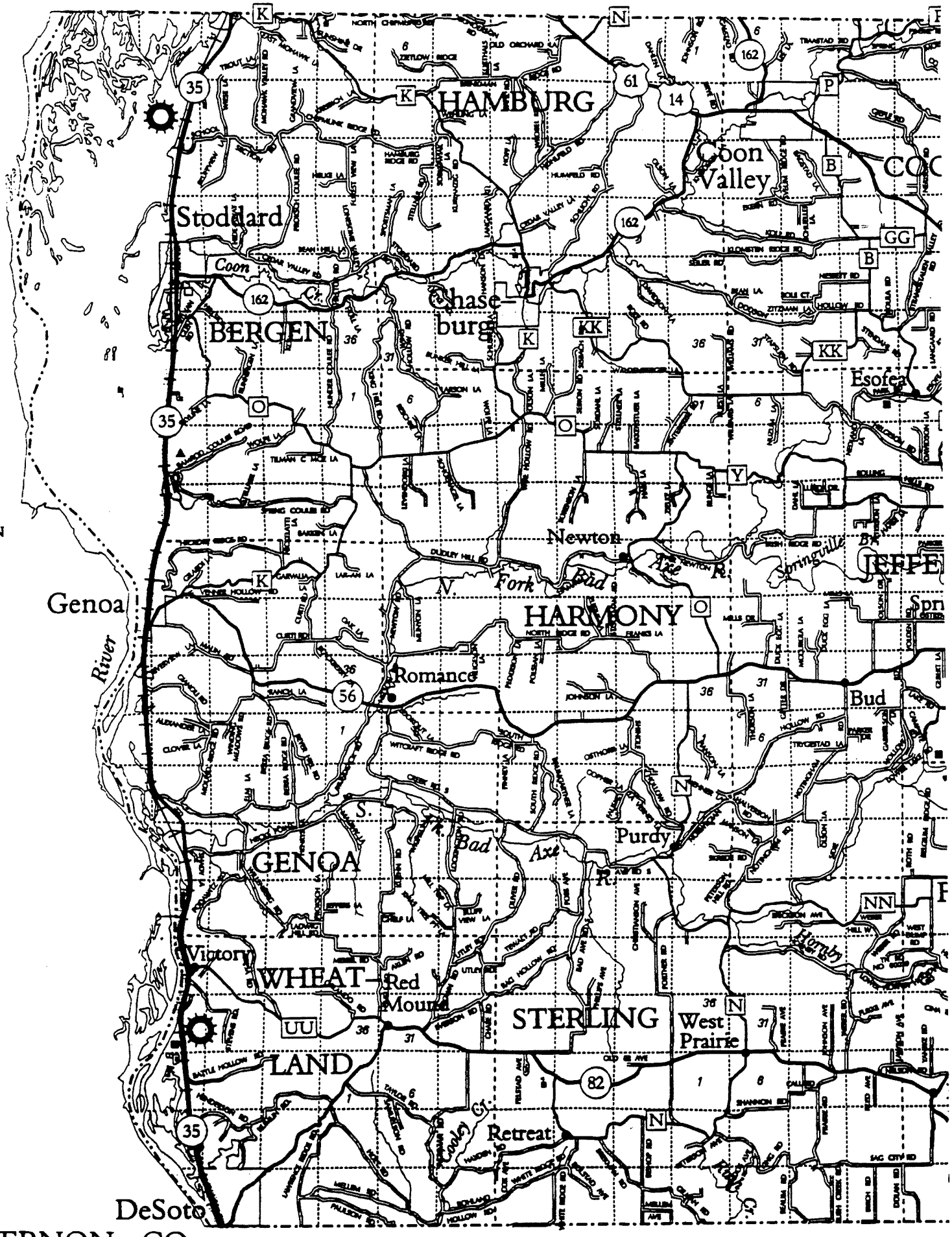
La Crosse County List of Resources (cont.)

Myrick Park Mounds	Basic Overview.	PEOPLE
Pius X Church and School	Highlight individual resource.	ARCHITECTURE
Lustron House	Highlight individual resource.	ARCHITECTURE
Goose Island Archaeological District	**Basic Overview.**	PEOPLE

Bold text indicates additions to the list, while strikeout text indicates recommended deletions.

R-7-W

Town of Shelby



Vernon County List of Resources

Stoddard	Basic Overview. Highlight four to eight of the most historically significant buildings.	PEOPLE ARCHITECTURE
Genoa	Basic Overview. **Mapped out** walking or driving tour highlighting four to eight of the most historically significant buildings.	PEOPLE ARCHITECTURE
Blackhawk Conflict Sites	Basic Overview.	PEOPLE LANDSCAPE
Victory	Basic Overview.	PEOPLE
De Soto	Basic Overview.	PEOPLE

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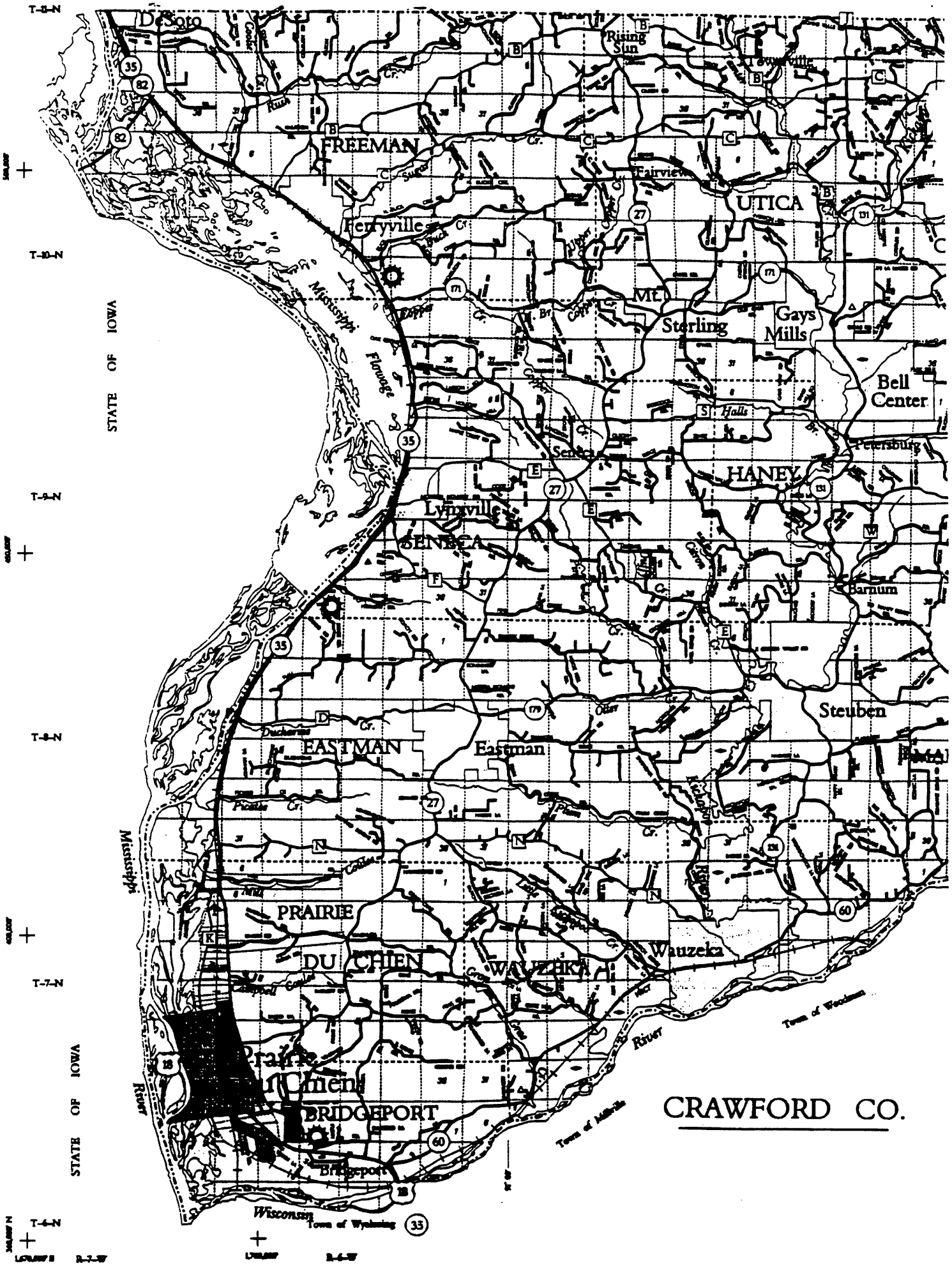

CRAWFORD CO.
DeSoto
Rising Sun
FREEMAN
Ferryville
Fairview
UTICA
Mt. Sterling
Gays Mills
Bell Center
Halls
Petersburg
HANEY
Seneca
Lynxville
SENECA
Barnum
Steuben
EASTMAN
Eastman
PRAIRIE DU CHIEN
WAUZEKA
Wauzeka
Prairie du Chien
BRIDGEPORT
Bridgeport
Mississippi Flowage
Mississippi River
Wisconsin River
Town of Wyalusing
Town of Millville
Town of Woodman
STATE OF IOWA
T-11-N
T-10-N
T-9-N
T-8-N
T-7-N
T-6-N
R-7-W
R-6-W

Crawford County List of Resources

~~Rush Creek~~	~~Basic Overview.~~ ~~If community existed there historically.~~	
Ferryville	Basic Overview. If community existed there historically.	TRANSPORTATION
Lynxville	Basic Overview.	LANDSCAPE OCCUPATIONS
Lock and Dam	Highlight individual resource. Include here or in the introduction an overview of the lock and dam system.	TRANSPORTATION
Brick farm complex at CTH K	Highlight individual resource.	ARCHITECTURE
Francois Vertefeuille House	Highlight individual resource. **Combine with Prairie du Chien overview.**	OCCUPATIONS ARCHITECTURE
Confluence of the Wisconsin River	Basic Overview.	LANDSCAPE TRANSPORTATION
Prairie du Chien	Summarize history of community in overview several times the length of the basic overviews above, including summary of fur trade. * Highlight Dousman Hotel. * Highlight Villa Louis, Brisbois House, and American Fort. * Information for visitor on hours open, admission fees, phone number for more information and similar information.	PEOPLE OCCUPATIONS
St. Friole Island Archaeological District	Basic Overview.	PEOPLE
Bridgeport	Basic Overview.	PEOPLE

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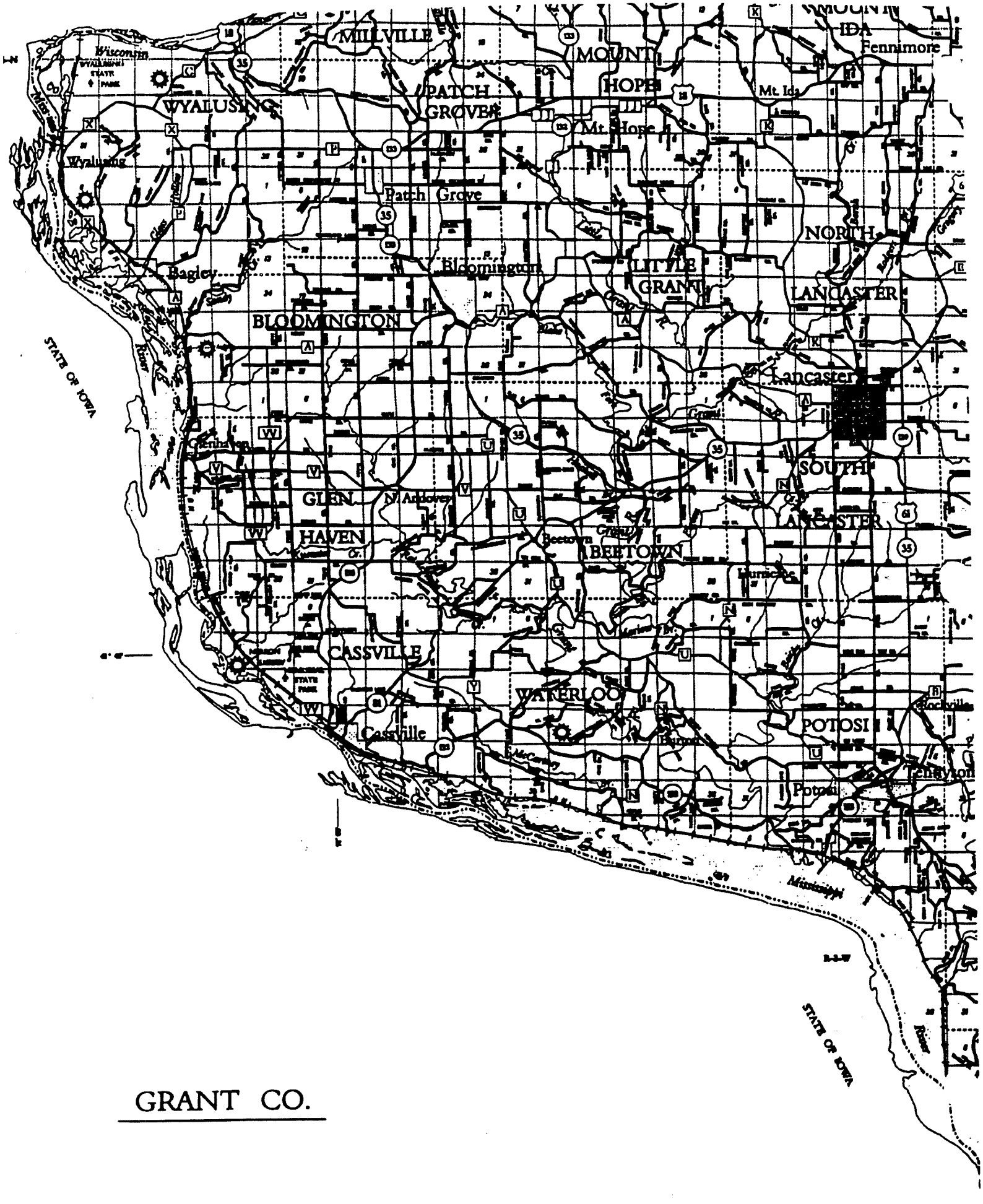

MILLVILLE
MOUNT
HOPE
IDA
Fennamore
Mt. Ida
PATCH
GROVE
Mt. Hope
WYALUSING
Wyalusing
Patch Grove
NORTH
LITTLE
GRANT
LANCASTER
Bagley
Bloomington
BLOOMINGTON
Lancaster
STATE OF IOWA
SOUTH
LANCASTER
GLEN
HAVEN
BEETOWN
CASSVILLE
WATERLOO
POTOSI
Cassville
Potosi
Mississippi
STATE OF IOWA

GRANT CO.

Grant County List of Resources (cont.)

~~Brick School at CTH Y~~	~~Highlight this individual resource or one or two other interesting resources between Grants Creek and Cassville.~~	
Farm architecture lesson	**Throughout Grant County, the farmsteads will be discussed and their architectural similarities and differences evaluated. Can include note on schoolhouse as an element that tied far-flung community together, and will specifically discuss the unusual architectural treatment of the schoolhouse at CTH Y.**	ARCHITECTURE
Bridge over Grants Creek	Highlight individual resource.	TRANSPORTATION
~~Potosi Station~~	~~Basic Overview.~~	
Potosi	Basic Overview. * Including describing why the town is laid out along a deep stream valley, information on Welsh settlement and lead mining, **and on train station that may have evolved into a separate settlement (Potosi Station).** ~~* Highlight individual properties including existing Potosi Township Historical Society driving tour. Incorporate this information if the resources and historical information are of sufficient quality to merit inclusion.~~ *** Using existing Potosi driving tour as a basis, will map out a more unified walking/driving tour of area that will include the Potosi Brewery.**	OCCUPATIONS
Tennyson	Basic Overview.	PEOPLE
Osceola Archaeological Site	**Basic Overview of this site and other Native American river terrace and rock shelter sites of the Archaic period.**	PEOPLE

Bold text indicates additions to the list, while strikeout text indicates recommended deletions.

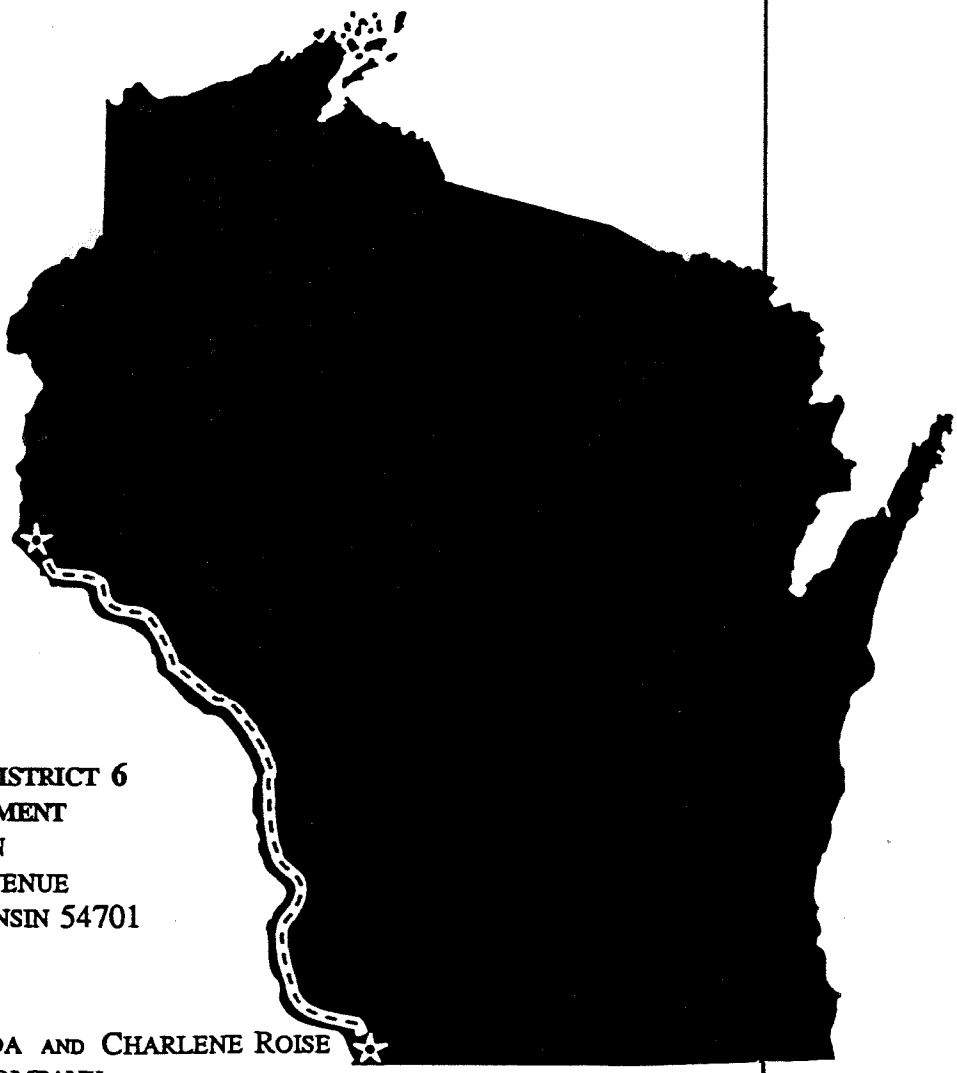
Grant County List of Resources (cont.)

Dickeyville	Basic Overview. Highlight Dickeyville Grotto. ~~Here or at another appropriate location provide a summary history of agriculture along the southern section of the corridor.~~ **The summary of agriculture in the southern section of the corridor will be included with farmstead architecture lesson.**	ARCHITECTURE
British Hollow	**Cemetery and Ghost Town walking/driving tour.**	PEOPLE
Kieler	Basic Overview. Highlight **stone** Roman Catholic church, perhaps at this point placing overview of history of Roman Catholic church in region. **Will also discuss the impact of religion and ethnicity on architecture, to create tie with Oakridge wood-frame church at other end of road.**	ARCHITECTURE PEOPLE
~~Sinnippee~~	~~Basic overview of this historic archaeological site on DNR lands. If accessible by the public, include information on means to reach the site.~~	
Entry Kiosk for Great River Road	**Include very brief history of the concept, explaining reasons why road will not always parallel river.**	

Bold text indicates additions to the list, while strikeout text indicates recommended deletions.

THE GREAT RIVER ROAD IN WISCONSIN

FINAL TECHNICAL REPORT: PRODUCTS AND RECOMMENDATIONS



APRIL 1997

PREPARED FOR
TRANSPORTATION DISTRICT 6
WISCONSIN DEPARTMENT OF TRANSPORTATION
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WITH
ARCHAEOLOGICAL RESEARCH SERVICES
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MINNEAPOLIS, MINNESOTA 55407

AND
JENSEN & WILCOXON, INC.
4411 BEARD AVENUE SOUTH
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WISCONSIN'S GREAT RIVER ROAD: TECHNICAL REPORT

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APPENDIX D: SAMPLE OF TREMPEALEAU WALKING TOUR BROCHURE

In February, 1996, the Wisconsin Department of Transportation (WisDOT) commissioned historical consultants Hess, Roise and Company of Minneapolis to undertake research and prepare a report on the historic and archaeological resources of Wisconsin's Great River Road. WisDOT recognized that past efforts to identify cultural resources along the route had been sporadic and incomplete. This project sought to research, organize, and present the individual cultural resources along the entire length of Wisconsin's Great River Road in a consistent manner; to incorporate the sites into an overall historical context; and to determine how those sites could be interpreted. The project, funded by Enhancement and Scenic Byway provisions of the Intermodal Surface Transportation Efficiency Act of 1991 (ISTEA), would also provide Wisconsin's Great River Road communities with tools and guidance for developing their own and collective interpretive programs for the historic and archaeological resources located along the route.

Work on the project was completed in two phases: an initial survey and evaluation period followed by intensive survey and research. Each phase culminated in a written report. The Interim Report, delivered in May 1996, outlined the initial phase and presented recommendations and guidelines for the second phase. Deliverable products for the second phase are this Technical Report and the following additional products:

* Prototype Travel Guide illustrating five interpretive themes that link communities and sites along Wisconsin's Great River Road

* A separate supplemental report containing Historic Marker text

* Visual Identity Package outlining layout and design standards that will make future documents and brochures identifiable as part of Wisconsin's Great River Road

* Walking tour brochure for the village of Trempealeau, base maps for six additional communities, and a computer software template for creating tour brochures

* Gateway Kiosk designs--including text and illustrations--highlighting the five interpretive themes presented in the Travel Guide

* Slide show for public presentation featuring interpretive themes from the Travel Guide

* Research dossiers with detailed information on counties, communities, and themes

* Negatives of 35-mm field photography with photo identification logs

Hess Roise retained two subcontractors to provide special expertise in archaeology and graphic design. Throughout both phases of the project, Minneapolis-based Archaeological Research Services (Christina I. Harrison, Principal Investigator) researched and evaluated the archaeological resources along the route and addressed all issues related to their interpretation. Jensen & Wilcoxon (Robert A. Jensen, Design Consultant), a graphics design firm also based in Minneapolis, created the layout and design of the final products listed above. Mischa Z. Beitz, also of Jensen & Wilcoxon, created maps and assisted with production of the Tour Guide and the Trempealeau Walking Tour.

Initial Phase Survey and Research

Preliminary project research drew heavily from work that predated WisDOT's application for ISTEA funds. WisDOT relied upon initial reconnaissance and research conducted in the corridor by the Wisconsin State Historic Preservation Office (SHPO) to create the project's Request for Proposals (RFP). The RFP, which was distributed to consultants interested in undertaking the project, outlined the scope of work and identified specific cultural resources to be studied in the project area. The Wisconsin SHPO also prepared and processed nominations of Great River Road properties to the National Register of Historic Places, and oversaw production of the State Historical Markers in the corridor.

The Hess Roise research team for the project consisted of Charlene K. Roise, Project Administrator and Principal Investigator; Jeffrey A. Hess, Principal Investigator; and Cynthia de Miranda, Project Historian. Christina Harrison and James E. Myster, both of Archaeological Research Services, served as Project Archaeologists. In February 1996, Roise, Hess, de Miranda, and Harrison undertook a review of literature discussing the region, as well as that relating to sites and historical markers in the corridor. They gathered information from the files of WisDOT, the Wisconsin State Archives, the Division of Historic Preservation of the State Historical Society of Wisconsin, the St. Paul District of the U.S. Army Corps of Engineers, and the Regional Archaeology Office of the Mississippi Valley Archaeology Center in La Crosse. Research was also undertaken at the following libraries: the State Historical Society of Wisconsin; the Minnesota Historical Society; the University of Wisconsin at Madison, La Crosse, and Eau Claire; and the University of Minnesota-Twin Cities. Relying on organizational rosters compiled by the Wisconsin State Historical Society, Hess Roise queried local historical societies and preservation commissions in the corridor concerning cultural resources in their jurisdiction. In addition to eliciting valuable information, this outreach served to introduce the project to various groups who will be an important audience for its findings.

In March 1996, Roise, Harrison, and de Miranda completed an initial survey of the route, driving the length of the corridor twice in the course of a three-day trip. The survey team investigated each of the cultural resources listed in the RFP. The investigators stopped at all official State Historical Markers to confirm their location and text. They also visited local and county historical societies, tourism offices, and local libraries to collect brochures and local maps. Some of these resources, as well as the survey itself, led investigators to additional

properties that merited further investigation. In April, Harrison and Myster completed an additional three days of field survey in order to review archaeological sites more closely.

Interim Report Recommendations

The Interim Report, delivered in May 1996, summarized the project's initial phase and presented guidelines and recommendations for the second phase of work. The document proposed that the project's final report be designed as a prototype Travel Guide that places individual cultural resources in the state's entire Mississippi River corridor in an overall historical context. Such a format would allow the project team to present the corridor's resources in a scholarly, yet highly readable fashion. Furthermore, the guide itself would serve as an example of the kind of interpretive materials that Wisconsin's Great River Road communities could create to promote the corridor.

To that end, the Interim Report recommended that the Travel Guide discuss cultural resources in the context of five interpretive themes: Environment (previously Landscape), People, Transportation, Occupations, and Architecture. The themes help create links between individual properties in an organized manner. The Interim Report indicated that a Technical Report would serve as an administrative companion to the guide.

The Interim Report also revised the original RFP cultural resource list by adding and deleting properties based on their accessibility or their potential for interpretation. In addition, further revisions were made during the intensive survey period. Those later revisions are outlined in Appendix B.

Intensive Phase Survey and Research

The intensive survey phase was completed in the summer months of 1996. Roise and de Miranda studied the above-ground architectural and historical resources during four week-long survey and research trips to the area. Each trip focused on a different portion of the route: Prescott to Alma; Alma to La Crosse; La Crosse to Prairie du Chien; and Prairie du Chien to the Illinois border. Sites on the amended cultural resource list were surveyed and photographed, and additional research was completed at county courthouses, public libraries, and county and local historical societies. Public breakfast meetings were conducted in each segment to inform area residents of the project and to elicit their suggestions. These meetings were held in Prescott (29 July 1996), Alma (9 July 1996), La Crosse (6 June 1996), and Cassville (25 June 1996). Participants included elected officials, business owners, parkway commission members, WisDOT staff, SHPO staff, local historical society representatives, teachers, residents, and other interested citizens.

Harrison and Myster made one- and two-day trips along the same route segments in order to take photographs, compile additional background information, and further review issues of interpretation and public access at the selected archaeological properties. They also reviewed archaeological resource files maintained by the Saint Paul District of the U.S. Army Corps of Engineers and by Regions 3, 6, and 8 of the Wisconsin Regional Archaeology Program.

Final Interpretive Report: Prototype Travel Guide
The guide consists of historical overviews for the sites and communities along Wisconsin's Great River Road keyed to a color map of the corridor. Photographs and drawings further illustrate the guide. An introduction provides a brief history of the region, summarizing events from the period of glaciation through contemporary time.

This guide is meant to help tourists recognize clues and gain insights about the region's history in its landscape and built environment. The text, therefore, primarily focuses on those aspects of a community's past that are evidenced by physical surroundings such as surviving buildings, the layout of a town, or burial and effigy mounds. The guide relates sites along the road to historic events and trends, enabling people to better understand and enjoy the natural and built environments along Wisconsin's Great River Road. The prototype Travel Guide presents individual cultural resources in a consistent, scholarly, and highly-readable fashion.

To facilitate this process, the Travel Guide organizes the corridor's resources into the five interpretive themes identified in the Interim Report. These themes highlight individual sites while linking them to other sites and larger historical patterns. Themes also establish relationships between the environment and human activity. Representative icons accompany the resource and community overviews throughout the Travel Guide, enabling readers to quickly identify sites relating to a particular theme. The content and design of the prototype guide and research dossiers are also resources for developing future brochures, guides, markers, kiosks, and audio-visual materials.

The number of themes was limited to five to promote clear, comprehensible interpretation. Each theme is, therefore, intentionally broad. This strategy also ensured that examples of each theme appear throughout the length of the corridor, reinforcing the historical message and encouraging visitors to continue their exploration. The five themes are summarized below.

> ENVIRONMENT explores the geological forces that molded the topography and studies how the river, the backwaters, the limestone bluffs, and the uplands influence the way people live, work, and travel.
>
> PEOPLE introduces the cultures that have inhabited this area for 12,000 years.
>
> TRANSPORTATION focuses on the natural and man-made corridors people have used to explore and settle the region.
>
> OCCUPATIONS features the artifacts, workplaces, and changes to the landscape that reflect people's daily labors.
>
> ARCHITECTURE examines one way in which people express who they are, how they live, and what they do.

Visual Identity Package
Like the blazed tourist trails of the early twentieth century, the Great River Road is as much an interpretive concept as it is a transportation route. And, again, like the blazed trails, its promotional materials should have a distinctive visual identity in terms of iconography, font, and layout. The Visual Identity Package is a flexible set of guidelines that will assist Great River Road communities in developing a unified format for tourism brochures and signs for the route. This format, which has already been employed in the project's other final products, will help communities to adopt a common visual identity. This, in turn, will enable tourists to identify individual cultural resources on Wisconsin's Great River Road as part of a larger entity.

Walking Tour Brochures
The final products include one camera-ready walking tour brochure for the village of Trempealeau, and base maps for future tours in Stockholm, Alma, Fountain City, Genoa, Cassville, and Potosi. The base maps focus on a few streets or blocks that are appropriate in size and character for developing a successful walking tour.

Other communities have the opportunity to develop their own tours based on the Trempealeau model, using the pre-formatted software developed for this project to generate the brochures. This will produce a series of walking tour brochures that promote the historic resources of communities, while marketing their association with the Great River Road through a unified design. The six additional base maps and the pre-formatted computer software are included in the Visual Identity Package.

State Gateway Kiosk Plans
A production-ready design--including maps, illustrations, and text--has been prepared for kiosks marking the northern and southern entry points to Wisconsin's Great River Road. The text and illustrations introduce travellers to the route, the region, and the communities and cultural resources along the river. Designed as freestanding outdoor guideposts, the kiosks will be accessible to travellers at all times.

Slide Show
Targeted for the general public, the Slide Show highlights cultural resources along the corridor in the context of the five interpretive themes featured in the Travel Guide.

Research Dossiers
The research compiled as part of this project has been organized into subject and place files that have been delivered to WisDOT. Guidelines for creating effective interpretive materials, are also included in the Research Dossiers.

Negatives of Survey Photographs
Negatives from the field-survey photographs are submitted with photo identification logs. They have been incorporated into the Research Dossiers.

Historic Properties

The historic properties on Wisconsin's Great River Road offer communities along the route infinite opportunities to promote their heritage through cultural tourism. This project has provided tools for these cities and towns to use in creating materials to promote themselves individually and, more importantly, as part of a corridor. These tools are useless, however, if Wisconsin's Great River Road communities are unaware of their availability.

Recommendation: Promotional and educational conferences or workshops should be held at different locations along Wisconsin's Great River Road corridor to publicize the availability of the tools this project has developed. Such events, furthermore, could enable communities to strengthen their ties with each other, stimulating even greater cooperation among the cities, towns, and villages along the corridor. Inter-state conferences could achieve similar cooperation among the ten U.S. states that border the river and with the Canadian province of Ontario, which also has roads designated as part of the Great River Road. Such conferences might also encourage other state and local governmental agencies and private groups to get involved with the Great River Road.

Archaeological Properties

On-site interpretive materials have yet to be developed for several archaeological properties along Wisconsin's Great River Road. Despite a lack of on-site interpretation, a number of properties were included in the prototype Travel Guide because existing archaeological research could easily be adapted to create interpretive materials. Those properties are: the Armstrong Site Complex, the Cochrane Chert Source Area, the Mississippi Valley at Prairie du Chien, the Grant River Public Use Area (Osceola Site), and British Hollow's settlement portion.

Goose Island (south of La Crosse) and the Chippewa River Outlet (north of Nelson) Archaeological Districts were deleted from the RFP's list of resources based on the lack of archaeological research relating to the two sites. While these sites do possess interpretive potential, a comparatively greater investment of time and money would be required to develop adequate interpretive materials.

Recommendations: The archaeological sites and properties discussed above are all good candidates for interpretation. Sites included in the prototype Travel Guide should be explained through panel displays and interpretive trails. At Prairie du Chien, the museum on Friole Island should be encouraged to add an archaeological display.

Goose Island is a higher priority for development than the Chippewa River sites. Goose Island is rich in archaeological evidence, all of it on either county park or federal land. It is easily accessible to the public and well supervised. The area could effectively illustrate Native American use of the river bottom environment.

The Chippewa River Outlet was included in the Interim Report's list of cultural resources because of its potential for illustrating the role that Mississippi River tributary deltas played in Native American lifeways. Since then, the Buffalo River Outlet (north of Alma) has been identified as a better choice for interpreting this topic. The area features a large number of archaeological sites in a well-preserved natural setting. In addition, an existing Great River Road wayside provides a safe lookout point with an excellent view of the surroundings. Interpretive development at this location is highly recommended.

At Fort St. Antoine, the official historical marker should be revised to reflect the ambiguity of the evidence indicating that this was the location of the fort.

A panel exhibit about mound building should be installed by the Sentinal Ridge mound groups in Wyalusing State Park. The text should also discuss the builders of these mounds.

Historical Markers

General recommendations for the Marker Program were included in the Interim Report. Those comments, as well as the text of markers located in the corridor, have been reprinted in a companion report entitled "Wisconsin's Great River Road: Historical Markers on the Route" (1997).

Recommendation: The State Historical Society of Wisconsin should review the content and distribution of Historical Markers along and in the vicinity of Wisconsin's Great River Road. The review should identify gaps in interpretation, target revisions for existing markers, and identify opportunities for establishing new markers. The archaeological properties discussed above are ideal sites for new markers. Existing markers, such as the Fort St. Antoine marker, also discussed above, should be evaluated and revised as appropriate.

Signage Improvements

While the route itself is extremely well-marked as Wisconsin's Great River Road with the green Helmsman's Wheel (also known as the Pilot's Wheel), signage directing travellers to nearby visitors' centers (Prescott, La Crosse, Prairie du Chien, and particularly the southern entry point at Highways 151, 61, and 35) is inadequate. The centers are an important resource for travellers as a distribution point for tourist materials.

Recommendation: Signs along Wisconsin's Great River Road should clearly point motorists to these centers.

Prototype Travel Guide
With the aid of the Research Dossiers, the prototype Travel Guide should be revised for targeted audiences and published. The guide should be presented to national publishers who are interested in the tourist market and have access to good distribution. The publication could be promoted as the first in a series of state-by-state Great River Road historical tour guides.

Trempealeau Walking Tour
The completed, camera-ready Trempealeau Walking Tour brochure should be printed and made available to the general public.

Walking Tour Base Maps and Brochure Template
Producing an effective walking tour brochure is a deceptively complex task. Selecting a tour route and preparing text can be challenging for people with close ties to a community. By trying to include too much, or by highlighting sites of little interest to the outside tourist, walking tours are sometimes ineffective. The aid of a professional historian could provide perspective in site selection and ensure the quality of brochure text.

The software template included in the Visual Identity Package has been designed to be an easy-to-use tool that can be utilized by anyone with access to a computer. Effective brochure design can also be a complicated procedure, however, and communities may benefit from professional design assistance.

Research Dossiers
The Wisconsin Department of Transportation should determine the best repository for the Research Dossiers, which will be a useful resource for communities along Wisconsin's Great River Road. Ideally, the repository would be in a convenient and secure location along or near the corridor.

Proposed Gateway Kiosk Locations
The visitors' centers at the northern and southern points of Wisconsin's Great River Road are the most appropriate sites for the Gateway Kiosks. At Prescott, the northern entry to the route, a Welcome and Heritage Center is located at 233 Broad Street, just over the Highway 10 bridge from Minnesota. A patio area being developed just outside the building offers a highly visible location for a kiosk. We have spoken with Prescott Mayor Jim Richman regarding the city's plan for this area. Mayor Richman expressed enthusiasm for a kiosk's possible location at that site.

At the southern end, the Wisconsin Visitor's Center situated near the intersection of Highways 151, 61, and 35 would easily accommodate a Gateway Kiosk. The large parking lot helps to make this an ideal location for the marker.

La Crosse can also be considered a "gateway" to Wisconsin's Great River Road for motorists travelling on Interstate 90. In light of this, a gateway kiosk would also be appropriate at the Visitor's Center off Interstate 90 at La Crosse's French Island.

The Welcome Centers should be encouraged to develop exhibits and publications based on the interpretive themes and materials presented in the Slide Show and the prototype Travel Guide.

Slide Show

The slide show, if adapted to a video format, could run continuously in the Welcome Centers. The show could also be presented at conferences or developed into a television program to help promote Wisconsin's Great River Road as a tourist destination.

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GREAT RIVER ROAD COMMUNITIES

Prescott
Diamond Bluff
Hager City
Bay City
Maiden Rock
Stockholm
Pepin
Nelson
Alma
Cochrane
Buffalo City
Fountain City
Centerville
Trempealeau
New Amsterdam
Holmen
Onalaska
La Crosse
Stoddard
Genoa
Victory
De Soto
Ferryville
Lynxville
Prairie du Chien
Bridgeport
Wyalusing
Glen Haven
Bagley
Cassville
Potosi
Tennyson
Dickeyville
Kieler

ARCHAEOLOGICAL RESOURCES

Diamond Bluff/Red Wing Area:
- Diamond Bluff (Mero) Site Complex
- Adams Site
- Bow and Arrow Historical Site

Fort St. Antoine Site
Armstrong Site Complex
Cochrane Chert Source Area
Perrot State Park
Trempealeau Mountain
Nicholls Mound
La Crosse and Onalaska Archaeological Sites
- Mississippi Valley Archaeology Center, University of Wisconsin-La Crosse
- Myrick Park, La Crosse
- Riverside Park Museum, La Crosse
- Onalaska Area Historical Society

Bad Axe River and the Black Hawk War
Wyalusing State Park
Sentinel Ridge Effigy Mounds
Osceola Site, Grant River Public Use Area
British Hollow

OTHER PROPERTIES AND TOPICS

Swedish Evangelical Tabor Lutheran Church (east of Bay City)
Laura Ingalls Wilder House (north of Pepin)
Beef Slough (north of Alma)
Prairie Moon Sculpture Garden and Museum (south of Buffalo City)
McGilvray Road Bridges (north of New Amsterdam)
Locks and Dams on the Mississippi River
National Fish Hatchery (south of Genoa)
Stonefield (northwest of Cassville)
Barn Architecture

DELETIONS FROM THE INTERIM REPORT LIST OF PROPERTIES

Chippewa River Outlet Archaeological District, Pepin County
A lack of existing archaeological research about this site it less desirable for inclusion in the Travel Guide. Other archaeological properties along the route presently offer better opportunities for the public to understand the significance of the particular site.

Pius X Church and School, La Crosse
Lustron House, La Crosse
These two properties were to be highlighted as individual resources. Their locations, however, made their inclusion in the Travel Guide section of the Interpretive Report problematic. Pius X Church and School, at 3710 East Avenue South in La Crosse, is not on the Great River Road. The scale of the maps in the final report made a detour to the site difficult to describe or depict.

The Lustron House, unlike the church and school, is on the Great River Road at the southern outskirts of La Crosse. This section of the road, however, experiences heavy traffic on a daily basis. It appears to be an inappropriate place to direct motorists to slow or stop their vehicles in order to view the house. Furthermore, the house itself is somewhat difficult to find, especially if one is unfamiliar with the appearance of these pre-fabricated, metal clad homes.

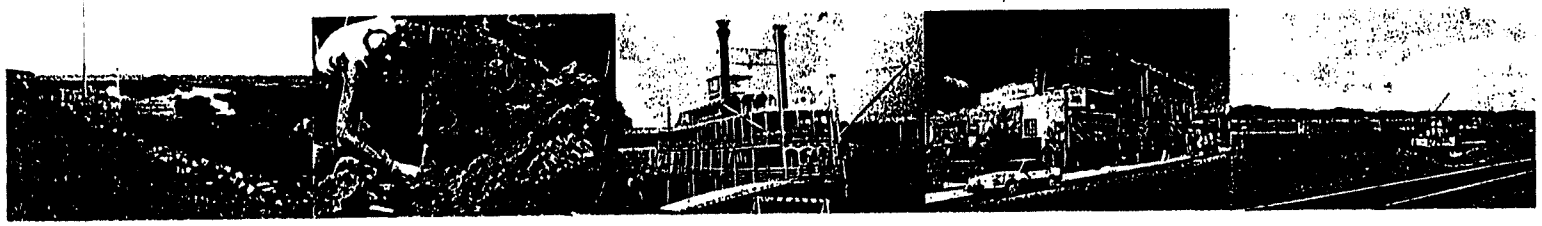
Goose Island Archaeological District, La Crosse County
A lack of existing archaeological research about this site made it less desirable for inclusion in the Travel Guide. Other archaeological properties along the route presently offer better opportunities for the public to understand the significance of the particular site.

Brick farm complex at County Road K, Crawford County
Like the individual properties in La Crosse, the farmstead is situated on a stretch of the Great River Road that does not appear conducive to suddenly slowing or stopping a vehicle. While the complex was not highlighted as an individual resource, a photograph was included as an illustration for the section describing barn architecture.

Wyalusing, Bagley, and Glen Haven Driving Tour, Grant County
The Interim Report proposed to create a driving tour of these three communities instead of a walking tour of a single village. The aim of the tour would have been to illustrate how the character of a settlement is influenced by its population and supporting industries. One of the goals of the initially proposed walking tour, however, was to create a model that other communities could follow in developing their own tours. The driving tour, then, did not appear a suitable choice to serve as such a guide. These three communities are covered in the Travel Guide, however, and their overviews help to point out factors that influence the character of a town.

Bridge over Grant's Creek, Grant County
The bridge is scheduled for replacement.

Seeing History on Wisconsin's *Great River Road*



Wisconsin Department of Transportation

Prototype Travel Guide, cover (actual size: 11" x 17")

Fort St. Antoine Site

Pepin County

P Two miles south of Stockholm, archaeologists have uncovered the remains of burned buildings, and objects of glass, metal and stone. A wayside marker explains that this has long been considered the place where Nicholas Perrot established Fort St. Antoine in 1686. The fort was the first of several garrisons built at Lake Pepin to defend France's claim to all lands west of the Great Lakes. Recent research, however, has uncovered remains that may be those of Fort La Jonquiere, founded in 1750, the final decade of French rule. Both theories may be right, since the sites of earlier, abandoned forts were often reused for later outposts.

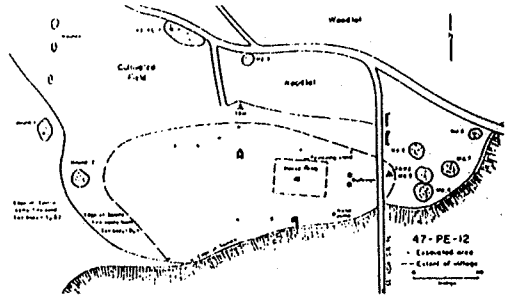
Laura Ingalls Wilder House

Pepin County

P A short detour on County Road CC will take you to a replica of Laura Ingalls Wilder's "little house in the big woods," the first of many childhood homes she wrote about. Both the original log cabin and the big woods are gone, but the wayside is near the spot where Laura's Wisconsin home once stood.

"To the east of the little log house, and to the west, there were miles upon miles of trees, and only a few little log houses scattered far apart in the edge of the Big Woods."

Laura Ingalls Wilder, *Little House in the Big Woods* (New York: Harper and Brothers Publishers, 1932)



Archaeologists' map of the 1972 excavations at the Armstrong Site Complex

Armstrong Site Complex

Pepin County

On a terrace between the town of Pepin and the outlet of the Chippewa River sit the remains of a 60-acre village and associated earthen mounds built around 900 years ago. Turn north 1.5 miles west of the Chippewa River to reach the site.

P For many years, the Oneota people who lived here grew corn, squash, and beans on the fertile floodplain of the Chippewa River. Bones uncovered by archaeologists show that the Oneota also hunted bison on the surrounding Pepin Prairie. Excavated pottery and stone tools indicate a relationship between these people and Oneota groups up and down the Mississippi River, especially at Diamond Bluff and La Crosse.

East of the Armstrong village site are large earthen mounds, similar to those found all along the Mississippi River. Mounds are thought to have been built for a variety of reasons. Many are cemeteries. Others do not contain human remains, and may have been territory markers or the focus of social and religious activities. Regardless of their purpose, earthen mounds were built up from thousands of basketfuls of soil deposited with great care by people working together over many years. Unfortunately, artifact seekers have made holes in many of these mounds. Not only is digging in cemeteries disrespectful to Native Americans, whose ancestors lived here long ago, but it is also against the law.

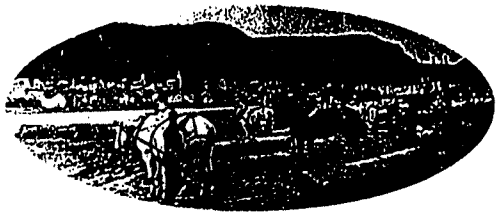
Walk among the mounds at the Armstrong Site Complex

Beef Slough **Buffalo County**

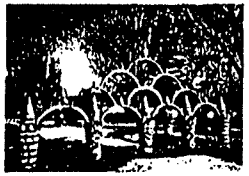
T Northern Wisconsin loggers felled trees throughout the winter, cutting their company's distinctive mark into each log. The logs were dragged on sleds to the nearest major river. When the ice went out in the spring, the logs floated downriver to the Mississippi River, the heart of commerce in the 1800s. Before entering the broad Mississippi, logs transported by the Chippewa River were routed through this backwater, known as Beef Slough. Here, lumberjacks sorted each company's logs by their identifying marks, and corralled the logs into large rafts. Lumberjacks then guided the rafts to sawmills along the Mississippi.

T Beef Slough's appearance changed dramatically in the 1930s, when the U.S. Army Corps of Engineers built a dam on the Mississippi River at Alma. Water backed up by the dam flooded the slough.

A lumber raft is pushed past Alma



Reclaiming stray logs at Alma



Prairie Moon Sculpture Garden and Museum

Buffalo County

P A Retired farmer Herman Rusch established this gallery in the 1950s to display his collection of tools, antiques, photographs, and other souvenirs. He later began ornamenting the grounds with fantastic concrete forms encrusted with shells, rocks, and shards of glass and pottery. His work continues a folk art tradition that emerged in the Midwest in the early 1900s and was originally associated with religious institutions. Embellished concrete is the medium used by these sculptors, who rarely have formal artistic training. Each sculptural site displays the unique vision of its creator. One of Wisconsin's largest examples, the Dickeyville Grotto, is further south on the Great River Road; smaller versions adorn private yards along the route.

Cochrane Chert Source Area

Buffalo County

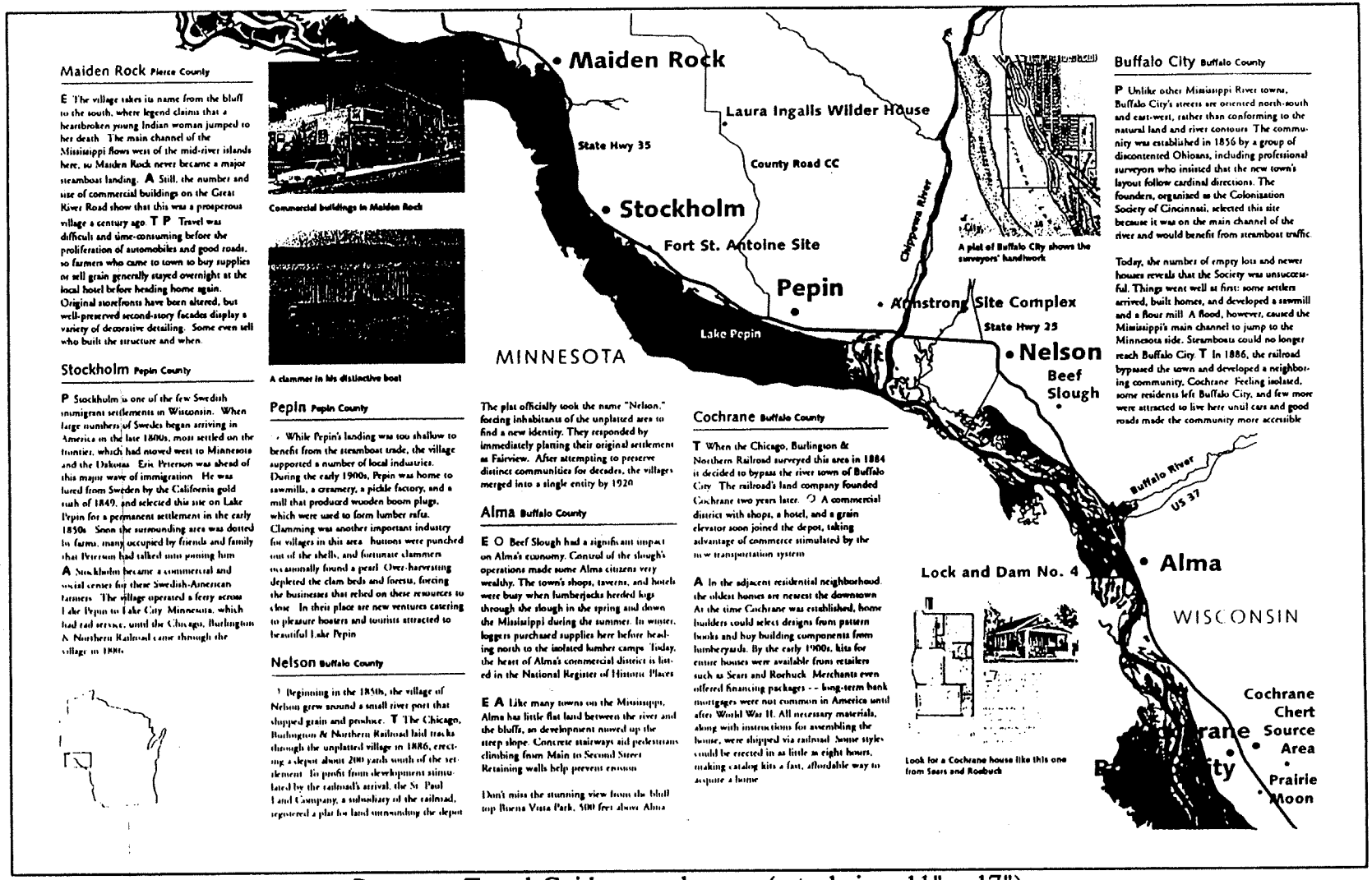
Farmers plowing the bluff tops just south of Cochrane frequently unearth irregularly shaped rocks that are tan to dark brown in color. P Known by archaeologists as "Cochrane Chert," this material has been used to make tools ever since people first arrived in this area during the Paleo Indian period some 11,000 years ago. E Good, fine grained chert is rare in western Wisconsin, so the Cochrane stone was a welcome discovery. Native groups also obtained material from quarries around Hixton, Wisconsin, and southeastern Minnesota, and from as far away as North Dakota and Wyoming.

An 11,000-year-old spear point made from Cochrane chert

Paleo-Indian people fashioned Cochrane Chert into large spear points and other tools by chipping it with the tips of deer antlers and with hard, rounded rocks, such as basalt and granite. To make the chert more workable, craftsmen often heated it by fire, which also turned the stone a striking red color.

Try spotting pieces of Cochrane Chert in the ravines just below the bluffs

Prototype Travel Guide, sample page (actual size: 11" x 17")



Maiden Rock Pierce County

E The village takes its name from the bluff to the south, where legend claims that a heartbroken young Indian woman jumped to her death. The main channel of the Mississippi flows west of the mid-river islands here, so Maiden Rock never became a major steamboat landing. A Still, the number and size of commercial buildings on the Great River Road show that this was a prosperous village a century ago. T P Travel was difficult and time-consuming before the proliferation of automobiles and good roads, so farmers who came to town to buy supplies or sell grain generally stayed overnight at the local hotel before heading home again. Original storefronts have been altered, but well-preserved second-story facades display a variety of decorative detailing. Some even tell who built the structure and when.

Commercial buildings in Maiden Rock

A clammer in his distinctive boat

Stockholm Pepin County

P Stockholm is one of the few Swedish immigrant settlements in Wisconsin. When large numbers of Swedes began arriving in America in the late 1800s, most settled on the frontier, which had moved west to Minnesota and the Dakotas. Eric Peterson was ahead of this major wave of immigration. He was lured from Sweden by the California gold rush of 1849, and selected this site on Lake Pepin for a permanent settlement in the early 1850s. Soon the surrounding area was dotted by farms, many occupied by friends and family that Peterson had talked into joining him. A Stockholm became a commercial and social center for these Swedish-American farmers. The village operated a ferry across Lake Pepin to Lake City, Minnesota, which had rail service, until the Chicago, Burlington & Northern Railroad came through the village in 1886.

Pepin Pepin County

While Pepin's landing was too shallow to benefit from the steamboat trade, the village supported a number of local industries. During the early 1900s, Pepin was home to sawmills, a creamery, a pickle factory, and a mill that produced wooden boom plugs, which were used to form lumber rafts. Clamming was another important industry for villages in this area. Buttons were punched out of the shells, and fortunate clammers occasionally found a pearl. Over-harvesting depleted the clam beds and forests, forcing the businesses that relied on these resources to close. In their place are new ventures catering to pleasure boaters and tourists attracted to beautiful Lake Pepin.

Nelson Buffalo County

T Beginning in the 1850s, the village of Nelson grew around a small river port that shipped grain and produce. T The Chicago, Burlington & Northern Railroad laid tracks through the unplatted village in 1886, erecting a depot about 200 yards south of the settlement. To profit from development stimulated by the railroad's arrival, the St. Paul Land Company, a subsidiary of the railroad, registered a plat for land surrounding the depot. The plat officially took the name "Nelson," forcing inhabitants of the unplatted area to find a new identity. They responded by immediately platting their original settlement as Fairview. After attempting to preserve distinct communities for decades, the villages merged into a single entity by 1920.

Alma Buffalo County

E O Beef Slough had a significant impact on Alma's economy. Control of the slough's operations made some Alma citizens very wealthy. The town's shops, taverns, and hotels were busy when lumberjacks herded logs through the slough in the spring and down the Mississippi during the summer. In winter, loggers purchased supplies here before heading north to the isolated lumber camps. Today, the heart of Alma's commercial district is listed in the National Register of Historic Places.

E A Like many towns on the Mississippi, Alma has little flat land between the river and the bluffs, so development moved up the steep slope. Concrete stairways aid pedestrians climbing from Main to Second Street. Retaining walls help prevent erosion.

Don't miss the stunning view from the bluff top Buena Vista Park, 500 feet above Alma.

Cochrane Buffalo County

T When the Chicago, Burlington & Northern Railroad surveyed this area in 1884 it decided to bypass the river town of Buffalo City. The railroad's land company founded Cochrane two years later. O A commercial district with shops, a hotel, and a grain elevator soon joined the depot, taking advantage of commerce stimulated by the new transportation system.

A In the adjacent residential neighborhood, the oldest homes are nearest the downtown. At the time Cochrane was established, home builders could select designs from pattern books and buy building components from lumberyards. By the early 1900s, kits for entire houses were available from retailers such as Sears and Roebuck. Merchants even offered financing packages -- long-term bank mortgages were not common in America until after World War II. All necessary materials, along with instructions for assembling the house, were shipped via railroad. Some styles could be erected in as little as eight hours, making catalog kits a fast, affordable way to acquire a home.

Look for a Cochrane house like this one from Sears and Roebuck

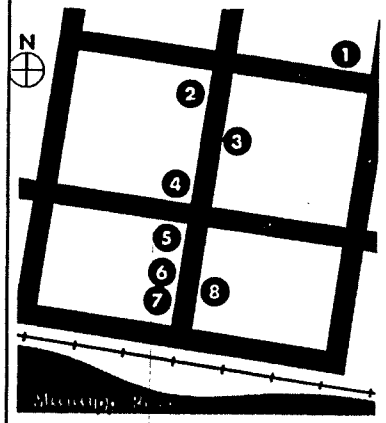
Buffalo City Buffalo County

P Unlike other Mississippi River towns, Buffalo City's streets are oriented north-south and east-west, rather than conforming to the natural land and river contours. The community was established in 1856 by a group of discontented Ohioans, including professional surveyors who insisted that the new town's layout follow cardinal directions. The founders, organized as the Colonization Society of Cincinnati, selected this site because it was on the main channel of the river and would benefit from steamboat traffic.

A plat of Buffalo City shows the surveyors' handiwork

Today, the number of empty lots and newer houses reveals that the Society was unsuccessful. Things went well at first: some settlers arrived, built homes, and developed a sawmill and a flour mill. A flood, however, caused the Mississippi's main channel to jump to the Minnesota side. Steamboats could no longer reach Buffalo City. T In 1886, the railroad bypassed the town and developed a neighboring community, Cochrane. Feeling isolated, some residents left Buffalo City, and few more were attracted to live here until cars and good roads made the community more accessible.

Prototype Travel Guide, sample page (actual size: 11" x 17")

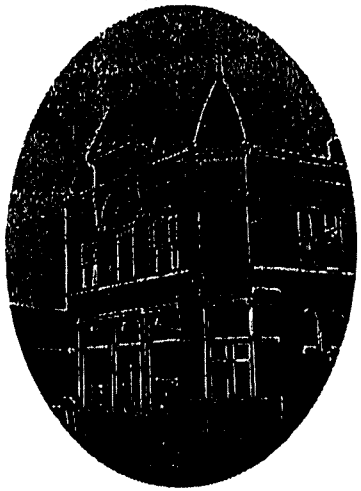


For more information about Trempealeau or the Great River Road, contact:

Trempealeau Visitor Information
63 Third Street
Trempealeau, Wisconsin 54661
Tel. 608 534.6780

Mississippi River Parkway Commission
1513 Pioneer Building
336 Robert Street
Saint Paul, Minnesota 55101
Tel 612 224.9903

Trempealeau
Walking Tour



Wisconsin
Great River Road

Why doesn't Trempealeau, a steamboat-era river town, face the river?

Originally, it did. The Mississippi River was the region's main highway when Trempealeau was founded in 1852. Even before a village existed, Native Americans, European explorers, and fur traders travelled on the river, often stopping here for a night or more. Steamboat traffic grew in mid-century, and people began to settle in the newly founded village. They built wood-frame warehouses, shops, and hotels along Trempealeau's waterfront Front Street to support the thriving river trade.

Soon, the expanding rail system began competing with steamboats. Trains can run in any season, but river boats were often stalled by winter's ice or summer's low water. The Chicago, Burlington, and Quincy Railroad laid tracks along the river in Trempealeau in 1886, and the waterfront's importance waned.

Disaster struck in 1887.

Fire swept through the commercial district, leaving most of Front Street in ashes. Business owners rebuilt quickly, and, turning tragedy into opportunity, they shifted the commercial district away from the riverfront and its noisy railroad. The few surviving buildings were moved to Main Street. Fear of fire prompted villagers to rebuild with brick.

Today, Main Street reflects Trempealeau's rural setting.

Few buildings were designed by architects or built in a particular architectural style. These utilitarian structures, sometimes described as *vernacular architecture*, were built by local craftsmen or property owners using methods learned from relatives, neighbors, or experience. People took pride in their buildings, often including their name or some decoration in the simple facade. In Trempealeau, modest ornament is generally found in the *cornice* (where the front wall meets the roof). Many remodeled buildings in the village still have their original cornices, so be sure to look up to find those remnants of old Trempealeau.

The 1887 fire destroyed these shops and warehouses, dramatically changing the face of Trempealeau.

Trempealeau Walking Tour Brochure (actual size: 8½" x 14", quarter-folded)

Trempealeau Historic Walking Tour

1 House (Tourism Office), 63 Third Street c. 1866
House, 41 Third Street c. 1868
Many Trempealeau houses built in the mid- to late-1800s have modest decoration. These two show some typical details: ***overhanging eaves*** supported by ***brackets; pedimented windows;*** and bay windows.

Buildings evolve over time. Look for clues that reveal alterations, like those on the porch at 63 Third Street. The existing brick columns don't match the brick walls of the house, and concrete blocks weren't readily available until the early 1900s. Originally, this porch probably had wood columns like those next door at 41 Third Street.

2 Eben D. Pierce Office Building
251 Main Street 1915
Dr. Pierce was a physician who also wrote histories of the area. In 1915, he erected this brick office building for himself. The cornice has a row of small, tooth-like blocks called ***dentils***, an architectural element devised by the ancient Greeks. Commercial buildings often had apartments on the upper floors with a separate entrance from the street. The owner either lived there or rented it for extra income.

3 Citizens State Bank, 240 Main Street 1912
architect: Percy Dwight Bentley, La Crosse, Wisconsin
Bank buildings often used Classical architectural details to project an image of security and stability. Here, however, the architect turned to the Prairie School, a progressive, uniquely American style of architecture championed by Chicago architects Louis Sullivan and Frank Lloyd Wright. Bentley's design is a simpler version of Sullivan's famous bank in Owatonna, Minnesota. Both banks are dominated by a massive arched window framed by the building's boxy profile. Modern additions to the south and rear dilute Bentley's design, as do changes to the arched window, which once held the main entrance.

4 W.C. Thomas Confectionery Shop
201 Main Street c. 1900
Compare this building to the more domestic facade of Pierce's nearby office (251 Main Street). The ground-floor storefront reflects the Thomas building's original use as a sweet shop and grocery store. The owner, Willis Thomas, displayed his goods in the large front windows and used the south exterior wall (to your left) as a billboard. Look closely to read his early advertisement: "W. C. Thomas.Confectionery, Fruit, Cigars, Tobacco, Can Goods, Bread."

5 E. J. Hankey Building, 193 Main Street 1888
builder: Charles W. Thomas, Trempealeau
As the building proclaims, it was erected in 1888 for E.J. Hankey. Emil Hankey was a Prussian-born Polish immigrant whose original wood-frame mercantile shop on Front Street probably burned in the 1887 fire. His new building, the largest and most elaborate in town, illustrates his success as a merchant. It displays the ornate, asymmetrical Queen Anne style popular in the late 1800s. The decorative bricks over the first-floor display windows, the sunburst in the arch over the middle second-story window, and the ***oriel window*** (a bay window above the ground floor) directly above the door are all typical Queen Anne details.

Compare Trempealeau's bank to this Louis Sullivan bank in Owatonna, Minnesota.

6 Piersons Drug Store, Edwin Elkins Block
155 Main Street c. 1887
James S. Pierson also lost his shop in the fire; he reopened in this single-story building a few months later. Architectural details include the projecting cornice held up by curved brackets; three recessed brick panels over the display windows; and slightly projecting brick ***pilasters*** (pillars attached to the wall) framing the storefront.

This building and its two-story neighbor to the left were both owned, and perhaps built, by Edwin Elkins, a local carpenter and builder.

7 Masonic Hall, Edwin Elkins Block
151 Main Street 1895
This may have been the most social building in town. The building's owner, Edwin Elkins, ran Trempealeau's post office on the ground floor until the 1920s. Back then, there was no home delivery; everyone went to the post office and picked up the latest news along with their mail.

From 1895 through 1950, the second floor held the meeting hall for Trempealeau's Freemasons, the local chapter of an international social and service organization for men. A Master Mason emblem still adorns the pressed-metal cornice, which may have arrived by train. Pre-fabricated metal trim became popular for commercial buildings in the late 1800s.

8 Trempealeau Hotel, 150 Main Street c. 1871
A survivor of the Front Street fire, this wood-frame building may have been a mercantile shop before it was moved here and converted into a hotel. Boarding houses and hotels were essential to the economy of a river or railroad town, providing lodging for seasonal workers, travelling salesmen, and the passengers and employees of steamboats and railroads.

Walk around to the side of the building to discover its false front. ***False fronts*** were often added to commercial buildings to make them more imposing, just as ***parapets*** (the low walls above the cornice) made flat-roofed buildings seem taller.

Other Notable Sites in Trempealeau

Melchoir Hotel and Brewery Ruins
(on First Street, west of Main Street) 1857
This sandstone ruin is the site of the Melchoir Hotel and Brewery. The Melchoirs, a Prussian immigrant family, started the county's first brewery in 1861. Melchoir Lager Beer soon became famous on the Mississippi, praised by the many travellers who stopped at the hotel. Large caves were carved into the bluffs behind the complex to keep the beer cold in the days before refrigeration; the temperature in the caves is always about 44°F.

Darius Coman House, 581 East Third Street
c. 1862-1872
The main section of this large, brick house is a good example of the Italianate architectural style. The cupola atop the low hipped roof is typical, as are the paired brackets supporting overhanging eaves. Note also the tall narrow windows. Porches are very common in Italianate homes, although the lattice columns seen here are not original.

Lock and Dam No. 6 (east of Main Street)
1933-38
The U.S. Army Corps of Engineers built the lock and dam as part of a project to provide a nine-foot-deep channel for river traffic. An observation deck offers a great view of the lock and an explanation of how locks lift and lower boats.

Trempealeau Walking Tour Brochure (actual size: 8½" x 14", quarter-folded)

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Seeing History on Wisconsin's *Great River Road*

Wisconsin Department of Transportation

Introduction

Seeing History

Wisconsin's Great River Road parallels the Mississippi River, which forms the southern half of the state's western border. The river has etched an abiding presence into the history of this region by shaping the landscape, attracting people, supporting industries, and providing a natural highway for transporting travellers, goods, and ideas.

Today, the Great River Road passes power plants, airfields, contemporary houses, motorboats, locks and dams. This modern environment, however, is layered with stories of the past that make each community unique. Physical evidence of the area's heritage is sometimes easy to spot, but often easier to miss. This guide points out clues that tell the story of a place. It shows you how to see history in today's world.

About the Guide

Sites along the Great River Road reflect five general historical themes: Environment, Transportation, People, Occupations, and Architecture. Focusing on one theme reveals trends and relationships that cross time and place. In the following pages, icons highlight the themes as they apply to particular places.

E Environment explores the geological forces that molded the topography and studies how the land itself influences the way people live, work, and travel.

P People introduces the varied cultures that have inhabited this area for the past 12,000 years.

T Transportation focuses on the natural and man-made corridors people used to explore and settle the region.

O Occupations features the artifacts, workplaces, and changes to the landscape that reflect people's daily labors.

A Architecture examines one way in which people express who they are, how they live, and what they do.

The sites along the Great River Road hold greater meaning for those familiar with the region's history. The following guide provides an introduction to the area's natural and man-made environment.

The Overview fills in the time line of the area's history, from the formation of the river valley to the present day.

The Travel Guide is a key to unlock the treasures of Wisconsin's Great River Road. Communities are discussed on the bottom page, and other sites, like burial mounds, fish hatcheries, and ghost towns, are described on the top page. Follow the road from north to south, or begin at the southern end and travel north. The guide works in either direction. Look for *tourism offices*, local *historical societies*, and *historical markers* along the way for more information on communities and sites.

The Overview

Nature Shapes the Land

Nearly one million years ago, a series of massive ice sheets spread southward from the Arctic regions, scraping and gauging the earth and crushing rock into gravel. The glaciers receded during intermittent periods of warmer weather, leaving behind rubble, or "drift." As temperatures dropped again, the ice returned. The pattern continued for hundreds of thousands of years, and glaciers spread to nearly every part of the Upper Midwest.

One of the few Midwestern areas to escape glaciation is southwestern Wisconsin. Along Wisconsin's Great River Road, all but Pierce and Pepin counties are included in the "Driftless Area," as it is called. But the Ice Age still managed to leave its mark in the region. Winds blew fine sediment from glaciated western plains to the driftless upland, and the sediment later developed into rich prairie soil. Torrential meltwater, escaping to the south, carved massive valleys into the bedrock. Shelf-like terraces formed in the valleys when erosive, fast-moving streams of water interrupted periods of slow-moving water and sedimentation. The Mississippi River Valley is one of these glacial drainage paths. It now seems much too deep and wide for the river it holds.

Nature's hand still molds the region's topography as tributary streams continue to erode deep ravines into the tall bluffs rising above the river bottoms. Natural forces no longer act alone, however. The people who have lived in the Mississippi River Valley have also shaped the land.

Paleo-Indian Big-Game Hunters

Paleo-Indians, the first to live in this region, arrived some 12,000 years ago. They found a barren landscape with windswept grasslands, sparse spruce forest, icy glacial lakes, and river valleys scoured clean by glacial melt-water. Partly dependent on the migrations of large animals like woolly mammoth, mastodon, horse, and caribou, these big-game hunters were very mobile. They lived in small, dispersed bands, carrying little as they followed the animals they hunted. Only the most durable of their possessions have survived the millennia: chipped stone tools, including distinctive spear points and knives. These implements are occasionally found near or embedded in the bones of hunted game.

Early Paleo-Indians carefully flaked stone into symmetrical, lance-shaped spear points. Grooves on each side of the blade helped fit, or haft, the point onto the spear. Such "fluted" points have been found on the uplands along the Mississippi River.

Within a few thousand years, many big-game species disappeared from the area as warmer conditions encouraged the spread of prairie and sparse deciduous forest. Later Paleo-Indian hunters, in turn, became more reliant on smaller game such as bison, deer, and elk. Long, slender, unfluted spear points reflect an adaptation to the demands of bison hunting. These points, some of which have been found on terraces along the Mississippi River, show greater craftsmanship than earlier versions. They were chipped from carefully selected types of stone often acquired from distant sources.

Early Paleo-Indian Folsom point

Late Paleo-Indian Agate Basin point

Archaic Hunters and Gatherers

Postglacial warming continued into the Archaic period, which began more than 9,000 years ago. Subarctic spruce forest gave way to northern hardwoods which, in turn, were replaced by open pine forest. The trend culminated in very warm and dry conditions about 6,000 to 9,000 years ago. The prairie expanded well east of its recent range, and drought reduced water levels to an all-time low. Even the mightiest rivers were much diminished in width and velocity.

Evidence of early Archaic Indians is rare along this stretch of the Mississippi. At its peak, the drought may have forced them to leave the area. At less extreme times, early Archaic Indians may have camped along riverbanks now submerged by present-day water levels. During the Late Archaic period, the return of moister conditions brought people back to an increasingly resource-rich river corridor. Spending winters in protected rock shelters and summers in camps along the Mississippi and its tributaries, these groups were less nomadic than their predecessors.

Environmental pressure most likely triggered these changes in millennia-old lifeways. As prairies became more and more inhospitable, early Archaic bison hunters increased their reliance on other resources. With time, they may have found themselves locked into a new subsistence pattern in which seasonal rounds of hunting and gathering in a given area replaced nomadic migration.

To meet the needs of this diversified use of resources, late Archaic groups developed specialized tools for small-game hunting, fishing, and woodworking, and for processing wild plants. Chipped stone tools—as well as the waste flakes produced during their manufacture—are still predominant on late Archaic sites, but pecked and ground stone implements like grindstones, mauls, axes, and gouges are increasingly common. Softer stones such as shale and catlinite were carved into pipes and ornaments. Well-preserved sites have yielded fish-hooks, harpoons, and needles carved from bone and antler. Native copper from the Lake Superior region began to be hammered into tools and ornaments.

Late Archaic Indians fixed smaller, lighter projectile points to their darts and spears. A variety of side-notched and stemmed shapes reflect experimentation with new hafting methods. Increasingly efficient spearthrowers were used to propel these weapons.

Similar emphasis on efficiency is seen in the shaping of the points themselves. While some late Archaic forms like the Osceola point still reflect the careful style and symmetry of Paleo-Indian predecessors, more common types like the Durst show greater concern for function and expediency.

Archaic Osceola point

Archaic Durst point

Woodland Potters, Traders, and Mound Builders

By the beginning of the Woodland period over 2,000 years ago, climate and vegetation patterns had stabilized. Excavated camp sites show that the Mississippi River bottoms were intensively used. Pottery and burial mounds appeared at the beginning of the Woodland period. The bow and arrow came into use, and dart points gave way to smaller arrowheads.

The development of pottery was an important technological achievement. Ceramic vessels were at first quite plain. Later versions had thinner walls and decorative patterns incised or impressed around the rim before the clay was fired. All were formed by hand, with rounded bases that made them easy to position on a hearth or uneven ground. Shapes and decorative patterns vary with region and time period.

Thousands of mounds were built in this region, singly or in groups, from basketfuls of black dirt. Most impressive are those built by Hopewell Indians during the Middle Woodland period. A typical Hopewell mound can measure 100 feet in diameter and 30 to 40 feet in height. Many contain elaborate burials.

Snyder Woodland point

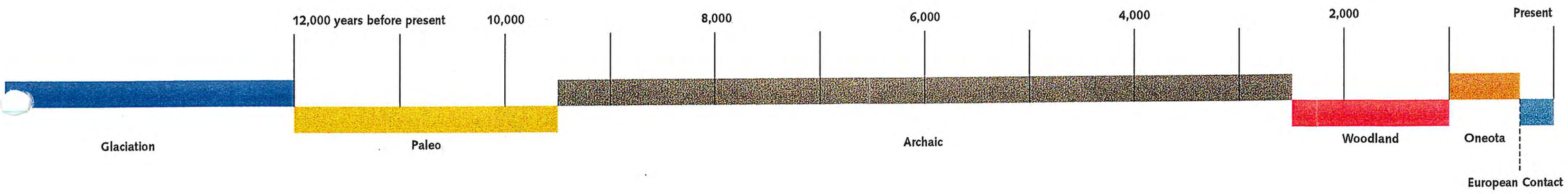
Madison Woodland point

Hopewell Indians, originally from the Ohio River region, expanded their influence by building extensive trade networks across much of central and eastern North America. Hopewell artisans used copper from the Lake Superior region, marine shell from the Gulf of Mexico, obsidian from the northern Rocky Mountains, exotic cherts, and nuggets of gold or silver to make ornaments, ceremonial items, and tools. Most items were used as grave offerings. Some were traded to other groups for more raw materials and have been found on archaeological sites throughout the upper Mississippi region.

Although some Hopewell Indians were buried with great ceremony, the majority were not. Certain members of the group were clearly given preferential treatment in death; presumably, the same was true during their lifetime. The favored may have controlled trade.

For reasons unknown, Hopewell went into decline after a few hundred years. On the upper Mississippi, local groups were hardly affected, continuing their traditional, more egalitarian hunting and gathering, burying their dead in smaller mounds and without exotic grave goods.

Best known of the Late Woodland traditions, the Effigy Mound culture left behind a different type of earthwork: mounds in the shapes of bears, panthers, birds, and other animals. Burials were varied but simple, and few were accompanied by grave offerings. These people were the first to practice horticulture in the region, an activity they introduced about a thousand years ago. They also made ceramics decorated with closely spaced cord impressions.



Oneota Farmers

About a thousand years ago, new cultural influences travelled up the great river, this time brought by traders and colonists from the complex and influential Middle Mississippian society at Cahokia near present-day St. Louis. Their numbers were probably small, but their impact on local Late Woodland groups was far-reaching. Archaeologists refer to this Mississippian-influenced culture as Oneota.

Cahokia point

The Oneota established large permanent villages and burial mound cemeteries on high river terraces, first near Diamond Bluff and Red Wing and, later, around La Crosse. Oneota farmers cultivated the fertile river bottoms with hoes fashioned from bison shoulder blades. They supplemented their crops of corn, beans, and squash with fish, turtles, clams, and aquatic plants from the floodplain and with bison, deer, and elk from the bluffs. Their distinctive, elaborately incised ceramics reflect Mississippian influences.

Oneota vessels

Mississippian influence, like that of Hopewell, was relatively short-lived. By the time the first Europeans arrived in the 1600s, the fields and villages had long since been abandoned, again for reasons not clearly understood by archaeologists. Disease, inter-tribal strife, and the cooler, moister climate of the "Little Ice Age" (A.D. 1550-1850) may be contributing factors. Bison-hunting Oneota descendants west of the Mississippi were recorded as the Ioway Tribe by the first French explorers. East of the river, another Siouxan-speaking group was ancestral to the Winnebago tribe.

Europeans in the Northwest

Europeans first arrived in the area over the natural highways provided by rivers and lakes. In 1673, French missionary Jacques Marquette and his countryman Louis Jolliet, an explorer, travelled from Lake Michigan, down the Fox and Wisconsin rivers to the Mississippi, searching for an inland water route connecting the Atlantic Ocean to the Gulf of Mexico. Marquette and Jolliet were the first Europeans to reach the upper Mississippi.

Another French explorer, Nicholas Perrot, claimed the region for his king and established forts along the river to assert French control. The French also used these posts as trading centers, exchanging European-made goods for animal pelts hunted by Indians. Today, archaeologists search for the stone foundations of these forts; some remains have been found near Lake Pepin. Prairie du Chien, an important settlement for Indians and, later, for Europeans, is also home to physical remnants of the French fur trade.

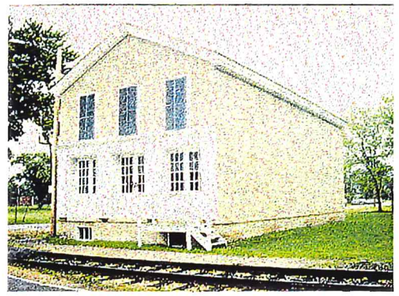
English traders also came to the upper Mississippi region. Throughout the 1700s, the English, French, and Native Americans fought over land and trading privileges. The French left the Northwest in the 1760s, yielding the region to Great Britain and closing the era of French control.

Like the French, Great Britain did not encourage settlement: maintaining the wilderness preserved the supply of fur-bearing animals. Britain dominated the fur trade into the 1800s, despite the Revolutionary War that technically gave the region to the new American nation. The English finally turned over forts to the Americans in 1794, but managed to keep control of the fur trade by retaining the right of free travel in the region. The United States responded by building military roads to facilitate transportation between forts, improving security on the American frontier.

The War of 1812 between the British and the Americans finally brought an end to England's control in the Northwest. A few settlers began to arrive in the region after the war. Most were miners who travelled north on the Mississippi from the lead mines of Galena, Illinois. The first miners in today's southwestern Wisconsin built temporary, earth-sided huts resembling badger dens. Later arrivals, who left defunct mines in southwestern England, built stone cottages like those back home in Cornwall.

Although the Indians left, they mourned their loss of land. In 1832, an aging Sauk leader named Black Hawk led a large group of Sauk families back across the river to reclaim their ancestral lands. They were met by thousands of American troops and militia, who fought some 500 Sauk warriors for three months. Hundreds of men, women, and children were killed in the final battle of the Black Hawk War, fought in Vernon County, as the Sauk tried to flee west across the river.

At an 1829 council in Prairie du Chien, four Native American tribes sold the lead region to the United States. Settlement and mining increased after the transfer, and most of the remaining Indian territories were ceded to the United States soon after. The fur trade ended as Indians moved west.



The American Fur Company Warehouse in Prairie du Chien was built around 1828

Settling Wisconsin

American settlers and European immigrants began arriving in greater numbers after the Black Hawk War. They travelled to the Wisconsin Territory over inland water routes: from the Gulf of Mexico up the Mississippi River, or from the St. Lawrence River through the Great Lakes. Germans, Irish, Norwegians, Swiss, British, Italians, and Canadians all came to settle.

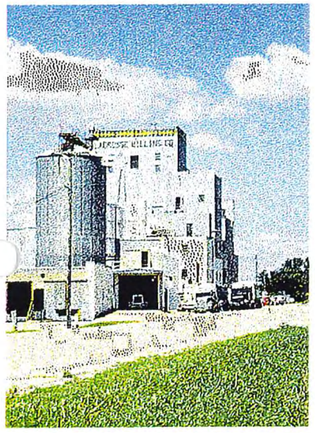
Wisconsin acquired statehood in 1848, and its economy grew with its population. Raw materials attracted settlers to an area. Lumbering, which began in the 1830s, drew many settlers and entrepreneurs. Wisconsin's expansive forests and many rivers made logging the state's leading industry by the 1870s. Rivers, essential to lumbering before the railroad era, were transformed into shipping corridors for logs tied together into rafts. The Mississippi was the most important of these channels. It is no coincidence that every city with ties to the lumber industry is situated at the confluence of a river with the Mississippi.

Small-scale industries served the needs of pioneers: stone quarries, sawmills, flour and grist mills, and blacksmiths all provided goods and services to settlers, in addition to employment. Sawmills often became the hub of a commercial area, providing building material for newcomers.

Modest settlements also formed around the steamboat landings that dotted the Mississippi's banks. Steamboats travelled the river during the 1800s, delivering mail and supplies. The landings grew into villages as settlers established dry goods stores, hotels, and other businesses. Breweries were common in many settlements, providing beer to the local community.

Steamboating was itself an industry. Generally, the boats did not operate on a strict schedule, so cargo was loaded onto the first steamer to arrive at a landing. In order to get business, steamboat captains raced against competitors encountered on the river. The stories of steamboat races are some of the most colorful tales about life on the river.

Steamboat wrecks, always tragic, were also much discussed by those who lived along the Mississippi. The sudden high winds that sometimes blew through narrow channels could capsize a boat. Such was the fate of the *Seawing* steamer, which wrecked on Lake Pepin in 1890. Ninety-eight people lost their lives in the disaster.



Grain elevators help process, store, and load grain

Although many remnants of the state's early industries have been destroyed, abandoned quarries are easy to find all along Wisconsin's Great River Road. Brewery buildings and ruins still stand in Potosi and Trempealeau, and creameries can be found in Nelson, Holmen, and Genoa. Warehouses and grain elevators also survive, a reminder of Wisconsin's agricultural heritage and of developing transportation networks throughout the state.

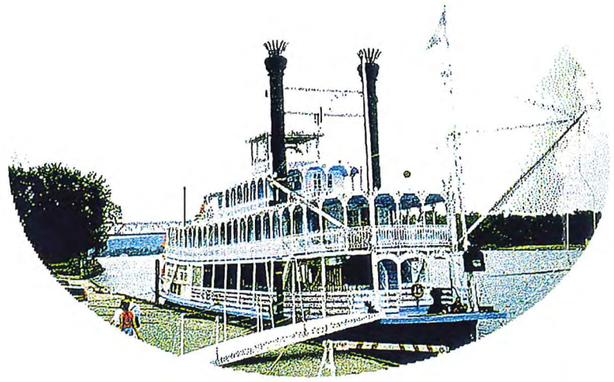
Many who settled outside Wisconsin's lead and lumber regions became farmers, and many miners and lumberjacks eventually turned to farming as well. They cleared the land and built barns and houses according to traditional methods, following no particular architectural style. These vernacular buildings are found in every city and hamlet along the Great River Road. A common house form consisted of a simple rectangular building capped by a peaked, or gabled, roof. Families added wings at right angles to the original block, resulting in L-shaped houses.

Throughout the 1800s, the influx of immigrants and Easterners into Wisconsin created the need for better transportation routes on land. Mississippi River steamboats were too large to travel on smaller rivers, and log drives clogged many larger rivers in the spring and summer. Trails forged by Indians and military roads established in the 1700s were often improved to accommodate horse-drawn wagons and stagecoaches. Railroads began to cut across the state in the 1800s, especially after the Civil War. In the 1880s, the Burlington Northern Railroad built a line along the Wisconsin bank of the Mississippi River, drastically reducing traffic on the Mississippi. The lumber industry took over the river. Immigrants and easterners continued to arrive in Wisconsin, travelling to the unoccupied heart of the state on the new rail lines and improved roads.

The lumber era closed suddenly after the turn of the century. Northern Wisconsin's pine forests, once thought to be inexhaustible, had disappeared entirely. Furthermore, the ever-expanding network of railroads made western forests accessible and provided reliable transportation to sawmills and markets. The Mississippi River saw its last log drives in 1905, and traffic on the river was all but nonexistent.

Other transportation systems continued to develop in the early years of the 1900s. State and local governments built and improved more roads, thanks to the lobbying efforts of cyclists and farmers who objected to dirt roads. The state's road system further expanded as automobiles became more affordable.

In the late 1800s through the 1900s, house styles began changing. Pattern books compiled house designs that copied current architectural trends. Such books were often slow to reach Wisconsin, however, and designs were sometimes out of vogue in the East by the time homeowners built them here. Styles evolved from the spare Greek Revival in the early- to mid-1800s; to the elegant Italianate and elaborate Victorian designs of the later 1800s; to the Arts and Crafts and Prairie School styles prevalent after the turn of the century. By the early 1900s, would-be homeowners could purchase pre-fabricated houses from mail-order catalogs. Homes arrived, unassembled, on the train. Some models could be erected in a single day.



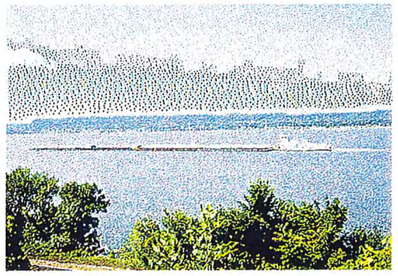
One of the last steamboats: the Julia Belle Swain docked at La Crosse

Locks and Dams Restore Traffic

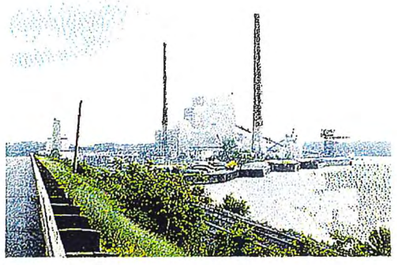
In the 1920s, rising rail rates fueled the Mississippi's return as a major commercial shipping corridor. The U.S. Army Corps of Engineers, authorized to create a nine-foot channel in the river, spent the 1930s building locks and dams to allow barges to ply the river. Using less fuel, barges could carry far more cargo than a railroad car. The huge project also provided much-needed employment during the Great Depression. The populations of river towns near each construction site swelled during this period, as workers came from all over the region to work on the dams.

When the locks and dams were complete, commercial traffic returned to the river. Barges still travel the river, loaded with bulk quantities of oil, coal, grain, sand, and other goods. Coal-fired power plants along the river are strategically located to receive shipments of fuel. Look for plants in Alma and Cassville, and a steam-powered boiling water reactor in Genoa, also the state's first nuclear plant.

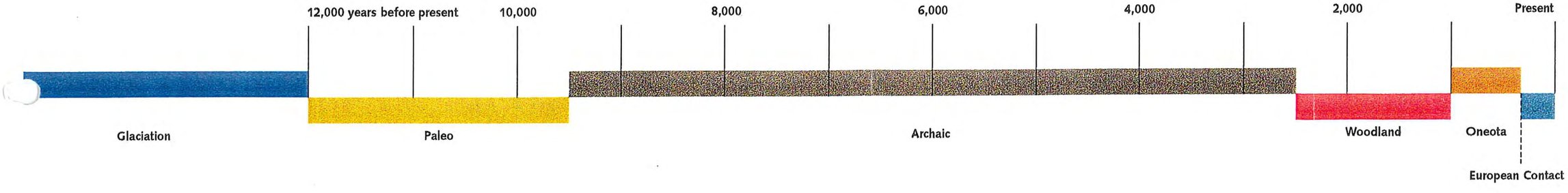
Changes in transportation systems have dramatically affected the villages in southwestern Wisconsin. Many small settlements originally thrived as shipping ports and as service centers for outlying farms. Better roads and the nearly universal ownership of cars make larger cities more frequent destinations for purchasing food or supplies. Trains now haul freight, not passengers, alongside the river, and trucks can make the once-treacherous journey to upland farms.



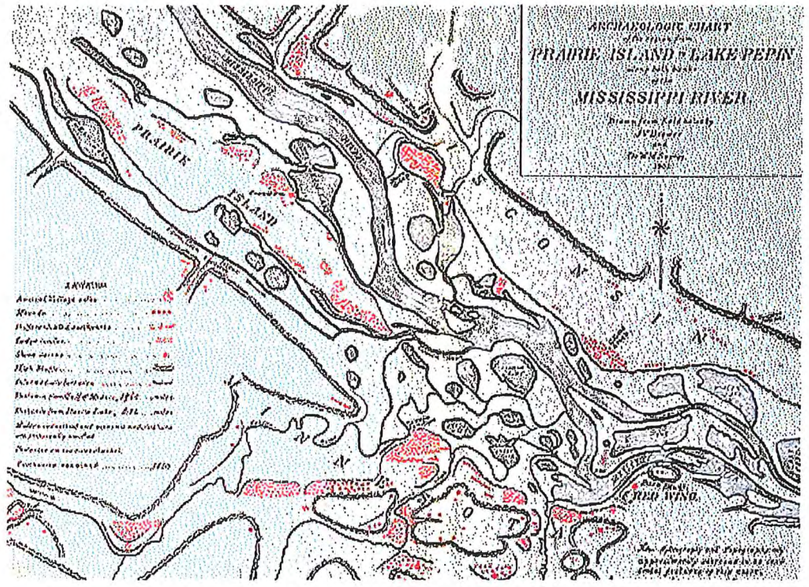
Barges travelling down Lake Pepin



The power plant near Genoa receives coal from river barges

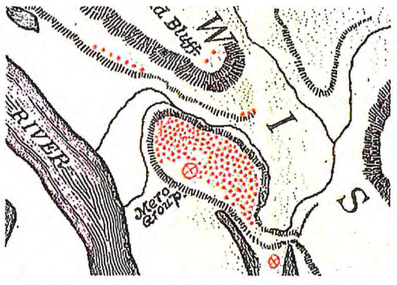


The Travel Guide



In 1903, historian and archaeologist Jacob Brower mapped the Diamond Bluff and Red Wing area

The Mero Mounds, circa 1900



Brower's 1903 map shows the location of the Mero Mound Group

Diamond Bluff/Red Wing Area Pierce County

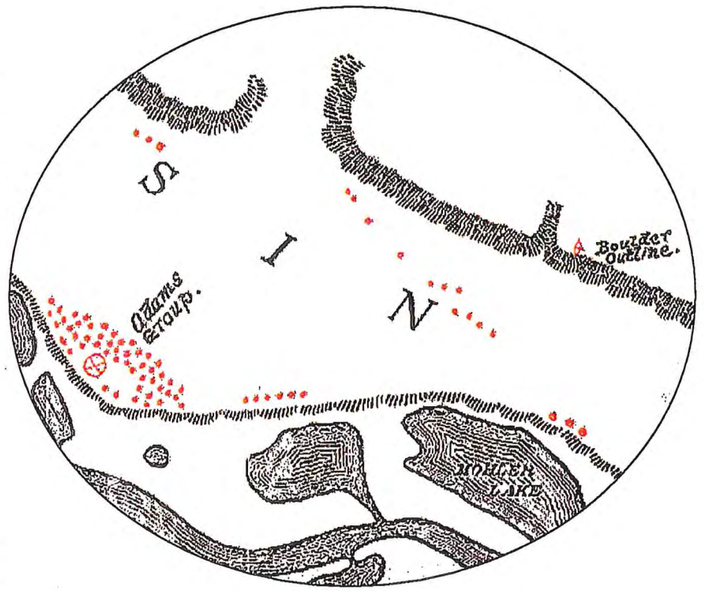
E In the past, like today, people were drawn to the confluence of the Trimbelle, Cannon, and Mississippi rivers. Between 600 and 1,100 years ago, numerous villages and earthen mound cemeteries dotted this landscape.

P The Indians here were greatly influenced by the Mississippian peoples concentrated further to the south, near present day St. Louis, Missouri. Indeed, the Diamond Bluff/Red Wing area may have been the northern-most outpost for the Mississippians' extensive trade network.

Diamond Bluff (Mero) Site Complex

P As Europeans arrived in this area and began farming the rich land along the river, they encountered earthen mounds and other remains of a previously thriving civilization. A hub of that civilization, the Diamond Bluff (Mero) Site Complex, is situated on a low terrace at the confluence of the Trimbelle and Mississippi rivers, southwest of the current town of Diamond Bluff.

At its peak of occupation nearly 1,000 years ago, the Diamond Bluff (Mero) Site Complex consisted of numerous camps and villages occupied by Oneota Indians, who were influenced by the Mississippian peoples further downriver. For food, the Oneota hunted wild game and planted corn, beans, and squash. Archaeologists have found evidence that some lived in "semi-subterranean" houses — houses with floors slightly below ground. Native Americans also built over 500 earthen mounds in this area, but most have been leveled by the plow or construction. Mounds were round, oval, or linear. A few were shaped like animals and are known as "effigy" mounds. Early archaeological excavations at the large "panther" effigy mound uncovered a single cremated body and a small ceramic pot. Archaeologists are unsure if all the mounds at the Diamond Bluff (Mero) Site Complex would have contained burials. Dedicated to preserving threatened archaeological resources, the Archaeological Conservancy purchased a portion of the site complex, including the panther effigy mound, in 1990.



A detail of Brower's 1903 map, showing the Adams Site and the boulder outline

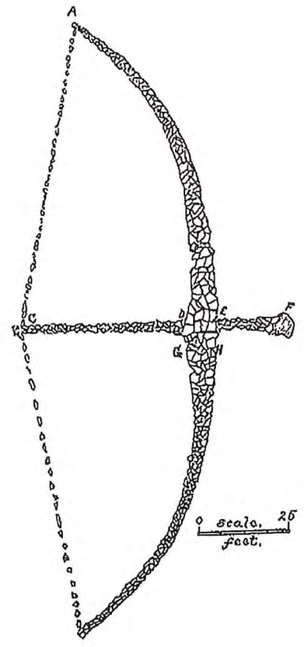
Adams Site

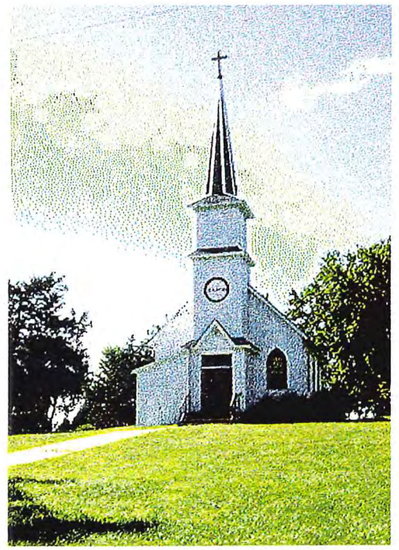
P The Adams Site is located just south of Hager City, where State Highway 63 crosses the Mississippi River. Over 900 years ago, Oneota Indians occupied a large village here and created more than 100 earthen mounds. Most of the site has been destroyed by highway construction and long-term cultivation, but a few of the mounds can be seen in and around the Trenton Cemetery. Like the Mississippian people to the south, the Oneota grew plants and hunted animals. Their pottery shapes and manufacturing techniques were also very similar, although they applied different ornamental designs.

Bow and Arrow Historical Site

E P In 1903, Jacob Brower mapped an unusual arrangement of boulders on the bluffs just east of Hager City. Brower, an historian and archaeologist with the Minnesota Historical Society, assumed that the boulders showed a bow set to shoot an arrow towards Lake Pepin. Others thought that they depicted a large bird, such as a swan or crane. Archaeologists do not know what the design represents, nor do they know when the boulders were set in place or who did it.

Brower's 1903 drawing of the boulder outline





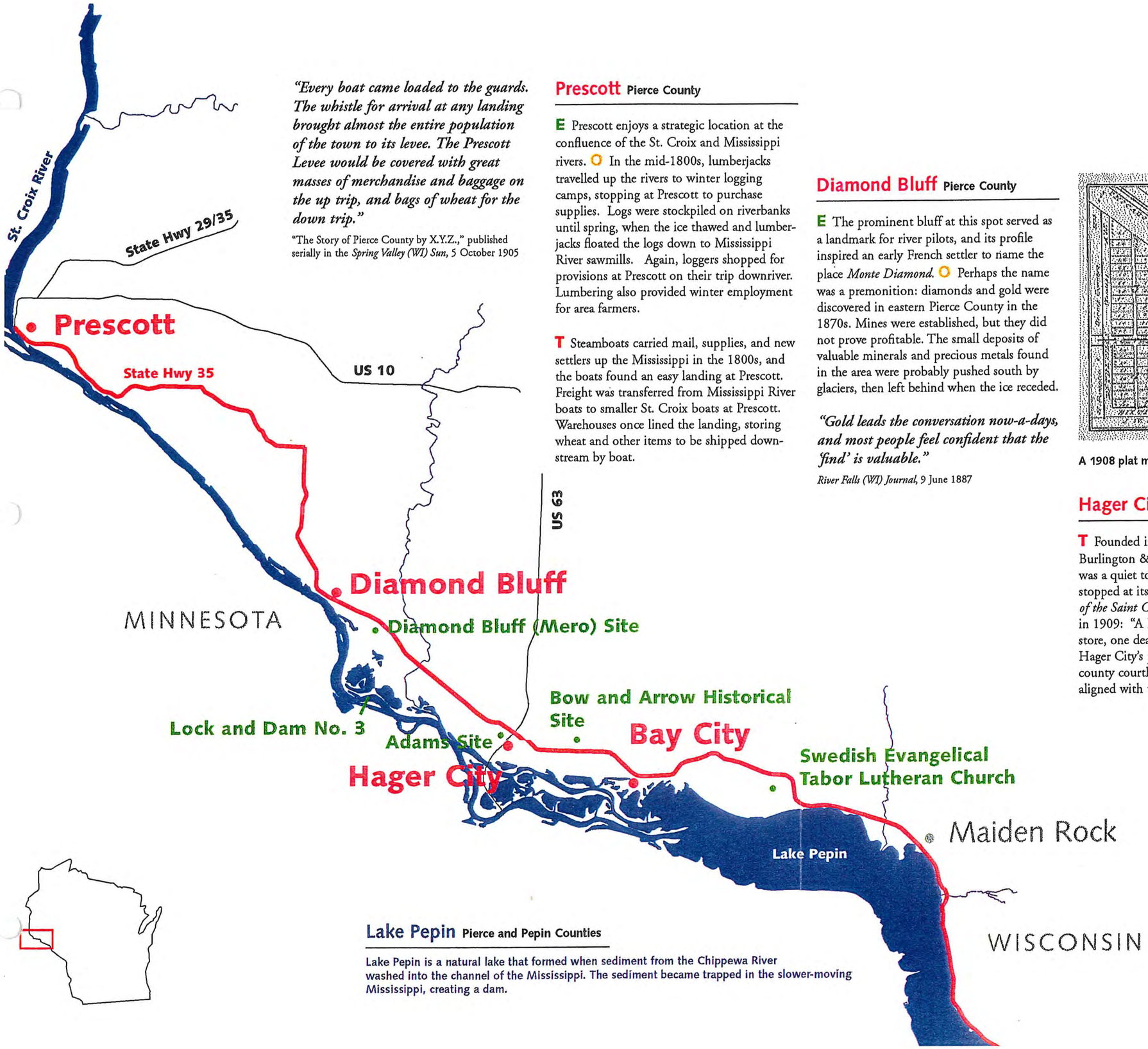
Swedish Evangelical Tabor Lutheran Church Pierce County

P Swedish immigrants organized the Tabor congregation 1881. They held services at a nearby school before erecting a church on this site in 1898. Twice the church burned and the congregation rebuilt it, each time copying the original design. The surviving structure dates from 1916.

A The wood-frame church is typical of those found in this area. The steeple, high-pitched roof, and pointed "Gothic" windows clearly identify it as a Christian church. It does not, however, display a distinct style, so architectural historians describe it as a "vernacular" building: a traditional design modified by the experience of local builders, the availability of materials and money, and the unique characteristics of the setting, among other factors.

"We find, in the United States especially, that the school and the church follow close upon the first upturning of the soil."

"The Story of Pierce County by X.Y.Z.," published serially in the *Spring Valley (WI) Sun*, 9 February 1905



"Every boat came loaded to the guards. The whistle for arrival at any landing brought almost the entire population of the town to its levee. The Prescott Levee would be covered with great masses of merchandise and baggage on the up trip, and bags of wheat for the down trip."

"The Story of Pierce County by X.Y.Z.," published serially in the *Spring Valley (WI) Sun*, 5 October 1905

Prescott Pierce County

E Prescott enjoys a strategic location at the confluence of the St. Croix and Mississippi rivers. **O** In the mid-1800s, lumberjacks travelled up the rivers to winter logging camps, stopping at Prescott to purchase supplies. Logs were stockpiled on riverbanks until spring, when the ice thawed and lumberjacks floated the logs down to Mississippi River sawmills. Again, loggers shopped for provisions at Prescott on their trip downriver. Lumbering also provided winter employment for area farmers.

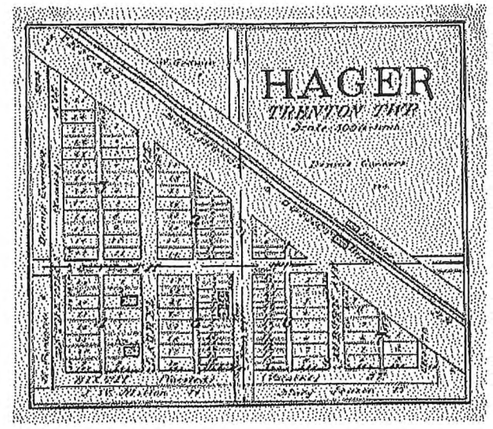
T Steamboats carried mail, supplies, and new settlers up the Mississippi in the 1800s, and the boats found an easy landing at Prescott. Freight was transferred from Mississippi River boats to smaller St. Croix boats at Prescott. Warehouses once lined the landing, storing wheat and other items to be shipped downstream by boat.

Diamond Bluff Pierce County

E The prominent bluff at this spot served as a landmark for river pilots, and its profile inspired an early French settler to name the place *Monte Diamond.* **O** Perhaps the name was a premonition: diamonds and gold were discovered in eastern Pierce County in the 1870s. Mines were established, but they did not prove profitable. The small deposits of valuable minerals and precious metals found in the area were probably pushed south by glaciers, then left behind when the ice receded.

"Gold leads the conversation now-a-days, and most people feel confident that the 'find' is valuable."

River Falls (WI) Journal, 9 June 1887



A 1908 plat map of Hager City

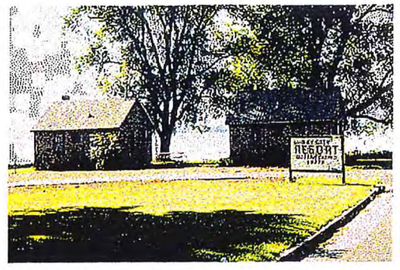
Hager City Pierce County

T Founded in 1886 by the Chicago, Burlington & Northern Railroad, Hager City was a quiet town even when trains still stopped at its depot and elevator. The *History of the Saint Croix Valley* listed amenities here in 1909: "A Presbyterian church, one general store, one dealer in grain, and one saloon." Hager City's plat map, which is filed at the county courthouse, reveals a tidy village aligned with the railroad tracks.

Bay City Pierce County

T O There are two faces to Bay City. The commercial corridor parallels the railroad tracks on the east side of the villge. The chute at the Bay City Silica Company loads locally mined silica directly into railroad cars. Miles of tunnels were dug into the limestone bluffs to facilitate the silica mining. Silica sand, which contains quartz, is used to make glass.

E Bay City also looks west across Lake Pepin to the striking bluffs on the Minnesota side. The beautiful location has long made Bay City a vacation destination. **A** Two small dwellings near the water are typical of resort cabins built in the 1920s and 1930s.



Lake Pepin Pierce and Pepin Counties

Lake Pepin is a natural lake that formed when sediment from the Chippewa River washed into the channel of the Mississippi. The sediment became trapped in the slower-moving Mississippi, creating a dam.

Fort St. Antoine Site

Pepin County

P Two miles south of Stockholm, archaeologists have uncovered the remains of burned buildings, and objects of glass, metal and stone. A wayside marker explains that this has long been considered the place where Nicholas Perrot established Fort St. Antoine in 1686. The fort was the first of several garrisons built at Lake Pepin to defend France's claim to all lands west of the Great Lakes. Recent research, however, has uncovered remains that may be those of Fort La Jonquiere, founded in 1750, the final decade of French rule. Both theories may be right, since the sites of earlier, abandoned forts were often reused for later outposts.

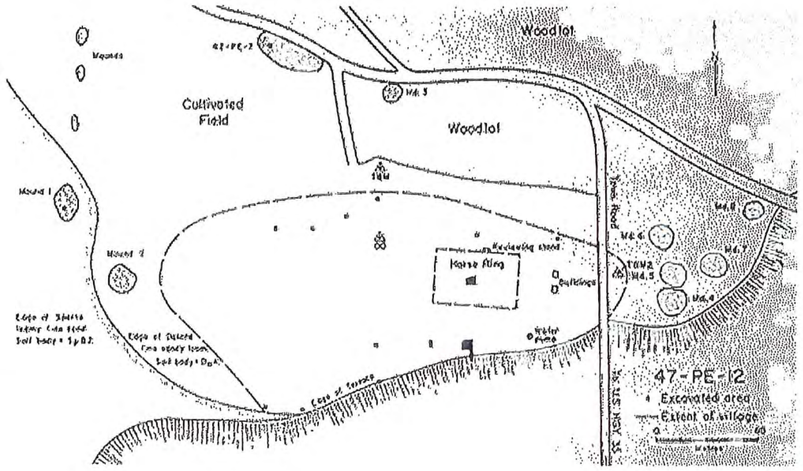
Laura Ingalls Wilder House

Pepin County

P A short detour on County Road CC will take you to a replica of Laura Ingalls Wilder's "little house in the big woods," the first of many childhood homes she wrote about. Both the original log cabin and the big woods are gone, but the wayside is near the spot where Laura's Wisconsin home once stood.

"To the east of the little log house, and to the west, there were miles upon miles of trees, and only a few little log houses scattered far apart in the edge of the Big Woods."

Laura Ingalls Wilder, *Little House in the Big Woods* (New York: Harper and Brothers Publishers, 1932)



Archaeologists' map of the 1972 excavations at the Armstrong Site Complex

Armstrong Site Complex

Pepin County

On a terrace between the town of Pepin and the outlet of the Chippewa River sit the remains of a 60-acre village and associated earthen mounds built around 900 years ago. Turn north 1.5 miles west of the Chippewa River to reach the site.

P For many years, the Oneota people who lived here grew corn, squash, and beans on the fertile floodplain of the Chippewa River. Bones uncovered by archaeologists show that the Oneota also hunted bison on the surrounding Pepin Prairie. Excavated pottery and stone tools indicate a relationship between these people and Oneota groups up and down the Mississippi River, especially at Diamond Bluff and La Crosse.

East of the Armstrong village site are large earthen mounds, similar to those found all along the Mississippi River. Mounds are thought to have been built for a variety of reasons. Many are cemeteries. Others do not contain human remains, and may have been territory markers or the focus of social and religious activities. Regardless of their purpose, earthen mounds were built up from thousands of basketfuls of soil deposited with great care by people working together over many years. Unfortunately, artifact seekers have made holes in many of these mounds. Not only is digging in cemeteries disrespectful to Native Americans, whose ancestors lived here long ago, but it is also against the law.

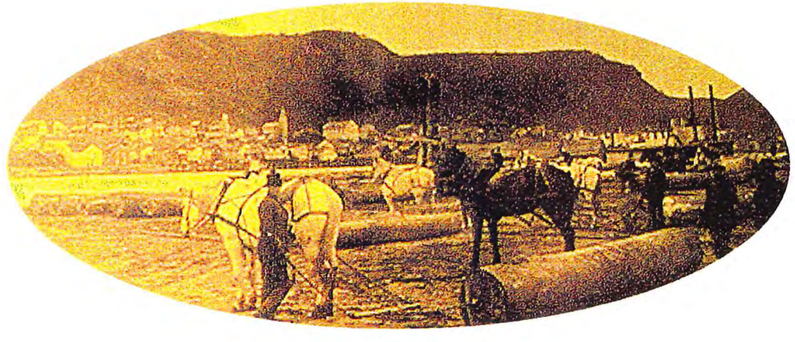
Walk among the mounds at the Armstrong Site Complex

Beef Slough **Buffalo County**

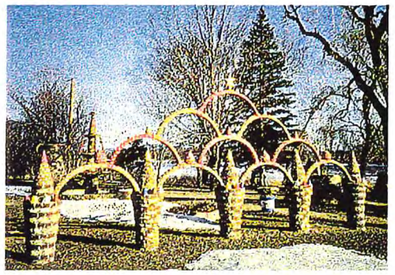
O T Northern Wisconsin loggers felled trees throughout the winter, cutting their company's distinctive mark into each log. The logs were dragged on sleds to the nearest major river. When the ice went out in the spring, the logs floated downriver to the Mississippi River, the heart of commerce in the 1800s. Before entering the broad Mississippi, logs transported by the Chippewa River were routed through this backwater, known as Beef Slough. Here, lumberjacks sorted each company's logs by their identifying marks, and corralled the logs into large rafts. Lumberjacks then guided the rafts to sawmills along the Mississippi.

T Beef Slough's appearance changed dramatically in the 1930s, when the U.S. Army Corps of Engineers built a dam on the Mississippi River at Alma. Water backed up by the dam flooded the slough.

A lumber raft is pushed past Alma



Reclaiming stray logs at Alma



Prairie Moon Sculpture Garden and Museum

Buffalo County

P A Retired farmer Herman Rusch established this gallery in the 1950s to display his collection of tools, antiques, photographs, and other souvenirs. He later began ornamenting the grounds with fantastic concrete forms encrusted with shells, rocks, and shards of glass and pottery. His work continues a folk art tradition that emerged in the Midwest in the early 1900s and was originally associated with religious institutions. Embellished concrete is the medium used by these sculptors, who rarely have formal artistic training. Each sculptural site displays the unique vision of its creator. One of Wisconsin's largest examples, the Dickeyville Grotto, is further south on the Great River Road; smaller versions adorn private yards along the route.

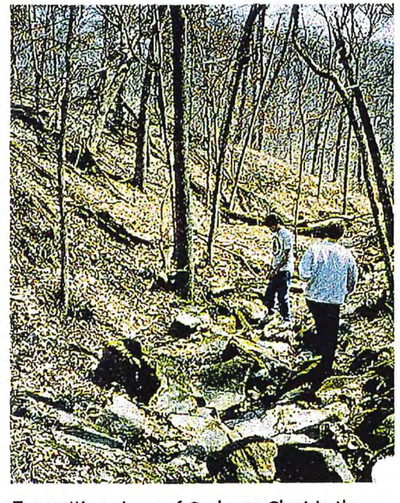
Cochrane Chert Source Area

Buffalo County

Farmers plowing the bluff tops just south of Cochrane frequently unearth irregularly shaped rocks that are tan to dark brown in color. P Known by archaeologists as "Cochrane Chert," this material has been used to make tools ever since people first arrived in this area during the Paleo-Indian period some 11,000 years ago. E Good, fine-grained chert is rare in western Wisconsin, so the Cochrane stone was a welcome discovery. Native groups also obtained material from quarries around Hixton, Wisconsin, and southeastern Minnesota, and from as far away as North Dakota and Wyoming.

An 11,000-year-old spear point made from Cochrane chert

Paleo-Indian people fashioned Cochrane Chert into large spear points and other tools by chipping it with the tips of deer antlers and with hard, rounded rocks, such as basalt and granite. To make the chert more workable, craftsmen often heated it by fire, which also turned the stone a striking red color.



Try spotting pieces of Cochrane Chert in the ravines just below the bluffs

Maiden Rock Pierce County

E The village takes its name from the bluff to the south, where legend claims that a heartbroken young Indian woman jumped to her death. The main channel of the Mississippi flows west of the mid-river islands here, so Maiden Rock never became a major steamboat landing. A Still, the number and size of commercial buildings on the Great River Road show that this was a prosperous village a century ago. T P Travel was difficult and time-consuming before the proliferation of automobiles and good roads, so farmers who came to town to buy supplies or sell grain generally stayed overnight at the local hotel before heading home again. Original storefronts have been altered, but well-preserved second-story facades display a variety of decorative detailing. Some even tell who built the structure and when.

Commercial buildings in Maiden Rock

A clammer in his distinctive boat

Stockholm Pepin County

P Stockholm is one of the few Swedish immigrant settlements in Wisconsin. When large numbers of Swedes began arriving in America in the late 1800s, most settled on the frontier, which had moved west to Minnesota and the Dakotas. Eric Peterson was ahead of this major wave of immigration. He was lured from Sweden by the California gold rush of 1849, and selected this site on Lake Pepin for a permanent settlement in the early 1850s. Soon the surrounding area was dotted by farms, many occupied by friends and family that Peterson had talked into joining him.

A Stockholm became a commercial and social center for these Swedish-American farmers. The village operated a ferry across Lake Pepin to Lake City, Minnesota, which had rail service, until the Chicago, Burlington & Northern Railroad came through the village in 1886.

Pepin Pepin County

O While Pepin's landing was too shallow to benefit from the steamboat trade, the village supported a number of local industries. During the early 1900s, Pepin was home to sawmills, a creamery, a pickle factory, and a mill that produced wooden boom plugs, which were used to form lumber rafts. Clamming was another important industry for villages in this area: buttons were punched out of the shells, and fortunate clammers occasionally found a pearl. Over-harvesting depleted the clam beds and forests, forcing the businesses that relied on these resources to close. In their place are new ventures catering to pleasure boaters and tourists attracted to beautiful Lake Pepin.

Nelson Buffalo County

O Beginning in the 1850s, the village of Nelson grew around a small river port that shipped grain and produce. T The Chicago, Burlington & Northern Railroad laid tracks through the unplatted village in 1886, erecting a depot about 200 yards south of the settlement. To profit from development stimulated by the railroad's arrival, the St. Paul Land Company, a subsidiary of the railroad, registered a plat for land surrounding the depot. The plat officially took the name "Nelson," forcing inhabitants of the unplatted area to find a new identity. They responded by immediately platting their original settlement as Fairview. After attempting to preserve distinct communities for decades, the villages merged into a single entity by 1920.

Alma Buffalo County

E O Beef Slough had a significant impact on Alma's economy. Control of the slough's operations made some Alma citizens very wealthy. The town's shops, taverns, and hotels were busy when lumberjacks herded logs through the slough in the spring and down the Mississippi during the summer. In winter, loggers purchased supplies here before heading north to the isolated lumber camps. Today, the heart of Alma's commercial district is listed in the National Register of Historic Places.

E A Like many towns on the Mississippi, Alma has little flat land between the river and the bluffs, so development moved up the steep slope. Concrete stairways aid pedestrians climbing from Main to Second Street. Retaining walls help prevent erosion.

Don't miss the stunning view from the bluff-top Buena Vista Park, 500 feet above Alma.

Cochrane Buffalo County

T When the Chicago, Burlington & Northern Railroad surveyed this area in 1884, it decided to bypass the river town of Buffalo City. The railroad's land company founded Cochrane two years later. O A commercial district with shops, a hotel, and a grain elevator soon joined the depot, taking advantage of commerce stimulated by the new transportation system.

A In the adjacent residential neighborhood, the oldest homes are nearest the downtown. At the time Cochrane was established, home builders could select designs from pattern books and buy building components from lumberyards. By the early 1900s, kits for entire houses were available from retailers such as Sears and Roebuck. Merchants even offered financing packages — long-term bank mortgages were not common in America until after World War II. All necessary materials, along with instructions for assembling the house, were shipped via railroad. Some styles could be erected in as little as eight hours, making catalog kits a fast, affordable way to acquire a home.

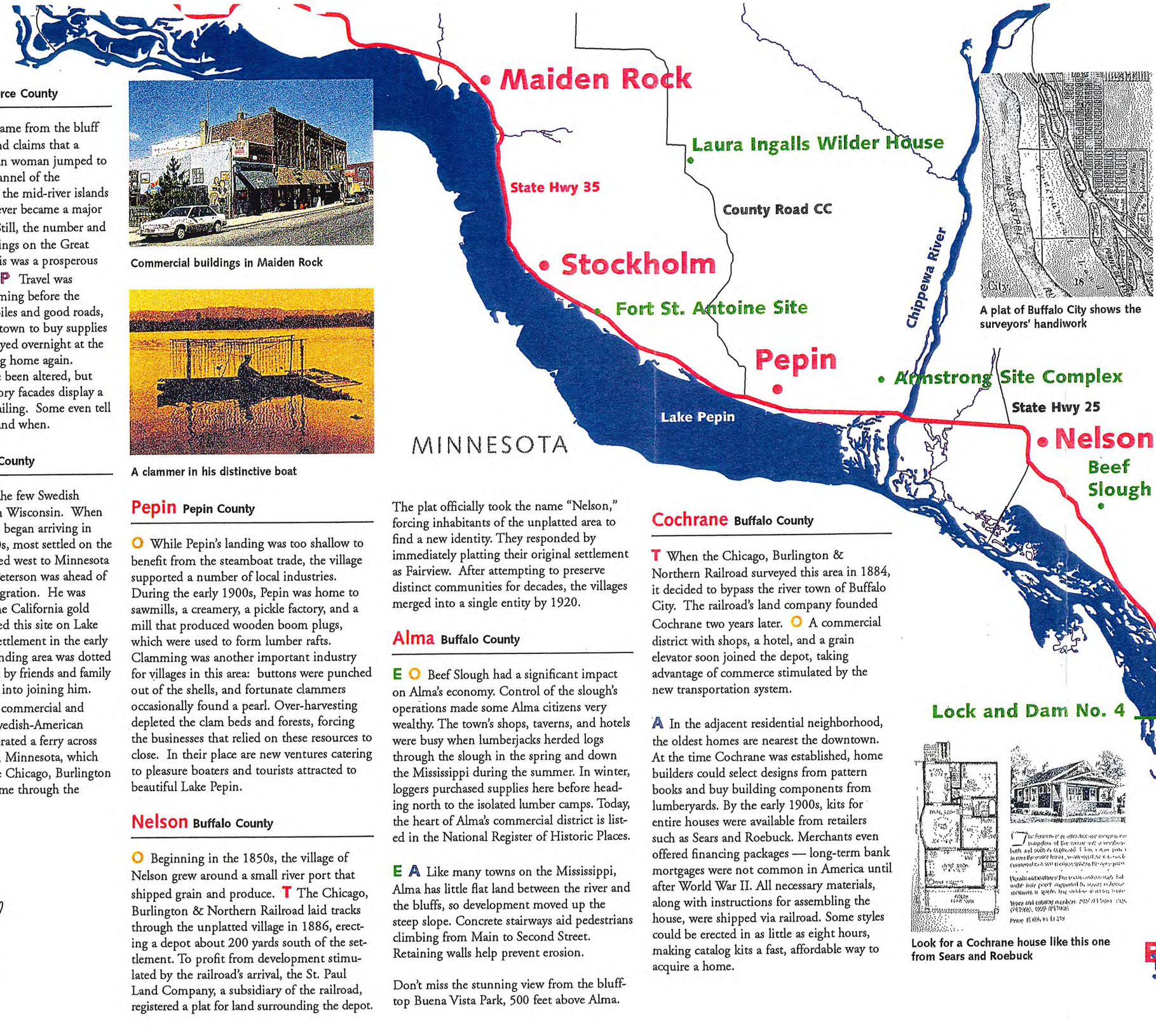
Look for a Cochrane house like this one from Sears and Roebuck

A plat of Buffalo City shows the surveyors' handiwork

Buffalo City Buffalo County

P Unlike other Mississippi River towns, Buffalo City's streets are oriented north-south and east-west, rather than conforming to the natural land and river contours. The community was established in 1856 by a group of discontented Ohioans, including professional surveyors who insisted that the new town's layout follow cardinal directions. The founders, organized as the Colonization Society of Cincinnati, selected this site because it was on the main channel of the river and would benefit from steamboat traffic.

Today, the number of empty lots and newer houses reveals that the Society was unsuccessful. Things went well at first: some settlers arrived, built homes, and developed a sawmill and a flour mill. A flood, however, caused the Mississippi's main channel to jump to the Minnesota side. Steamboats could no longer reach Buffalo City. T In 1886, the railroad bypassed the town and developed a neighboring community, Cochrane. Feeling isolated, some residents left Buffalo City, and few more were attracted to live here until cars and good roads made the community more accessible.



Trempealeau Mountain — "The mountain whose foot is bathed by water (La Montagne Qui trempe a L'Eau)"

Mound group along Riverview Trail

Perrot State Park and Trempealeau Mountain

Trempealeau County

E For more than 7,000 years, people have enjoyed the view of Trempealeau Mountain.

P The area's history is revealed by some 30 archaeological sites in and near Perrot State Park: camp sites, rock shelters, pictographs, burial mounds, and the remains of two French trading posts. Archaeologists began excavating here as early as the 1880s. Their work continues today. Visit the park's interpretive center to learn more about the people and artifacts associated with these sites. Exhibits also explain how archaeologists piece together the story of the past.

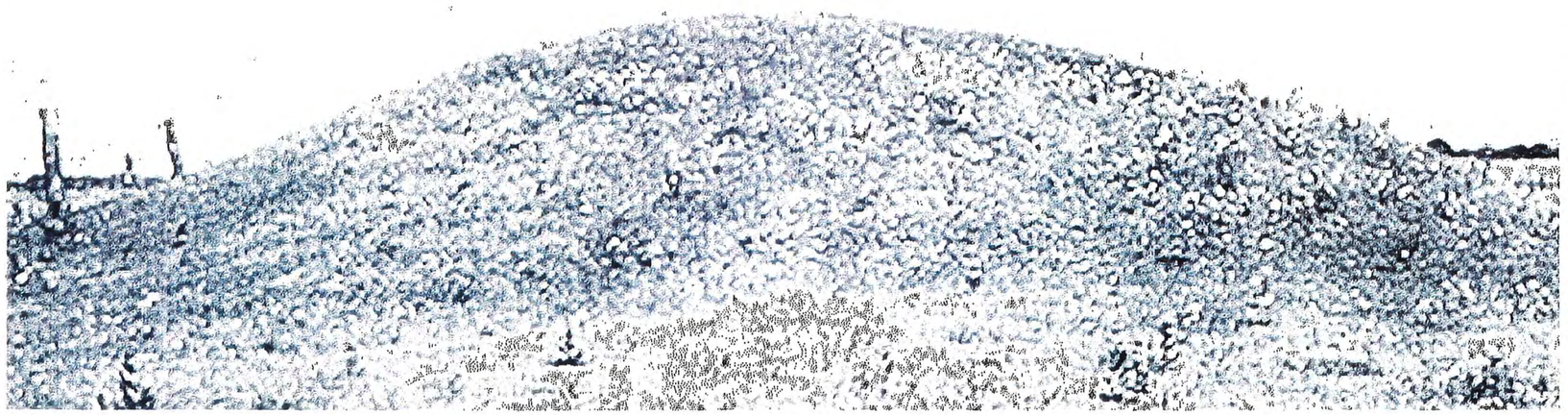
P Native Americans carved images of animals and humans, as well as abstract symbols, in the valley's sandstone ledges and caves. Tools and ceramics of Woodland and Oneota Indians are sometimes found nearby, suggesting the identity of the artists. Bison, which were important to the Oneota, are often depicted, as are geometric shapes and stylized figures, like the thunderbird. Indian artists use some of the same images today.

P Early archaeologists recorded two rock art sites near here in the 1880s. The cluster of petroglyphs in what is now Perrot State Park has since been damaged; a reconstruction of the carvings is part of the archaeological display at the park's interpretive center. The other site, La Moille Cave, is on the other side of the river. Some of the cave's elaborate glyphs are illustrated on this page.

French gun flints and beads found during recent excavations in Perrot State Park

P A number of Indian mounds are preserved in the park. Many more were leveled when the area was being farmed. A display in the interpretive center describes how the mounds were built and explains characteristic construction features associated with different Indian traditions.

P T Many French fur traders and explorers travelled this river during the late 1600s and early 1700s. One of the most influential was Nicholas Perrot. In 1685, on his way upstream to expand French fur trading among the Ioway and Dakota Indians, he spent the winter camped near the foot of Trempealeau Mountain. After decades of political unrest and declining fur trade, the French returned in 1731 to establish a more substantial trading post, probably at the location used earlier by Perrot. Historical markers indicate where fireplaces, foundations, and other artifacts were uncovered by workers laying tracks for the Chicago, Burlington & Northern Railroad in 1887. While much of this evidence has been lost, archaeologists in 1996 found more structural remains and other evidence of French habitation — gunflints, glass trade beads, metal tools, and a musket ball. These are displayed at the nearby interpretive center.



Nicholls Mound

Trempealeau County

P Nearly 90 feet wide and 11 feet high, Nicholls Mound may be the largest Hopewell mound in Wisconsin. An excavation in 1930 unearthed elaborately buried human remains, as well as ceremonial artifacts that reflect both the artistry and the extensive trade network of the Hopewell Indians. Archaeologists found large stone knives made from obsidian and flint quarried as far west as the Rocky Mountains; ornaments of copper and silver from Lake Superior; and decorated ceramics similar to those discovered in Ohio and Illinois mounds. The Nicholls Mound is the only one of a 26-mound group to have survived decades of farming. It can be seen in the distance from Highway 35, approximately 1.5 miles east of Trempealeau. For a closer look, follow the Great River State Trail 1.5 miles southeast from the city limits.

Nicholls Mound, built nearly 2,000 years ago

McGilvray Road Bridges

La Crosse County

T Follow Amsterdam Prairie Road 1.5 miles north of the Great River Road to see five rare bowstring-arch truss bridges. The bridges carry a hiking trail, McGilvray Road, which was once an important route linking rural Trempealeau to the city of La Crosse. The Black River was a major obstacle along this route. Travellers originally relied on a ferry to cross the river, but the boat was small and slow. In 1892, La Crosse County erected a bridge to span the main channel, and eight wooden bridges to improve the road through the marshy river bottom. These temporary wooden bridges were replaced between 1905 and 1908 with bowstring arches. Eventually, the bridge over the main channel washed out and was never replaced. Better highways made the once-important McGilvray Road obsolete.

A bowstring arch, as its name suggests, has a curved top; the two ends of the arch are tied by a metal "string" which stretches the length of the bridge. Bridge engineers call the arch the "top chord," and the string the "bottom chord." Each chord is made by piecing together a number of smaller metal parts. The bridge deck is suspended from the arch by vertical members. The McGilvray Road bridges are late examples of the bowstring-arch design, which was most popular in the second half of the 1800s.

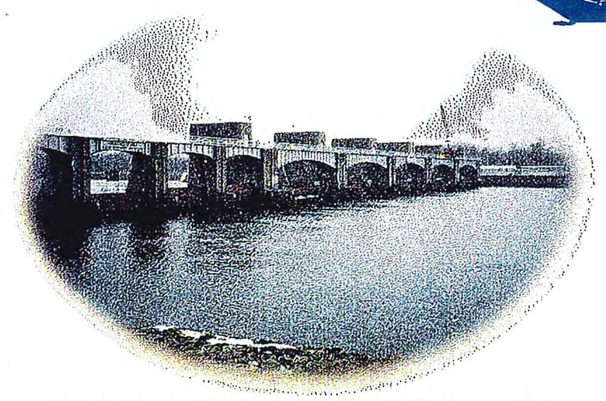
Fountain City Buffalo County

T A good steamboat landing attracted pioneers to Fountain City, the first permanent settlement in Buffalo County. German immigrants dominated the population even in 1919, when a county history reported that "the village is nearly as much a German village as if situated in old Germany itself. . . . The conversation of the barrooms, saloons, stores, and public places and on the street is German principally."

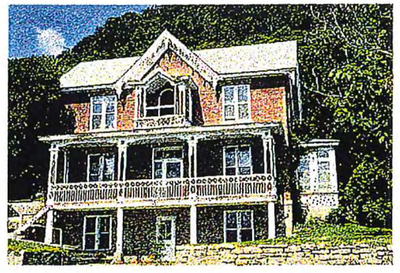
O E Fountain City's name was inspired by the many natural springs in the area. They provided a key ingredient, pure water, for the town's breweries. The Eagle Brewery stored its "Old Castle Beer" in caves carved into the bluff. The Fountain Brewery produced a competitor known as "Fountain Brau Beer."

A Residences in European cities often have second-floor balconies. This tradition seems to have been maintained in Fountain City and other bluff towns, where balconies offer river views over the rooftops of neighboring buildings. Homes at the southern end of town display a variety of architectural styles.

P The Fountain City Historical Society maintains a museum with exhibits on the area's history. It also has a collection of Indian spearpoints and arrowheads, which is one of the best in the state.

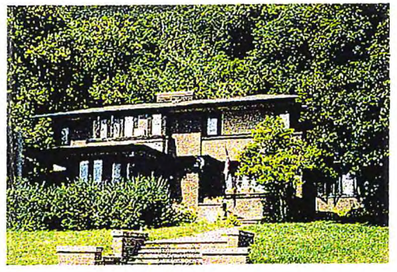


The dam's movable gates control the depth of the Mississippi



In Fountain City, look for Gothic Revival houses

. . . Queen Anne houses, or find the . . .



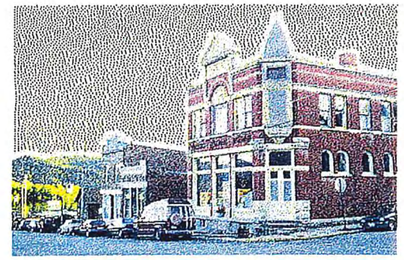
Prairie Style house on the National Register of Historic Places

Centerville Trempealeau County

E T Centerville was named for its location at the heart of the broad Trempealeau Prairie. This crossroads developed into a small trading post, a relief for the long-distance traveler and a convenience for residents in the area.

Trempealeau Trempealeau County

T Trempealeau's downtown originally faced the riverfront and steamboat landings on First Street. **A** When a fire swept through the commercial district in 1887, business owners moved to Main Street, away from the noisy railroad tracks that were laid along the river in 1886. Steamboat traffic fell with the arrival of the railroad, which offered faster, more reliable, year-round transportation. **O** The sandstone ruins of a brewery still face the river, a quiet reminder of Trempealeau's steamboat days.



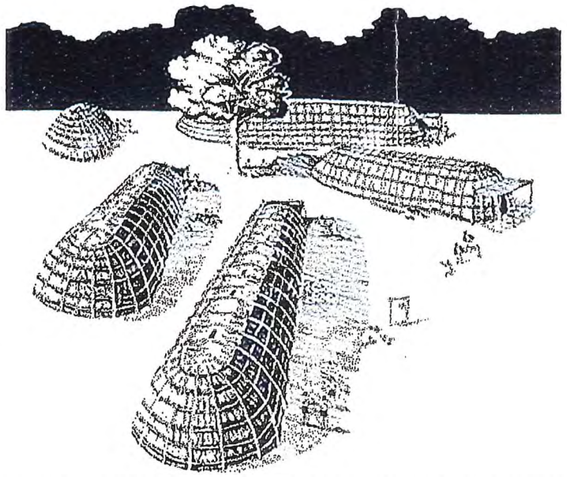
Much of Trempealeau's "new" downtown survives from the late 1800s

La Crosse and Onalaska Archaeological Sites

La Crosse County

E From the mouth of Trempealeau River to the south end of La Crosse, the Mississippi River Valley broadens into a wide expanse of wetlands, sloughs, and low terraces of glacial sand and gravel. Before the original prairie vegetation was destroyed by farming and urban development, these areas provided abundant natural resources for early inhabitants. A large number of their settlement sites have been discovered, making this one of the best areas for archaeological study in Wisconsin.

P These sites are rarely obvious features of the landscape. Around the junction of the Great River Road and U.S. Highway 53, for example, the farm fields hide the remains of a centuries-old village. Before the expressway was built across part of the village site, archaeologists uncovered numerous storage pits, hundreds of artifacts, a variety of bone and plant remains, and evidence of seven long-houses. All provide telling evidence about the life led by Oneota Indians some 500 to 600 years ago.

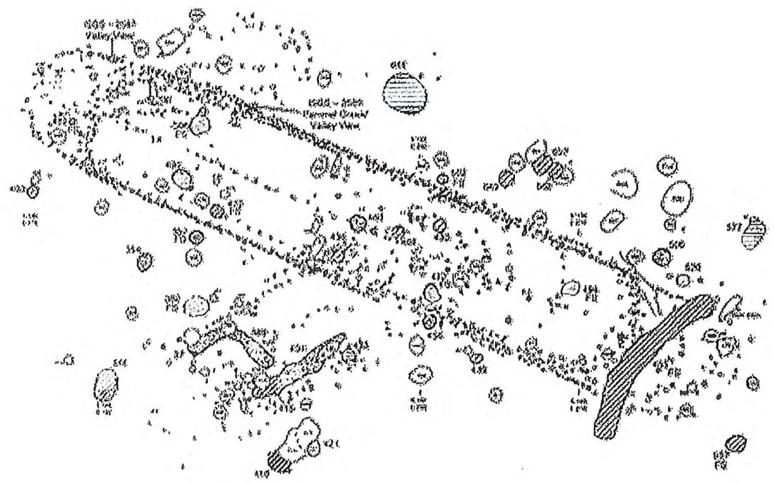


Artist's rendering of Oneota long-house based on an excavation map

Find exhibits about this rich heritage at the **Mississippi Valley Archaeology Center** on the University of Wisconsin campus (1725 State Street, La Crosse). The Center's archaeology laboratory is open to the public, and archaeologists there will answer visitors' questions. During the summer, the Center offers hands-on programs for the public.

Myrick Park, due north of the University of Wisconsin campus, contains two Indian mounds. One is an animal-shaped "effigy" mound. Markers describe the site's history.

Archaeological displays are also found at the Onalaska Area Historical Society Museum (741 Oak Avenue South, Onalaska), and the **Riverside Park Museum** (in the La Crosse Area Convention Center and Visitor's Bureau).



Dark stains left in the ground by decayed building posts and fire hearths indicate the shape of an Oneota long-house.

New Amsterdam La Crosse County

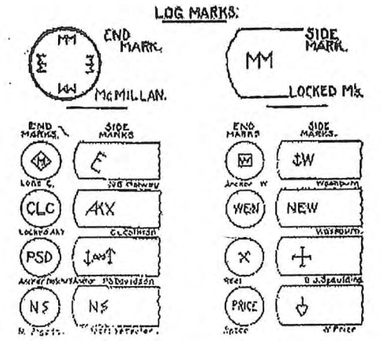
P T Today, New Amsterdam displays little physical evidence of its nineteenth-century roots. The Dutch settlers who arrived here in the 1850s had survived a difficult and round-about journey. After sailing from England, they suffered a shipwreck in the Bahamas. They eventually reached New Orleans, then continued up the Mississippi until arriving here. The settlers spent their first winter living in hillside dugouts.

While unpleasant, their route to Wisconsin was not unusual before railroads made cross-country travel more common. Other pioneers went north, taking the Saint Lawrence River from the Atlantic Ocean to the Great Lakes, reaching Wisconsin by way of Lake Michigan.

Holmen La Crosse County

O Wisconsin is now known as "America's Dairyland," but dairy farming was not always popular here. Wheat, the major crop in the mid-1800s, quickly drained the soil's nutrients. Virgin prairie in Minnesota and farther west was soon being tilled, producing larger and better-quality wheat harvests. By the 1870s, Wisconsin's farmers had to diversify and find new crops.

Dairying was not a promising alternative at first. Many farmers kept a few cows to provide milk and butter for their own consumption, but milk production dropped in the winter when cows lacked fresh feed. By the early 1900s, however, the increasing popularity of silos enabled farmers to store feed, making dairying a year-round endeavor, and farmers began developing larger herds. This was the beginning of large-scale dairy farming in Wisconsin.



Distinctive company marks helped in sorting logs

Holmen's creamery, built in 1923, still stands in the town's original commercial district. It operated until the 1960s, but was later converted into a locker plant. Most towns once had small creameries that processed and distributed dairy products from locally produced milk. Today, larger companies have put many of these smaller facilities out of business, but it is still possible to identify former creameries by looking for their characteristic metal roof ventilators.

In 1937, a local resident recalled how Holmen's farmers had become discouraged about growing wheat decades earlier and "decided to change their mode of farming. They had read about a plant called 'clover' which was very good feed for cows. Why not try and raise some of this clover and buy cows? They could sell butter at the stores. . . . So, they secured some clover-seed and sowed it but found that their soil was so depleted by the continual wheat raising that they failed to secure a stand of clover. Because they had no stock, they had no manure, and without manure no clover. Still they did not give up. They pooled their combined credit and secured a carload of commercial fertilizer. Then they raised clover, and cows were bought."

"Recollections of Thomas Pederson," *Wisconsin Magazine of History*, September 1937

Onalaska La Crosse County

E O Like Alma and Prescott, Onalaska's location near the junction of a major river and the Mississippi made it an important lumber town. During the last half of the 1800s, the Black River carried over six million board-feet of logs from the state's largest pine forests to Onalaska. A sawmill was established here by 1852. Within a few decades, at least 33 mills crowded the riverbank between Onalaska and La Crosse. Most remnants of the industry are now gone, but the home of lumber baron Frank Eugene Nichols (421 North Section Street) still overlooks Lake Onalaska, a testament to the industry's golden age.

La Crosse La Crosse County

E La Crosse is Wisconsin's largest Mississippi River city. Its location at the outlets of the Black and La Crosse rivers, its early railroad links, and its diversified industries contributed to the growth and prosperity of the city.

O This was a prime location during the lumber era. Lumber camps to the north and east floated logs down the rivers to sawmills at La Crosse, then used the Mississippi to raft cut lumber to markets farther south. Logs not processed at La Crosse were also shipped via the Mississippi to mills downstream. Some thought that Wisconsin's pine forests were inexhaustible, but this proved to be untrue. With most of the timber harvested by the turn of the century, the lumber industry faded quickly in the Black River Valley northeast of La Crosse, devastating the region's smaller lumber towns. La Crosse, however, had developed other industries that carried the local economy through this transition period. The city's businesses manufactured and distributed a variety of products, including farm implements, cigars, flour, windows and doors, and beer.

O Breweries ultimately proved to be a particularly important local industry. The city's first breweries opened in 1854. One was owned by John Gund who, in 1858, joined with Gottlieb Heilman to establish City Brewery. After the partnership dissolved in 1871, Heilman continued to run the business. Now known as the G. Heilman Brewing Company, it remains in operation at 1111 South Third Street, where the original brewery and family home are surrounded by additions and expansions. The company offers tours of the brewery.

T La Crosse's economy benefitted from the city's early position as a railroad hub. When the La Crosse and Milwaukee Railroad laid tracks to La Crosse in 1858, it became one of the first to reach the western edge of the state. The route provided an important east-west link to Lake Michigan shipping ports, but it had challenged the railroad engineers. Trains go out of control on steep grades, and the Mississippi River bluffs were formidable. To avoid the bluffs, the railroad followed the gradual slope of the La Crosse River Valley and reached the Mississippi just south of La Crosse. The route was soon joined by another set of tracks edging the Mississippi River. By 1872, the city had a direct line to St. Paul, Minnesota's capital.

A The city's architecture reflects its economic vitality. Businessmen established the downtown commercial district in the late 1800s, filling blocks around 4th and Pearl Streets with two- and three-story brick structures. Other buildings appeared in the early 1900s, resulting in an interesting mix of architectural styles: from broad-arched Richardsonian Romanesque to finely detailed Italianate to streamlined Art Moderne. Just east of downtown, on King and Cass streets, the city's most prosperous families built grand Romanesque and Queen Anne homes. Development moved east of 17th Street by the early 1900s, creating an impressive collection of Prairie Style homes, many designed by local architect Percy Dwight Bentley. The Prairie Style, characterized by long, low, horizontal lines, is an American architectural style inspired by the prairie landscape. Developed largely by Midwest architects, the style's most famous proponents were Chicagoans Louis Sullivan and Frank Lloyd Wright. To learn more about La Crosse's history and architecture, visit the **La Crosse County Historical Society at the Hixon House** at 429 North 7th Street. The Society's walking tour brochures are an excellent guide to local architectural highlights.

Bad Axe River and the Black Hawk War

Vernon County

PO By the early 1800s, generations of Sauk and Mesquakie, also known as Fox, Indians had lived on the east side of the Mississippi River. Their villages dotted the valley for many miles, from Prairie du Chien south beyond the mouth of the Des Moines River. Even when the territory was under American rule, Native Americans carried on a lively commerce with British fur traders of the western Great Lakes region, also supplying them with corn from Sauk fields and lead mined by the Mesquakie. During the War of 1812, they allied themselves with the British — a choice with dire consequences. By 1816, following America's victory over Great Britain, the Sauk and Mesquakie were forced to cede their lands and move west across the Mississippi.

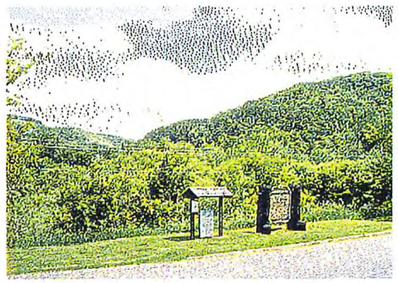
"I loved my towns,
my cornfields,
and the home of my people.
I fought for it."

— Black Hawk, Sauk leader

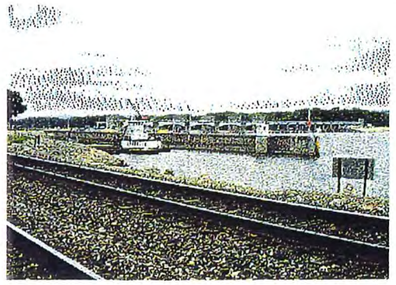
Most left their ancestral lands. A few kept returning, despite increased threats from the American military. Finally in 1832, when a large group of Sauk Indian families followed their aging leader Black Hawk back east across the river, the Americans went in pursuit. Nearly 7,000 American soldiers and militia men engaged some 500 Sauk warriors in three months of bloody skirmishes. The fighting ended with the Battle of Bad Axe on and near Battle Island, where hundreds of men, women and children were killed as they tried to flee back across the Mississippi. Black Hawk escaped, but was later captured.

The Black Hawk War was only one of many conflicts brought on by Native Americans' loss of traditional lands and their struggle to survive on rapidly decreasing resources. It was, however, the last in this region. Within a few years, remaining Indian lands in southern Wisconsin and northern Illinois were also ceded and cleared for American settlement.

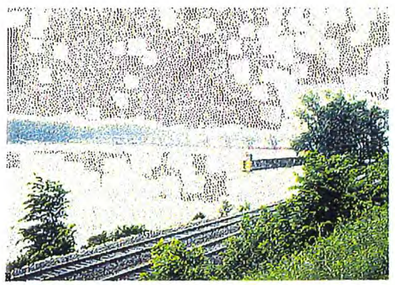
Historical markers along the road and on Battle Island tell part of this story.



Historical markers indicate where skirmishes in the Black Hawk War were fought



A tugboat pushes a barge tow into the lock at Lock and Dam No. 9



Railroads forced a decline in commercial river traffic, but locks and dams brought shipping back to the Mississippi

Locks and Dams on the Mississippi

T In the 1930s, the U.S. Army Corps of Engineers built a series of dams on the Mississippi to maintain a channel deep enough for barge travel. Each dam creates a pool of water behind it, and each pool is at least nine feet deep. Use the map to compare the width of the river above and below Lock and Dam No. 8 to see how significantly the dams affect the Mississippi.

The elevation of each pool of water is a few feet lower than the one above. Locks help boats and barges travelling on the Mississippi get past the dams and move up or down the "step" between pools.

A lock is a concrete-lined chamber situated between a dam and the riverbank. Its upper and lower ends have swinging gates that keep water from flowing downstream. Beneath the chamber, huge concrete tubes allow the lock operators to control the level of water in the chamber when the gates are closed.

To help a boat travelling upstream, lock operators release water from the chamber through the underground tubes until the level of water in the lock matches the river level below the dam. The lower gates are opened, allowing the boat to enter the lock chamber. Once the gates close, water is admitted into the chamber through the underground tubes until the level matches that of the upstream pond. The boat exits the chamber through the upper gateway and continues on its Mississippi River journey. The process works in reverse for downstream travellers.

The locks along the Mississippi River have viewing platforms for watching boats and barges lock through. Not all the locks, however, are on the Wisconsin side.

National Fish Hatchery

Vernon County

E The U.S. Fish and Wildlife Service raises several species of fish in a series of man-made ponds south of Genoa. Rivers and lakes are stocked with fish from hatcheries to protect fish populations and to preserve the food chain that is crucial to a healthy environment. This is one of nearly 100 hatcheries the Service operates throughout the country.

Each spring, the hatchery staff catches cool-water fish from the Mississippi River in nets. Up to 12 million ripe eggs are removed before the fish are returned to the river. Warm- and cold-water fish are also raised near Genoa; eggs from those types of fish are shipped to the hatchery. Fish raised in ponds like these are rarely exposed to disease or predators, and are therefore more likely to survive than fish living in natural lakes and streams. When the fish are old enough, they are shipped to public lands. Over a million are returned to the Mississippi River.

Fish raised at the Genoa hatchery include brook trout, rainbow trout, largemouth bass, sauger, walleye, and northern pike. The ponds are fed with water from artesian wells and from the nearby Bad Axe River. Take the self-guided tour at the hatchery to learn more.

Once the fish raised in these ponds are large enough, they are released into the wild

Genoa's 1854 plat shows the bay that once attracted steamboats to this spot.

Stoddard Vernon County

T E The main channel of the Mississippi was about two miles west of here until 1938, when the U.S. Army Corps of Engineers built a lock and dam at Genoa. The dam raised the river level, flooding adjacent lowlands and making Stoddard a river town. Named for the first mayor of La Crosse, Stoddard's fate has always been linked to its more populous neighbor to the north. Its linear layout parallels the railroad tracks, since it was platted a year after the tracks were laid in 1885.

A Stoddard's late nineteenth-century origins are revealed in buildings like the brick house at 228 Main Street. **P** House lots, originally several acres in size to accommodate extensive vegetable gardens, were subdivided as Stoddard's population grew.

T When the journey to La Crosse was long and difficult, Stoddard's train station made the village a commercial center for local farmers. As roads improved and more people bought cars, Stoddard became essentially a suburb of La Crosse. **A** The small gas station and garage with decorative brickwork (now a tire dealer) on Main Street are remnants of an earlier automobile era. Gas was originally sold by general stores. As cars become more common, free-standing gas stations were developed. At first, they were little more than shacks with pumps. By the 1920s, oil companies built stations that, like this one, fit in better with their surroundings. These gas stations are also early examples of corporate architecture.

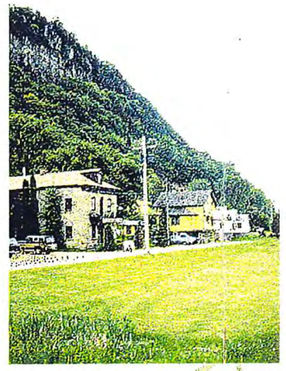
Many early gas stations, like this one in Stoddard, resemble tiny cottages

Genoa Vernon County

T E P A small bay once filled this valley, attracting steamboats needing an overnight harbor. In 1854, Italian and Italian-speaking Swiss immigrants relocated here from the lumbering and lead-mining community of Galena, Illinois, and founded the village of Genoa. Thirty years later, the Chicago, Burlington & Northern Railroad extended its route through Genoa. The tracks cut off the bay from the Mississippi, closing the harbor, but the railroad provided more reliable transportation than that available with seasonal steamboats. **O** Trains delivered merchandise to Zabolio's dry goods store, located in a building that still stands at the corner of Main and Swan Streets. The railroad carried to market the mother-of-pearl buttons produced at Genoa's two factories and tobacco grown by area farmers. **A** Genoa also had a local sawmill and limestone quarry. Local limestone can be seen in many building foundations, as well as in retaining walls and drainage ditches that support the slopes and channel the run-off from the region's dramatic hollows and ridges.

Genoa's bay has been filled in, and the Great River Road rerouted from Main Street to its present location. Old Setters' Overlook south of the village offers another view from the bluffs.

This house at 228 Main is typical of Stoddard's late 19th-century character

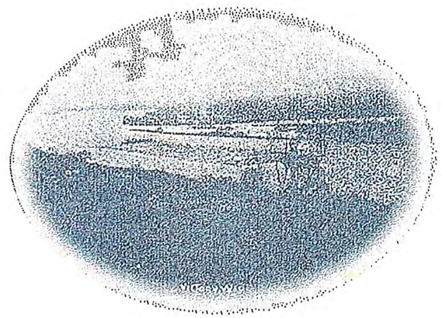


Genoa's stone house stands near the bluff where its limestone was quarried

A railroad spur once ran behind Zabolio's; supplies were loaded directly into the shop

Victory Vernon County

O Five settlers laid out this village in 1852. They named it "Victory" to commemorate the final battle of the Black Hawk War, fought south of the village twenty years earlier. Soon after Victory was platted, farmers planted fields of wheat east of the village. Victory prospered during the wheat boom of the 1850s and 1860s, boasting three large grain warehouses, but its success was short-lived. By the 1880s, the area's soil was depleted, and railroad expansion had opened more fertile western lands for wheat farming.



Victory in 1909

De Soto Vernon and Crawford Counties

T O De Soto, like Victory, was established in time to take advantage of the wheat boom in the 1850s. The village, just four miles south of Victory, was platted in 1854 on the site of a small outpost of the American Fur Company. Both De Soto and Victory hoped to grow into major cities, and a rivalry developed between the towns. De Soto got the advantage by building wing dams in the Mississippi, which diverted the main channel and allowed steamboats to reach the town.

While neither community became a great metropolis, De Soto's larger business district illustrates that steamboat traffic gave it an edge over Victory. In the 1880s, around the peak of De Soto's prosperity, local businesses included sawmills, grain dealers, general merchants, dressmakers, blacksmiths, a brewery, hotels, and restaurants.

Wyalusing State Park and the Mississippi Valley at Prairie du Chien

Crawford and Grant Counties

E Scenic overlooks at Wyalusing State Park provide sweeping views of the confluence of the Mississippi and Wisconsin rivers 500 feet below. The panorama is much the same as when Catlin painted it more than 160 years ago. Only Prairie du Chien, then a small cluster of buildings, has changed significantly.

Park overlooks offer sweeping views of the river valley

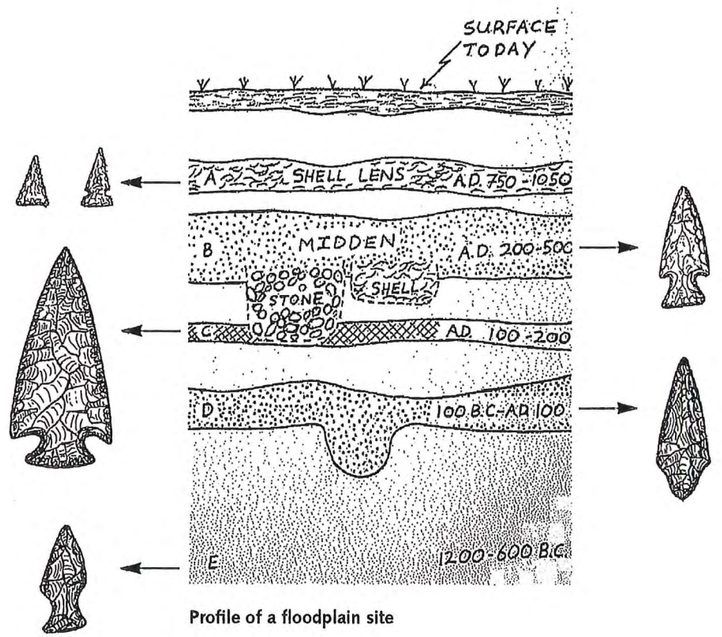
The Mississippi Valley at Prairie du Chien in the 1830s — view from the western bluffs.

O P For nearly 10,000 years before European settlement, this area's abundant resources attracted Native Americans. They harvested aquatic plants, fish, shellfish, and turtles in the rivers. Their camps were protected by natural rock shelters in the deep tributary valleys. These valleys also offered exposed layers of chert, a stone used for making tools. The wooded bluff slopes provided edible plants and small game, while the prairies above were home to bison, elk, and other big game the Indians hunted.

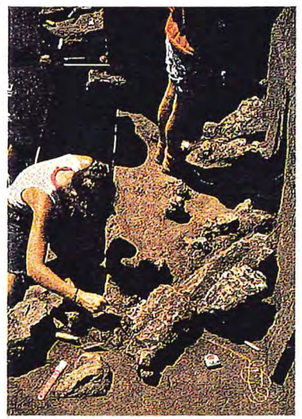
P Archaeologists have explored dozens of sites in this area. Some can be associated with Paleo-Indian and Archaic hunting groups that roamed the valley between 3,000 and 10,000 years ago. The majority, however, date from the more recent Woodland period, when intensive use of the floodplain's resources supported an increase in population.

Where floods repeatedly spread silt over well-used island village sites, archaeological excavation pits look much like a layered cake. This "stratigraphy" makes it possible to examine changes in lifestyles over time. Archaeologists date the layers by analyzing charcoal and other organic remains.

In the excavation pit illustrated, the lowest level indicates that Early Woodland groups spent most of their time hunting and gathering nearby. The next two layers show that Middle Woodland groups added cultivated plants to their diet. Growing maize became increasingly important for the Late Woodland people, who built permanent settlements on higher ground and returned to the islands only to hunt and fish. By 1050 A.D., after millennia of almost continuous use, the area was abandoned for some unknown reason.



Profile of a floodplain site



Archaeologists excavating at Mill Coulee Shell Midden near Prairie du Chien

Effigy Mounds on Sentinel Ridge **Grant County**

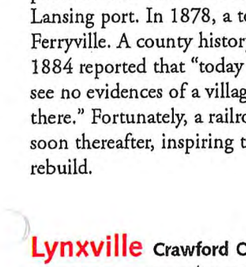
P E The Woodland Indians left behind hundreds of earthen mounds. Some were built in the valley, while others, like those in Wyalusing State Park, were built on prominent bluffs. Many of the mounds are dome-shaped and contain human remains. Other are in the form of bears, buffalo, beaver, deer, birds, turtles, and other animals. In addition to serving as burial places, these "effigy mounds" may have marked territories or served as the focus of religious ceremonies. Different cultural groups built their own characteristic type of mounds between about 450 B.C. and 1300 A.D. This practice seems to have stopped well before Europeans arrived.

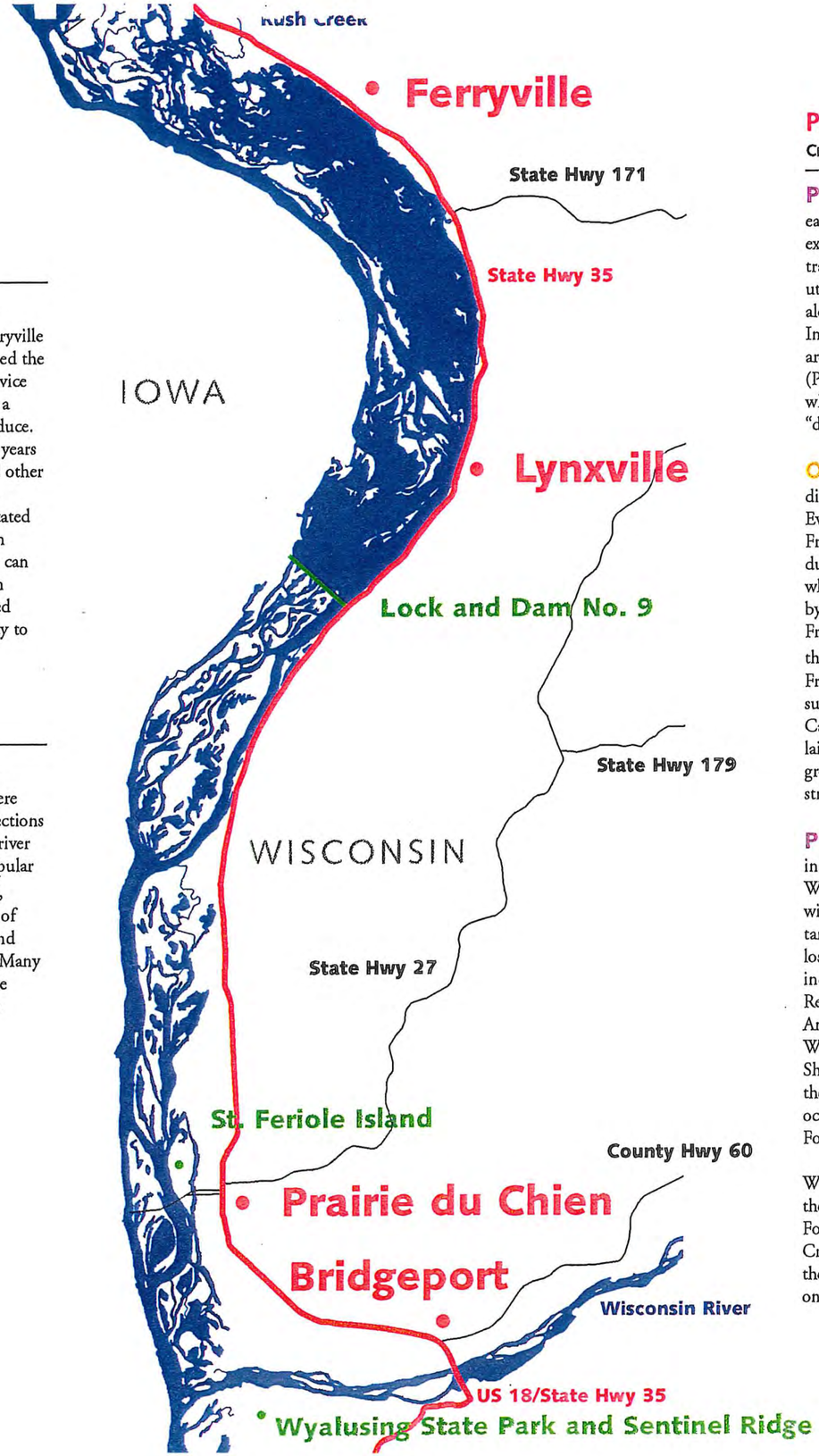
Ferryville Crawford County

O T This village was originally called Humble Bush, but was rechristened Ferryville when platted in 1858. The name reflected the founder's intention to establish ferry service across the Mississippi to Lansing, Iowa, a prosperous shipping point for local produce. When the ferry began operating several years later, it transported grain, livestock, and other produce from Wisconsin farmers to the Lansing port. In 1878, a tornado devastated Ferryville. A county history published in 1884 reported that "today the passer-by can see no evidences of a village having been there." Fortunately, a railroad line arrived soon thereafter, inspiring the community to rebuild.

Lynxville Crawford County

T Before locks and dams regulated the Mississippi's flow, steamboat captains were challenged by frequent shifts in many sections of the channel. The stable depth of the river near Lynxville made it a reliable and popular landing. **O** From the 1850s until 1895, it was a busy port, with warehouses full of livestock, fish, apples, ice, clam shells, and other local produce awaiting shipment. Many of the warehouses were levelled when the railroad came through and offered more frequent service.





Prairie du Chien Crawford County

P O E This area became a trading center as early as the 1670s with the arrival of French explorers Marquette and Jolliet. French traders were soon exchanging European tools, utensils, traps, firearms, blankets, beads, and alcohol for furs hunted by the Fox and other Indian tribes. The French called the broad area east of the Mississippi "Prairie du Chien" (Prairie of the Dog) after the Fox leader, whose Indian name the French translated as "dog."

O The fur trade flourished, but Europeans did not begin to settle here until the 1770s. Even then, settlements remained small. Frenchtown, just north of present-day Prairie du Chien, was established by French traders who moved from Illinois. They were joined by French Canadians in the early 1800s. Frenchtown Road (County Road K) passes the location of this early settlement. **A** The Francois Vertefuille House, a log cabin surviving from that era, displays a French Canadian construction method: hewn logs laid horizontally. The original French burying ground is also along the road, just across the street from a newer cemetery.

P The French lost the territory to the British in 1763, at the close of the French and Indian Wars. The British strengthened their trade with the Native Americans, and were reluctant to give up this lucrative relationship after losing the Northwest Territory to the newly-independent United States after the Revolutionary War. In 1814, to assert American ownership of the region during the War of 1812, the U.S. Army established Fort Shelby on St. Feriole Island. A month after the fort was dedicated, it was attacked and occupied by British forces, who renamed it Fort McKay.

When the British were finally forced to leave the area after the War of 1812, they burned Fort McKay. The U.S. Army erected Fort Crawford on the same site in 1816. In 1832, the Army built a new fort on the mainland, on higher ground slightly downriver. The Blackhawk War ended that same year, and Native Americans were forced further west. The fur trade declined, and the fort became obsolete. **A** The military hospital, one of the few parts of the fort to survive, is now the Fort Crawford Medical Museum.

P A Other civilian settlements ultimately grew together to form the city of Prairie du Chien. The original commercial district, the Main Village on St. Feriole Island, was supported by the fur trade and steamboat traffic. The river's navigable channel was immediately west of St. Feriole, making the island more accessible than the mainland. Traders set up shops, storehouses, and hotels on the island. **T** Railroads reaching the area in the 1850s brought warehouses and rail yards to St. Feriole. This activity declined by the mid-twentieth century, and some of the commercial and industrial facilities were altered or demolished. In the meantime, many people built homes here to enjoy the island's unique setting. Severe flooding, however, was a regular problem, so the U.S. Army Corps of Engineers relocated the residents and removed their homes in the 1980s. Most buildings remaining on the island are historically significant remnants of the fur trading era, such as the American Fur Company Warehouse, the Rolette House, and Villa Louis.

By the 1880s, as the island became more industrial, St. Feriole Village on the mainland just to the east of the Main Village evolved into the dominant business district. Blackhawk Avenue (then Bridge Street) at the heart of St. Feriole Village has been the major commercial street since then.

O A The third concentration of settlement was at Lower Town, about half a mile downriver from St. Feriole Village. Sawmills, breweries, brickyards, mills and other industries became clustered in this area. Irish and Bohemian workers dominated the Lower Town population.

"A ride of six miles, through a high rolling prairie interspersed with open groves of oak, brought us at last in view of the bluffs of the Upper Mississippi, rising in rocky masses to the height of four or five hundred feet above the bed of that beautiful river. . . . Never shall I forget the first view of 'The Father of Rivers' . . . It was girdled, apparently, by inaccessible cliffs on three sides, and fringed by a broad meadow, which, in its turn, was bounded and sheltered by lofty bluffs, on the fourth. That meadow lay now beneath me, and it was Prairie du Chien."

Charles Fenno Hoffman, *A Winter in the West* (Chicago: Fergus Printing Company, 1882)

Bridgeport Crawford County

T O The name of this village gives a hint about its early prosperity. A ferry established here in 1835 carried grain and other farm products across the Mississippi to railroad transport on the Minnesota side. In 1857, the Chicago, Milwaukee and St. Paul Railroad laid tracks through Bridgeport and established a depot. A wagon bridge built over the Wisconsin River in the same year gave farmers easy access to the depot. Bridgeport quickly became one of the busiest livestock shipping points in the area.

Black Hawk Avenue in Prairie du Chien

Stonefield Grant County

P Nelson Dewey, the state's first governor, spent most of his adult life in Cassville. In 1868, after making a fortune from investments and his law practice, Dewey built a Gothic Revival mansion on a large estate and called it Stonefield. A A fire gutted the house in 1873. Twenty years later, another owner rebuilt the house using the surviving brick walls and maintaining the original floor plan. Some of the Gothic ornaments were also salvaged and reused. O Nearby, on land once part of Dewey's estate, is a reconstructed turn-of-the-century community, named Stonefield Village in honor of Dewey and his accomplishments. Both Stonefield Village and the Nelson Dewey Homesite are open for tours, as are the State Agricultural Museum and a recreated early 1900s farmhouse, also on the Stonefield grounds.

An innovation 4,000 years ago: copper tools

Grant River Public Use Area (Osceola Site) Grant County

E During the Archaic Period some 3,000 to 8,500 years ago, these blufflands were home to nomadic bands of extended families who moved with the seasons to take advantage of a wide variety of wild plants and small game.

P Archaic sites contain a wide range of stone tools. Toward the end of this period, people also began fashioning tools from chunks of natural copper, which they collected from riverbeds and other areas of eroded bedrock around the western Great Lakes. The metal was hammered into hunting and fishing implements, wood-working tools, and other useful objects. Archaic peoples also experimented with annealing, a process of heating and cooling that makes metal stronger. The use of these copper tools rose dramatically among the Archaic peoples of the Upper Midwest. Archaeologically speaking, the "Old Copper Complex" was a short-lived phenomenon, lasting less than a thousand years.

Spear points made from copper

Cemeteries and burial grounds provide a glimpse into the lives of the people interred there. Situated on a knoll near the Grant River Public Use Area, the Osceola Site is one of only three Middle Archaic "Old Copper" cemeteries that have been scientifically excavated in Wisconsin. Old Copper cemeteries contain individuals that have been buried in the flesh, reburied as bundles of bones, or cremated. Excavated teeth show signs of malnutrition, not surprising in a culture so profoundly affected by seasonal changes in food supply. Skeletons from these three cemeteries suggest that life expectancy was short by modern standards: few people survived beyond their late 30s.

British Hollow Grant County

O P There is not much to see in British Hollow — which is what makes it interesting. Like nearby Potosi, British Hollow grew from a mining settlement into a bustling village with several hundred people and shops, saloons, and hotels. A large lode of about 80,000 pounds of lead was discovered here one winter. Soon, four smelting furnaces filled the air with vapors toxic enough to kill all surrounding vegetation. Many animals died, too, except hardy hogs. After the lead was extracted, the mines closed and the air cleared. While some people remained in the area and became farmers, most had left the hollow by the 1930s.

Stone foundations are scattered throughout the hollow and on the hills. Most of the village site is now a private pasture. Across Highway 61/35 is the British Hollow cemetery, a poignant reminder of the village that once thrived here.

"As the town grew, rock and brick homes were built, but more of frame construction — all of them modest and simple in design, yet attractive and comfortable, especially those on the hilltops which were embellished with green shutters and cozy verandas, each overlooking a different panorama of wooded hills and brooks."

"British Hollow was Once Thriving Village," *Platteville Journal*, 26 September 1934

Barn Architecture

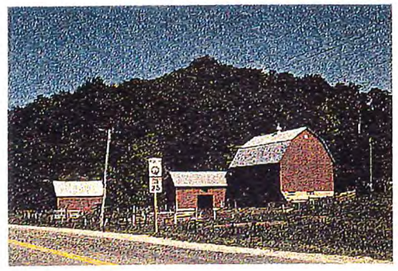
A O When the Great River Road swings inland, it offers sweeping views of fields and farmsteads. Barns are a particularly noteworthy feature of the agrarian landscape. They have evolved in response to changes in farming practices and machinery. Older barns are often endangered today because they don't adapt easily to new uses and take a lot of work to maintain.

Barns in Wisconsin often have three long, parallel interior spaces, and are therefore called "three-bay" barns. When wheat was grown here in the 1850s and 1860s, the middle bay was used for threshing — a process to separate grain kernels from the stalks. Bays on each side stored equipment and animals. A "raised three-bay" design, also called a "bank" or "basement" barn, became more popular as the dairy industry began to develop later in the 1800s. Farmers added stone basements beneath wooden barns, creating space to house more animals. These barns were often built into low embankments, giving animals access to the basement on one side, while allowing easy entry to the first floor from the other side.

Farmers stored hay in the loft just beneath the roof of the barn. Roof types changed over the years in an effort to increase storage space. The gable design gave way to the gambrel roof which, in turn, was replaced for a short time by the gothic-arch roof.

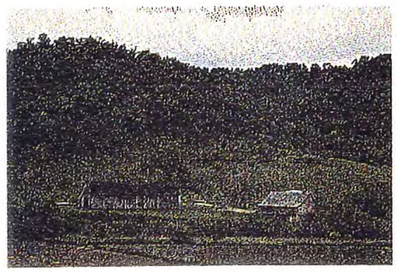
As the dairy industry grew, the University of Wisconsin at Madison developed the model barn for farmers. Better ventilation and more interior light improved sanitation, so designers recommended a long, narrow barn with lots of small windows. A center aisle allowed farmers to attend to rows of cows facing each side of the barn. Chutes drew air out through roof ventilators to improve air circulation. The gambrel roof provided storage space for the herd's hay and feed.

A completely different design is used for tobacco-curing barns in Vernon County, where Norwegian immigrants began cultivating the leaf in the late 1800s. The long, single-story

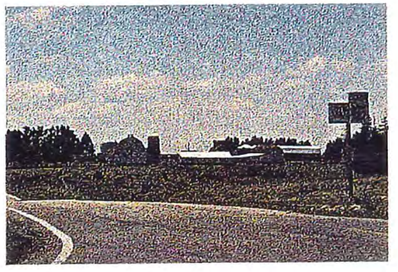


Gable-roofed sheds and a gambrel-roofed bank barn

Gambrel roofs provide more hay storage space than gable roofs



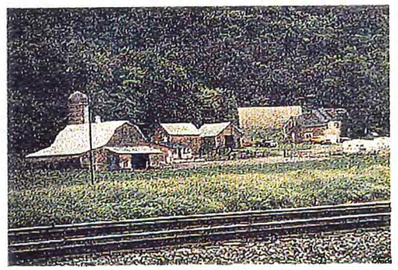
A tobacco barn in Vernon County



Old and new barns surround this silo

structures have vertical slats along the long sides. Tobacco leaves are laid over poles running the width of the barn, and air circulation is controlled by vertical vents. Vernon County tobacco is generally used to wrap cigars.

Silos, the round towers often connected to barns, have also evolved into an ever more functional form. Silos ferment organic material, typically the ears and stalks of field corn, into nutritious animal feed. Until farmers began making silage in the late 1800s, cows produced little milk in the winter. Silage made good feed available year round, turning dairying into a full-time, profitable business in Wisconsin. Silos are built of wood, stone, brick, concrete, tile, or metal. Older silos are shorter and slimmer than the modern metal giants. The structures grew taller as new machinery made it easier to load the raw materials and to process and unload the silage.



Farmers add wings as more space is needed

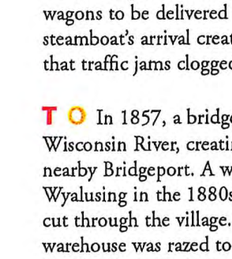
Wyalusing Grant County

O Towns came and went on the frontier. Wyalusing was first established in 1843, just north of its current location. The village did not prosper, and the land was sold. In 1856, the new owner replatted Wyalusing on its present site, which might have offered a better boat landing. Soon, the village could claim a shop, a storehouse, two boat landings, a sawmill, and a ferry across the Mississippi. Steamboats delivered supplies to Wyalusing, where the goods were loaded in horse-drawn wagons to be delivered to inland towns. A steamboat's arrival created so much activity that traffic jams clogged Main Street.

T O In 1857, a bridge was built over the Wisconsin River, creating competition with nearby Bridgeport. A worse blow hit Wyalusing in the 1880s, when the railroad cut through the village. The steamboat freight warehouse was razed to accommodate the tracks. Since Wyalusing never gained prominence as a rail shipping point, its commercial heyday was over.

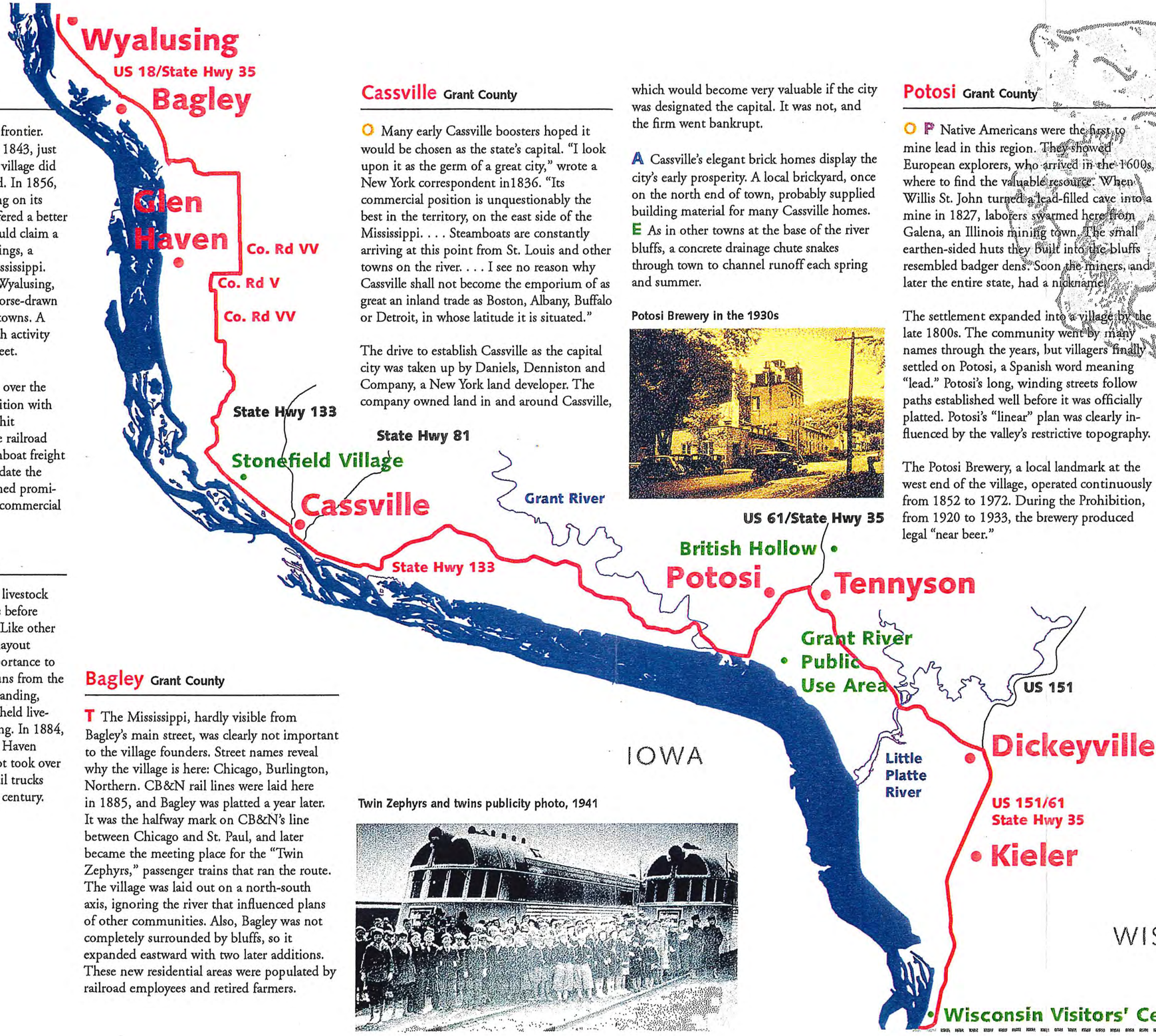
Glen Haven Grant County

Steamboats made this spot a busy livestock shipping port at least twenty years before Glen Haven was platted in 1857. Like other river communities, Glen Haven's layout reflects the Mississippi River's importance to the area's economy. Main Street runs from the adjacent farmland directly to the landing, where stockyards and storehouses held livestock and farm produce for shipping. In 1884, when railroad tracks severed Glen Haven from the river, the town's rail depot took over the bustling shipping business until trucks usurped that role in the twentieth century.



Bagley Grant County

T The Mississippi, hardly visible from Bagley's main street, was clearly not important to the village founders. Street names reveal why the village is here: Chicago, Burlington, Northern. CB&N rail lines were laid here in 1885, and Bagley was platted a year later. It was the halfway mark on CB&N's line between Chicago and St. Paul, and later became the meeting place for the "Twin Zephyrs," passenger trains that ran the route. The village was laid out on a north-south axis, ignoring the river that influenced plans of other communities. Also, Bagley was not completely surrounded by bluffs, so it expanded eastward with two later additions. These new residential areas were populated by railroad employees and retired farmers.



Cassville Grant County

O Many early Cassville boosters hoped it would be chosen as the state's capital. "I look upon it as the germ of a great city," wrote a New York correspondent in1836. "Its commercial position is unquestionably the best in the territory, on the east side of the Mississippi. . . . Steamboats are constantly arriving at this point from St. Louis and other towns on the river. . . . I see no reason why Cassville shall not become the emporium of as great an inland trade as Boston, Albany, Buffalo or Detroit, in whose latitude it is situated."

The drive to establish Cassville as the capital city was taken up by Daniels, Denniston and Company, a New York land developer. The company owned land in and around Cassville, which would become very valuable if the city was designated the capital. It was not, and the firm went bankrupt.

A Cassville's elegant brick homes display the city's early prosperity. A local brickyard, once on the north end of town, probably supplied building material for many Cassville homes.

E As in other towns at the base of the river bluffs, a concrete drainage chute snakes through town to channel runoff each spring and summer.

Twin Zephyrs and twins publicity photo, 1941

Potosi Brewery in the 1930s

Potosi Grant County

O P Native Americans were the first to mine lead in this region. They showed European explorers, who arrived in the 1600s, where to find the valuable resource. When Willis St. John turned a lead-filled cave into a mine in 1827, laborers swarmed here from Galena, an Illinois mining town. The small earthen-sided huts they built into the bluffs resembled badger dens. Soon the miners, and later the entire state, had a nickname.

The settlement expanded into a village by the late 1800s. The community went by many names through the years, but villagers finally settled on Potosi, a Spanish word meaning "lead." Potosi's long, winding streets follow paths established well before it was officially platted. Potosi's "linear" plan was clearly influenced by the valley's restrictive topography.

The Potosi Brewery, a local landmark at the west end of the village, operated continuously from 1852 to 1972. During the Prohibition, from 1920 to 1933, the brewery produced legal "near beer."

Tennyson Grant County

P Potosi's neighbor was originally called Dutch Hollow. When workers came to the lead mines, they usually settled near others of their ethnic group. Community names often identified the nationality. Dutch Hollow was renamed to honor the poet Alfred Lord Tennyson.

Dickeyville Grant County

A P The Grotto at Dickeyville is famous throughout the region. The concrete shrine, dedicated to religion and patriotism, is elaborately embellished with rocks, shells, and other materials from around the world. It was built in the 1920s by the pastor of Holy Ghost Church, Father Mathias Wernerus. Wernerus may have been inspired by the work of Paul Dobberstein, a fellow clergyman who built ornate shrines and grottoes throughout Iowa and Wisconsin. These church-based grottoes fueled the imaginations of many individuals who created secular versions for their private use or for display. The Prairie Moon Folk Art Museum, an unusual example, is just off the Great River Road north of Fountain City.

Kieler Grant County

P A Kieler's stone church occupies a prominent site, reflecting its important role in community life. The village was established in 1855 by German Catholics. A small, wood-frame church, erected in 1859, served the congregation until a stone church was built in 1869. The new, gable-roofed church was nearly twice the size of the first building. An 1896 remodeling added Gothic Revival detailing to the main entrance and two stone towers to the front. John Kieler, for whom the village was named, worked as a stone mason and contractor before emigrating from Prussia. He might have been responsible for the use of stone for the church walls.

The *Great River Road* Today

Wisconsin's Great River Road is part of a system of designated scenic routes that follow the Mississippi from its source to its delta at the Gulf of Mexico. In addition to Wisconsin, the Great River Road passes through the Canadian province of Ontario and through the U.S. states of Minnesota, Iowa, Illinois, Missouri, Kentucky, Tennessee, Arkansas, Mississippi, and Louisiana.

Wisconsin's rich heritage is displayed along its Great River Road by thriving cities and villages, fertile farms and dense forests, towering bluffs and gentle plains. Many people live and work near the Mississippi River in Wisconsin, and many more visit to fish, admire the scenery, and explore the well-preserved communities along the way. Some of the buildings from the late nineteenth and twentieth centuries serve their original purpose; others have been converted into restaurants, shops, hotels, and museums.

For more information on food, lodging and attractions along Wisconsin's Great River Road, contact the Wisconsin Department of Tourism at

1 800 432-8747. Enjoy!

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Archaeological Research Services: 5 (Mero mounds); 7 (Armstrong mounds, Cochrane ravines); and 9 (Trempealeau Mountain, Riverview Trail).

Hess, Roise and Company: overview photographs; 5 (church); 6 (cabins); 7 (Prairie Moon); 8 (Maiden Rock); 9 (bridge); 10; 11 (markers, locks and dams, fish hatchery); 14 (Stoddard, Genoa); 15 (Wyalusing State Park view); 17 (barns, British Hollow); and 18 (Prairie du Chien).

Wisconsin State Historical Society, Madison: 7 (Alma historicals); 8 (clammer); 14 (Victory); and 16 (brewery).

Mississippi Valley Archaeological Center, La Crosse: 3 (Oneota vessel); 7 (spear point); and 9 (gun flints).

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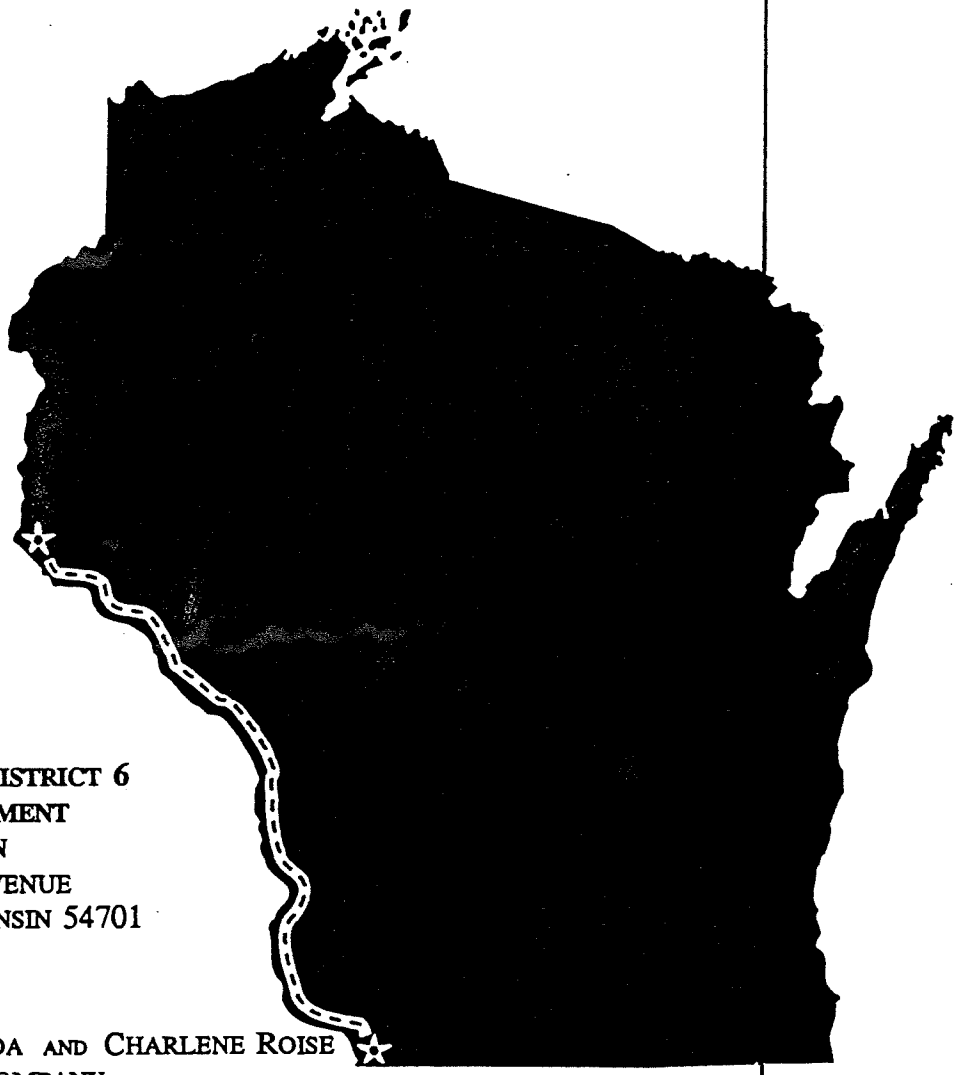
THE GREAT RIVER ROAD IN WISCONSIN

HISTORICAL MARKERS ON THE ROUTE



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WISCONSIN'S GREAT RIVER ROAD:

HISTORICAL MARKERS ON THE ROUTE

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In February, 1996, the Wisconsin Department of Transportation (WisDOT) commissioned historical consultants Hess, Roise and Company of Minneapolis to undertake research and prepare a report on the historic and archaeological resources of Wisconsin's Great River Road. WisDOT recognized that past efforts to identify cultural resources along the route had been sporadic and incomplete. This project sought to research, organize, and present the individual cultural resources along the entire length of Wisconsin's Great River Road in a consistent manner; to incorporate the sites into an overall historical context; and to determine how those sites could be interpreted. The project, funded by Enhancement and Scenic Byway provisions of the Intermodal Surface Transportation Efficiency Act of 1991, would also provide Wisconsin's Great River Road communities with tools and guidance for developing future interpretive programs for the historic and archaeological resources located along the route.

Work on the project was completed in two phases: an initial survey and evaluation period followed by intensive survey and research. Each phase culminated in a written report. The Interim Report, delivered in May 1996, outlined the initial phase and presented recommendations and guidelines to direct the second phase. Second-phase deliverables are a Technical Report, which detailed the project's administrative matters, and following interpretive products and guiding documents.

* Prototype Travel Guide
* Gateway Kiosk designs
* Slide show
* Camera-ready walking tour
* Guidelines for future walking tours
* Visual Identity Package
* Research dossiers
* Negatives and photo logs from field photography

This report, a supplement to the Technical Report, reprints recommendations for the State Historical Marker program originally presented in the Interim Report. It also compiles text for the existing State Historical Markers found on and near Wisconsin's Great River Road.

RECOMMENDATIONS FOR CORRIDOR'S EXISTING HISTORICAL MARKERS

The research team evaluated the historical markers that dot the Great River Road corridor. Wisconsin's Historical Markers Program was established in 1953 to create an official, standardized system of identifying and describing historically interesting sites throughout the state. Markers in the Great River Road corridor, then, were planned and erected over the course of the past forty years, and they display a high level of consistency in their appearance and landscaping. They vary greatly, however, in their interpretive styles and adequacy. Some markers relate directly to the immediate landscape, while others do little to encourage the reader to explore the surroundings.

A well-designed marker explains the landscape or property with which it is associated, allowing the reader to better understand the natural and human forces that have shaped that site and the broader region. A marker should refer directly to specific elements in the landscape in order to make the view part of the story. The "Coulee Region" marker, which stands east of La Crosse on State Trunk Highway 33, exemplifies this strategy well:

> . . . The area before you and in the entire coulee region of west central Wisconsin has been dissected by water erosion into a series of narrow ridges separated by steep-sided valleys called coulees. Fertile soils are farmed on the bottom and sites of coulees. The narrow ridges, often protected with woodlands, are capped by erosion resistant dolomite bedrock which commonly overlies sandstone. During formation of the coulees, erosion cut through the dolomite and removed the underlying weaker sandstone thereby creating the valleys. To the north and south of this marker, you can view several coulees and intervening ridges and note that State Highway 33 is situated on one of the dolomite-capped ridges. . . .

Other markers seem to ignore the fact that the reader is actually at the site. For instance, the "Lake Pepin" historical marker is situated at a wayside with a remarkable view of the lake and the Minnesota bluffs. The sight of the lake clearly inspired William Cullen Bryant, an American poet, who declared that the spot "ought to be visited in the summer by every poet and painter in the land." While the marker does dutifully record Bryant's sentiment, it buries the quote at the end of the text, beginning instead with the decidedly uninspiring statistics related to the size of the lake.

In this case, the marker has plenty of good information, namely, a description of the geological forces that created a lake in the middle of a river, as well as the human reaction to those geological forces. The information, however, in poorly organized. The statistics that introduce the lake do not say as much as the sight of the lake itself. Further, statistics rarely make captivating text, while the inspired words of a poet often do.

Statistics are necessary and interesting at times. The markers that relate to lumbering in Wisconsin contain illuminating figures that demonstrate the scale of that industry in the state. "Rafting on the Mississippi," a marker just south of Lynxville in Crawford County, reveals the amount of lumber that was contained in the Mississippi's largest log raft and largest lumber raft. Unfortunately, the marker fails to explain the lumber industry's terminology. Since most readers will not know what a board-foot of lumber is, they will be at a loss to understand how full of logs the river must have been. Furthermore, the marker discusses log rafts and lumber rafts without defining either term. Statistics are an integral part of the story told by this marker. However, to most travellers, this marker says very little.

Since the markers are meant to be a lasting reminder of Wisconsin's river history, it is advisable to eliminate any language that, in future years, may become obsolete. The Denniston House marker, erected outside the Cassville landmark in 1969, states that the building "has been in continuous operation as a hotel" since 1854. On the site visit of March 1996, this no longer seemed to be the case, and a call to the city clerk's office confirmed that the building has been converted into apartments.

Many markers in the corridor are also poorly written. Several contain errors in grammar that lead to confusion. The text of other markers is unorganized or contradictory. If the markers are to be revised, a concerted effort should be made to ensure that the text of each marker is grammatically correct and easily understood. Poor grammar and confusing text diminish the authority of the marker and reduce its effectiveness as an educational tool.

(Reprinted from May 1996 Interim Report)

"BOW AND ARROW"

The rock outline you see on the distant bluff is an archeological curiosity. Jacob V. Brower, a Minnesota archeologist, observed this formation in 1902 and interpreted it as a bow and arrow. In 1903 he wrote, "Some of the stones representing the bowstring are displaced. The intention seems to have been to represent a bow and arrow drawn to shoot toward Lake Pepin." Modern archaeologists think the boulders may form a bird effigy, but no one has reached a definite conclusion. Although it is an old, well-known landmark, perhaps even ancient, its origin and age are unknown; and it is not part of the Indian lore of this region. Boulder alignments made by Indians exist in other states, but this is the only one known in Wisconsin. Was it made by Indians? Is it a bow and arrow or a bird? It remains a mystery.

Erected 1979

[Location: Pierce County, Highway 35, 1 mile south of Highway 63, southeast of Hager City]

LAKE PEPIN

This beautiful lake is twenty-two miles long, varies in width from one to two and half miles, and covers about thirty-eight square miles. It was caused by the delta of the Chippewa spreading across the gorge of the Mississippi at the southeastern end of the lake. Because of its steeper grade, the smaller Chippewa River was able to bring in more glacial debris than the Mississippi could carry away. This delta provided a natural dam, and as the water was backed up, Lake Pepin was formed. State Highway 35 hugs Lake Pepin along most of its Wisconsin shore and has been called one of the most scenic drives in America. One of Lake Pepin's admirers was William Cullen Bryant. He praised its natural scenery and declared the area "ought to be visited in the summer by every poet and painter in the land."

Erected 1979

[Location: Pierce County, Highway 35, 3 miles west of Maiden Rock]

MAIDEN ROCK

The story of Maiden Rock has several versions. One by Mary Eastman was published in 1849. She heard the story from an old Indian friend, Checkered Cloud, who firmly believed the event happened around 1700. A more romantic version in verse was written by Margaret A. Persons.

James Duane Doty accompanied the Henry Schoolcraft expedition into this area and on June 3, 1820, Doty wrote in his journal: "It is told that many years since, a young and beautiful Sioux girl was much attached to a young Indian of the same band, and who would have married her but for the interference of her relatives. They insisted upon her marrying another one whom she dispised, and she contrived to avoid the connexion for near a year. At length her relations, having sent away the young man she loved, on this point they compelled her to marry the one they wished. It was evening, and she had not been united more than an hour, before they missed her from the lodge. Nothing could be found of her until morning, when they discovered her at the foot of this precipice, down which she probably precipitated herself."

Erected 1966

[Location: Pepin County, Highway 35, Maiden Rock]

SITE OF FORT ST. ANTOINE 1686

Nicholas Perrot was a daring adventurer, fur-trader and able diplomat. The handsome Frenchman built Fort St. Antoine on the shore of Lake Pepin near here in 1686. Alarmed by the aggressions of the English, the French government felt it was necessary to repeat their claims with sufficient pomp and ceremony to impress the Indians and to assure their allegiance. Accordingly, here at Fort St. Antoine on May 8, 1689, Perrot formally took possession of the entire region west of the Great Lakes "no matter how remote" in the name of Louis XIV. When A.W. Miller surveyed this area in 1855, he reported the fort site occupied "a space of about sixty by forty-five feet, and stood about seventy feet back from the point of the highest water mark on the lake shore."

Erected 1955

[Location: Pepin County, Highway 35, 1 mile northwest of Pepin]

LAURA INGALLS WILDER

This park is named in honor of Laura Ingalls Wilder, author of the "Little House" books which were awarded a medal in 1954 as "lasting contributions to children's literature." Laura Ingalls was born in a log cabin seven miles northwest of here February 7, 1867. In the 1870s her parents moved the family to Kansas Territory, then to Minnesota, and finally to South Dakota. At 15 Laura was teaching school and three years later married Almanzo Wilder. They lived for awhile in South Dakota before settling on a farm near Mansfield, Missouri.

Mrs. Wilder began her writing career when she was sixty-five. First in the series of eight books was "Little House in the Big Woods," describing her experiences here in the Pepin area. The book was an immediate success.

The author was surprised at her success and told an interviewer after writing her first book, "I thought that would end it. But what do you think? Children who read it wrote to me begging for more. I was amazed because I didn't know how to write. I went to little red schoolhouses all over the West and I never was graduated from anything." She died in 1957.

Erected 1962

[Location: Pepin County, Highway 35, Pepin Park, Pepin]

LITTLE HOUSE WAYSIDE

"Once upon a time . . . . . a little girl lived in the Big Woods of Wisconsin in a little gray house made of logs."

Writing about herself and her life here, Laura Ingalls Wilder thus began "Little House in the Big Woods," the first in her famous "Little House" books.

Laura was born here on February 7, 1867. Late in 1868 or in the spring of 1869, the Ingalls family left Wisconsin and travelled by covered wagon to Kansas. They found Kansas to be Indian country, so shortly after Carrie was born in August of 1870, Charles Ingalls brought his family back to the little house near Pepin. In 1871, Mary and Laura enrolled in the Barry Corner school near here. They sold this farm in 1873 and moved to Minnesota.

Laura Ingalls Wilder is loved, both for her delightful writing style and for her good homespun philosophy. Reflecting on her rugged frontier youth, she said "It has been many years since I beat eggs with a fork or cleaned a kerosene lamp. Many things have changed since then, but the truths we learned from our parents and the principles they taught us are always true. They can never change."

The Laura Ingalls Wilder Memorial Society, Inc. of Pepin, Wisconsin, organized in 1974, is proud to provide "Little House Wayside" as a memorial to this great lady and beloved author.

Erected in 1978.

[Location: County Road CC north of Pepin]

BEEF SLOUGH

The Beef Slough was a sluggish branch of the Chippewa River that provided an excellent storage pond for the logs floated downstream by numerous logging companies. Here loggers were employed to arrange the mixed-up logs into orderly rafts to be towed by steamboats to sawmills down the Mississippi.

The Chippewa Falls and Eau Claire sawmills felt threatened when the Beef Slough Manufacturing, Booming, Log Driving and Transportation Company was organized near here in 1867. Camp No. 1 built offices, a railroad depot, post office, church and dormitories to house 600 men during the rafting season.

The competition between the Eau Claire and Beef Slough interests developed into a brief dispute in 1868, sometimes called the "Beef Slough War." The most important result of the "war" was the arrival on the scene of Frederick Weyerhaeuser, whose Mississippi Logging Company brought skilled management and seemingly unlimited capital into the picture and changed the logging operations on the Chippewa from locally-operated activities into a major interstate industry.

Erected 1976

[Location: Buffalo County, Highway 35, north of Alma]

FOUNTAIN CITY

Before the white man came to this area Indians of the Chippewa, Winnebago and other tribes roamed freely along the Mississippi River. Recorded history tells of an Indian tribal battle that took place on these river banks which was witnessed by some of the earliest settlers who first came here in 1839. Adventurous pioneers, nevertheless, continued to arrive in greater numbers bringing farming, river commerce and small industries to this wilderness site, and soon the community of Fountain City was established. Throughout the years local residents have found many stone artifacts and other remnants that bear witness to the earlier cultures, which vanished as the new city grew along the Mississippi River.

Erected in 1985

[Location: Buffalo County, in Fountain City, at triangle formed by intersection of Highway 35 and Main Street]

PERROT'S POST

One of the leading early French traders and diplomats among the Indians of the upper Mississippi region was dark and handsome Nicholas Perrot. After building Fort St. Nicholas at Prairie du Chien in the summer of 1685, Perrot moved north and spent the winter here "at the foot of the mountain behind which was a great prairie abounding in wild beasts". These "wild beasts" were buffalo, elk, deer, bear, cougar and lynx. Today, only deer are still common to this area.

From here Perrot continued up the Mississippi to establish another fortified post on Lake Pepin and named it Fort St. Antoine. There on May 6, 1689, he formally took possession of the entire region west of the Great Lakes "no matter how remote" in the name of his king, Louis XIV.

In 1731 Godefroy de Linctot build a small fort among the Sioux at "the mountain whose foot is bathed by water", sometimes written La Montagne Qui Trempe a Leau" and now referred to as Mount Trempealeau. De Linctot's fort existed until 1736 and when its ruins were uncovered at this site in 1887, below them was found a hearthstone probably used by Perrot during the winter of 1685-1686.

Erected 1964

[Location: Trempealeau County, in Perrot State Park]

THE MISSISSIPPI RIVER PARKWAY: FIRST PROJECT

The first 5-mile-long section of the Great River Road project, or the Mississippi River Parkway as it was originally named, was built near here in 1953 and extended east across the Black River. Eventually, the Great River Road would follow the Mississippi River through the scenic and historic heartland of the United States, from the river's source near Lake Itasca, Minnesota, to its mouth in the Gulf of Mexico, offering panoramic views and spectacular vistas to the traveler.

Built by Wisconsin with federal aid and with the confidence that the other nine river states would continue the work, this section of the project symbolized the faith of Wisconsin in the integrity and permanence of the nation's institutions.

The completion of this first part of the 2,000 mile project provided tangible evidence that the concept of a pleasurable riverside highway along the banks of the Mississippi River, from its source to the sea, would be realized.

Erected 1994

[Location: Trempealeau County, Great River State Trail, Highway 35,
½ mile east of Trempealeau]

LUTHER COLLEGE

The first college founded by Norwegian Lutheran pioneer immigrants in the United States opened in the parsonage of Halfway Creek Lutheran congregation, Sept. 1, 1861. Teachers were Laur. Larsen and F.A. Schmidt, who also served as pastors for area immigrants. Enrollment was 16. The parsonage was destroyed by fire in 1865. The site and a marker are one-half mile west of Halfway Creek Lutheran Church on Knutson Road, near Halfway Creek Cemetery. The College moved to Decorah, Iowa, in 1862 where it continues.

Erected 1977

[Location: La Crosse County, off Highways D & W, 2.5 miles east of Holmen]

NATION'S FIRST WATERSHED PROJECT

This point is near the center of the 90,000 acre Coon Creek Watershed, the nation's first large-scale demonstration of soil and water conservation. The area was selected for this purpose by the U.S. Soil Conservation Service (then Soil Erosion Service) in October 1933. Technicians of the S.C.S. and the University of Wisconsin pooled their knowledge with experiences of local farm leaders to establish a pattern of land use now prevalent throughout the midwest. Planned practices in effect include improvement of woodlands, wildlife habitat and pastures, better rotations and fertilization, strip cropping, terracing and gully and stream bank erosion control. The outcome is a tribute to the wisdom, courage and foresight of the farm families who adopted the modern methods of conservation farming illustrated here.

Erected 1955

[Location: Coon Valley Park, Coon Valley]

THE COULEE REGION

Coulee is a term derived from the French verb "couler," meaning to flow. The area before you and in the entire coulee region of west central Wisconsin has been dissected by water erosion into a series of narrow ridges separated by steep-sided valleys called coulees. Fertile soils are farmed on the bottom and sides of coulees. The narrow ridges, often protected with woodlands, are capped by erosion resistant dolomite bedrock which commonly overlies sandstone. During formation of the coulees, erosion cut through the dolomite and removed the underlying weaker sandstone thereby creating the valleys. To the north and south of this marker, you can view several coulees and intervening ridges and note that State Highway 33 is situated on one of the dolomite-capped ridges. The Wisconsin novelist, Hamlin Garland, was a native of this area and wrote about pioneer life in the coulee region.

Erected 1975

[Location: La Crosse County, Wayside B, State Highway 33,
west of the junction with County Road OA]

THE UPPER MISSISSIPPI

From Lake Itasca, Minnesota, to Cairo, Illinois, the upper Mississippi River flows through America's heartland for over 1100 miles. Its currents have borne the Indian's canoe, the explorer's dugout, and the trader's packet. Jacques Marquette, Louis Jolliet, and Zebulon Pike tested its strength. Mark Twain gave it life in literature. Paddle-wheelers by the hundreds ferried lesser-known passengers over its waters during the halcyon days of steamboating in the 19th century. Into the Great River pour the St. Croix, Chippewa, Black, Wisconsin, Rock, Illinois, Missouri, and Ohio Rivers. Along its banks have flourished the cities of St. Paul, Winona, La Crosse, Davenport, Keokuk, Quincy, and St. Louis. For a time diminished in importance by the railroads, the Great River came back into its own in the 20th century through dredging and damming. The present nine-foot channel and a series of locks and dams allow 300-foot barges to transport coal, cement, grain, and other products vital to the region's economic well-being. Imposing in size and beauty, violent and muddy in flood-stage, calm and serene on a summer morn, the Great River sustains life and livelihood within itself, along its banks, and upward in the hinterlands east and west.

Erected 1980

[Location: Rest Area-Tourist Information Center No. 31, I-90, French Island, La Crosse]

MAJOR GENERAL C.C. WASHBURN

Cadwallader Colden Washburn was born in Maine in 1818. He settled in Mineral Point, Wisconsin, in 1839 and served in Congress before moving to La Crosse.

When the Civil War broke out, Washburn organized the Second Wisconsin Volunteer Cavalry Regiment and became its colonel. Washburn's ability and political influence marked him for advancement. He served with distinction throughout the war. He commanded the Military District of Western Tennessee by 1865, and he was one of only two Wisconsinites to attain the rank of major general.

Washburn returned to Congress in 1866 and became governor in 1871. Washburn advocated moderate reforms such as government control of telegraphs, regulation of railroads, and support for libraries. Washburn retired from politics in 1874 to attend to his business and philanthropic interests. He donated an observatory to the University of Wisconsin, funded the establishment of a public library in La Crosse, and with his Madison residence ("Edgewood") endowed a Catholic girls' school. His flour-milling concern in Minneapolis eventually became General Mills. Washburn died in 1882 and is buried in La Crosse.

Erected 1990

[Location: Rest Area-Tourist Information Center No. 31, I-90, French Island, La Crosse]

"The Mississippi River Parkway"

The Parkway project extending westward from this place and across the Black River was the first to be planned and constructed as a portion of the Parkway which eventually will extend from the source of the Mississippi River in Lake Itasca (Minnesota) to its mouth in the Gulf of Mexico.

Built by Wisconsin with federal aid coming from all 48 states with confidence that our nine sister states on the river will continue the work, this project symbolizes the firm faith of our people in the strength and integrity of our country and the permanence of its institutions.

[Location: 8 miles north of La Crosse, west of intersection of Highways 35 and 93]

SPENCE PARK

Because of the fertile soil and lush woodlands on the river shores, the Winnebago Indians settled in this area in 1772. Sixty years later they ceded these lands to the U.S. Government. In 1842, Nathan Myrick, the first white settler in La Crosse, built his log cabin and trading post on this site. It was designated a public boat landing in 1851.

This was the most strategic Mississippi River port on the western boundary of Wisconsin. Boats traveling north and south docked here, and wagons traveling west crossed the river on ferries from this place. La Crosse thus became known as the Gateway City.

The Indians made this a neutral ground and met on the prairie east of here only in peace and competed in athletic contests. Their most notable game was la crosse, from which the city derived its name.

In 1903, the city named this park for Thomas H. Spence, a pioneer businessman and civic leader, who gave this land to the people.

Erected 1978

[Location: La Crosse County, in riverfront park in city of La Crosse]

BATTLE OF BAD AXE

After holding off his pursuers at the Battle of Wisconsin Heights (about 1½ miles south of present Sauk City) Black Hawk led his people over unfamiliar country toward the Mississippi. In the meantime, the Army alerted Fort Crawford at Prairie du Chien. When the Indians reached the Mississippi, they found an armed steamboat blocking escape. The Battle of Bad Axe fought near here August 1-2, 1832, ended the Black Hawk War. Driven into the water by their pursuers, the Indians - warriors, old people, women, and children - were shot down or drowned as they tried to escape. Black Hawk succeeded in getting away but was soon taken prisoner. Later, when asked about his ill-fated venture, he said simply: "Rock River was a beautiful country; I loved my towns, my cornfields, and the home of my people. I fought for it."

Erected 1955

[Location: Wisconsin 35, 2½ miles north of De Soto]

CHIEF WIN-NO-SHIK, THE ELDER

Win-no-shik, the Elder, was a notable chief of the Winnebago. On a treaty signed February 27, 1855, at Washington, D. C., his signature reads "Wau-kon-chaw-koo-haw, or the Coming Thunder, or Win-no-shik."

Win-no-shik was promoted to the rank of chief when quite young and always was popular with his people. Historians have written that he was of medium-size, handsome, and "always carried a pipe, especially at council meetings. As a man, he was modest, kind and courteous; as a chief, dignified, firm and just in the exercise of his authority."

In 1829, Win-no-shik was head chief of the large Winnebago village at La Crosse. When the Winnebago moved to Iowa, he was made head chief of the tribe and remained chief of his own band. After Win-no-shik's death, his brother, Young Winneshiek, or Short Wing, and his son, Little Winneshiek, or Striking Tree, moved back to Wisconsin, near Black River Falls, where his descendants still live.

Erected 1975.

[Location: Vernon County, Highway 35, 2 miles north of De Soto]

DAMS ON THE MISSISSIPPI

Lock and Dam No. 8 at Genoa, 679.2 miles above the mouth of the Ohio River, is set on a foundation of sand, gravel and broken rock. The lock has a 110 foot wide chamber and an 11 foot lift from the lower to the upper pool. Construction of the dam cost $6,702,500 and affected 18,591 acres of land. In May 1937 the battery of fifteen gates closed and the Genoa Dam opened for navigation. This dam is one of 26 locks and dams built by the United States Government to improve transportation from Minneapolis to the mouth of the Missouri River. The project, approved by Congressional Act on August 30, 1935, was largely completed by 1938. In the next fifteen years river traffic increased from 458 to 2,636 million tons.

Erected 1958

[Location: Vernon, County, Highway 35, immediately south of Lock and Dam 8]

WISCONSIN'S First Nuclear-Fueled ELECTRIC GENERATING STATION

Dairyland Power Cooperative in April of 1961, was designated by the Joint Congressional Atomic Energy Commission as eligible to construct and operate a nuclear-fueled electric power plant as a research and development pilot installation. On June 8, 1962, the Atomic Energy Commission entered into a contract with the Allis-Chalmers Company of Milwaukee for the fabrication of a 50-megawatt facility, now identified as the La Crosse Boiling Water Reactor (LACBWR), and with Dairyland Power Cooperative for its eventual operation. Construction began in May of 1963. On July 11, 1967, at 7:39 in the evening, the reactor achieved its first self-sustaining chain reaction, which ushered Wisconsin into the nuclear age. Operation at full power level was attained on August 1, 1969. After several modifications and numerous tests, it was declared operational for commercial use on February 1, 1971, with a firm capacity of 50 megawatts. Dairyland Power Cooperative acquired full ownership of this nuclear-fueled electric generating facility by its purchase from the Atomic Energy Commission in August of 1973.

Erected 1976

[Location: Vernon County, Power plant parking lot, west side of Highway 35, Genoa]

RAFTING ON THE MISSISSIPPI

After 1837 the vast timber resources of northern Wisconsin were eagerly sought by settlers moving into the mid-Mississippi valley. By 1847 there were more than thirty saw-mills on the Wisconsin, Chippewa and St. Croix river systems, cutting largely Wisconsin white pine.

During long winter months, logging crews felled and stacked logs on the frozen rivers. Spring thaws flushed the logs down the streams toward the Mississippi River. Here logs were caught, sorted, scaled and rafted. Between 1837 and 1901 more than forty million board feet of logs floated down the Great River to saw-mills.

The largest log raft on the Mississippi was assembled at Lynxville in 1896. It was 270 feet wide and 1550 long, containing two and one-fourth million board feet of lumber.

The largest lumber raft on the river originated on Lake St. Croix in 1901. Somewhat smaller in size, 270 feet wide and 1450 feet long, it carried more lumber, nine million board feet. The last rafting of lumber on the Mississippi came in 1915, ending a rich, exciting and colorful era in the history of Wisconsin and the Great River.

Erected 1965

[Location: Crawford County, south of Lynxville]

"Villa Louis"

On the site of old Fort Crawford, Col. Hercules Louis Dousman, important agent in John J. Astor's fur company, built his "house on the mound" in 1843. Later it was named Villa Louis.

Today this luxurious mansion appears much as it did in the days when it was a brilliant center of social activity, even while the pioneer lived side by side with the Indians.

[Location: at entrance, Villa Louis Road, Prairie du Chien]

This marker was down when survey was completed, and the above text could not been verified.

MUSEUM OF MEDICAL PROGRESS Site of SECOND FORT CRAWFORD MILITARY HOSPITAL

The Second Fort Crawford Military Hospital was built here in 1831. In 1934 this portion of it was restored with original stone as a memorial to William Beaumont, M.D. (1785-1853), pioneer military surgeon.
Among prominent military personnel stationed at Fort Crawford were Zachary Taylor, later President of the United States, and Jefferson Davis, President of the Confederacy.

The Museum of Medical Progress has been established by the Charitable, Educational and Scientific Foundation of the State Medical Society and is operated by the State Historical Society of Wisconsin.

Erected 1962

[Location: Crawford County, Beaumont and Rice Streets, Prairie du Chien]

PRAIRIE DU CHIEN

In prehistoric times water from melting glaciers cut a wide valley between the bluffs of the Mississippi River to form a broad flood plain. On it French explorers, traders and missionaries found a large and well-established Fox Indian village. The chief's name was Alim in Indian, Chien in French and Dog in English.

Jonathan Carver visited the village in 1766 and called it "Dog Plain" but the residents preferred the French "Prairie du Chien." Another traveller, who could trade and fight better than he could spell, was Peter Pond. In 1773 Pond visited Prairie du Chien and wrote: "This Plane is a Very Handsum one. The Plane is Verey Smooth hear. All the traders and all the Indians of Several tribes Meat fall & Spring."

The United States Government negotiated three important treaties with the Indians here in 1825, 1829 and 1830. Most important was the council that opened August 5, 1825. In a conference that lasted fourteen days, leaders of most of the Indian tribes of the Northwest met with William Clark and Lewis Cass to establish territorial boundaries for each tribe.

Erected 1962

[Location: Crawford County, U.S. 18, 2 miles south of Prairie du Chien]

PERE MARQUETTE AND SIEUR JOLLIET

In 1673, Louis Jolliet, Canadian fur-trader and explorer, and Father Jacques Marquette, French Jesuit Missionary, with five French Canadian boatmen, were the first white men to enter the upper Mississippi River.

Indians directed them to the Great River via the Fox-Wisconsin waterway from the present site of Green Bay to Prairie du Chien. The Frenchmen entered the Mississippi River June 17, 1673.

Descending the river until July 16, the explorers turned back at the Arkansas River because they anticipated possible danger ahead from the Spanish and Indians. Returning North, the expedition pioneered what is now the Illinois-Des Plaines-Chicago River passage to Lake Michigan.

Marquette and Jolliet were back at the mouth of the Fox River by the end of September. The trip had taken them over 2,000 miles through country never before seen by white men.

Erected 1973

[Location: Crawford County, Tourist Information Center at Mississippi River Bridge, Prairie du Chien]

THE PILOT'S WHEEL

Official emblem of the Mississippi River Parkway. The 12 spokes represent the 10 member states and two provinces. Signs are displayed along the route with "The Great River Road" and the respective state names thereon.

Adopted in 1958 by the MRPC Committee chaired by J. Alvin Dru'yor, Prairie du Chien, WI

[Location: Crawford County, Tourist Information Center at Mississippi River Bridge, Prairie du Chien]

"War of 1812"

Although Prairie du Chien belonged to the United States after the American Revolution, its pioneer residents were tied by trade, tradition and family to the French-British community at Mackinac and to the St. Lawrence River ports.

During the War of 1812, Governor William Clark of Missouri recognized the strategic importance of Prairie du Chien's location, and sent about 150 soldiers to build a fort here. When it was dedicated June 19, 1814, the American flag was raised for the first time over a Wisconsin fort.

Pro-British residents alerted the British at Mackinac and a force of 150 militia and 400 Indians were quickly sent to Prairie du Chien. Fort Shelby was compelled to surrender on July 20 and was re-named Fort McKay by the British.

When the war ended, the British burned the fort and withdrew to Mackinac. The Americans began construction of another fort July 3, 1816, and named it Fort Crawford. This reconstructed blockhouse marks one corner of the first Fort Crawford.

Erected 1964

[Location: Villa Louis, Prairie du Chien]

This marker was down when survey was completed, and the above text could not been verified.

DENNISTON HOUSE

When Wisconsin Territory was established by Congress in 1836, more than a dozen communities eagerly sought to become the capital. Daniels, Denniston, and Company of New York offered this building free if Cassville were chosen. When the Legislature selected Madison, Denniston's dream ended in bankruptcy.

Nelson Dewey arrived in Cassville in 1836 and worked for the Denniston firm. Later, Dewey acquired vast properties here including this building which he opened as "Denniston House" in 1854. It has been in continuous operation as a hotel ever since. Dewey's plantation home "Stonefield" is preserved in Nelson Dewey State Park about one mile upriver from here.

Erected 1969

[Location: Grant County, Front and Frederick Streets, Cassville]

NELSON DEWEY - FIRST GOVERNOR OF WISCONSIN

When Nelson Dewey left his parents' home at Hamilton, New York, at the age of 23, he traveled by stagecoach, steamer, sailing vessel, horseback, and on foot to reach Wisconsin. The trip took five weeks and Dewey arrived in Cassville in June of 1836, about two weeks before Wisconsin was officially established as a territory. He soon became interested and active in politics and when Grant County was organized the next year, he became its first Register of Deeds and moved to Lancaster. Next he entered the Territorial Legislature and when Wisconsin became the thirtieth state in 1848, Dewey was elected its first governor. Because of his election to such high office at the age of 35, many people expected him to continue in a political career but he disliked politics and returned to Grant County. In 1854 he began to acquire land at Cassville and developed a 2000-acre plantation which he called "Stonefield" today preserved in Nelson Dewey State Park. He died July 20, 1889, and his was the last burial in this cemetery.

Erected 1961

[Location: Grant County, Highways 35 and 81 and U.S. 61 - in Cemetery,
1 block west from highways in Lancaster.]

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Wisconsin's *Great River Road* Gateway Kiosk

April 1997
Wisconsin Department of Transportation
District 6
Eau Claire, Wisconsin

Prepared by
Jensen & Wilcoxon, Inc.
Minneapolis

Great River Road Kiosk basic unit

The basic unit for the kiosk can be configured in a number of ways depending on the situation. At Prescott where space is limited, it may be a two-panel, side-by-side configuration that goes up against the building. Elsewhere along the ***Great River Road***, the kiosk may be a back-to-back configuration, or if the community wishes to produce a panel of its own, the kiosk may be an equilateral triangle in plan.

The basic elements are a steamboat-inspired structure that holds a 42-inch-square information panel. A replica pilot's wheel logo. And ***Great River Road*** logo pennants.

The painted steel structure will require minimal maintenance and the porcelain panels are scratch resistant and virtually graffiti proof.

Welcome to Wisconsin's *Great River Road*

Introduction

The area's rich heritage is reflected in bustling cities and quaint villages, fertile farms and dense forests, towering bluffs and gentle plains—all edging the magnificent Mississippi River. Discover history embedded in the buildings and landscape by exploring five historical themes: Environment, Transportation, Architecture, People, and Occupations.

For more information about exploring the heritage of Wisconsin's *Great River Road*, visit the Welcome Center or contact the Wisconsin Department of Tourism at 1 800 432-8747.

Environment

The environment has molded the region's dramatic landscape. Runoff from melting Ice Age glaciers carved the river valley. Glaciers moved across the region about one million years ago, crushing rock into gravel. The rubble, known as "drift," was dropped as glaciers thawed and receded, endowing the region with rich mineral deposits and, later, fertile soil. The glaciers missed part of southwestern Wisconsin, leaving more rugged terrain in the "driftless" region.

The majestic bluffs that overlook the river, along through this region, charm one with the grace and variety of their forms, and the soft beauty of their adornment. The steep verdant slope, whose base is at the water's edge, is topped by a lofty rampart of broken, turreted rocks, which are exquisitely rich and mellow in color. . . . And then you have the shining river, winding here and there and yonder, its sweep interrupted at intervals by clusters of wooded islands, threaded by silver channels . . .

Mark Twain, *Life on the Mississippi*, 1883

Transportation

The highways that now dominate the area's transportation system were preceded by boats and trains. Mississippi River boats served as the main mode of transportation for people and goods until the 1880s, when eastern railroad lines reached this area. Railroad tracks often edged the river, cutting communities off from suddenly obsolete steamboat landings. Towns established after the railroad arrived are oriented to the tracks. River traffic was revived by the construction of locks and dams on the Mississippi in the 1930s. Viewing platforms at the locks at Alma, Trempealeau, Genoa, and Lynxville offer a close view of these massive "elevators" that help boats and barges move past the dams.

Architecture

The *Great River Road* also offers a chance to study many styles of architecture from the nineteenth and twentieth centuries—Greek Revival farmsteads, Italianate business blocks, Queen Anne mansions, and much more. There are many well-preserved downtowns to enjoy, and commercial buildings in Maiden Rock and other communities often have plaques that name their builder and year of construction. La Crosse has a particularly impressive concentration of Prairie School homes. House styles in Fountain City and other towns range from Gothic Revival to Queen Anne Victorians to Prairie School. A local brickyard in Cassville left a legacy of elegant brick homes and commercial buildings. Farmhouses, barns, silos, and outbuildings are also plentiful along the route.

People

Nomadic Paleo-Indians, the first in the region, hunted woolly mammoth, mastodon, and other large animals about 12,000 years ago. Late Paleo-Indians and their Archaic descendants hunted smaller prey in addition to fishing and harvesting wild plants. About 2,000 years ago, the Woodland Indians were the first in the region to make pottery and cultivate crops. They also built burial mounds, some of which survive today. Later, Oneota Indians became farmers and built villages along the valley. Visit mound groups and village sites near Diamond Bluff, Lake Pepin, and Trempealeau, and in Perrot State Park, La Crosse, and Prairie du Chien. Archaeological displays can be found in Prescott and Perrot State Park. At the Mississippi Valley Archaeology Center at the University of Wisconsin at La Crosse, archaeologists explain techniques for learning about prehistory.

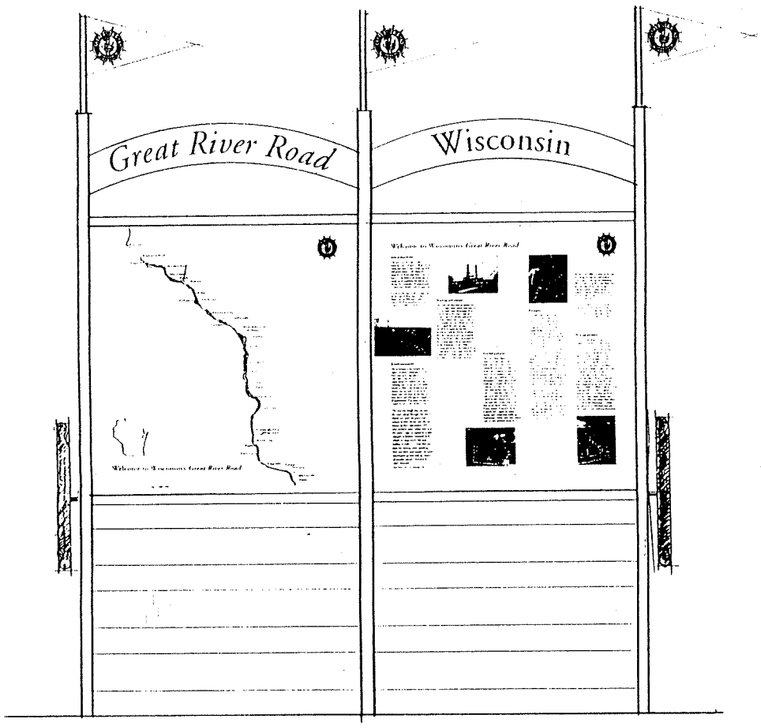
European explorers and missionaries arrived in 1673. First claimed by the French, then the British, the region was prized as a source of valuable fur. The U.S. gained control of the "Northwest Territory" in 1794, but many British traders maintained their lucrative posts until after the War of 1812. Learn more at the Fur Trade Museum and Villa Louis in Prairie du Chien.

By the early 1800s, steamboats brought European immigrants and settlers from eastern states up the Mississippi. Place names along the *Great River Road* provide clues about early residents: Italians founded Genoa, Swedes established Stockholm, Welsh miners lived in British Hollow, and the French settled in Prairie du Chien.

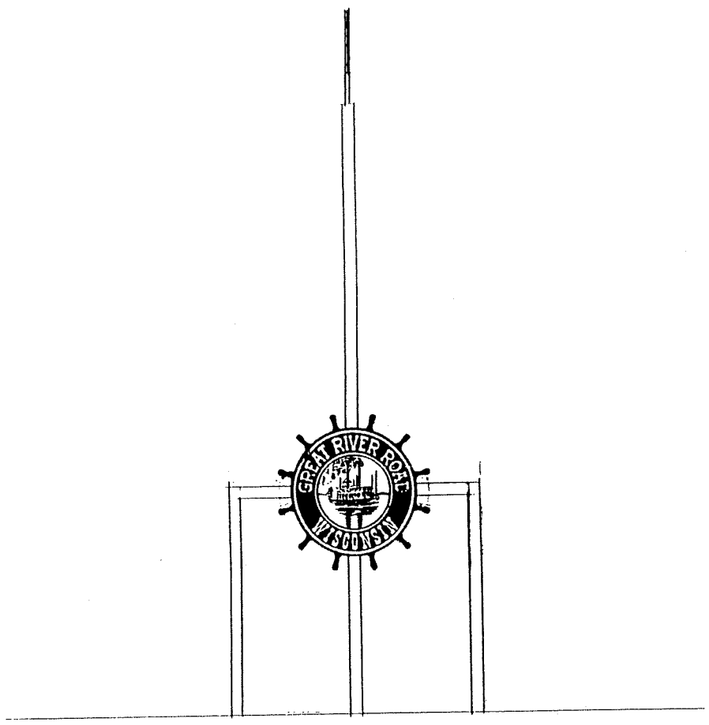
In the late 1800s, German was the language most often heard on the streets of Fountain City. The culture of these nineteenth-century immigrants lives today in the food, crafts, and folklore of the river communities.

Occupations

Steamboats heading downstream transported products of the region's early occupations: lead from mines in Potosi and other parts of the Driftless Region; wheat farmed on the bluffs and in the valleys; and rafts of logs from the territory's vast pine forests. Farmers later raised cows, earning Wisconsin a reputation as the nation's dairyland. Other settlers fished, caught river clams, or milled lumber. Button factories, breweries, silica mines, tobacco warehouses, grain elevators, and other industrial properties along the *Great River Road* reveal the variety of the region's commerce. While some surviving buildings still serve their original purpose, others have been converted into restaurants, shops, hotels, and museums. When the *Great River Road* strays from the Mississippi, it winds through acres of cultivated land and offers views of ever-evolving farmsteads.



Front View



Side View

The above drawings of the gateway marker and support frame are intended to portray a concept rather than a design detail. The concepts are as follows:

Framework:

- steamboat motif
- pilots wheel (operational)
- 2 panels

Left Panel: graphic presentation of physical attributes of the Wisconsin Great River Road. i.e., its length, its configuration, its river towns, counties, etc. Perhaps, the panel being presented in relief.

Right Panel: brief overview of the Wisconsin Great River Road corridor by five themes in text and picture form. (see opposite page)

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Wisconsin's *Great River Road* Visual Identity

April 1997
Wisconsin Department of Transportation
District 6
Eau Claire, Wisconsin

Prepared by
Jensen & Wilcoxon, Inc.
Minneapolis

Why Visual Identity is important for Wisconsin's ***Great River Road***

A consistent visual image is critical to the success of Wisconsin's ***Great River Road*** as tourist attraction. Image is projected through any number of communication forms—signs, brochures, and advertising. Every application influences the conclusion one reaches about an organization, company, or tourist destination.

When a coordinated visual identity system is adopted and consistently implemented, an image emerges. The visual identity program developed for Wisconsin's ***Great River Road***, if consistently used over time, will not only increase the public awareness of the route, but also create a positive image. The purpose of the manual is to convey the principles and spirit of the visual identity program and to guide its implementation by local communities.

Flexibility and versatility are essential in a visual identity program. This manual is not intended to restrict creativity, but instead provides guidelines for solving specific problems.

Augmented by good design judgment and common sense, these guidelines should lead to a consistent, effective identity for Wisconsin's ***Great River Road.***

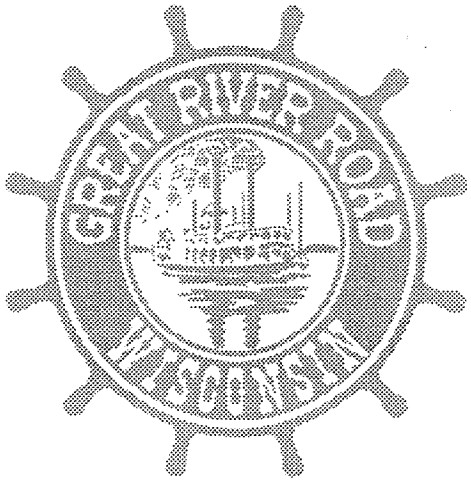
Thank you for your support.

Great River Road logo

This is the ***Great River Road*** logo.
The form depicts a pilot's wheel with a steamboat in the center. Surrounding the steamboat is typography that reads "Great River Road" and "Wisconsin." A version of the logo (reflecting the state or province) is used consistently from Canada to the Gulf of Mexico. The dark green color is an integral part of the logo and should be used wherever possible.

Computer (EPS) files of the logo in **green, black,** and **gray** (a screen percentage of black) are available from the Wisconsin Department of Transportation. Camera-ready artwork is also available. Official logos should **always** be used to maintain the integrity of the logo and to insure copyright.

Other colors should not be used. The only exception is a one-color printing, such as blue on white paper, where everything is printed in the same color. The use of dark green is encouraged whenever possible.



Color

The color to be used for the ***Great River Road*** logo is dark green. The exact color for printing purposes is:

Pantone 342
(also called PMS 342)

The color is the same whether it is printed on coated or uncoated paper.
The **four-color process** equivalent for PMS 342 is:

100 %	Cyan
0 %	Magenta
69 %	Yellow
43 %	Black

Dark blue is used to depict the Mississippi River and its tributaries. Red is used to show the ***Great River Road*** and towns along it on maps where color is available.

Typography

Typography is the style of lettering that is used and the way the lettering is organized on a page. If typography is used consistently it can reinforce the visual identity of an organization.

For the Great River Road we have used two typefaces:

- Adobe Garamond
  - — regular (Roman)
  - — *italic*
  - — **bold**
  - — ***bold italic***

- **Syntax black**

Syntax black is used only for display purposes, such as maps. All text should be in Adobe Garamond. Italic is used for emphasis and to denote book titles, etc. Garamond bold is used for emphasis and for subheads.

While much of the appeal of Wisconsin's ***Great River Road*** is historical, the documents about it are contemporary. The visual identity has been designed to have a timeless, contemporary appearance—neither old-fashioned nor trendy. Typography is organized flush left, ragged right, as you see in this publication. Try to keep the size for text at least 12 points. Publications will be read by a range of ages, as well as by people walking or in their cars.

do

Use Times Roman and **Helvetica Bold** as substitutes if they are the only fonts available—they are resident on all laser printers.

DON'T

Do not use shadow, outline, or ALL CAPS.
Do not use ***other*** *typefaces.*

There are hundreds of typefaces available, and all manner of ways to manipulate typography. It would be counterproductive for the communities along Wisconsin's ***Great River Road*** to try to create unique visual identities. Remember the purpose of the identity is to build a **national** image and awareness for Wisconsin's ***Great River Road*** over time. Consistency and repetition are the means to this end. Advertising campaigns may change from year to year, or even season to season, but the identity remains constant.

Layout

Layouts for Wisconsin's ***Great River Road*** publications should be simple and clear. Elements should be organized along a flush left axis or axes.

If the logo is used it should either be completely separated from typography (as it is on the cover of this publication) or flush left, with the circle aligning with the typography and the handles on the pilot's wheel **exdented**, (sticking out beyond the axis) as shown here.

Images may be any combination of square-cut, round, oval, or silhouettes. Try to have captions in proximity to the images and in **bold** type. Also try to use the captions to quickly tell your story. This is your chance to engage the reader. Don't use captions only to identify the image.

Imagery

The most compelling images associated with Wisconsin's *Great River Road* are those associated with the river and its inhabitants—both current and historical. Try to use dramatic images of:

steamboats
19th-century architecture
Prairie-School architecture
native cultures
locks and dams
river vistas
local industry
European immigrant culture

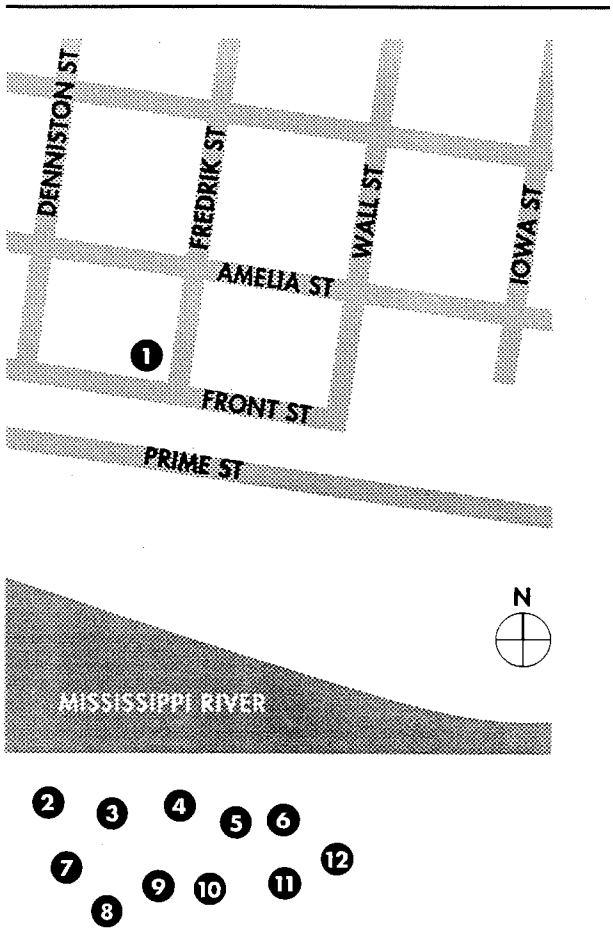
Remember, your publications and advertisements are intended for tourists, not residents. Although many topics and images are of enormous local interest, they may not be suitable for a **national** or **regional** tourist audience.

Walking Tour Publications

Computer templates for Wisconsin's *Great River Road* walking tours are available from the Wisconsin Department of Transportation.

The templates have been prepared by a professional graphic design firm and require a rudimentary knowledge of desktop publishing. They can be completed by anyone with a Macintosh computer and Quark Xpress page-layout software. (The version used for the templates is 3.32.) Kinkos, a national chain, has the computers, software, and the knowledgeable staff to help with the preparation of a *Walking Tour* using the provided templates. Many printers or most graphic design firms can also do the work for you.

For those communities for whom base maps have been created—such as Cassville, shown here—the bulleted numbers are provided and are simply dragged into place on top of the map. More numbers can easily be created if they are needed.



The type fonts and sizes have been determined for easy readability and stylistic consistency. The user simply selects the type from the template and begins typing. The type styles and sizes are also in the **style sheets** that are part of the software.

Photographs can be introduced either by scanning and importing into the Quark Xpress document, or by having a conventional halftone made and stripped in by the printer.

NOTE: This will be bewildering to a lay audience, but very simple for anyone in the graphic design field.

Cassville Historic Walking Tour

1 **Building, address (F1 see style sheets)** c. 1800
text (F2 see style sheets)

Extremely Long Building Name, address 1915
text (F2 see style sheets)

NOTE: to make the dates in regular (not bold), you will have to select the dates by double clicking on them and then select **AGaramond** from the **measurement** window (see **View** at top)

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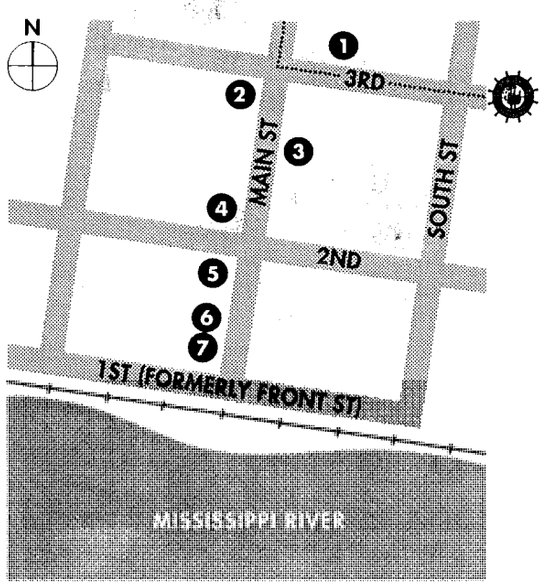


For more information about Trempealeau or the Great River Road, contact:

Trempealeau Visitor Information
63 Third Street
Trempealeau, Wisconsin 54661
Tel. 608 534.6780

Mississippi River Parkway Commission
1513 Pioneer Building
336 Robert Street
Saint Paul, Minnesota 55101
Tel. 612 224.9903

Trempealeau

Walking Tour

Wisconsin

Great River Road

Why doesn't Trempealeau, a steamboat-era river town, face the river?

Originally, it did. The Mississippi River was the region's main highway when Trempealeau was founded in 1852. Even before a village existed, Native Americans, European explorers, and fur traders travelled on the river, often stopping here for a night or more. Steamboat traffic grew in mid-century, and people began to settle in the newly founded village. They built wood-frame warehouses, shops, and hotels along Trempealeau's waterfront Front Street to support the thriving river trade.

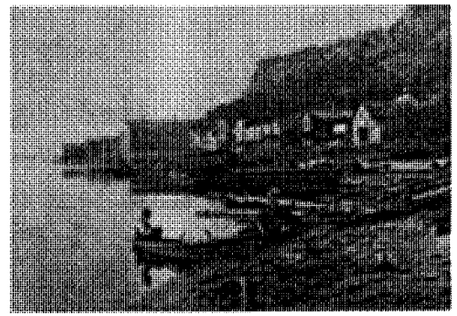
Soon, the expanding rail system began competing with steamboats. Trains can run in any season, but river boats were often stalled by winter's ice or summer's low water. The Chicago, Burlington, and Quincy Railroad laid tracks along the river in Trempealeau in 1886, and the waterfront's importance waned.

Disaster struck in 1887.

Fire swept through the commercial district, leaving most of Front Street in ashes. Business owners rebuilt quickly, and, turning tragedy into opportunity, they shifted the commercial district away from the riverfront and its noisy railroad. The few surviving buildings were moved to Main Street. Fear of fire prompted villagers to rebuild with brick.

Today, Main Street reflects Trempealeau's rural setting.

Few buildings were designed by architects or built in a particular architectural style. These utilitarian structures, sometimes described as ***vernacular architecture***, were built by local craftsmen or property owners using methods learned from relatives, neighbors, or experience. People took pride in their buildings, often including their name or some decoration in the simple facade. In Trempealeau, modest ornament is generally found in the ***cornice*** (where the front wall meets the roof). Many remodeled buildings in the village still have their original cornices, so be sure to look up to find those remnants of old Trempealeau.



The 1887 fire destroyed these shops and warehouses, dramatically changing the face of Trempealeau.

Trempealeau Historic Walking Tour

1 House (Tourism Office), 63 Third Street c. 1866
House, 41 Third Street c. 1868
Many Trempealeau houses built in the mid- to late 1800s have modest decoration. These two show some typical details: ***overhanging eaves*** supported by ***brackets; pedimented windows***; and ***bay windows***.

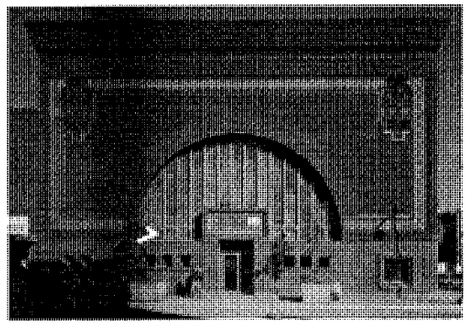
Buildings evolve over time. Look for clues that reveal alterations, like those on the porch at 63 Third Street. The existing brick columns don't match the brick walls of the house, and concrete blocks weren't readily available until the early 1900s. Originally, this porch probably had wood columns like those next door at 41 Third Street.

2 Eben D. Pierce Office Building
251 Main Street 1915
Dr. Pierce was a physician who also wrote histories of the area. In 1915, he erected this brick office building for himself. The cornice has a row of small, tooth-like blocks called ***dentils***, an architectural element devised by the ancient Greeks. Commercial buildings often had apartments on the upper floors with a separate entrance from the street. The owner either lived there or rented it for extra income.

3 Citizens State Bank, 240 Main Street 1912
architect: Percy Dwight Bentley, La Crosse, Wisconsin
Bank buildings often used Classical architectural details to project an image of security and stability. Here, however, the architect turned to the Prairie School, a progressive, uniquely American style of architecture championed by Chicago architects Louis Sullivan and Frank Lloyd Wright. Bentley's design is a simpler version of Sullivan's famous bank in Owatonna, Minnesota. Both banks are dominated by a ***massive arched window*** framed by the building's boxy profile. Modern additions to the south and rear dilute Bentley's design, as do changes to the arched window, which once held the main entrance.

4 W.C. Thomas Confectionery Shop
201 Main Street c. 1900
Compare this building to the more domestic facade of Pierce's nearby office (251 Main Street). The ground-floor storefront reflects the Thomas building's original use as a sweet shop and grocery store. The owner, Willis Thomas, displayed his goods in the large front windows and used the south exterior wall (to your left) as a billboard. Look closely to read his early advertisement: "W. C. Thomas.Confectionery, Fruit, Cigars, Tobacco, Can Goods, Bread."

5 E. J. Hankey Building, 193 Main Street 1888
builder: Charles W. Thomas, Trempealeau
As the building proclaims, it was erected in 1888 for E.J. Hankey. Emil Hankey was a Prussian-born Polish immigrant whose original wood-frame mercantile shop on Front Street probably burned in the 1887 fire. His new building, the largest and most elaborate in town, illustrates his success as a merchant. It displays the ornate, asymmetrical Queen Anne style popular in the late 1800s. The ***decorative bricks*** over the first-floor display windows, the ***sunburst*** in the arch over the middle second-story window, and the ***oriel window*** (a bay window above the ground floor) directly above the door are all typical Queen Anne details.



Compare Trempealeau's bank to this Louis Sullivan bank in Owatonna, Minnesota.

6 Piersons Drug Store, Edwin Elkins Block
155 Main Street c. 1887
James S. Pierson also lost his shop in the fire; he reopened in this single-story building a few months later. Architectural details include the projecting cornice held up by curved brackets; three recessed brick panels over the display windows; and slightly projecting brick ***pilasters*** (pillars attached to the wall) framing the storefront.

This building and its two-story neighbor to the left were both owned, and perhaps built, by Edwin Elkins, a local carpenter and builder.

7 Masonic Hall, Edwin Elkins Block
151 Main Street 1895
This may have been the most social building in town. The building's owner, Edwin Elkins, ran Trempealeau's post office on the ground floor until the 1920s. Back then, there was no home delivery; everyone went to the post office and picked up the latest news along with their mail.

From 1895 through 1950, the second floor held the meeting hall for Trempealeau's Freemasons, the local chapter of an international social and service organization for men. A Master Mason emblem still adorns the ***pressed-metal cornice***, which may have arrived by train. Pre-fabricated metal trim became popular for commercial buildings in the late 1800s.

8 Trempealeau Hotel, 150 Main Street c. 1871
A survivor of the Front Street fire, this wood-frame building may have been a mercantile shop before it was moved here and converted into a hotel. Boarding houses and hotels were essential to the economy of a river or railroad town, providing lodging for seasonal workers, travelling salesmen, and the passengers and employees of steamboats and railroads.

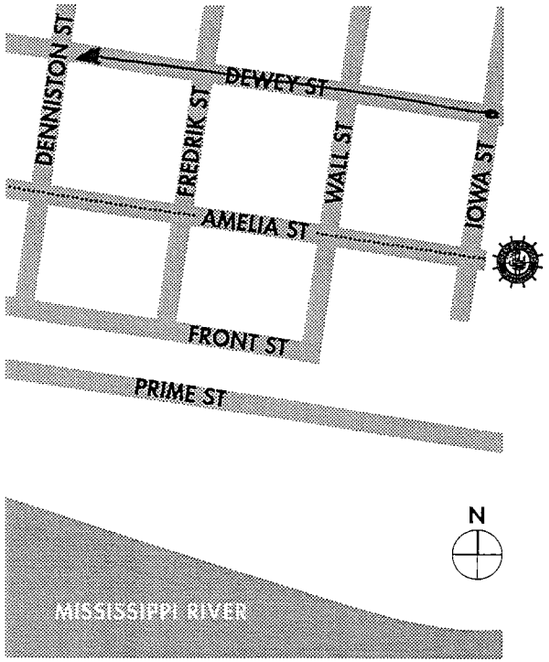
Walk around to the side of the building to discover its false front. ***False fronts*** were often added to commercial buildings to make them more imposing, just as ***parapets*** (the low walls above the cornice) made flat-roofed buildings seem taller.

Other Notable Sites in Trempealeau

Melchoir Hotel and Brewery Ruins
(on First Street, west of Main Street) 1857
This sandstone ruin is the site of the Melchoir Hotel and Brewery. The Melchoirs, a Prussian immigrant family, started the county's first brewery in 1861. Melchoir Lager Beer soon became famous on the Mississippi, praised by the many travellers who stopped at the hotel. Large caves were carved into the bluffs behind the complex to keep the beer cold in the days before refrigeration; the temperature in the caves is always about 44°F.

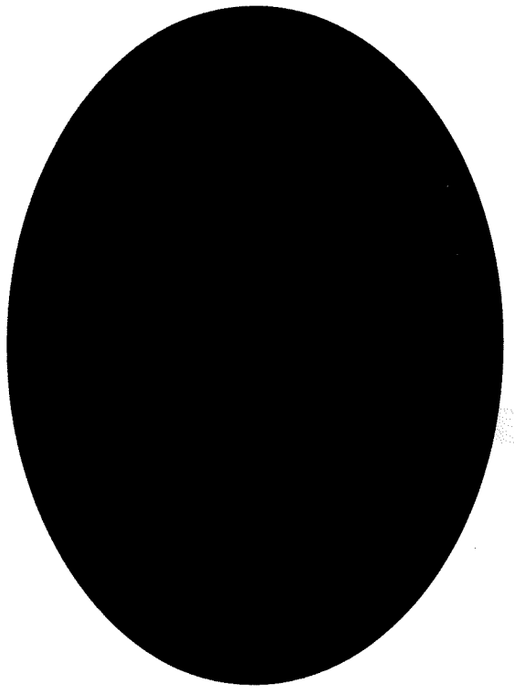
Darius Coman House, 581 East Third Street
c. 1862-1872
The main section of this large, brick house is a good example of the Italianate architectural style. The cupola atop the low hipped roof is typical, as are the paired brackets supporting overhanging eaves. Note also the tall narrow windows. Porches are very common in Italianate homes, although the lattice columns seen here are not original.

Lock and Dam No. 6 (southeast of Main Street)
1933-38
The U.S. Army Corps of Engineers built the lock and dam as part of a project to provide a nine-foot-deep channel for river traffic. An observation deck offers a great view of the lock and an explanation of how locks lift and lower boats.



Cassville

Walking Tour



Wisconsin

Great River Road

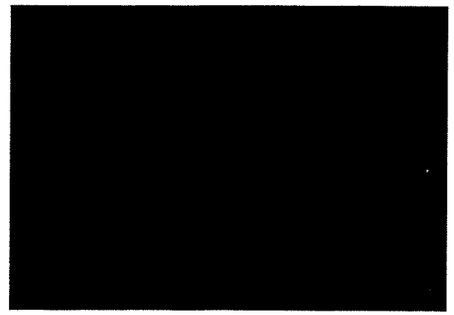
For more information about Cassville or the Great River Road, contact:

Cassville Visitor Information
Street
XXX, Wisconsin 54661
Tel. 000 000.0000

Mississippi River Parkway Commission
1513 Pioneer Building
336 Robert Street
Saint Paul, Minnesota 55101
Tel.. 612 224.9903

Head (see style sheets)

Intro text (see style sheets)



caption (F4 see style sheets)

Cassville Historic Walking Tour

1 **Building, address (F1 see style sheets)** c. 18XX
text (F2 see style sheets)

Extremely Long Building Name, address 1915
text (F2 see style sheets)

NOTE: to make the dates in regular (not bold), you will have to select the dates by double clicking on them and then select **AGaramond** from the **measurement** window (see **View** at top)

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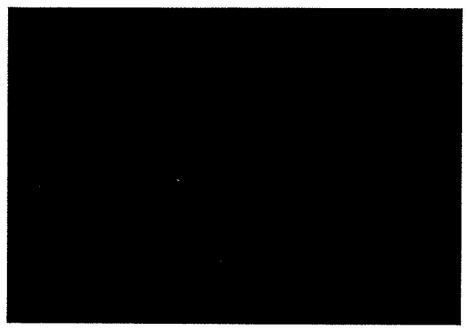

caption (F4 see style sheets)

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7

8

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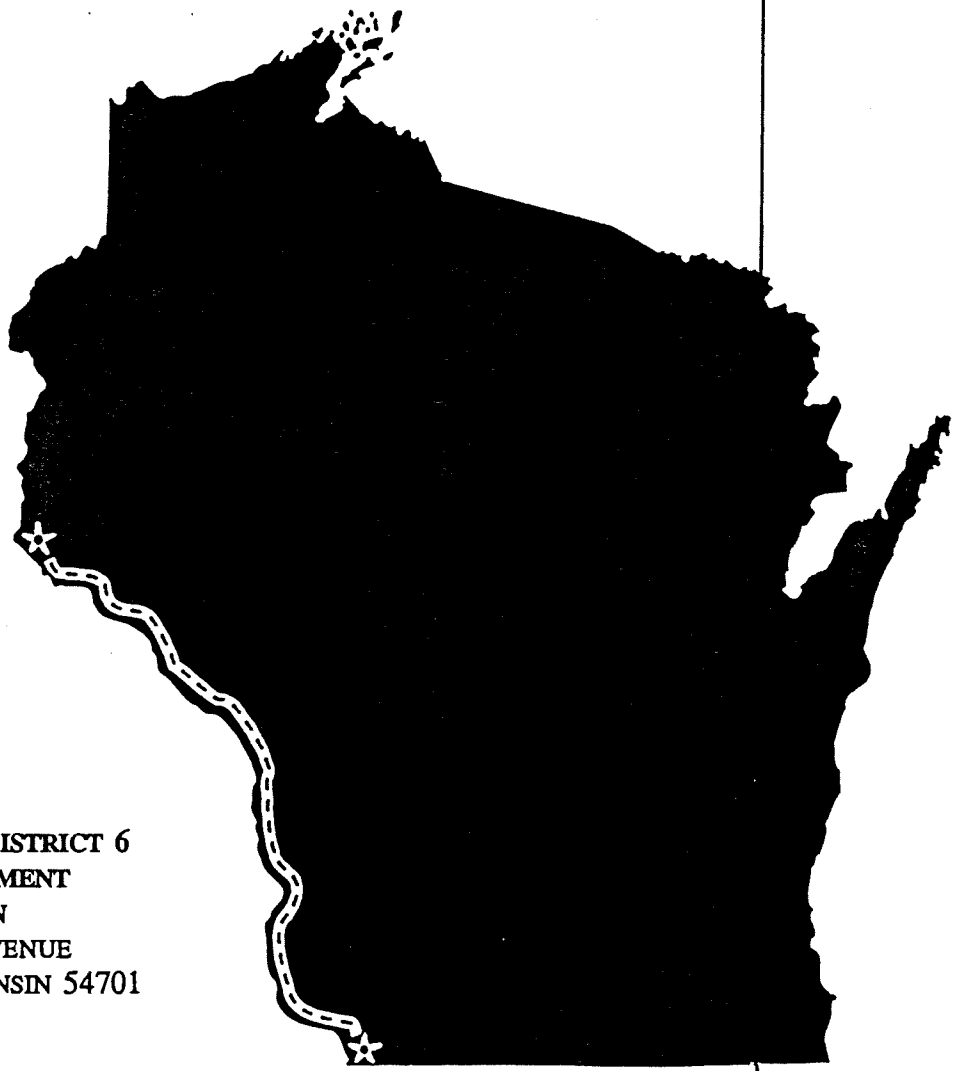
THE GREAT RIVER ROAD IN WISCONSIN

SLIDE SHOW



PREPARED FOR
TRANSPORTATION DISTRICT 6
WISCONSIN DEPARTMENT
OF TRANSPORTATION
718 CLAIREMONT AVENUE
EAU CLAIRE, WISCONSIN 54701

PREPARED BY
CYNTHIA DE MIRANDA AND CHARLENE ROISE
HESS, ROISE AND COMPANY
100 NORTH FIRST STREET
MINNEAPOLIS, MINNESOTA 55401

APRIL 1997

WISCONSIN'S GREAT RIVER ROAD: SLIDE SHOW

The Mississippi River has etched an abiding presence into Wisconsin's history by shaping the landscape, luring settlers, and influencing industry.	1: Buena Vista bluff view w/ Alma & GRR
Perhaps most importantly, the river has been a natural highway carrying travellers, goods, and ideas throughout the region.	2: Bluffs, road, and barges on river
The Mississippi forms Wisconsin's southwestern border. Like the nine other Mississippi River states, Wisconsin has designated roads that parallel the river as part of the Great River Road.	3: Map of Mississippi River States
The two-hundred-and-thirty miles of scenic highways that make up Wisconsin's Great River Road bring travellers to thriving, quaint, historic towns like Stockholm, where the old post office now serves as a museum.	4: Stockholm

Uncover the stories embedded in the buildings and in the land along Wisconsin's Great River Road by exploring five historical themes:

- ENVIRONMENT
- TRANSPORTATION
- PEOPLE
- OCCUPATIONS, and
- ARCHITECTURE.

5: Bluffs, river, road, and buildings between Alma and Nelson

For millions of years,
the **ENVIRONMENT** has molded
the striking landscape along the road.

6: Bluff and gravel

The towering limestone bluffs along the Mississippi
mark the banks of an ancient riverbed.
Glaciers once covered most of Wisconsin.
As the massive sheets of receded,
they scraped away earth and rock.
Eventually, the glaciers melted into huge rivers
whose rushing currents carved out deep valleys.

7: Bluffs converging at Mississippi

Much later, sediment from the Chippewa River
washed into the Mississippi and created a dam.
The riverbed widened to form a natural lake,
known today as Lake Pepin.

8: Lake Pepin

Glaciers missed the southwestern corner of Wisconsin,
and the topography here retains the intricate pattern
of ridges and valleys
that glaciers obliterated in other areas.

9: Holmen from
County Road S

The land continues to change today.
Erosion control and soil conservation tactics
help maintain fertile farm fields.
Strip cropping, seen here on fields near Dickeyville,
is one of these techniques.

10: Dickeyville,
view from park

Farmers alternate wide bands of crops
with sod-forming plants like alfalfa
to keep soil from washing down the slopes.

11: Tractor
plowing fields
near Prescott

For more than ten thousand years,
the PEOPLE who have lived in this region
have changed, and have been changed, by the landscape.
Native Americans once gathered plants and hunted wild game
in the valleys and highlands along the Mississippi.

12: Wyalusing State Park, view from bluff

From these ravines near Cochrane,
Indians collected chert,
a stone used to make spear points and other implements.

13: Cochrane chert ravines

Archaeologists have studied many sites along
Wisconsin's Great River Road.
Excavated bones and teeth can reveal what early inhabitants ate,
while tools and shards of pottery serve as clues to their culture.

14: Archaeology at Mill Coulee

Burial mounds, like these low mounds at
Perrot State Park near Trempealeau,
are evidence of the customs and traditions
practiced by Wisconsin's early inhabitants.
Indian place names,
like "Mississippi" and "Wisconsin,"
also reflect the Native American heritage of the area.

15: Perrot State Park mounds

Far more visible are changes made to the landscape
by European immigrants and American settlers
who moved here in the 1800s.

16: Church and cemetery near Prescott

Many newcomers found OCCUPATIONS
as farmers, growing wheat and raising livestock.
The increasing popularity of dairy farms in the late 1800s
and early 1900s made Wisconsin "America's Dairyland."

17: Cows and outbuildings

Silos and dairy barns, still plentiful today,
are emblems of Wisconsin's dairy industry.

18: Bridgeport barn and silo

Another distinctive barn type
is associated with a lesser-known Wisconsin crop: tobacco.
Harvested tobacco leaves are dried in these barns.
The building's single-story height and vented walls
promote air circulation throughout the interior.

19: Tobacco barn on road to Norskedalen

Wisconsin-grown tobacco,
used to make cigar wrappers,
was a popular crop with Norwegian immigrants.
A tobacco barn or warehouse, like this one in Coon Valley,
often means that the area was settled by Norwegians.

20: Tobacco warehouse in Coon Valley

In addition to farming,
the Mississippi River corridor has supported many other industries.
Settlers quarried rock from the majestic limestone bluffs.
In Genoa, this handsome stone house
stands at the foot of the bluff from which its limestone was quarried.

21: Genoa, Stone House at foot of bluff

Immigrants established breweries and vineyards
based on traditions they brought from their homelands.
Small breweries, which supplied beer just to a village or township,
were plentiful in the late 1800s.
The Potosi Brewery, gutted by fire in 1996,
was in business continuously from 1852 to 1972.

22: Potosi Brewery

Many of the early settlements
established along the Mississippi River
are still vibrant communities.
Their ARCHITECTURE and layout
can provide clues to their history.

23: Alma
storefronts

River frontage was essential to settlements that grew from
steamboat landings or logging centers.
Main Street in Alma,
a town that owes its early prosperity to logging, follows the river.
The commercial district claims the flat land near the riverbank,
while houses climb the bluffs to the left and look out across the river,
which is to the right.

24: Alma,
Main Street

In Maiden Rock, however,
houses and other buildings turn their backs to the Mississippi.
The river channel at Maiden Rock,
seen here in the background at left,
was not deep enough for a steamboat landing.

25: Maiden Rock
house with river
behind

Still, the number and size of buildings are testament to Maiden Rock's prosperity . . .	26: Maiden Rock commercial buildings
. . . brought about thanks to the railroad, which came through in 1886 and created jobs and opportunities in the village.	27: Maiden Lane building and RR tracks
Other communities were not so fortunate. Towns like British Hollow tell their own tales of hope, hardship, and changing economies. British Hollow thrived in the 1800s during southwestern Wisconsin's mining heyday. Lead mining was the major industry for many villages at the southern end of Wisconsin's Great River Road.	28: Historical shot of British Hollow
When the mines closed, however, British Hollow had no riverfront, no railroad depot, and no industry to sustain it. These stone building foundations are some of the few remnants the village left behind.	29: British Hollow

Buildings, like towns, speak of the past.
Whether designed by an architect, a carpenter, or the owner,
a building can reveal much about the people who use it.
This rare log house in Prairie du Chien
features hewn logs joined at the center with vertical posts,
a style typical of French Canadian immigrants.

30: Francois Vertefuille House

Many commercial buildings are marked
with the year of construction or the builder's name . . .

31: Detail of Prescott Welcome Center

. . . like this former bank building in Prescott that now serves
as a Museum and Welcome Center.

32: Prescott Welcome Center

Churches, hotels, and boarding houses
also have something to say about life in their communities.
The congregation of the Swedish Evangelical Tabor Lutheran Church
built this church near Bay City in 1916.
Aside from its identifying cross,
architectural elements like the steeple, the high-pitched roof,
and the Gothic-arch windows,
identify it as a Christian church.

33: Swedish Evangelical Tabor Lutheran Church

Building materials can provide clues about local industry.
A local brickyard supplied the walls for many of Cassville's century-old, red-brick structures.
Others towns relied upon locally quarried stone or Wisconsin pine.

34: Cassville, brick buildings on Amelia

The railroad era brought new resources to the region.
Trains delivered unassembled, pre-fabricated catalog houses that homeowners ordered from catalogs.

35: Cochrane house

Later, in the 1940s and 1950s,
pre-fab metal houses were delivered by truck.
Customers purchased them from dealerships, like cars.

36: Buffalo City Lustron house

Architectural style can indicate
when buildings and neighborhoods were built.
The square cupola atop this brick house in Trempealeau is typical of the Italianate Style.
Other characteristic features are the boxy shape of the house, the double brackets supporting the roof's overhanging eaves, and the tall, narrow windows.
The Italianate Style was often used in the mid- to late-1800s.

37: Trempealeau, Darius Coman house

Stone or brick buildings
with round-arched windows and entrances
generally indicate the Richardsonian Romanesque Style,
popular at the end of the 1800s.
The style was often used for large public buildings,
like this bank in La Crosse.

38: La Crosse,
Batavian Bank

The steep, irregular rooflines,
the elaborate front porches and asymmetrical facades,
and the fanciful towers on these La Crosse houses
are typical Queen Anne details.
This type of Victorian design
was popular in Wisconsin in the late 1800s or very early 1900s.

39: La Crosse,
three Queen
Anne houses

La Crosse also has many examples
of houses built in the Prairie School style,
a truly American design that emphasizes the long, low,
horizontal lines of the Midwestern landscape.

40: La Crosse,
brick Prairie

Broad chimneys and ribbons of windows
tucked just below the wide eaves of a gently sloping roof
are common traits of the Prairie School.
These houses were built in the early twentieth century,
between about 1900 and 1920.

41: La Crosse, Prairie (white with blue trim)

Like architectural styles,
TRANSPORTATION systems have changed over the past centuries.
Railroad companies laid tracks along the river banks in the 1880s.

42: Tracks near Ferryville

Unlike steamboats,
trains were not stalled by winter ice in the river.
Freight trains also delivered building materials and other supplies
faster, cheaper, and in greater quantities than river boats.
Railroads promoted growth in Mississippi River towns,
but destroyed commercial traffic on the river.

43: Train

In the 1930s, the installation of locks and dams
revitalized the river's role as a commercial shipping corridor.
The dams, along with a dredging program,
gave the often silt-clogged Mississippi
a reliable nine-foot-deep channel.

44: Alma, dam from bluff

The new depth enabled larger boats to ply the Mississippi.
Goods are now shipped in bulk
on barges that can carry more than a freight train.

45: Close-up of barges

Locks help boats and barges get past the dams.
Observation decks at the locks and dams offer
an excellent view of boats as they "lock through"
and continue their journeys on the Mississippi River.

46: Lock and dam south of Lynxville

The river, the limestone bluffs, the farms, the communities:
all these things are a tangible chronicle of the past.
They are linked by Wisconsin's Great River Road,
part of a route running from the Mississippi River's headwaters to its mouth at the Gulf of Mexico.

47: Alma, main street and bluffs

Explore Wisconsin's Great River Road to learn about and enjoy the state's unique heritage, and to discover stories of Wisconsin's past.

48: Fountain City

Buena Vista Bluff View w/ Alma + GRR ① ← INSERT

①

Bluffs, road, + barges on river ② ← INSERT

②

Map ③ ← INSERT

③

Stockholm 4 ← INSERT

4 omit

Bluffs, river, road + buildings 5 ← INSERT

bet. Alma + Nelson

5

Bluff + gravel ⑥ ← INSERT

⑥ omit

Bluffs converging @ Miss. ⑦ ← INSERT

⑦

Lake Pepin 8 ← INSERT

8

Holman Farm Co. Rd. S 9 ← INSERT

⑨

Dickeyville view from park ⑩ ← INSERT

01 omit

Tractor plowing fields nr. Prescott ⑪ ← INSERT

⑪ omit

Wyalusing State Pk. view from bluff ⑫ 12 ← INSERT

21

13 ← INSERT

Cochrane Cunt 13

Archaeology at Mill Coulee ⑭ ← INSERT

Perrot State Pk. Mounds ⑮ ← INSERT

15

Church + cemetery nr. Prescott ⑯ ← INSERT

⑯ omit

Cows + outbuildings ⑰ ← INSERT

⑰

Bridgeport barn + silo ⑱ ← INSERT

81 omit

Tobacco barn 19 ← INSERT

19

Tobacco Warehouse in Coon Valley ⑳ ← INSERT

⑳ omit

Genoa, stone house (21)

↑ INSERT

21

Potosi Brewery (22)

↑ INSERT

22

Alma storefronts (23)

↑ INSERT

23

Alma, Main St. (24)

↑ INSERT

24 omit

Maiden Rock, house (25)

↑ INSERT

25 omit

Maiden Rock – comm. bldgs. (26)

↑ INSERT

26

Maiden Lane + RR tracks (27)

↑ INSERT

27 omit

British Hollow – historical (28)

↑ INSERT

28

British Hollow (29)

↑ INSERT

29

Francois Vertefeuille house (30)

↑ INSERT

30 ? omit

Detail – Prescott Welcome Ctr. (31)

↑ INSERT

31

Prescott – Welcome Ctr. (32)

↑ INSERT

32

Tabor Church (33)

↑ INSERT

33

Cassville - brick bldgs. on Amelia (34)

↑ INSERT

34

Cochrane house (35)

↑ INSERT

35

Buffalo City – Liston house (36)

↑ INSERT

36

Trempealeau: Darius Lyman house (37)

↑ INSERT

37

38

Batavian Bank

INSERT → 38

Queen Anne homes (39)

↑ Insert

37

Brick Prairie-Style home (40)

↑ INSERT

40

Prairie Style: White w/ blue trim (36)

↑ INSERT

41

Tracks near Ferryville (42)

↑ INSERT

42

Train- nr. Diamond Bluff (43)

↑ INSERT

omit

43

Alm - dam (44)

↑ INSERT

44

Barges (45)

↑ INSERT

45

Lock + dam S. of Lynxville (46)

↑ INSERT

46

(47)

↓ INSERT

Alma - bluffs + bluffs

47

Hill Street, Fountain City (48)

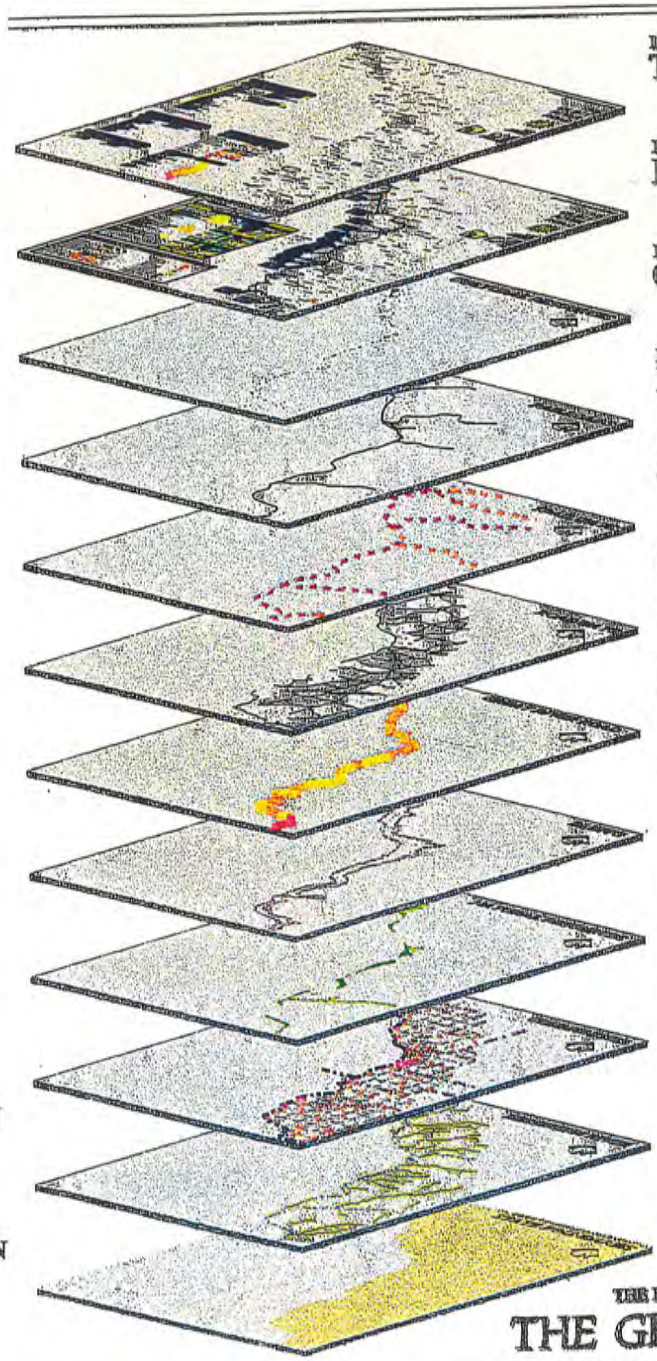
↑ INSERT

48

Attachment 2
Wisconsin Submittal
Great River Road

THE GREAT RIVER ROAD IN WISCONSIN

Planning Framework for Visitor Facilities Along The Wisconsin Great River Road Corridor



JULY 1997

PREPARED FOR:
THE WISCONSIN DEPARTMENT OF TRANSPORTATION

PREPARED BY:
KEN SAIKI DESIGN

PREFACE

The vision of a Great River Road, i.e., to be a parkway along the Mississippi River extending from Canada to the Gulf of Mexico, first came to fruition in 1938. In the intervening years, the Great River Road has become nationally recognized as a premier scenic highway providing its visitors scenic vistas, waysides, historic sites, water access, hiker accommodations along with other visitor accommodations.

Yet, in Wisconsin, like most of the other nine Mississippi River States, there does not exist an updated overall plan to give guidance for coordinated roadway and amenity development. It is envisioned that the planning framework process outlined in this report will inspire federal, state, and county governments, river towns and the private sector to work in partnership to implement coordinated visitor facilities along the Wisconsin Great River Road.

THE GREAT RIVER ROAD IN WISCONSIN

Planning Framework for Visitor Facilities Along The Wisconsin Great River Road Corridor

Index

PRODUCT	TAB
Technical Report	1
Inventory Map	2
Visitor Services Analysis Map	3
Bicycle Facilities Analysis Map	4
Design Guidelines for the Great River Road (Cover & Table of Contents Only)	5

FORWARD

Following the Introduction (Section 1.0) this report describes the process for creating a digital data based inventory of public features located along the Great River Road (Section 2.0); presents a visitor service facility spacing analysis and resultant conclusions (Section 3.0); and outlines planning strategies and initiatives (Section 4.0)

INTRODUCTION SECTION 1.0

Comprehensive planning is a dynamic, continuous and adaptive process. It is an essential tool for communities and agencies responsible for shaping the future of the Great River Road.

This report is the second phase of planning initiatives intended to guide the aesthetic and functional enhancement of this scenic drive.

Phase I generated *Design Guidelines for the Great River Road* (TAB 5) It provided guidelines covering issues such as visual resources, road location, vegetation management, facility development, alternative transportation and signs.

Phase II continued the planning efforts by creating an inventory of features along the Great River Road, and then utilizing this inventory to develop a planning framework for visitor services facilities development.

The Phase II Work Plan for the development of the Great River Road addresses the following goal statements, developed by the Technical Advisory Committee to the Wisconsin Mississippi River Parkway Commission.

1. Assist in coordinating the development and preservation of the Great River Road in Wisconsin and its embellishments, such as scenic easements, roadside parks and scenic overlooks.

2. Assist in creating a unified development of the Great River Road in Wisconsin and its collateral features.

3. Assist in promoting the Great River Road as an attractive travel destination and the unique historical, cultural, aesthetic and recreational features along the route.

4. To continue to provide assistance, the Technical Advisory Committee to the Wisconsin Mississippi River Parkway Commission proposes to develop a public facility master plan that will provide a guide toward enhancing the scenic, historic and recreational resources and foster economic growth.

Phase II developed graphic displays that provide a comprehensive picture of the Wisconsin Great River Road corridor. The graphic displays of resources are valuable for planning within the Department of Transportation. They are also ideal educational tools that can help explain ongoing planning and advocacy efforts to other state agencies, Regional Planning Commissions, local governments, private sector and the public.

CREATING A DIGITAL DATA BASED INVENTORY FOR THE GREAT RIVER ROAD SECTION 2.0

GOAL 2.1

The goal of the inventory phase of this project was to assemble data on public and selected natural features within the Great River Road corridor and be able to graphically produce a current inventory map. A digital format was selected to provide several advantages:

1. Ease of use in creating multiple graphic displays of the features.
2. Effective use of the data in subsequent analysis phase.
3. Ease in sharing data with other people and automated systems.

Microstation, a computer aided drafting program, was used to compile, organize and present the data.

DATA COLLECTION 2.2

Data was collected from multiple sources, including the Department of Transportation, Department of Natural Resources, and USGS topographic maps. Data initially existed in various formats, scales, and degrees of detail. Using a digital database for this collection proved beneficial, allowing the data to be

compiled in a common format and viewed at a common scale. Locations of roadways, rivers, political boundaries and amenities were digitally transferred from computerized Geographic Information System files into Microstation. Names and symbols were manually entered. Other information such as outlines of the Mississippi River and its islands, bluff lines, wildlife areas, and state trails were digitized from scanned maps.

During the development of Phase II, the Wisconsin Department of Transportation contracted with a consulting firm to develop a historic and archeological interpretive report of the cultural resources along the Great River Road. Supplementary information was gathered from their research and added to the inventory database.

DATA ORGANIZATION 2.3

Data organization most clearly illustrates the benefits of using a digital database for the inventory phase. As data was incorporated, it was sorted into distinct files and then into different levels within each file. By organizing information in this way, it enables the data to be combined, or layered, in any combination desired. Data categories for each unique project can be included, excluded, or emphasized depending on specific goals. The digital database can be used for many types of planning and analysis projects.

A total of **11 files**, each comprised of many separate levels of information, were used to organize the available information for most of the public features along the Great River Road: A three-dimensional graphic on the cover of this report was created to help explain how the reference files relate to one another.

- **State Boundaries** - background shapes and colors represent Wisconsin and its adjacent states which border the Mississippi River.
- **Rivers** - blue lines represent the rivers, including the filled blue shape of the Mississippi.
- **Natural Resources** - hatched areas of green represent national and state parks and wildlife areas.
- **Bluffs** - the brown hatched lines represent the bluff line along the Mississippi River valley.
- **Roads** - black lines represent major roadways, excluding the Great River Road.
- **River Road** - a line consisting of 5 different colors; each indicating various degrees of visual quality represent the roads which comprise Great River Road.
- **Communities** - rectangles represent the approximate size of cities and townships.
- **Trails** - dotted lines represent either existing or proposed state trails, as identified by the Wisconsin Department of Natural resources.
- **Railroads** - ++++ represent active lines
- **Cultural Resources** - various icons represent historic and archeological sites, waysides, overlooks, boat launches, marinas, park sites, dams and bridges across the Mississippi River.
- **Text Identifiers** - this file forms the top layer of information and contains names of features and items in the legends.

THE INVENTORY MAP 2.4

The Inventory Map (TAB 2) provides a comprehensive display of the many public and natural features along the Wisconsin Great River Road and adjacent Mississippi River. The reproduction of this map, along with any modifications or enhancements for each unique project, is made easier by its digital format. It provides the ability to continue to update the map as conditions change, or as new information is gathered.

Maintenance of the overall database is important to the usefulness of this tool. Recommendations of additional inventory components are included in the summary section of this report.

VISITOR SERVICE SPACING ANALYSIS SECTION 3.0

GOAL 3.1

The goal of this portion of the Phase II Planning Project was to analyze the location of existing state maintained visitor facilities. To determine their spacing efficiency in being the most strategic locations for providing visitor services throughout the scenic drive, and also to identify redundancies and voids among them. The completed inventory provided a base from which to begin the analysis.

EXISTING FACILITIES 3.2

To begin, digital data base information was manipulated to portray existing state maintained information centers, waysides, and overlooks. A more detailed level of the inventory information about each facility, such as availability of parking, rest rooms, picnic tables, drinking water, and views of the river was then added to the data base. Most of the existing waysides are rustic and do not provide year-round service for tourists.

ACTIVITY NODES 3.3

Next, activity nodes were introduced into the process. Activity nodes are geographic zones with a high concentration of transportation modes and Great River Road amenities. Intersecting transportation systems such as roadways, state bicycle trails, railroads, river traffic, and bridges across the Mississippi, bring a concentration of people through these nodes. Activity nodes are logical places for locating visitor facilities that would serve a variety of users.

SPACING MODELS 3.4

Spacing models were also used in analyzing visitor facility spacing needs for auto, bike, and boat modes. The 45 mile "ideal" spacing for automode facilities is based upon a one hour driving time (an AASHTO standard of 40-70 miles), and the 45 mile national average (according to FHWA). Beginning at the north end of the Great River Road, increments of 45 driving miles were marked off on the facility analysis map using red arcs. The endpoints of the arcs represent ideal spacing.

Spacing for bicycle facilities was also investigated. Tom Huber, bicycle-pedestrian coordinator for the W.D.O.T., was contacted for suggestions. He recommended that water and restrooms be available approximately a minimum of every 10 miles.

Boater service facility spacing models were not available. Spacing of services would vary depending on size of boats and personal desire of boaters. Existing marinas and boat landings were plotted on the map.

VISITOR SERVICE DEFINITION 3.5

Level I provides overall Great River Road corridor information and interpretive opportunities in addition to traditional amenities for visitors, such as restrooms and parking, provides regional resources offering information about the areas history, culture and environment. These services would serve a wide variety of users including motorists, bicyclists, pedestrians and boaters.

Level II type visitor services are less encompassing than Level I serving a variety of tourists year-round. Level II type visitor services would be interspersed between Level I service facilities, and should be located within activity nodes, when possible. These services would also be of interest to bikers and boaters.

Level III type visitor services provide periodic stopping points along a route that allow the traveler to rest and enjoy a scenic view. Waysides which may be vacated in the future, could be converted to provide these services, if they have a rustic character and provide good views of the river.

LOCATION & SPACING ANALYSIS 3.6

Finally, the three factors of existing facilities, activity nodes and spacing models were analyzed to produce general locations and spacing recommendations for the 3 levels of visitor services in relation to automobile travel. Section 3.7 of this plan recommends providing Level I type visitor services facilities in three strategic locations along the Great River Road. The bicycle mode is discussed in Section 3.8 and water craft in Section 3.9.

Symbols for visitor services locations were graphically placed along the route on the Visitor Services Analysis Map (TAB 3) within broad geographic areas. Refining how and where these services will be provided will require that communities and agencies involved conduct a detailed site evaluation and selection process. In some instances, depending on the services to be provided, an existing facility site may provide an opportunity for upgrading that facility to serve the needs of the future. In other cases, existing facilities may be too close in proximity to one another to be efficient, and one or more might be eliminated,

or converted to simplified overlooks. Future detailed facilities site analysis should examine the feasibility of the River Towns and private sector providing visitor services.

RECOMMENDATIONS FOR PROVIDING VISITOR SERVICES 3.7

Each Level I and Level II service location recommendation was numbered and indicated on the Visitor Service Analysis Map, and the criteria for its selection are indicated below:

LEVEL I VISITOR SERVICES INFORMATION/ INTERPRETIVE TYPE FACILITIES:

- **I-1** This northern-most facility will become one of the "gateways" to Wisconsin's Great River Road. It is located within a major activity node with a high concentration of converging highways, state trails and a bridge over the Mississippi. The potential exists to upgrade the existing Heritage Center in Prescott into an interpretive center. It is located in an older section of town. It provides parking, views of the river, and restrooms, as well as interpretive information and museum about the region. It serves automobile users, bicyclists, and is near a boat dock. The Prescott area is also a major entrance to the Great River Road from Minnesota, because of bridge access across the Mississippi River. This site has the potential to become a regional interpretive center.

- **I-2** This facility, in the LaCrosse area, is located mid-way along the Wisconsin Great River Road. It will also be a "gateway" for travelers using the interstate (I-90) highway system between Minnesota and Wisconsin. It is also located in a large activity node featuring a large population center, converging highways, rivers and trails, and bridge access across the Mississippi.

- **I-3** This third "gateway" is located near the closest population center on the southern end of the Wisconsin Great River Road. As with the other interpretive centers it is located within an activity node, featuring a convergence of roadways and a state trail. The potential exists for the Wisconsin Information Center located near the Iowa border be enhanced to provide Level I visitor services.

LEVEL II TYPE VISITOR SERVICE FACILITY

- **W-1** This location is close to the 45 mile spacing point, and within an activity node. Features of the node include a bridge across the Mississippi River and the convergence of the Great River Road, state trails and rivers.
- **W-2** This area offers similar attributes to W-1.
- **W-3** This location was chosen as the midway point between I-2 and W-4, being roughly 45 miles between each. The site also features a bridge across the river to Minnesota.
- **W-4** This site features similar attributes to W-1 and W-2.

If existing waysides facilities were to be utilized to provide Level II visitor services, most would need to be improved and upgraded.

BICYCLE FACILITIES 3.8

Bicycle rest areas could be provided by public, private or public-private partnerships. The economies of the cities and townships along the Great River Road could be enhanced by the addition of bicycle rest areas within their boundaries. The Bicycle Facilities Analysis Map (TAB 4) compares the 10 mile spacing criteria with the location of River Towns and Level I, II and III facility location recommendations.

The needs of bicyclists go beyond water and restrooms, and a comprehensive plan which deals specifically with their needs should be developed. For instance, a spacing strategy for lodging, campsites and "service hubs" could be created for the entire Great River Road.

Phase II inventories do not contain a detailed level of information on private businesses along the GRR. It is suggested that a survey of businesses interested in providing service to bicyclists, such as gas stations and restaurants, be conducted. This information could supplement future phases of the project. Formal site selection should be a coordinated effort between communities, agencies, and bicycling associations.

WATER CRAFT FACILITIES 3.9

As previously stated in Section 3.4, the spacing and location of existing marinas and boat landings require further analysis. In addition, feasibility of boater's accessing Level I and Level II service facilities require special analysis.

PLANNNING STRATEGIES AND INITIATIVES SECTION 4.0

STRATEGIES 4.1

Primary planning efforts to date in Wisconsin have been initiated by Wisconsin Department of Transportation. In many instances, implementation of those plans will depend on inter-agency planning, as well as public and private involvement and cooperation. An implementation strategy should be developed to involve other state agencies, local communities and the private sector. A public outreach program will help to build the broad range support necessary for long-term implementation success.

COORDINATION 4.2

Future planning initiatives should build on Phase I and incorporate the recommendations of this Phase II Report: Products and Recommendations and support the overall goals and objectives of the Mississippi River Parkway Commission. It may be useful to categorize future planning phases by addressing those issues that may be initiated and controlled by State, Federal, local governments, as opposed to those issues that would require a more interactive process. Potential activities include database maintenance, public relations, roadway and right of way improvements, enhancement of views and context, tourism and economic development.

DATABASE MAINTENANCE 4.3

As mentioned previously, the inventory documents were designed to incorporate revisions as the Great River Road undergoes changes over time. Additional inventory components might include: traffic counts at critical points; expanded existing facilities information; other inventory components such as corridor vegetation; and additions or elimination of components over time. Regular maintenance of the inventory data will preserve the value of the document. As more information is gathered, the digital inventory information could be incorporated into a Geographic Information System (GIS) and made available on the World Wide Web.

PUBLIC OUTREACH 4.4

Implementation will benefit from a large base of effective local awareness and understanding support. A public relations initiative would assist in increased visibility and building support and advocacy. Public relations should address the priorities of the communities within the overall goals and objectives of the Mississippi River Parkway Commission. An understanding of the priorities of each community is the basis of a successful public relations program.

The subject of a Great River Road conference has been previously introduced. The processes of identifying interested parties, creating the mailing list, promoting the event, in addition to the actual conference will all assist with the overall public relations effort. The conference could provide the initial opportunity to share information about the various ongoing and future efforts relative to the Great River Road.

FURTHER ANALYSIS 4.5

Additional and more in depth analysis should be employed as needed and interest arises. These analysis could include but not be limited to the following:

- **Bicycle Services Analysis**
- **Water Craft Services Analysis**
- **Integrated Analysis of all Modes**

A simple first step is a basic exchange of information.

ROADWAY RIGHT OF WAY ENHANCEMENT 4.6

The right of way of the Great River Road is completely within the Department of Transportation jurisdiction. Phase I design guidelines include areas of roadway enhancement that can be initiated by Department of Transportation, and could be implemented as "demonstration projects" to build interest in the Great River Road.

Federal and State Agencies, and the private sector may be able to develop or improve existing roadside facilities. The schematic visitor services plan illustrates a potential spacing and hierarchy for these facilities. A first step would be to evaluate private or public sponsorship. If public, the next step would be to specify facility site selection criteria. Criteria should include: ownership; the visual environment of the approach, site and surroundings; acquisition and development cost correspondence with the schematic spacing plan; and several other factors. While the Department of Transportation may be able to take the lead, other State agencies, Federal, county, local and private sector interests will need to be involved.

Facility planning and design, on a site by site basis, would follow site selection. Bicycle facilities, for example, may be relatively inexpensive transportation improvements, and can be seen as beneficial to local economies.

VIEWS AND CONTEXT 4.7

Issues of vistas and context cut across jurisdictional boundaries. The ability to successfully address these issues depends upon building cooperative relationships with those involved. Local, county, neighboring state and federal and state agencies and private sector would need to be included in plans to improve views. Ultimate success depends on developing regulatory or endorsed guidelines that could create district zoning and/or design controls.

Components of plans to improve or protect visual quality might include:

- Development of an identity and wayfinding system.
- Conducting a detailed viewshed analysis.
- Conducting a detailed visual character analysis.
- Strategies for control and enhancement of views. Strategies for bluff protection.

TOURISM AND ECONOMIC DEVELOPMENT 4.8

A marketing strategy that will leverage the qualities of a developed Great River Road corridor should be developed and expanded. Tourism may represent the most apparent opportunities. Other economic development opportunities that may be enhanced by the scenic and recreational qualities of the Great River Road should be explored. Opportunities may exist in corporate, commercial, retail and industrial areas. Increase growth would enhance the housing market.

Tourism based opportunities are supported even now by effort of the Division of Tourism. The private sector can take advantage of these efforts, and enhance local efforts to build on tourist based trade. Restaurants, recreation suppliers, hotels, motels, bed and breakfast establishments and highway service businesses could all benefit from organized promotion of the resource.

Components of a strategy for enhancing economic opportunities along the Great River Road could include:

- Identifying potential development opportunities through market research.
- Identifying opportunities for funding assistance.
- Developing a marketing plan.
- Developing an events programming plan.

FUTURE PLANNING 4.9

The Phase II Planning Project for the Great River Road provides the Wisconsin Department of Transportation two important tools necessary for successfully guiding the future development of this scenic travel way in cooperation and support of the many stakeholders. Both the (1) inventory of features, and (2) the facilities analysis plan, are integral components of comprehensive planning initiatives. It is important to understand that these plans are tools or steps in an ongoing process. Future plans must follow the logical progression of planning begun with Phases I and II, which ultimately support the overall goals and objectives established by Mississippi River Parkway Commission.

INVENTORY MAP FOR:

THE GREAT RIVER ROAD

GREAT RIVER ROAD WISCONSIN

PREPARED FOR:

THE WISCONSIN DEPARTMENT OF TRANSPORTATION

KEN SAIKI DESIGN
LANDSCAPE ARCHITECTS
303 S PATERSON
SUITE 1 UPPER
MADISON, WI 53703
PHONE 608 251-3300
FAX 608 251-2500
E-MAIL ken@saiki.com

CREATING THE MAP

- THIS MAP WAS DESIGNED AS A GRAPHIC DATA BASE TO AID IN ANALYSIS AND PLANNING OF THE GREAT RIVER ROAD.
- DATA WAS COLLECTED FROM SEVERAL SOURCES, AT VARIOUS SCALES, AND IN DIFFERENT FORMATS.
- MICROSTATION, A COMPUTER AIDED DRAFTING PROGRAM WAS USED TO COMPILE THE RAW DATA.
- THE DATA WAS THEN SEPARATED INTO DIFFERENT INFORMATION LEVELS, OR LAYERS.
- USE OF THIS FORMAT AND SOFTWARE ENABLES DIFFERENT USERS TO MANIPULATE THE DATA SO THAT IT MAY BE EITHER DELETED OR INCLUDED ON A SPECIFIC ANALYSIS MAP.

FACILITIES

WAYSIDES

- W1 - LAKE PEPIN WAYSIDE
- W2 - MAIDEN ROCK WAYSIDE
- W3 - ERICKSON POINT WAYSIDE
- W4 - BEEF SLOUGH WAYSIDE

OVERLOOKS

- O1 - PRESCOTT SCENIC OVERLOOK
- O2 - BLUFF SIDING OVERLOOK
- O3 - BLUE MOON OVERLOOK
- O4 - OLD SETTLER'S OVERLOOK
- O5 - EAGLE VIEW OVERLOOK

NATURAL RESOURCES

NATIONAL FEATURES

- NF1 - UPPER MISSISSIPPI RIVER NATIONAL WILDLIFE AND FISH REFUGE
- NF2 - TREMPEALEAU NATIONAL WILDLIFE REFUGE
- NF3 - GENOA NATIONAL FISH HATCHERY

STATE FEATURES

- SF1 - LOWER ST. CROIX RIVER STATE PARK RIVERWAY
- SF2 - PIERCE COUNTY ISLAND STATE WILDLIFE AREA
- SF3 - TIFFANY STATE WILDLIFE AREA
- SF4 - WHITMAN DAM STATE WILDLIFE AREA
- SF5 - MERRICK STATE PARK
- SF6 - PERROT STATE PARK
- SF7 - VAN LOON STATE WILDLIFE REFUGE
- SF8 - KICKAPOO RIVER STATE WILDLIFE AREA WAUZEKA UNIT
- SF9 - LOWER WISCONSIN RIVER STATE WILDLIFE AREA
- SF10 - WYALUSING STATE PARK
- SF11 - NELSON DEWEY STATE PARK
- SF12 - STONEFIELD VILLAGE

LOCAL FEATURES

- P1 - PRESCOTT BEACH
- P2 - MAGEE PARK
- P3 - FRONT STREET PARK
- P4 - MERCORD MILL PARK
- P5 - FREEDOM PARK
- P6 - MORGAN COULEE PARK
- P7 - RIVER FRONT PARK
- P8 - BAY CITY PARK
- P9 - WILDLIFE CONSERVATORY
- P10 - MAIDEN ROCK PARK
- P11 - VILLAGE OF STOCKHOLM PARK
- P12 - LAURA INGALLS WILDER PARK
- P13 - MUNICIPAL BEACH
- P14 - RIECK LAKE PARK
- P15 - ALMA BEACH
- P16 - BUENA VISTA PARK
- P17 - BUFFALO CITY PARK
- P18 - GOOSE LAKE MEMORIAL PARK
- P19 - SWIMMING POOL PARK
- P20 - HOLMEN MIDDLE SCHOOL PARK
- P21 - HOLMEN COUNTY PARK
- P22 - SWARTHOUT PARK
- P23 - LOUIS NELSON PARK
- P24 - ONALASKA PARK
- P25 - CAMPBELL BEACH
- P26 - BLACK RIVER BEACH
- P27 - COPELAND PARK
- P28 - MYRICK PARK
- P29 - PETTIBONE PARK
- P30 - RIVERSIDE PARK
- P31 - GRANDAD BLUFF PARK
- P32 - HOUSKA PARK
- P33 - GOOSE ISLAND COUNTY PARK
- P34 - STODDARD VILLAGE PARK
- P35 - STODDARD RIVER PARK
- P36 - GENOA VILLAGE PARK
- P37 - BAD AXE FISH AND WILDLIFE SERVICE HATCHERY
- P38 - BLACKHAWK PARK
- P39 - RUSH CREEK NATURAL AREA
- P40 - ST. FERIOLE ISLAND HISTORICAL AREA
- P41 - LAWLER PARK
- P42 - WYALUSING WILDERNESS AREA
- P43 - WYALUSING RECREATION AREA
- P44 - BAGLEY ELEMENTARY SCHOOL RECREATION SITE
- P45 - GLENHAVEN RECREATION AREA
- P46 - CASSVILLE SWIMMING POOL PARK
- P47 - RIVERSIDE PARK AND PUBLIC ACCESS
- P48 - MCCARTNEY RECREATION AREA
- P49 - POTOSI PUBLIC ACCESS AND RECREATION AREA
- P50 - GRANT RIVER PUBLIC USE AREA
- P51 - DICKEYVILLE COMMUNITY PARK

CULTURAL RESOURCES

HISTORIC FEATURES

- H1 - BOW AND ARROW HISTORIC SITE
- H2 - BAY CITY HISTORIC ARCHITECTURE
- H3 - OAK RIDGE CHURCH
- H4 - LAKE PEPIN HISTORIC MARKER
- H5 - LAURA INGALLS WILDER BIRTH PLACE
- H6 - MAIDEN ROCK HISTORIC MARKER
- H7 - CHIPPEWA BOTTOMS HISTORICAL SITE
- H8 - OLD C.C.C. CAMPSITE
- H9 - GREAT RIVER ROAD HISTORICAL SITE
- H10 - MELCHOIR BREWERY RUINS
- H11 - GREAT RIVER ROAD CENTER
- H12 - OLD PUMP HOUSE
- H13 - HIXON HOUSE
- H14 - SWARTHOUT MUSEUM
- H15 - PIUS X CHURCH AND SCHOOL
- H16 - LUSTRON HOUSE
- H17 - BATTLE OF BAD AXE HISTORIC MARKER
- H18 - CHIEF WINNIESHEK HISTORIC MARKER
- H19 - LOG RAFTING HISTORIC MARKER
- H20 - BRICK FARM HOUSE COMPLEX
- H21 - FRANCOIS VERTEFUILLE HOUSE
- H22 - ST. FERIOLE ISLAND HISTORICAL AREA
- H23 - PRAIRIE DU CHIEN HISTORIC MARKER
- H24 - JOLIET AND MARQUETTE DISCOVERY OF MISSISSIPPI
- H25 - STONEFIELD VILLAGE
- H26 - NELSON DEWEY HOUSE
- H27 - BRITISH HOLLOW CEMETERY
- H28 - BRITISH HOLLOW
- H29 - DICKEYVILLE GROTTO

ARCHEOLOGICAL FEATURES

- A1 - FORT ST. ANTOINE HISTORIC SITE
- A2 - HOKTON WAKPA VILLAGE NATIONAL MONUMENT
- A3 - GOOSE ISLAND ARCHEOLOGICAL DISTRICT
- A4 - ST. FERIOLE ISLAND ARCHEOLOGICAL DISTRICT

VISUAL QUALITY ALONG THE GREAT RIVER ROAD

- V1-HIGH QUALITY
  - Views to the river
  - Utilities screened or on inland side
  - Railroad tracks below road
  - Gently curved road alignment
  - Views of the bluffs
- V2/N2-GOOD QUALITY
  - Natural setting with topographic or vegetative interest
  - Minor utility visual impact
  - Serpentine road alignment
  - Railroad tracks below road
  - Views or river are intermittent
- V3/N3-MODERATE QUALITY
  - Moderate topographic interest
  - Some utility visual impact
  - Railroad tracks level with road
  - Roadside vegetation too dense for river view/ possible views of the river
- V4/N4-POOR QUALITY
  - Little topographic interest
  - Distant view of the bluffs
  - Prominent agricultural land use
  - Straight or right angle turn road alignment
  - Railroad embankment above road
- N5- LOW QUALITY
  - Little topographic interest
  - Prominent utilities
  - Heavy functional traffic volume
  - Billboards
  - Detracting adjacent land use
  - No view to river

LEGEND

- STATE BOUNDARY LINES
- COUNTY BOUNDARY LINES
- TOWNSHIP BOUNDARY LINES
- RIVERS, LAKES, AND CREEKS
- FEDERAL, STATE, AND COUNTY ROADWAYS
- RAILROADS
- EXISTING STATE TRAILS
- PROPOSED STATE TRAILS
- BLUFFS
- CITIES AND TOWNS
- BOAT LAUNCHES
- HARBORS/ MARINAS
- LOCKS AND DAMS
- BRIDGES ACROSS THE MISSISSIPPI
- NATIONAL PARKS AND RESOURCES
- STATE PARKS AND RESOURCES
- COMMUNITY PARKS AND RESOURCES
- HISTORIC FEATURES
- ARCHEOLOGICAL FEATURES

VICINITY MAP

N

1 MILE 2 MILE 3 MILE 4 MILE 5 MILE 6 MILE 7 MILE 8 MILE 9 MILE

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FACILITY SPACING ANALYSIS:

THE GREAT RIVER ROAD

PREPARED FOR:

THE WISCONSIN DEPARTMENT OF TRANSPORTATION

EXISTING FACILITIES ANALYSIS

WAYSIDES

OVERLOOKS

ACTIVITY NODES

- ZONES WHERE MAJOR TRANSPORTATION ROUTES INTERSECT
  - HIGHWAYS, BRIDGES ACROSS THE MISSISSIPPI
  - BOATING TRAFFIC ON RIVER
  - STATE BICYCLE AND PEDESTRIAN TRAILS
  - RAILWAYS
- CONCENTRATION OF NATURAL AND CULTURAL RESOURCES
  - PARKS, NATURAL AREAS
  - HISTORICAL FEATURES
  - ARCHEOLOGICAL FEATURES

45 MILE "IDEAL" SPACING ANALYSIS — 45 MILES

- THE 45 MILE SPACING IS BASED UPON:
  - NATIONAL AVERAGE WAYSIDE SPACING = 45 MILES
  - APPROXIMATE TRAVEL DISTANCE TO DRIVE 1 HOUR ALONG THE GREAT RIVER ROAD

FACILITY PLACEMENT AND IMPROVEMENT RECOMMENDATIONS

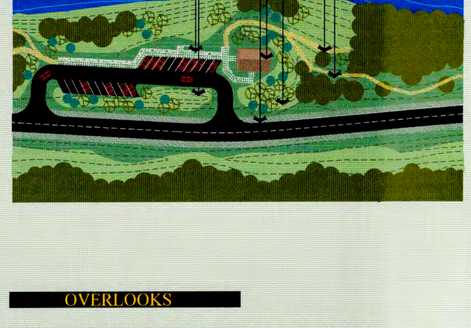
BICYCLE REST AREAS

APPROXIMATE SPACING FOR BICYCLE REST AREAS BASED ON A STANDARD TRAVEL DISTANCE OF 10 MILES. THESE FACILITIES MAY BE LOCATED IN CONJUNCTION WITH INTERPRETIVE CENTERS, WAYSIDES AND OVERLOOKS, OR COMMUNITY BASED BUSINESSES

INTERPRETIVE CENTERS

INTERPRETIVE CENTERS PROVIDE A RESOURCE THAT INFORMS AND ENLIGHTENS PEOPLE ABOUT THE HISTORY, CULTURE, AND ENVIRONMENT OF A REGION

- HEATED LOBBY AND RESTROOMS (MODERN PLUMBING)
- DISPLAYS FOR TRAVEL AND TOURISM INFORMATION
- INTERPRETIVE DISPLAYS FOR AREA NATURAL AND CULTURAL FEATURES
- PUBLIC TELEPHONE
- PICNIC AREAS
- OPEN 24 HOURS PER DAY, YEAR ROUND



WAYSIDES

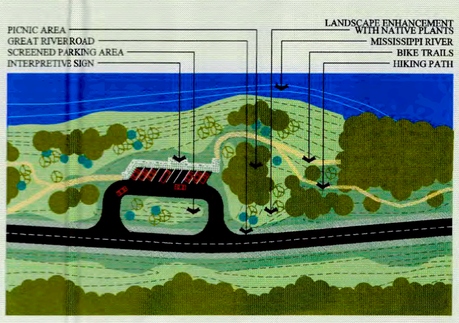
MODERN WAYSIDES ARE SIMILAR TO INTERPRETIVE CENTER SITES IN THAT THEY PROVIDE A HIGH LEVEL OF SERVICE TO THE USER.

- HEATED LOBBY AND RESTROOMS (MODERN PLUMBING)
- DISPLAYS FOR TRAVEL AND TOURISM INFORMATION
- PUBLIC TELEPHONE
- PICNIC AREAS
- OPEN 24 HOURS PER DAY, YEAR ROUND
- ENTRANCE AND EXIT DESIGN TO STANDARDS OF HIGHWAY SERVICE

OVERLOOKS

OVERLOOKS ARE PERIODIC STOPPING POINTS ALONG A ROUTE THAT ALLOW THE USER TO REST AND ENJOY A SCENIC VIEW.

- DISPLAYS FOR TRAVEL AND TOURISM INFORMATION
- INTERPRETIVE DISPLAYS FOR AREA NATURAL AND CULTURAL FEATURES
- PUBLIC TELEPHONE
- PICNIC AREAS



I-1 INTERPRETIVE CENTER - 1

- NORTHERN GATEWAY TO WISCONSIN'S GREAT RIVER ROAD
- LOCATED WITHIN A MAJOR ACTIVITY NODE
  - Convergence of major highways.
  - Convergence of several State Trail systems.
  - Bridge over Mississippi River to Minnesota.
- POTENTIAL TO UPGRADE EXISTING PRESCOTT WAYSIDE AND MUSEUM TO BECOME AN INTERPRETIVE CENTER.

I-2 INTERPRETIVE CENTER - 2

- MAJOR ENTRANCE TO GREAT RIVER ROAD FROM INTERSTATE 90 FROM WISCONSIN AND MINNESOTA
- LOCATED WITHIN MAJOR ACTIVITY NODE
  - Convergence of La Crosse River, State Trails and roadways.
  - Large population center.

I-3 INTERPRETIVE CENTER - 3

- SOUTHERN GATEWAY TO GREAT RIVER ROAD
  - Locate "gateway" near closest population center at southern end of road.
- ACTIVITY NODE
  - Convergence of State Trail and Great River Road.

W-1 WAYSIDE - 1

- CLOSE TO 45 MILE IDEAL SPACING
- WITHIN ACTIVITY NODE
  - Convergence of State Trails and rivers.
  - Bridge across the Mississippi River.

W-2 WAYSIDE - 2

- CLOSE TO 45 MILE IDEAL SPACING
- WITHIN ACTIVITY NODE
  - Convergence of State Trails and rivers.
  - Bridge across the Mississippi River.

W-3 WAYSIDE - 3

- LOCATED MIDWAY BETWEEN INTERPRETIVE CENTER -2 AND WAYSIDE - 4
- BRIDGE ACROSS THE MISSISSIPPI

W-4 WAYSIDE - 4

- CLOSE TO 45 MILE IDEAL SPACING
- MAJOR ACTIVITY NODE
  - Convergence of State Trails and rivers.
  - Convergence of several roadways.
  - Bridge across the Mississippi River.

LEGEND

- GREAT RIVER ROAD
- STATE BOUNDARY LINES
- COUNTY BOUNDARY LINES
- TOWNSHIP BOUNDARY LINES
- RIVERS, LAKES, AND CREEKS
- FEDERAL, STATE, AND COUNTY ROADWAYS
- RAILROADS
- EXISTING STATE TRAILS
- PROPOSED STATE TRAILS
- BLUFFS
- CITIES AND TOWNS
- BOAT LAUNCHES
- HARBORS/ MARINAS
- LOCKS AND DAMS
- BRIDGES ACROSS THE MISSISSIPPI
- NATIONAL PARKS AND RESOURCES
- STATE PARKS AND RESOURCES
- COMMUNITY PARKS AND RESOURCES
- HISTORIC FEATURES
- ARCHEOLOGICAL FEATURES

VICINITY MAP

KEN SAIKI DESIGN — LANDSCAPE ARCHITECTS — 303 S. PATERSON, SUITE ONE, MADISON, WI 53703, PHONE 608 251-3600, FAX 608 251-3220, E-MAIL ken@kensaiki.com

YES	Toilets and water
YES	Parking
YES	Picnic area
YES	Boat access
YES	View of river
Prescott wayside and museum	

YES	Toilets and water
15	Parking
YES	Picnic area
NO	Boat access
YES	View of river
Lake Pepin Wayside	

NO	Toilets and water
NO	Parking
NO	Picnic area
NO	Boat access
YES	View of river
YES	Historic Marker

YES	Toilets and water
25	Parking
YES	Picnic area
NO	Boat access
YES	View of river
Maiden Rock Wayside	

	Toilets and water
	Parking
	Picnic area
	Boat access
YES	View of river
Maiden Rock Historic Marker/ Overlook	

YES	Toilets and water
10	Parking
YES	Picnic area
NO	Boat access
YES	View of river

NO	Toilets and water
YES	Parking
YES	Picnic area
NO	Boat access
YES	View of river
YES	Historic Marker

NO	Toilets and water
YES	Parking
NO	Picnic area
NO	Boat access
YES	View of river
YES	Historic Marker

NO	Toilets and water
20	Parking
NO	Picnic area
YES	Boat access
YES	View of river bottoms

NO	Toilets and water
35	Parking
YES	Picnic area
NO	Boat access

NO	Toilets
40	Parking
YES	Picnic area
NO	Boat access

YES	Toilets and water
YES	Parking
YES	Picnic area
NO	Boat access
YES	View of river

YES	Toilets and water
YES	Parking
YES	Picnic area
NO	Boat access
YES	View of river
Old Settler's Overlook atop a 500' bluff. 178 acres.	

60	Parking
YES	View of river
	Not located on river.

NO	Toilets and water
YES	Parking
NO	Picnic area
NO	Boat access
YES	View of river
	Fisherman Parking

NO	Toilets and water
YES	Parking
NO	Picnic area
NO	Boat access
	Battle of Bad Axe marker

NO	Toilets and water
10	Parking
YES	Picnic area
NO	Boat access
YES	View of river

NO	Toilets and water
YES	Parking
YES	Picnic area
NO	Boat access

YES	Toilets and water
22	Parking
YES	Picnic area
NO	Boat access
YES	View of river
5 acres. Log rafting historic marker.	

YES	Toilets and water
NO	Parking
NO	Picnic area
NO	Boat access
YES	View of river
Village wayside, separated from road by railroad tracks.	

YES	Toilets and water
YES	Parking
YES	Picnic area

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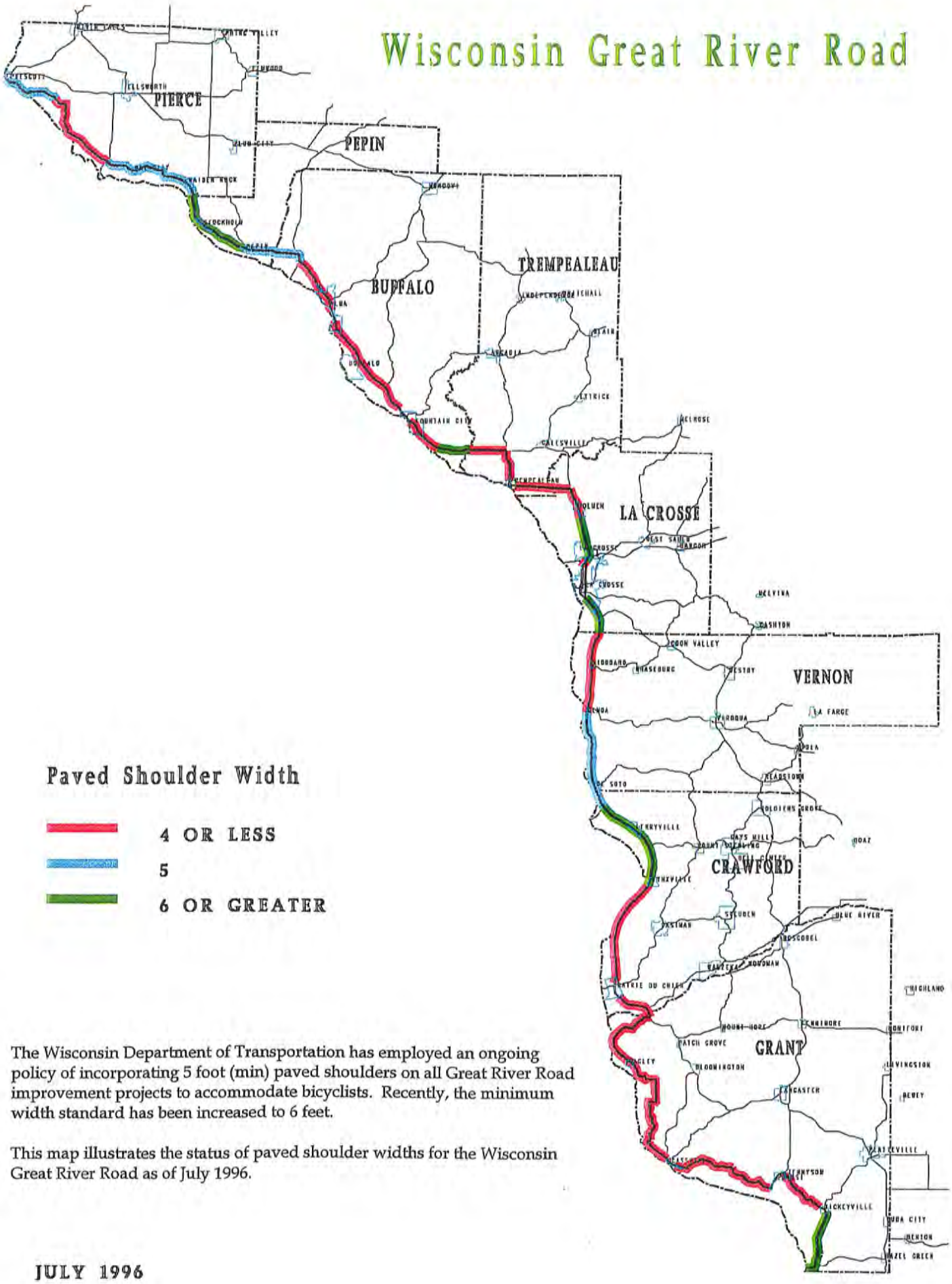
Wisconsin Great River Road



The Wisconsin Department of Transportation has employed an ongoing policy of incorporating 5 foot (min) paved shoulders on all Great River Road improvement projects to accommodate bicyclists. Recently, the minimum width standard has been increased to 6 feet.

This map illustrates the status of paved shoulder widths for the Wisconsin Great River Road as of July 1996.

JULY 1996

BICYCLE FACILITIES ANALYSIS:

THE GREAT RIVER ROAD

GREAT RIVER ROAD WISCONSIN

PREPARED FOR:

THE WISCONSIN DEPARTMENT OF TRANSPORTATION

KEN SAIKI DESIGN LANDSCAPE ARCHITECTS

203 S PATERSON SUITE ONE MADISON, WI 53703 PHONE 608 257-3600 FAX 608 257-3240

VICINITY MAP

N

1 MILE 2 MILE 3 MILE 4 MILE 5 MILE 6 MILE 7 MILE 8 MILE 9 MILE 10 MILE

PRESCOTT I-1

YES	Toilets and water
YES	Parking
YES	Picnic area
YES	Boat access
YES	View of river
	Prescott wayside and museum

YES	Toilets and water
15	Parking
YES	Picnic area
NO	Boat access
YES	View of river
	Lake Pepin Wayside

NO	Toilets and water
NO	Parking
NO	Picnic area
NO	Boat access
YES	View of river
YES	Historic Marker

YES	Toilets and water
25	Parking
YES	Picnic area
NO	Boat access
YES	View of river
	Maiden Rock Wayside

	Toilets and water
	Parking
	Picnic area
	Boat access
YES	View of river
	Maiden Rock Historic Marker/ Overlook

YES	Toilets and water
10	Parking
YES	Picnic area
NO	Boat access
YES	View of river

NO	Toilets and water
YES	Parking
YES	Picnic area
NO	Boat access
YES	View of river
YES	Historic Marker

NO	Toilets and water
YES	Parking
NO	Picnic area
NO	Boat access
YES	View of river

NO	Toilets and water
20	Parking
NO	Picnic area
YES	Boat access
YES	View of river bottoms

NO	Toilets and water
35	Parking
YES	Picnic area
NO	Boat access

NO	Toilets
50	Parking
YES	Picnic area
NO	Boat access

YES	Toilets and water
YES	Parking
YES	Picnic area
NO	Boat access
YES	View of river
	Old Settler's Overlook atop a 500' bluff. 178 acres.

	60 Parking
YES	View of river
	Not located on river.

NO	Toilets and water
YES	Parking
NO	Picnic area
NO	Boat access
YES	View of river
	Fisherman Parking

NO	Toilets and water
YES	Parking
NO	Picnic area
NO	Boat access
	Battle of Bad Axe marker

NO	Toilets and water
10	Parking
YES	Picnic area
NO	Boat access
YES	View of river

NO	Toilets and water
YES	Parking
YES	Picnic area
NO	Boat access

YES	Toilets and water
YES	Parking
YES	Picnic area
NO	Boat access
YES	View of river

YES	Toilets and water
22	Parking
YES	Picnic area
NO	Boat access
YES	View of river
.5	acres.
	Log rafting historic marker.

YES	Toilets and water
NO	Parking
NO	Picnic area
NO	Boat access
YES	View of river
	Village wayside, separated from road by railroad tracks.

YES	Toilets and water
YES	Parking
YES	Picnic area

EXISTING FACILITIES ANALYSIS

WAYSIDES

OVERLOOKS

ACTIVITY NODES

- ZONES WHERE MAJOR TRANSPORTATION ROUTES INTERSECT
  - HIGHWAYS, BRIDGES ACROSS THE MISSISSIPPI
  - BOATING TRAFFIC ON RIVER
  - STATE BICYCLE AND PEDESTRIAN TRAILS
  - RAILWAYS
- CONCENTRATION OF NATURAL AND CULTURAL RESOURCES
  - PARKS, NATURAL AREAS
  - HISTORICAL FEATURES
  - ARCHEOLOGICAL FEATURES

APPROXIMATE 10 MILE "IDEAL" SPACING ANALYSIS

10 MILES

- THE SPACING CRITERIA IS BASED UPON A CYCLISTS NEED FOR REST STOPS APPROXIMATELY EVERY 10 MILES OF ACTUAL ROAD DISTANCE TRAVELED.

FACILITY PLACEMENT AND IMPROVEMENT RECOMMENDATIONS

BICYCLE REST AREAS

APPROXIMATE SPACING FOR BICYCLE REST AREAS BASED ON A STANDARD TRAVEL DISTANCE OF 10 MILES. THESE FACILITIES MAY BE LOCATED IN CONJUNCTION WITH INTERPRETIVE CENTERS, WAYSIDES AND OVERLOOKS, OR COMMUNITY BASED BUSINESSES

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- HEATED LOBBY AND RESTROOMS (MODERN PLUMBING)
- DISPLAYS FOR TRAVEL AND TOURISM INFORMATION
- INTERPRETIVE DISPLAYS FOR AREA NATURAL AND CULTURAL FEATURES
- PUBLIC TELEPHONE
- PICNIC AREAS
- OPEN 24 HOURS PER DAY, YEAR ROUND

I-1 INTERPRETIVE CENTER - 1

- NORTHERN GATEWAY TO WISCONSIN'S GREAT RIVER ROAD
- LOCATED WITHIN A MAJOR ACTIVITY NODE
  - Convergence of major highways.
  - Convergence of several State Trail systems.
  - Bridge over Mississippi River to Minnesota.
- POTENTIAL TO UPGRADE EXISTING PRESCOTT WAYSIDE AND MUSEUM TO BECOME AN INTERPRETIVE CENTER.

I-2 INTERPRETIVE CENTER - 2

- MAJOR ENTRANCE TO GREAT RIVER ROAD FROM INTERSTATE 90 FROM WISCONSIN AND MINNESOTA
- LOCATED WITHIN MAJOR ACTIVITY NODE
  - Convergence of La Crosse River, State Trails and roadways.
  - Large population center.

I-3 INTERPRETIVE CENTER - 3

- SOUTHERN GATEWAY TO GREAT RIVER ROAD
  - Locate "gateway" near closest population center at southern end of road.
- ACTIVITY NODE
  - Convergence of State Trail and Great River Road.

WAYSIDES

MODERN WAYSIDES ARE SIMILAR TO INTERPRETIVE CENTER SITES IN THAT THEY PROVIDE A HIGH LEVEL OF SERVICE TO THE USER.

- HEATED LOBBY AND RESTROOMS (MODERN PLUMBING)
- DISPLAYS FOR TRAVEL AND TOURISM INFORMATION
- PUBLIC TELEPHONE
- PICNIC AREAS
- OPEN 24 HOURS PER DAY, YEAR ROUND
- ENTRANCE AND EXIT DESIGN TO STANDARDS OF HIGHWAY SERVICE

W-1 WAYSIDE - 1

- CLOSE TO 45 MILE IDEAL SPACING
- WITHIN ACTIVITY NODE
  - Convergence of State Trails and rivers.
  - Bridge across the Mississippi River.

W-2 WAYSIDE - 2

- CLOSE TO 45 MILE IDEAL SPACING
- WITHIN ACTIVITY NODE
  - Convergence of State Trails and rivers.
  - Bridge across the Mississippi River.

W-3 WAYSIDE - 3

- LOCATED MIDWAY BETWEEN INTERPRETIVE CENTER -2 AND WAYSIDE - 4
- BRIDGE ACROSS THE MISSISSIPPI

W-4 WAYSIDE - 4

- CLOSE TO 45 MILE IDEAL SPACING
- MAJOR ACTIVITY NODE
  - Convergence of State Trails and rivers.
  - Convergence of several roadways.
  - Bridge across the Mississippi River.

OVERLOOKS

OVERLOOKS ARE PERIODIC STOPPING POINTS ALONG A ROUTE THAT ALLOW THE USER TO REST AND ENJOY A SCENIC VIEW.

- DISPLAYS FOR TRAVEL AND TOURISM INFORMATION
- INTERPRETIVE DISPLAYS FOR AREA NATURAL AND CULTURAL FEATURES
- PUBLIC TELEPHONE
- PICNIC AREAS

LEGEND

- GREAT RIVER ROAD
- STATE BOUNDARY LINES
- COUNTY BOUNDARY LINES
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- BRIDGES ACROSS THE MISSISSIPPI
- NATIONAL PARKS AND RESOURCES
- STATE PARKS AND RESOURCES
- COMMUNITY PARKS AND RESOURCES
- HISTORIC FEATURES
- ARCHEOLOGICAL FEATURES

DESIGN GUIDELINES FOR:

THE GREAT RIVER ROAD

PREPARED FOR:

THE WISCONSIN
DEPARTMENT OF
TRANSPORTATION

PREPARED BY:

KEN SAIKI DESIGN

IN ASSOCIATION WITH:

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"That portion of the Mississippi which extends from Prairie du Chien to Lake Pepin is the most mountainous and truly beautiful on the whole river, and may with strict propriety be called the Alpine Region. The river here varies from a quarter to a full mile in width, and on either side throughout the whole distance is a range of mountains which sometimes actually bend over the river, and sometimes recede into the interior for several miles. The Mississippi here is rather sluggish, but perfectly translucent and completely filled with islands which are covered with every variety of forest trees found between Kentucky and the Great Lakes"

Charles Lanmen, 1846

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GUIDELINES THEME 1.1

"Wisconsin's Great River Road flanks the Mississippi and St. Croix Rivers as they tumble southward through the rolling hills and dells of western Wisconsin. It is an area to be enjoyed... leisurely; a marvelous mix of natural beauty and history blended to perfection." The Great River Road was established along existing state highways in 1964. The road provides a scenic highway system spanning the entire length of the Mississippi River through state by state connections.

The road is responsible for generating revenue from recreational uses that exceeds 1.2 billion dollars annually. It is used predominately for daytrips with over 2.3 million recreational trips occurring per year.

There are many portions along the route that are heavily used by commercial traffic which may lower the quality of the pleasure driving experience. In 1993 The Wisconsin Department of Transportation and the Mississippi River Parkway Commission determined that there was a need to have a comprehensive plan for aesthetic enhancement of this scenic drive. This document represents the first phase of the comprehensive plan, in the form of general design guidelines for the corridor.

The importance of the character of the road was emphasized by Stanley Abbott, a landscape architect who designed the Blue Ridge Parkway. Abbott was involved in determining the objectives for the Mississippi parkway in 1949. He stated, "...if this parkway is to be simply another road with no claim to distinction, then the project has little reason for being. The objective is to reveal for the visitor all that comes to mind with the word Mississippi..." Miller 1989. This goal for the overall road should provide a basis for the Wisconsin portion of this scenic highway. This provides the initial program statement for the development of these Design Guidelines.

Stanley Abbott also stated that "the parkway must carry its justification throughout its entire composition" and therefore ought to be "built so as to reveal the charm and interest of the native American countryside." The major goal of the scenic drive design guidelines is to provide a basis for planning and design that emphasizes preservation, protection and restoration of scenic beauty and the natural and cultural character of the Mississippi River valley. In this regard, the Great River Road corridor should capture the essence of the river and its surroundings.

The process for establishing the theme, the basis for these Guidelines, begins with the Stanley Abbott program statement. This initial program statement, used for the development of these Guidelines (SEE FIGURE 1.1) provide direction for information collection and the basis with which to define the theme.

The first step in the collection of information consists of image assessment. These assessments include evaluating documented images from previously complied written inventories of the Mississippi River Valley, recording physiological images through a visual site inventory, and listening to groups such as the technical committee and local residents. The end product of the image assessment is a reference summary of the cultural, environmental, and historical elements significant to the region.

The next step is to verify the existing image assessment. The image documented during the collection is reviewed to clarify and check the validity of the information gathered in the prior step. The existing image is then compared to a desired image of cultural, environmental, and historical elements. The deficiency between the existing image

and the desired image becomes the basis for the discussion of the Design Guidelines.

The last step outlines issues to be discussed in these Guidelines. The theme provides a unifying element for the future development of the Great River Road. The Guideline issues are visual resources, road location, vegetation enhancement, facility development, alternative transportation, and signage development.

The Design Guidelines will establish a design theme for the transition of the Great River Road of Wisconsin into a scenic drive. The theme will be based on the natural features drawn from, and representative of, the region. These features include materials such as water, stone, and wood consisting of design elements of line and form as influenced by topography, and of color as influenced by vegetation. The establishment of a "timeless natural theme" (without reference to a point in time) will allow the character of the drive to evolve in correspondence with change in the region.

A scenic highway is not simply a means to travel from one point to another. It should create an experience that is much different from that on point to point roadways, an experience that with natural forms and materials creates a design continuity to reflect the beauty and importance of the river and surrounding landscape.

The road can be designed especially for pleasure driving or to provide a scenic route from one place to another. Maintenance, improvement and development of recreation sites, lookouts, picnic areas, rest stops and information centers along the corridor will help achieve the desired Great River Road experience. The route also needs to accommodate pedestrians and bicyclists.

Wildlife habitat protection and enhancement, vegetation management and conservation, improved landscape aesthetics, enhanced community pride and identity, can enhance awareness and appreciation and diversify local economics through tourism. Tourism goals can be met at the local community level through the development of interest and activity nodes along the corridor.

To achieve this, the natural and cultural character of the region must be recognized and used as a basis for design decisions. The relationship between existing human, plant, and animal communities and the river needs to be considered. Guidelines and standards should encompass design elements within the viewshed corridor as a minimum. Design guideline application can encompass entire visitor zones and should not be limited to the Great River Road boundaries.

The overriding theme responds to the natural elements of the corridor and will provide the basis for these Design Guidelines. This theme emphasizes the protection of the visual resources of the corridor while allowing for flexibility in design.

Cultural and historic elements will also play a major role in the interpretation of the region. Individual applications of the theme can be specific to a given community, while at the same time maintaining the continuity and quality of the design theme.

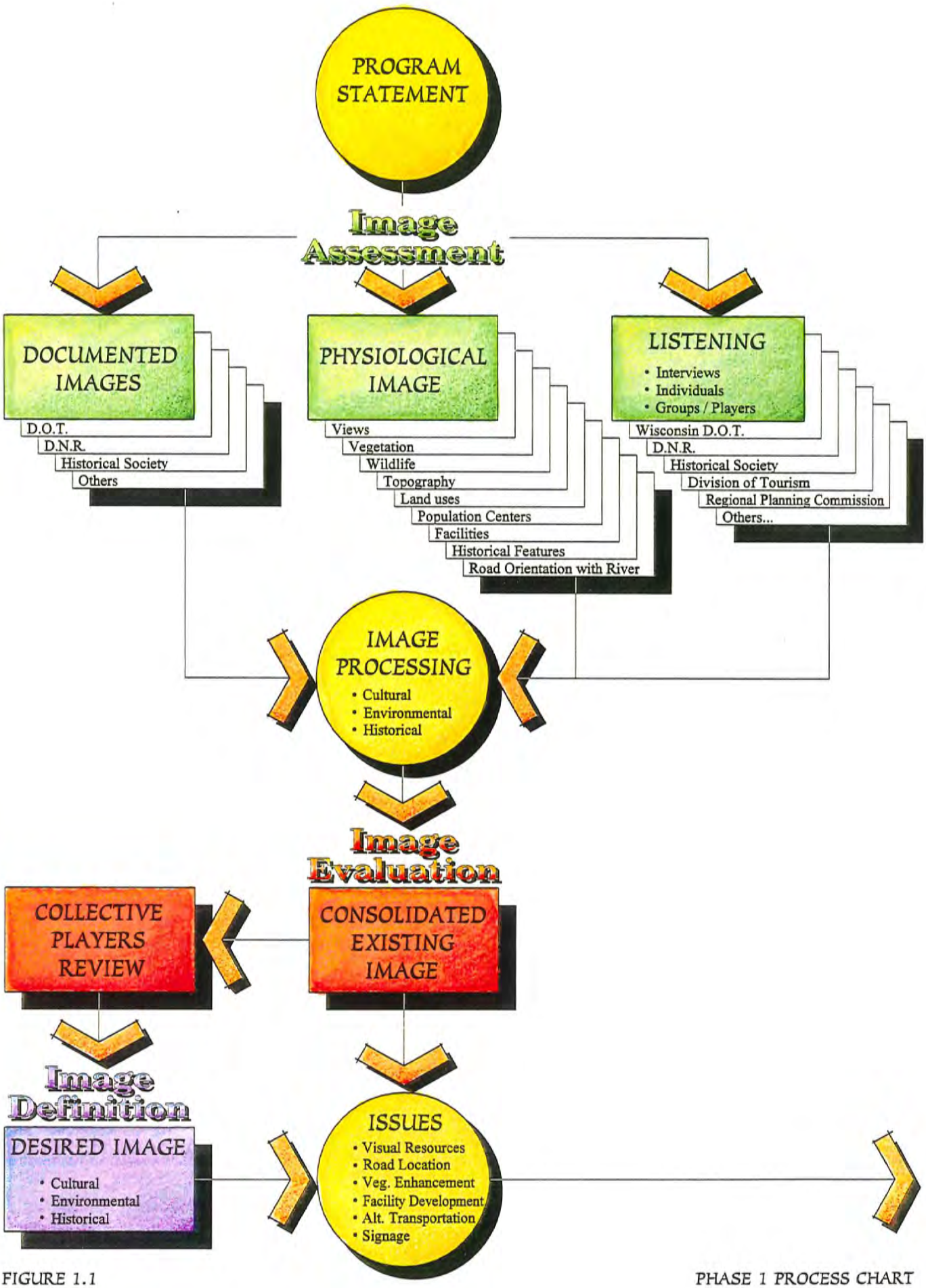


FIGURE 1.1

PHASE 1 PROCESS CHART

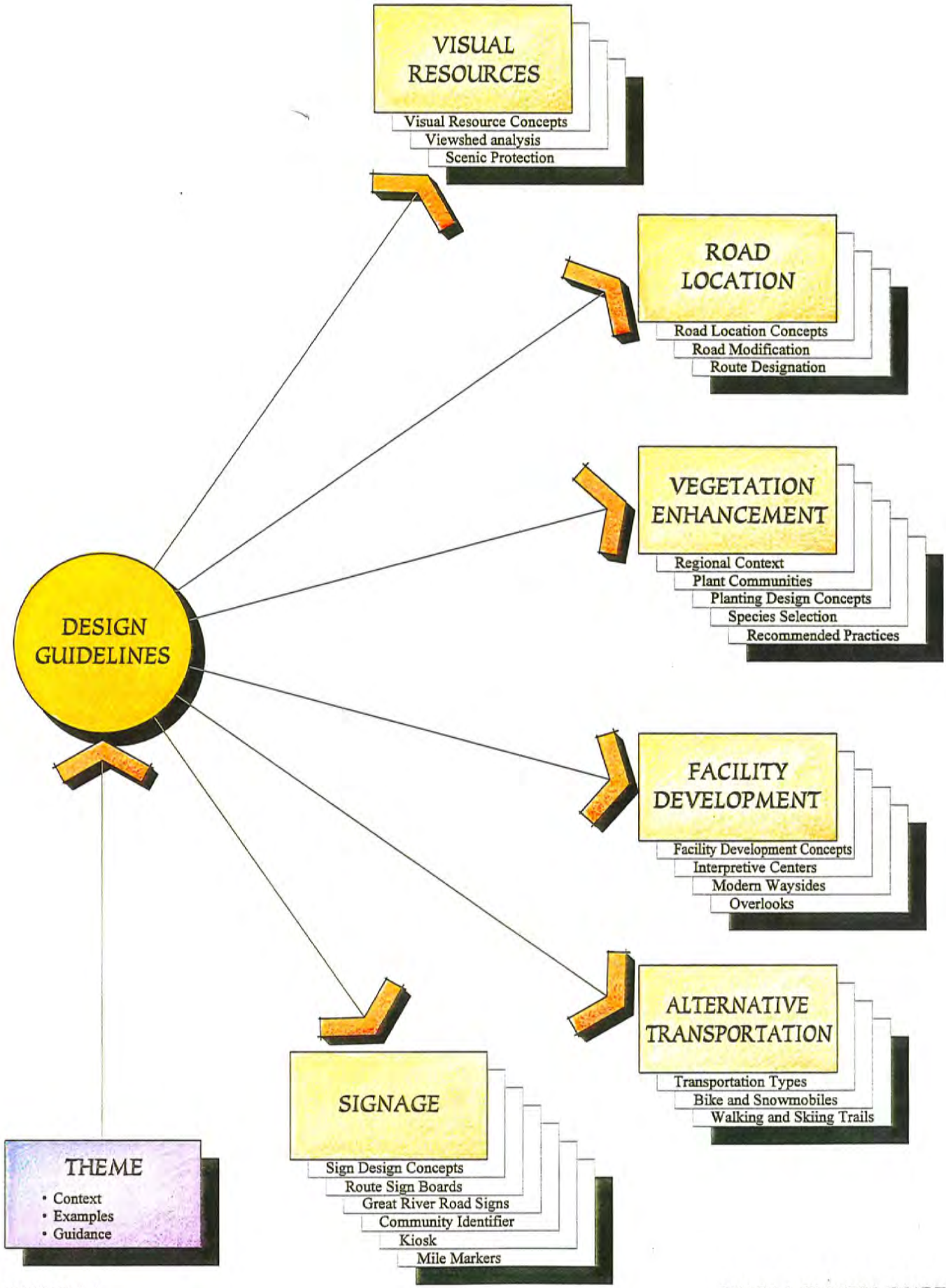


FIGURE 1.1

PHASE 1 PROCESS CHART

VISUAL RESOURCE CONCEPTS 2.1

The Great River Road in Wisconsin travels through areas that offer spectacular views and interesting scenery. The river, its bluffs and sloughs dominate the landscape along the corridor. The interpretation of corridor scenery provides excellent opportunities for educational experiences focused on the region's natural and cultural history, and its current environmental resources. Opportunities to view the rich scenic resources along the road and the Mississippi River promotes passive education as well as recreational opportunities that can stimulate interest in the region.

This section of the document will provide descriptions of vista or viewshed types, a brief introduction to viewshed analysis and guidelines for scenic resource protection.

Scenic resources are a composition of the visual characteristics of an area. They can consist of a wide variety of elements such as agriculture lands, structures, water, vegetation, skylines and bluffs. Visual character includes the ordinary, or vernacular elements; spectacular elements; and undesirable elements. The relationship or sequence of elements creates a pleasant or unpleasant aesthetic character depending on the elements' context or appropriateness and congruency in the scene (SEE FIGURE 2.1). Scenic beauty occurs when the composition of the elements in the viewshed is pleasing to the human viewer (SEE FIGURE 2.2). In other words, the pattern of composition establishes the character and visual quality of the scenic road.

A viewshed, or vista includes all areas visible from a certain vantage point creating a scene. The "edge of the view" (or viewshed boundary) can be depicted in plan on topographic maps. This is particularly helpful because in many cases, especially in rural landscapes, the topography of an area defines the vista. There are two types of vistas that are important to the quality of the views from the scenic drive; stationary vistas and moving vistas. Along with these, views toward the road also are important to consider. Limiting views of the road allow for the natural landscape to prevail on the horizon.

"The view toward the road is often associated with negative reactions from adjacent landusers and the general public. The role of the highway designer is to minimize the negative impact of the road on the physical landscape and on the scenic beauty of that landscape." (Province of B.C., p.11). The close association of the road with the river suggests the need for careful consideration of potential impacts of

FIGURE 2.1 *UNPLEASANT EXISTING CONDITION*

FIGURE 2.2 *PLEASANT EXISTING CONDITION*

the road on river users. The road forms a line in the landscape. Through proper road placement (SEE SECTION 3.0) and vegetation management the impact of the road can be minimized (SEE SECTION 4.0).

Proper road alignment allows for the mitigation of the effects of the highway on existing views. The formation of views consists of detailed alignment, buffering vegetation, revegetation, and earthform, and careful attention to color and placement of retaining structures.

Stationary vistas are those seen from the perspective of a stationary viewer (SEE FIGURE 2.3). The road can take advantage of these views with overlooks, pull outs, rest areas and interpretation centers (SEE SECTION 5.0). Size of vista openings can be narrower than that of moving vistas. Stationary views are often used to direct attention to significant features and spectacular views. They are also used where driving distraction is of concern.

Moving vistas are views seen by travelers while driving vehicles or participating in other forms of transportation such as on bicycles, skis or by foot. The width and angle of view must be targeted to the speed and elevation of the viewer (SEE FIGURE 2.4). Views developed at 30 degree angles to the road will direct the driver's attention forward and provides less of a distraction away from the road (SEE FIGURE 2.5). The typical size of openings for vistas may be several hundred yards (SEE FIGURE 2.6). Overall spacing between points of interest should vary but occur frequently to prevent driver boredom and weariness.

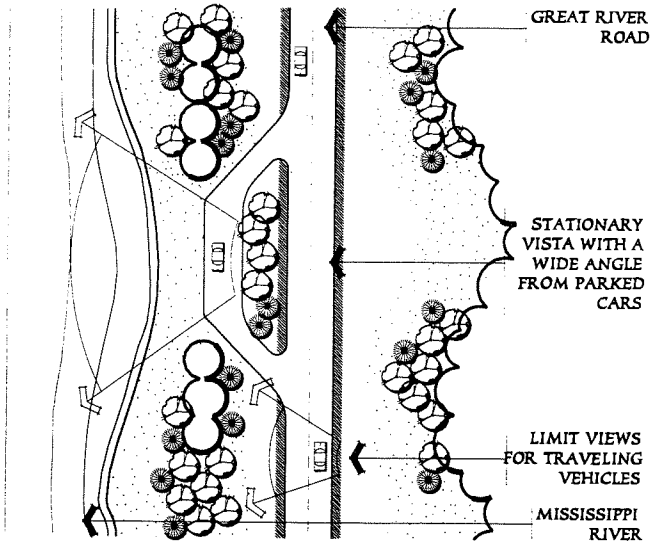


FIGURE 2.3 STATIONARY VISTA

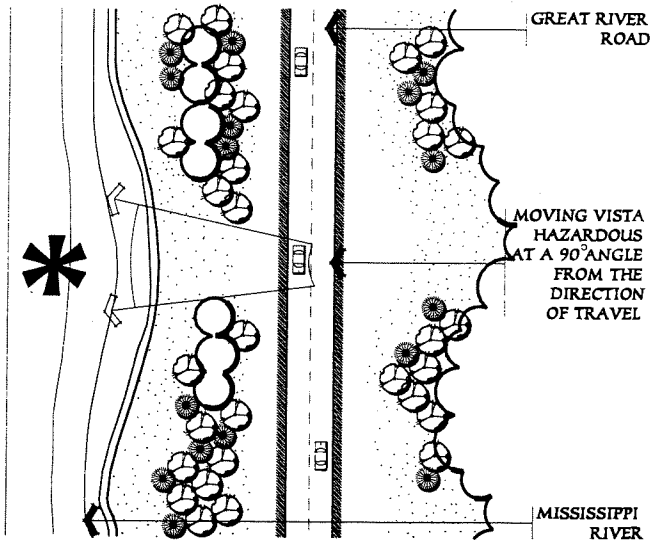


FIGURE 2.4 POOR MOVING VISTA DESIGN

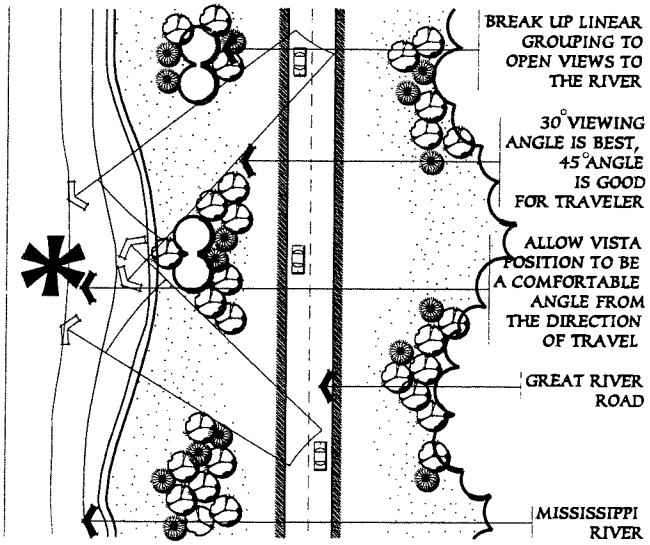


FIGURE 2.5 GOOD MOVING VISTA CONDITION

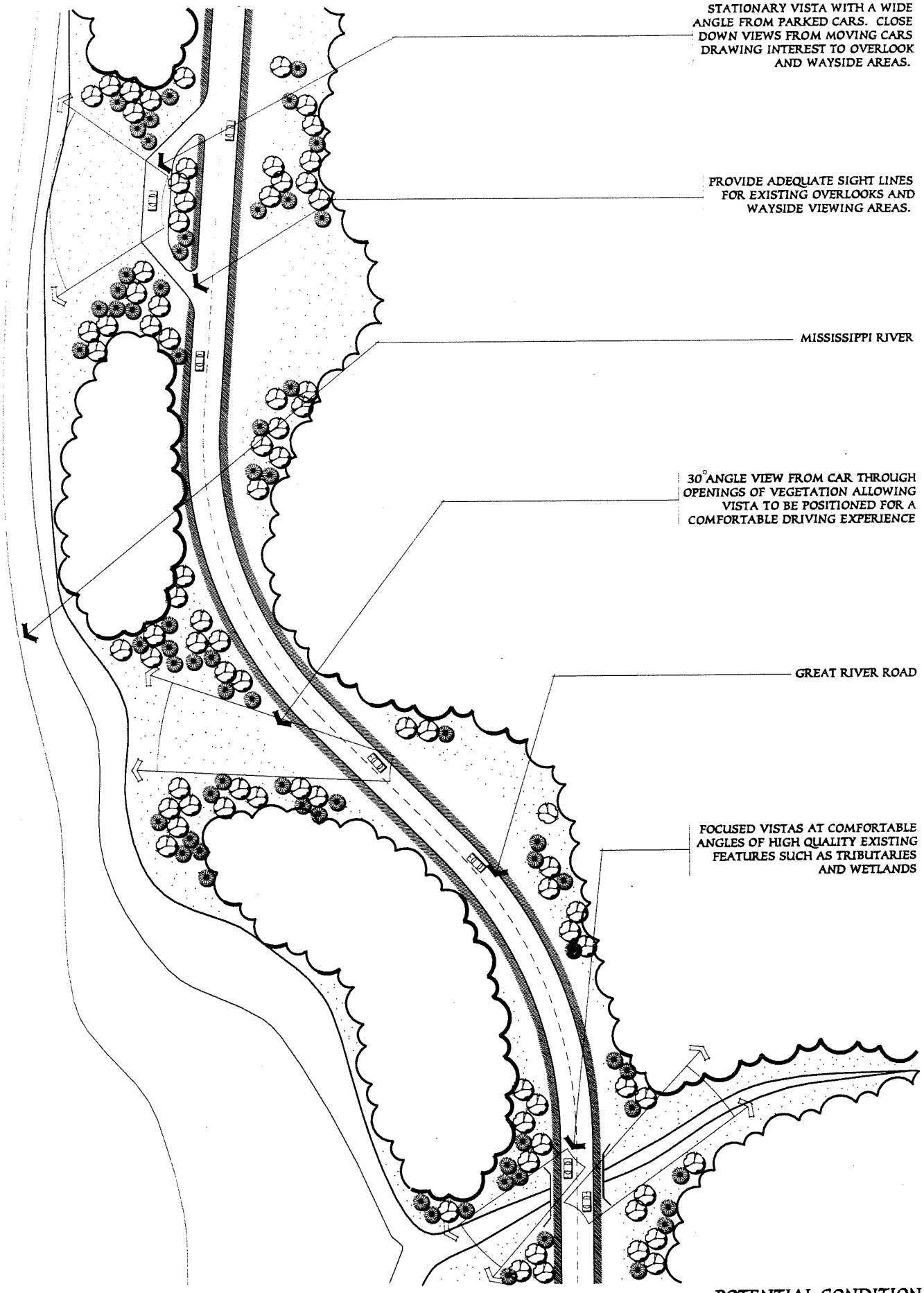


FIGURE 2.6

POTENTIAL CONDITION

VIEWSHED ANALYSIS 2.2

A viewshed analysis is used to determine the elements that visually affect the character of a landscape. The Manual of Aesthetic Design Practice, published by the Ministry of Transportation and Highways of the Province of British Columbia is an excellent resource for guidelines to identify, protect and enhance scenic resources. This document uses a number of scenic beauty concepts established by the US Forest Service and Bureau of Land Management. The process outlined in that document is recommended for the addition of further information to be discussed in Phase 2 and 3 of the development of the Great River Road.

The first step in viewshed analysis involves conducting an inventory. The edge of the view from the road should be located on plan maps using topographic contours and other factors. Views of the road from important positions should also be located. Landscape types should be noted and landscape units, areas of homogeneous visual character, should be identified and mapped (SEE FIGURE 2.7). Points of visual interest, such as landmarks, should be identified and documented (SEE FIGURE 2.8).

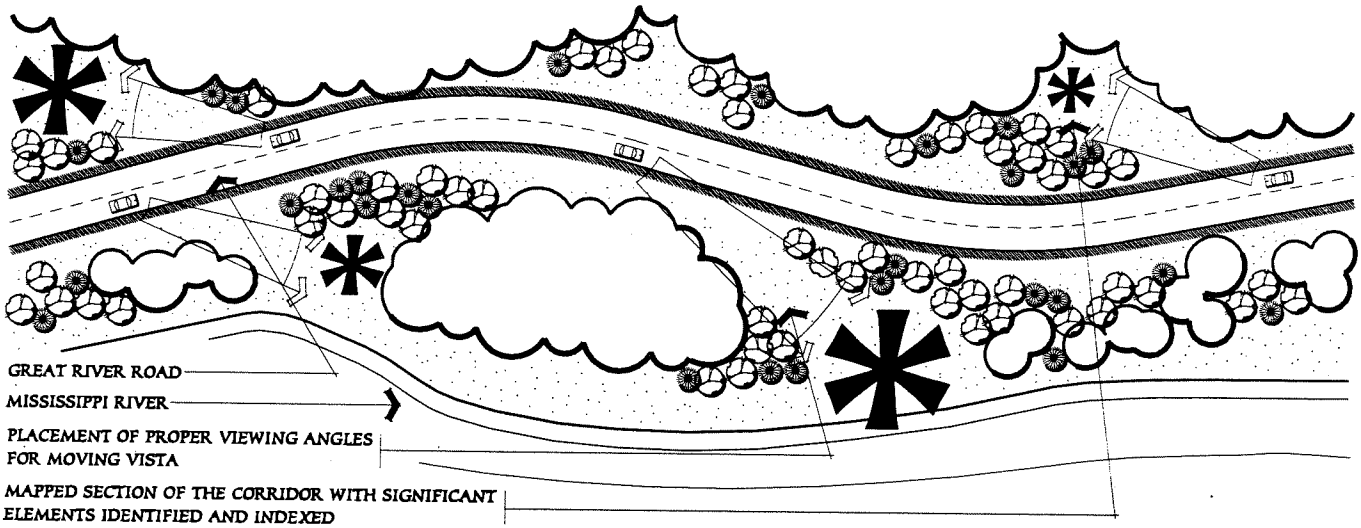


FIGURE 2.7

IDENTIFIED MAPPING

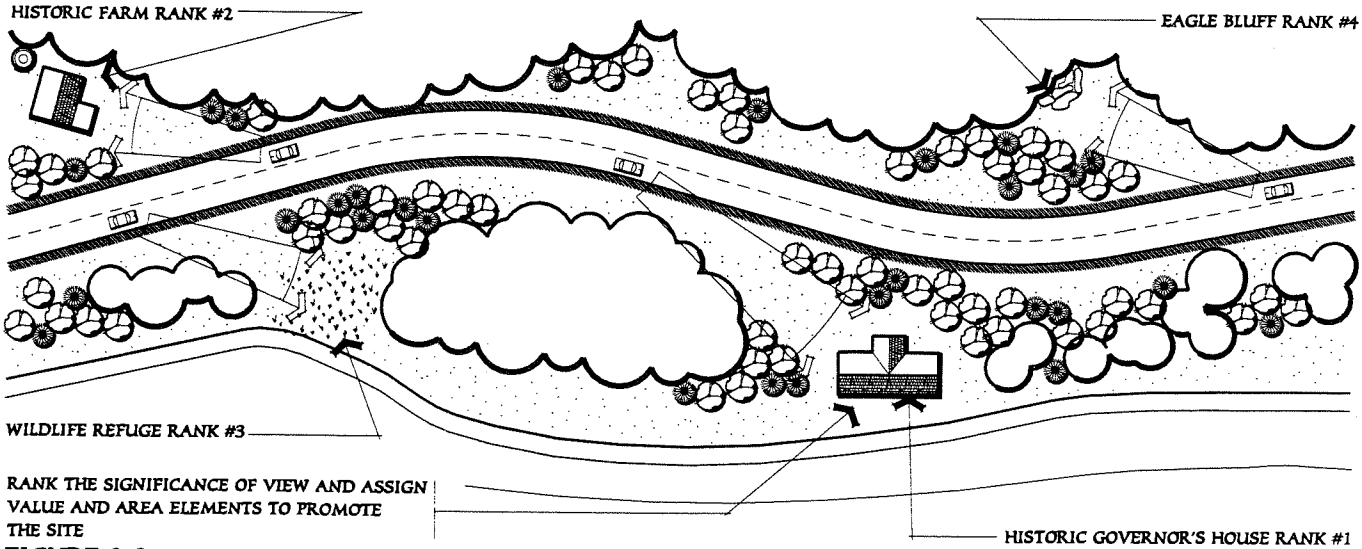


FIGURE 2.8

RANKED LANDMARKS

After documentation of the existing visual characteristics, an assessment of their quality should be conducted. This involves comparing the relative value of the visual features. Type, quality, quantity, and desirability of each aesthetic attribute should be weighed based on a set of criteria developed from objectives.

Areas within view, landscape types and landmarks are assessed based on their positive (attractor) and negative (detractor) characteristics. Examples of attractors along the Wisconsin Great River Road include bluffs, the river, natural vegetation (oak forest, prairie, savanna, wetland), wildlife, and distinctive land uses (agricultural practices, settlement patterns, historic or architecturally significant buildings, parks, and rest areas.) (*SEE FIGURE 2.9*). All efforts should be made to take advantage of views of these types of elements.

Detractors are elements that are incongruous with the desirable landscape character and provide little to no educational or character value to the corridor. Examples of detractors along the corridor can include sand and gravel quarries, billboards, salvage yards and dumps, forest clearcuts, dozer activity and slash, and commercial and industrial sites (including parking, utilities and equipment operations) (*SEE FIGURE 2.10*). Detractors need to be softened and integrated into the landscape when possible. Some of the above activities and elements may not always be detractors. For example commercial and industrial sites that are well maintained and linked in purpose to the river and the theme may be of educational value.

FIGURE 2.9 ATTRACTOR

FIGURE 2.10 DETRACTOR

SCENIC PROTECTION 2.3

General goals for protecting visual quality in the corridor include protecting areas of high visual interest and limiting or mitigating detracting elements. The concept of acquiring full or partial control over viewshed areas outside the right-of-way deserves strong consideration.

The corridor contains of limited scenic easements from Prairie Du Chien to the Pepin county line most of which exist from State Highway 63 to the South. South of Prairie Du Chien the easements are incomplete. Towns in these areas have different levels of zoning regulations. Most easements in the corridor are no more than 350' from the center of the road right-of-way, and exist only on the side toward the bluffs. Few easements exist toward the Mississippi River side of the road. In some cases easements extend out 400' to 700' from the centerline but none incorporate the entire viewshed.

The bluffs of the Mississippi River valley have great importance and with their native vegetation exemplify the corridor's scenic characteristic. The bluffs and any development that occurs on them will be the most visually significant element of the corridor. For the drive to exist as more than a utility highway and fulfill Abbott's philosophy for the uniqueness of the Great River Road the protection of these bluffs is critical (SEE FIGURE 2.11).

Viewshed or bluff easements have been obtained along southern sections of the Great River Road with the aid of citizen groups. Bluff protection may range from fee simple title acquisition to easements that appoint specific development or use restriction on the owner. Fee simple title may serve greater purpose where land use is restricted to the degree that the land owner has little incentive to retain title. More specific guidelines include the following examples:

Maintain and/or create visual continuity with the adjacent countryside. The roadside should respond to adjacent topography and vegetation. Landscaping should use native plant species indigenous to the area and planted in naturalistic patterns.

Take advantage of borrowed landscapes, such as views to existing parks, open spaces, and vistas that visually extend the highway beyond its legal boundaries (SEE FIGURE 2.12). It is important to only utilize borrowed landscapes when there is a long-term guarantee that they will maintain their desired aesthetic characteristics.

FIGURE 2.11 NEIGHBORING BLUFFS

FIGURE 2.12 BORROWED LANDSCAPE

Preclude development of billboards and strip development by acquiring right-of-way, or scenic easements. Limit the impact of buildings and structures to help maintain views.

Prohibit obstructions of bluff tops or other vistas. Major threats to scenic integrity are non-informational signs (SEE FIGURE 2.13) and marginal commercial activity attracted by the highway. Structures created for such activities block views to the bluffs, rivers and surrounding landscape introducing an incongruous element that detracts from viewer experience. The limiting of development activities of the Great River Road will help maintain the integrity of the Mississippi River corridor.

Provide view and natural resource protection to the boundary of the viewshed. This will be more effective in protecting scenic quality than easement boundaries that are a predetermined, consistent width throughout the corridor.

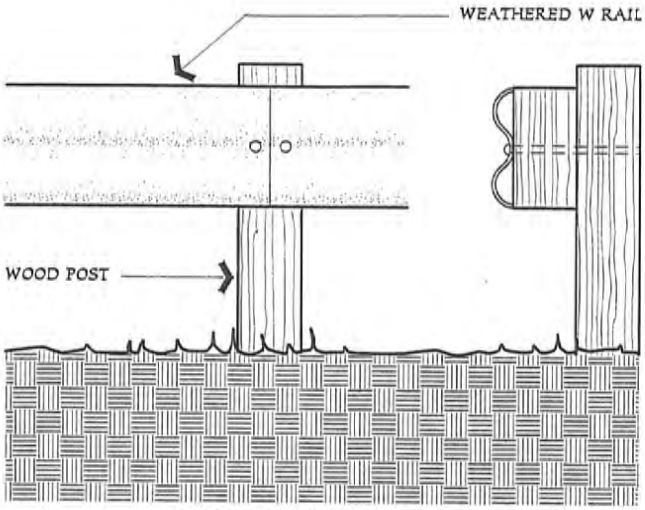
When the viewshed reaches into another state, obtain commitments for scenic protection from the owners of the opposite lands and bluffs. Protect views of farms and agriculture land use throughout the corridor on both sides of the river.

Maintain some openings along the river, but sequence these (SEE FIGURE 2.14). Views all open or all closed are not desired. Views to the river tend to be closing. Opening views to the river in areas of otherwise low visual interest, and the screening of detractor elements can promote positive images.

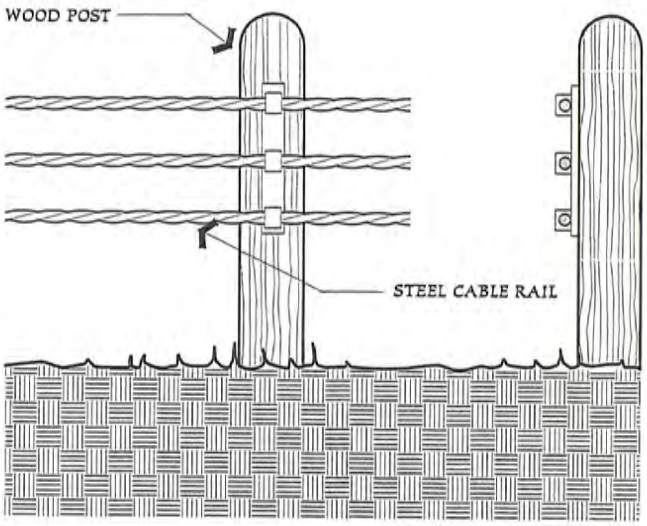
Vegetation design and management can be used to enhance the visual diversity along the roadsides. Vary the width of the recovery areas or edge lines of roadside vegetation. Allow guardrails to be open in design for viewing through (SEE FIGURE 2.15). Incorporate more natural materials such as wood or stone in guardrail construction (SEE FIGURE 2.16). Ditches do not have to be parallel to the pavement edge. Allow ditches to meander in wide shallow swales within the safety recovery area. Fences can also be sited in irregular lines. Additional recommendations are located in Section 4.5 of this report.

FIGURE 2.13 LIMIT BILLBOARD PLACEMENT

FIGURE 2.14 OPEN RIVER VIEWS



WEATHERING W BEAM GUARDRAIL



CABLE GUARDRAIL

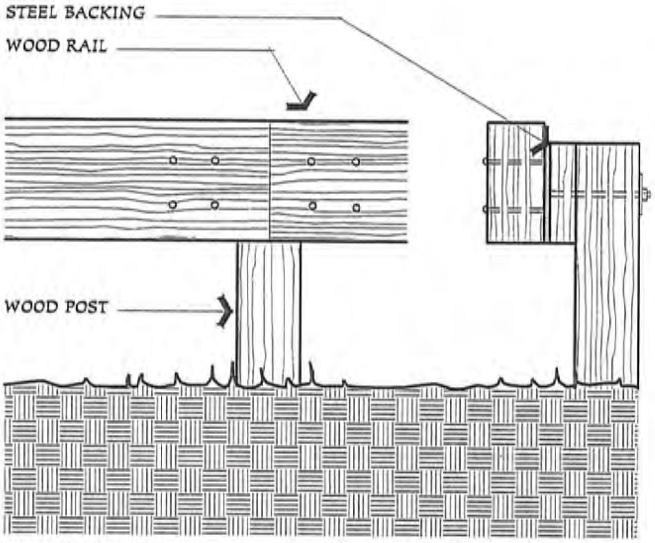
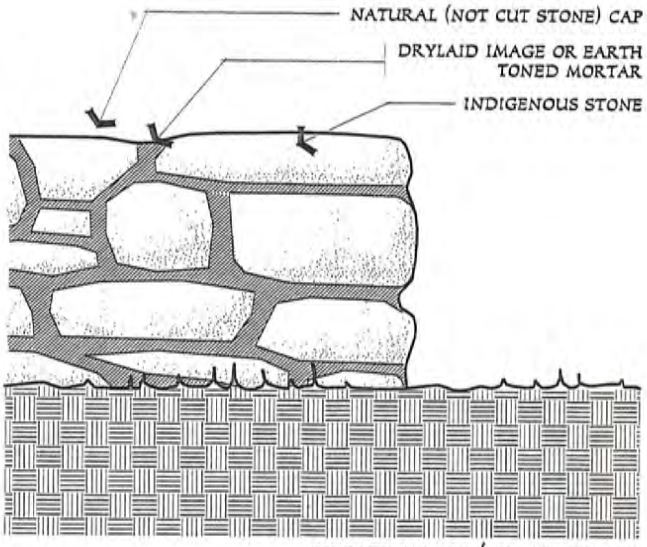


FIGURE 2.15 WOOD GUARDRAIL



STONE WALL/GUARDRAIL

FIGURE 2.16 HIGHLY VISIBLE GUARDRAIL

NATURALLY BLENDING GUARDRAIL

ROAD MODIFICATION 3.2

In considering redevelopment of the road, it is important to emphasize limiting the impacts of new construction. Realignment should occur only when absolutely necessary to achieve the desired character of the road or when safety conditions dictate. In such cases, reuse of the previous road area for overlooks, rest areas, etc., should be maximized, reducing the need to disturb new ground in other areas.

Road modifications should emphasize blending of the road into the landscape. This will limit the impact of the road on the natural character of the area, while providing opportunities for pleasant driving experiences. The road should disappear into the landscape rather than cutting through it. This is accomplished by design that follows natural contours whenever possible. Bisecting the landscape, or running across the topographic contours, should be avoided (FIGURE 3.4).

Existing vegetation and historic structures should also be considered in realignment design. Road location should minimize impact to existing amenities and maximize visual diversity (SEE SECTION 2.0).

Road alignment can greatly enhance visual interest by creating diversity in viewing opportunities. Alternating open areas with broad sweeping vistas and enclosed areas can create a rhythm in the driving experience that stimulates interest and intrigue. Curves should be allowed to gently glide along the most natural passage possible. Long tangents can be broken by groves of trees, or slopes (SEE FIGURE 3.5). This can help improve the driving experience by breaking long sight lines and providing interest. Providing a variety of views will make the landscape a more prominent feature, helping achieve the overall goal of the scenic highway design.

The road edge should be varied gracefully by using curvilinear patterns for mow edges where necessary. Vegetation community transitions should be gradual.

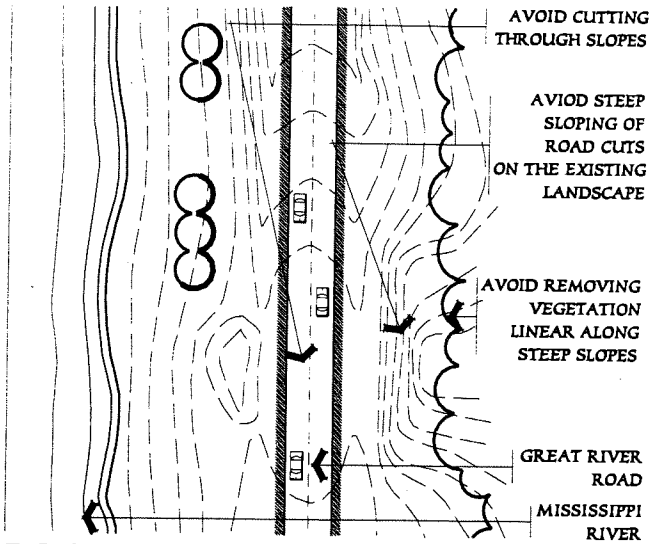


FIGURE 3.4 EXISTING CONDITION

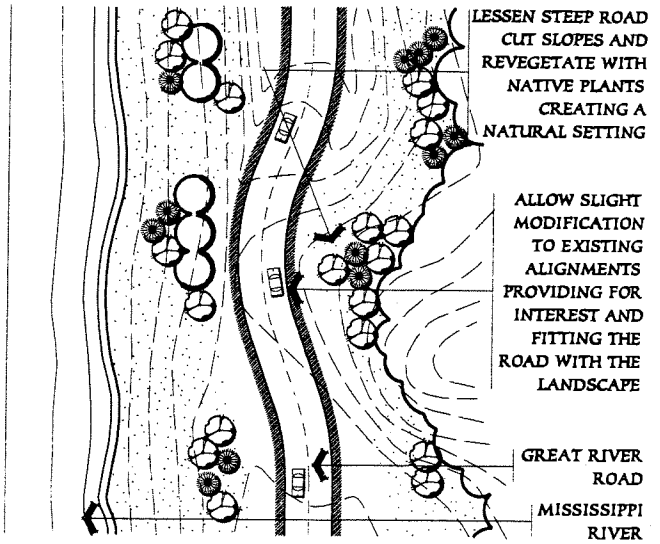


FIGURE 3.5 POTENTIAL CONDITION

ROUTE DESIGNATION 3.3

Some of the existing portions of the Wisconsin Great River Road are heavily used by commercial traffic creating a conflict with pleasure driving traffic. Some of the designated roadways may not be the best and most scenic routes available in the area (SEE FIGURE 3.6). Redesignation of portions of the scenic roadway, as well as developing alternate routes for non-local commercial traffic may be necessary to provide the unified experience desired (SEE FIGURE 3.7).

Determining the need for redesignation of the road should be made based on corridor inventory and analysis (SEE FIGURE 3.8). This should take into account qualities of the existing route as well as those of nearby potential routes.

Redesignate the Great River Road route to local roads nearer the Mississippi influenced landscape as appropriate. Car and truck traffic should be separated when feasible. Non-local truck traffic can be rerouted to highways that parallel the Great River Road, many which provide more efficient routes.

The design speed, proximity to river and views, and availability of land for road side sites are some of the criteria to consider in future route planning.

FIGURE 3.6 EXISTING CONDITION

FIGURE 3.7 POTENTIAL CONDITION

FIGURE 3.8 ROUTE PLACEMENT

REGIONAL CONTEXT 4.1

The north-south orientation of the Mississippi River corridor (SEE FIGURE 4.1) provided a southward retreat for species during glacial periods. As glaciers retreated and temperatures rose, the vegetation returned northward. However, pockets of northern vegetation remained behind in the southern zones in geologic enclaves. As a result the flora and fauna in the riverside communities are unusually rich. River and backwaters, wetlands and flood plain forests are crucial habitat for many fish and wildlife species including a number that are threatened or endangered. In addition southern floodplain species have been able to migrate north along river and stream corridors. Waterfowl and migrating birds use the river corridor as a travel corridor or flyway from the tropics to Canada. The Mississippi River Corridor is the major flyway for approximately 40% of north America's ducks, geese, swans and wading birds. More than 50 species of mammals, 45 reptile and amphibian species, and 37 mussels are found in the Mississippi River and adjacent lands.

In 1988 the National Park System established a 72 mile Mississippi National River and Recreation Area. In addition, more than 267,000 acres of national wildlife refuge lands are distributed along the upper river intermingled with over 60 state conservation areas. These areas provide opportunities for preservation of plant and animal communities, as well as for visitor education and recreation. The Great River Road is the regional human travel linkage of these areas, making continuity of flow from one area to the next an important design consideration.

FIGURE 4.1 MISSISSIPPI RIVER CORRIDOR

PLANT COMMUNITIES 4.2

The design theme for the Wisconsin Great River Road indicates the importance of the natural features of the region. Native vegetation plays a prominent role as one of these features. The natural plant communities found along the River corridor are diverse and rich. The colors, textures and patterns formed by these communities can form the basis for the design concepts used for roadway improvements (SEE FIGURE 4.2 NEXT PAGE). Design decisions regarding vegetation can draw from these plant community characteristics to help develop the aesthetic character of the corridor (SEE FIGURE 4.3). Vegetation along the river can be divided into two broad categories, open and closed. The closed communities are those that include densely clustered plants, limiting views through the groupings and creating a shaded environment. Open communities typically have limited shade. When they are present, trees in open communities are more widely spaced and are broader spreading. The open and closed communities naturally occur in a diverse matrix of relationships based on site conditions (SEE FIGURE 4.4). A brief description of each community type in the two groups is included in the following paragraphs.

The closed groups consist of forested areas and include upland dry forest, upland mesic forest, lowland forest, and floodplain forest (SEE FIGURE 4.5). The upland dry forests typically are oak forests and most often exist on south and west facing slopes. The upland mesic forests are typically composed of sugar maple and red oak and are found on north and east facing slopes, as well as moist rich soils of gentle sloping or level lands. The lowland forest is found slightly above the immediate flood plain. This area will flood intermittently. Silts (alluvial plains) often are left as floodwaters recede. The flood plain consists of the area which is adjacent to the river and

FIGURE 4.3 POTENTIAL CONDITION

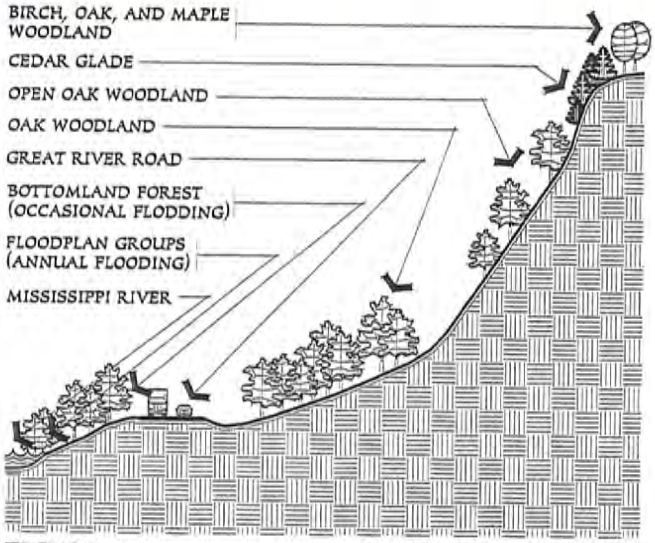


FIGURE 4.4 PLANT COMMUNITIES

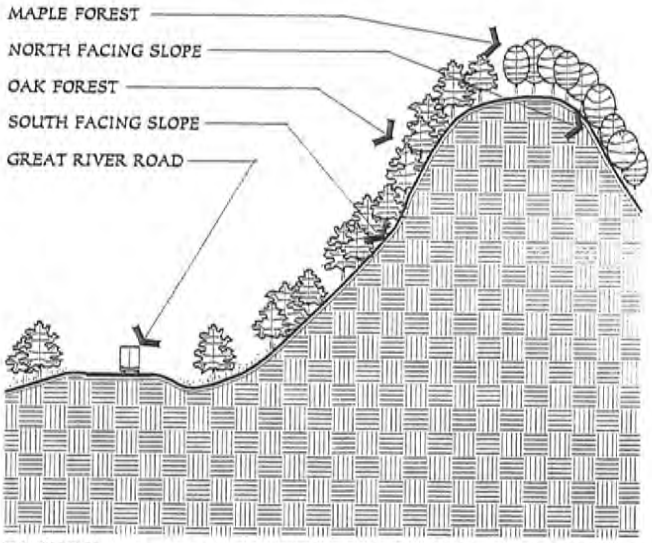


FIGURE 4.5 CLOSED VEGETATION COMMUNITIES

DRY PRAIRIE

MESIC PRAIRIE

UPLAND OPEN

UPLAND DRY FOREST

UPLAND MESIC

LOWLAND FOREST

FLOODPLAIN FOREST

FIGURE 4.2 EXAMPLE PLANT PHOTOS

backwaters that flood each year, often holding standing water for several weeks.

The open group consists of upland open, mesic prairie, dry prairie, sedge meadow and marsh (SEE FIGURE 4.6). The upland open group consists of savanna areas where trees create less than 50% of a canopy. Such areas can be oak savanna or cedar glades often bordered by oak forest. The mesic prairie is dominated by tall grasses and is typically found near the base of slopes and on gentle rolling and level land with deep rich soils. The upland prairie is often found on steep south and west facing slopes often with shallow bedrock. The sedge meadow and marsh are typically found along the river and backwaters where there is a very gradual slope into the water.

All communities in the prairie group are dominated by grasses, the mesic by tall 6' to 8', the dry by smaller grasses ranging from 8" to 36". These are highly diverse communities that require full sun. Without long term management, or periodically occurring natural fires, forest species will tend to creep into these remnants (SEE FIGURE 4.7), (SEE SECTION 4.4 FOR PLANT COMMON NAMES).

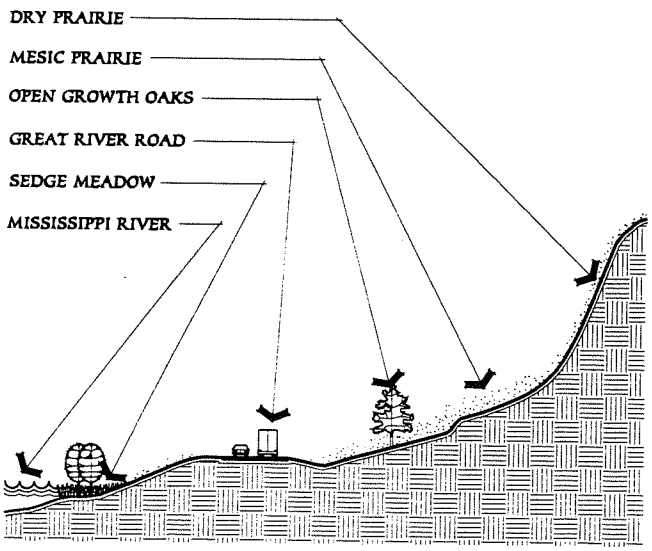


FIGURE 4.6 OPEN VEGETATION COMMUNITY

DRY PRAIRIE

- Amorpha canescens
- Asclepias tuberosa
- Aster ericoides
- Aster sericeus
- Bouteloua curtipendula
- Ceanothus americanus
- Coreopsis palmata
- Dalea purpurea
- Koeleria cristata
- Lespedeza capitata
- Schizachrium scoparium
- Sporobolus heterolepsis

MESIC PRAIRIE

- Andropogon gerardii
- Aster novae-angliae
- Baptisia leucantha
- Elymus canadensis
- Eryngium yuccifolium
- Liatris aspera
- Parthenium integrifolium
- Ratibida pinnata
- Silphium laciniatum
- Solidago rigida
- Sorghastrum nutans
- Veronicastrum virginicum

UPLAND OPEN

- Crataegus punctata
- Juniperus virginiana
- Malus ioensis
- Prunus americana
- Quercus macrocarpa
- Rhus glabra

UPLAND DRY FOREST

- Betula papyrifera
- Carya ovata
- Cornus alternifolia
- Cornus racemosa
- Corylus americana
- Juglans nigra
- Pinus strobus
- Prunus serotina
- Quercus alba
- Quercus muhlenbergii
- Rubus spp.
- Viburnum lentago

UPLAND MESIC

- Acer saccharum
- Amelanchier laevis
- Fraxinus americana
- Gymnocladus dioica
- Hammamelis virginiana
- Ostrya virginiana
- Quercus rubra
- Tilia americana

LOWLAND FOREST

- Acer saccharinum
- Betula nigra
- Celtis occidentalis
- Euonymus atropurpureus
- Fraxinus pennsylvanica
- Gleditsia triacanthos
- Populus detoides
- Quercus bicolor

FIGURE 4.7

Within urban settings plant selection may need to be modified to meet the human created soil conditions and microclimates (SEE FIGURE 4.8). The soil and microclimate of urban centers is unlike that of any natural systems. Attempts should be made to use species indigenous to the region, but not necessarily in community-type groupings.

Where the road passes through urban settings, revegetation and vegetation management should create a smooth transition between urban structures and the highway. Plants used should be consistent with those used in the adjacent areas when possible.

URBAN

- Amelanchier spp.
- Amorpha canescens
- Anemone cylindrica
- Aster laevis
- Aster sericeus
- Betula nigra
- Coreopsis palmata
- Cornus racemosa
- Corylus americana
- Fraxinus americana
- Gentiana andrewsii
- Geum triflorum
- Gleditsia triacanthos
- Helianthus occidentalis
- Liatris aspera
- Petalostemum purpureum
- Quercus rubra
- Salix amygdaloides
- Salix bebbiana
- Solidago speciosa
- Tilia americana
- Ulmus americana
- Viburnum lentago

FIGURE 4.8 URBAN PLANT TYPES

PLANTING DESIGN CONCEPTS 4.3

The natural compositions of the native plant communities provide a basis for the planting design and vegetation management concepts. Several approaches for planting design and management are recommended, including naturalistic landscaping, native plant community restoration and techniques for management of existing vegetation for specific goals. Their arrangement should be organized based on existing opportunities and constraints in specific areas.

Native plant community restoration refers to the establishment of community-like groupings of native plants on a site with environmental conditions expected to support them. "The essential quality of restoration is that it is an attempt to overcome artificially the factors that we consider will restrict ecosystem development" (Bradshaw, 1987, p.28). This type of planting design and vegetation management is a way for humans to help nature "do her thing". Simply letting nature take over in areas of past disturbance typically results in generation of a disturbed landscape that is greatly reduced in benefits offered and diversity. By stepping in to remove some of the disturbance introduced factors (i.e. invasive exotic plants) humans can greatly improve the chances for natural systems to regenerate.

Naturalistic landscaping consists of the use of plants to create the aesthetic character of the native landscape. The intent is to establish the essence of native plant communities with a simplified, or sometimes exaggerated, array of species. Natural landscaping differs from native plant community restoration for several reasons. In essence, a natural landscape tries to idealize the community, whereas a restoration tries to reproduced the structure and/or function of the community. In natural landscaping there is: emphasis on visual character (showy species, scents, texture, etc...); de-emphasis on non-showy or inconspicuous species; lower diversity (typically 10 to 15 species); and minimal emphasis on ecosystem functions (such as nitrogen fixation).

Vegetation management is the determination of strategies and the implementation of techniques that influence or direct change in the portion of the landscape dominated by plants. Management of existing vegetation can be used to provide a representation of the natural vegetation character within a region, screen the undesirable views and activities, create or enhance desirable views and create or preserve wildlife habitat. Vegetation analysis and planning should note those areas where planting does not need to be done but where vegetation management is needed and where restoration or preservation of existing communities is desired. This may include the addition of select species or management that enables a community to recover.

The three planting design concepts described share an emphasis on the use of native vegetation. The use of indigenous vegetation supports several objectives by: reducing maintenance costs and labor; reducing dependency on chemicals; increasing erosion control; enhancing the aesthetic experience of highway travelers; creating an image linked to the original regional landscape at the time of settlement; and increasing the stability and permanence of the roadside.

SPECIES SELECTION 4.4

Selection of native plant species should be based on the criteria described in the following paragraphs.

In rural areas select plants indigenous to the area and habitat of interest. Such criterion will ensure plants to be suited to localized soils and climate. Origins of seeds and plants should be within 100 miles of the planting site whenever possible. In many situations it may be desirable to collect seed for grassland and wetland species.

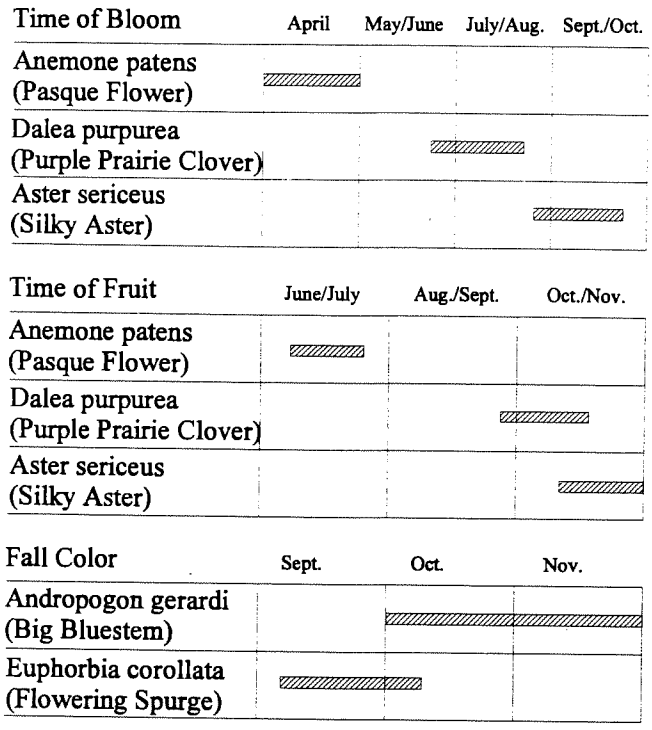
Planting lists should try to mimic the natural diversity found in a community and region (SEE FIGURE 4.9). Although reaching the maximum diversity is a challenge, attempts should be made to reach 40% of the diversity and to include all major species. Diversity is a key to a long-lived healthy plant community and reduced maintenance problems. Diverse plantings contain species that are adapted to a wide variety of conditions. During droughts some species may decline in population but other species will quickly spread to occupy the empty space. As rains return the former species may recolonize. Without diversity in the planting, bare ground is often exposed after a disturbance and less desirable invading species will move in and can slowly entrench themselves into the planting, often occupying vast amounts of the soil surface. Purple loosestrife and leafy spurge are excellent examples of undesirable species that invade into poorly maintained plantings.

Species composition for enhancement of aesthetic benefits requires careful consideration of the phenology (time of occurance) of individual plants. Bloom time and color, fall color, fruit time and other seasonal characteristics should be coordinated to ensure a continually interesting and varied visual appearance (SEE FIGURE 4.10).

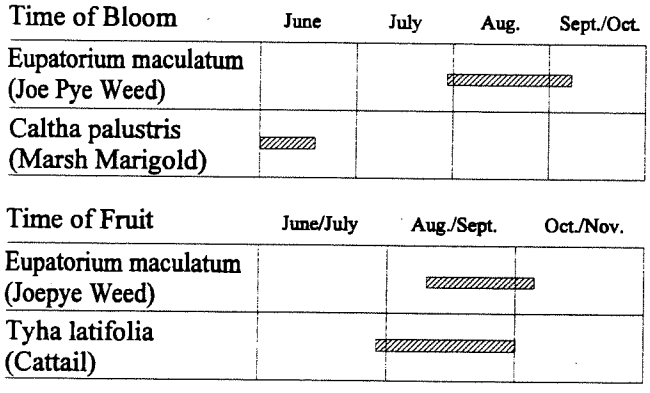
Scenitific Name	Common Name
PRAIRIE PLANTS	
• Andropogon gerardii	Big Bluestem
• Amorpha canescens	Leadplant
• Asclepias tuberosa	Butterfyweed
• Aster ericoides	Health Aster
• Aster novae-angliae	New England Aster
• Aster sericeus	Silky Aster
• Baptisia leucantha	White False Indigo
• Bouteloua curtipendula	Sideoats Grama
• Ceanothus americanus	New Jersey Tea
• Coreopsis palmata	Stiff Coreopsis
• Elymus canadensis	Canada Wild Rye
• Eryngium yuccifolium	Rattlesnake Master
• Gentiana andrewsii	Bottle Gentian
• Koeleria cristata	Junegrass
• Lespedeza capitata	Roundheaded Bushclover
• Liatris aspera	Rough Blazingstar
• Parthenium integrifolium	Wild Quinine
• Ratibida pinnata	Yellow Coneflower
• Schizachrium scoparium	
• Silphium laciniatum	Compassplant
• Solidago rigida	Stiff Goldenrod
• Sorghastrum nutans	Indaingrass
• Sporobolus heterolepsis	Prairie Dropseed
• Veronicastrum virginicum	Culver's Root
DECIDUOUS TREES	
• Acer saccharinum	Silver Maple
• Acer saccharum	Sugar Maple
• Betula papyrifera	Paperbark Birch
• Betula nigra	River Birch
• Carya ovata	Shagbark Hickory
• Celtis occidentalis	Common Hackberry
• Fraxinus americana	White Ash
• Fraxinus pennsylvanica	Green Ash
• Gleditsia triacanthos	Honeylocust
• Gymnocladus dioicus	Kentucky Coffeetree
• Juglans nigra	Black Walnut
• Ostrya virginiana	American Hophornbeam (Ironwood)
• Populus detoides	Eastern Poplar
• Quercus alba	White Oak
• Quercus bicolor	Swamp White Oak
• Quercus macrocarpa	Bur Oak
• Quercus muhlenbergii	Chinkapin Oak
• Quercus rubra	Red Oak
• Salix spp.	Willow
• Tilia americana	American Linden
• Ulmus Americana	American Elm
ORNIMENTAL TREES	
• Amelanchier laevis	Serviceberry
• Cornus alternifolia	Pagoda Dogwood
• Corylus americana	American Filbert
• Crataegus punctata	Thicket Hawthorn
• Malus ioensis	Prairie Crabapple
• Prunus americana	American Plum
• Prunus serotina	Black Cherry
EVERGREEN TREES	
• Juniperus virginiana	Eastern Redcedar
• Pinus strobus	White Pine
SHRUBS	
• Cornus racemosa	Gray Dogwood
• Euonymus atropurpureus	Eastern Wahoo
• Hammamelis virginiana	Common Witchhazel
• Rhus glabra	Smooth Sumac
• Rubus spp.	Rasberry
• Viburnum lentago	Nannyberry Viburnum

FIGURE 4.9 EXAMPLE PLANT LIST

PRAIRIE PHENOLOGY



WETLAND PHENOLOGY



FOREST PHENOLOGY

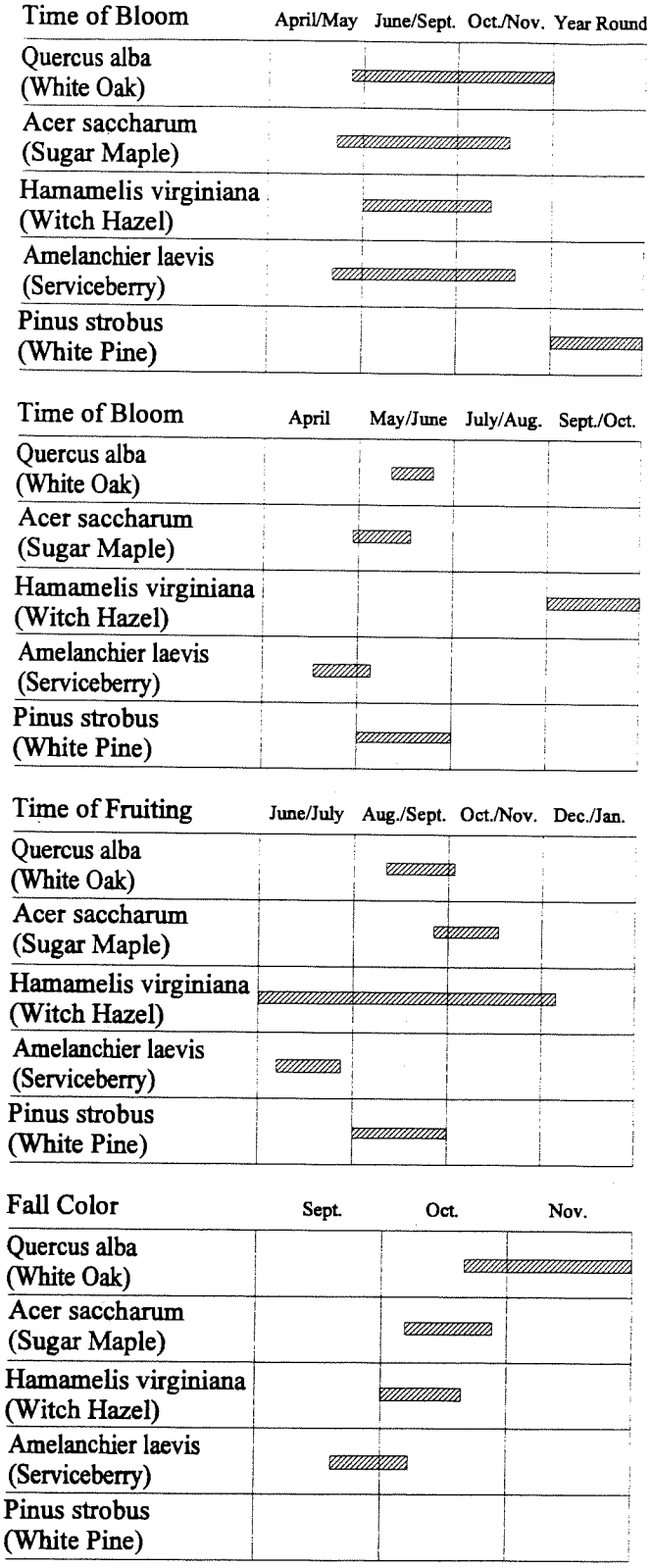


FIGURE 4.10

PHENOLOGY CHART

Include key species of a community whenever possible. Key species are those that have direct biological influences on a community as well as those which have a strong physical presence. For example white oak tends to be a key species in the dry woods found on many west facing slopes along the Mississippi River bluffs. This species dominates the tree canopy in numbers and size and has great impact on the ability of other species to find their niche due to its shading of sun, acidity and chemical content of its leaf litter, attraction of wildlife species.

Species with tendencies to spread rapidly and migrate out of the planting area are to be avoided where such behavior is not desired. Urban conditions require species selection to be hardy and tolerant of limiting factors such as confining space and weather (i.e., road salting), (SEE FIGURE 4.11). Species selection should emphasize plants that provide wildlife habitat for nesting, food and cover (SEE FIGURE 4.12). Selection of species should also involve consideration of functional benefits such as erosion control, snow catches and filtering of sediments and pollutants (SEE FIGURE 4.13).

FIGURE 4.11 URBAN CONDITION

FIGURE 4.12 WILDLIFE ENHANCEMENT

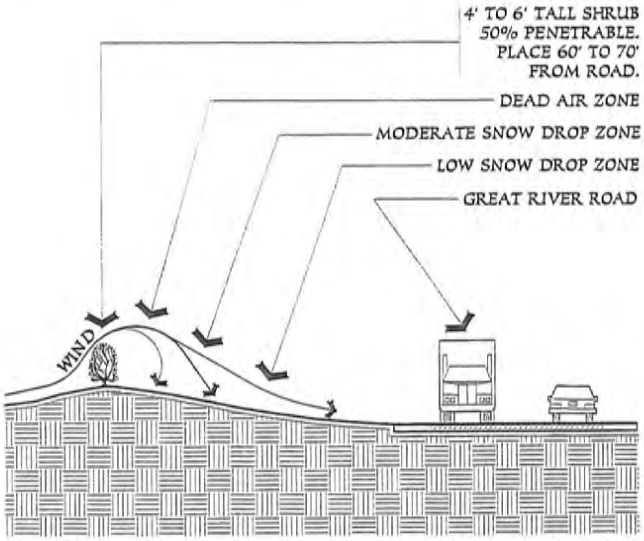


FIGURE 4.13 SNOW CATCHING

RECOMMENDED PRACTICES 4.5

Vegetation management and design priorities should respond to and balance several objectives. Mimicking the natural distribution of plants within a community setting is one, while others focus on functional aspects of the planting design. Screening of undesirable views and activities play an important role. Safety standards of the road such as clear zones are also important considerations. The following paragraphs include recommended practices for vegetation enhancement.

The placement of vegetation planted into the right-of-way often attempts to extend the character of the adjacent vegetation into the right-of-way. For example, where the right-of-way abuts pasture, prairie can be planted. Where the right-of-way abuts red pine plantations, (SEE FIGURE 4.14) additional pines, birch, and maples should be planted and feathered to soften the abrupt edge (SEE FIGURE 4.15). For a natural appearance avoid regularly spaced plantings. Plant with non-uniform spacing and in groups of widely ranging sizes.

Vegetation naturally spreading downhill should be allowed to continue and not be cut back. Plant flowering indigenous trees if none exist. Along the edges of wooded sections, serviceberry (Amelanchier laevis) and cherry (Prunus spp.) might be planted to brighten the woods in the spring. In draws the wild plum (Prunus americana), prairie crabapple, and hawthorn (Crataegus spp.) can be planted (SEE FIGURE 4.16).

In response to views from the road, revegetation of the right-of-way can be used to frame and define desirable views (SEE SECTION 2.0) Design speed, angle of vision, distance to foreground detail, and focusing distance should all be considered when determining view management practices.

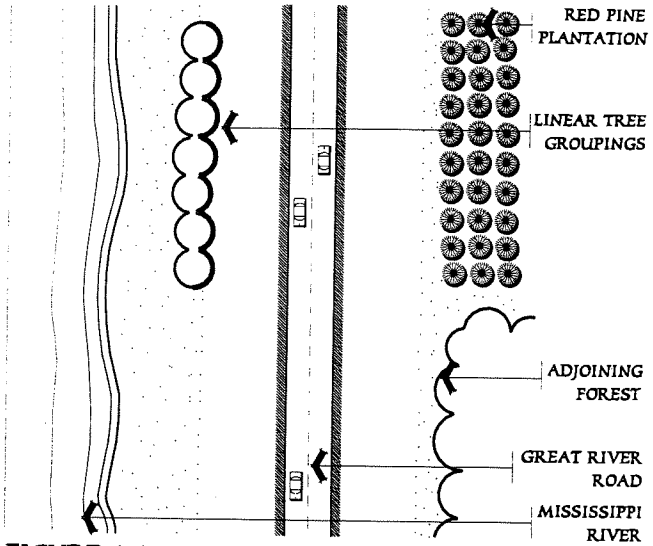


FIGURE 4.14 EXISTING CONDITION

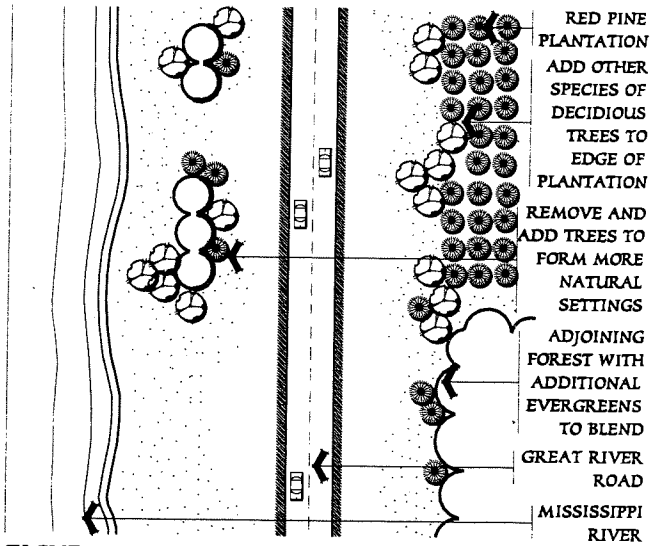


FIGURE 4.15 POTENTIAL CONDITION

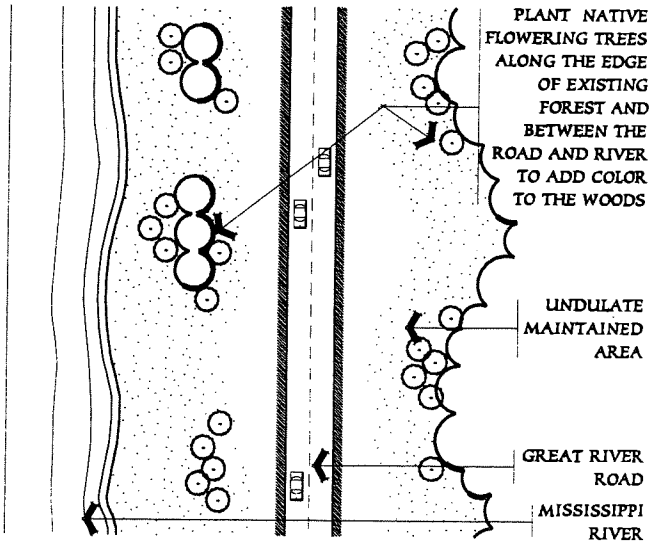


FIGURE 4.16 POTENTIAL CONDITION

Undulate edges of right-of-way to provide natural flow for vegetation. Feather forest edges. Do not mow or cut in straight lines (SEE FIGURE 4.17). Undulated edges create the perception of an area that is larger than its actual size due to the difficulty in seeing and organizing the area from one view point (SEE FIGURE 4.18).

If a fleeting view is desired a minimum length of .5 seconds at the highway design speed is required. Fleeting views, particularly when sequenced with interesting features can stimulate the driver's interest and awareness of their surroundings.

Panoramic views require a minimum of 5 seconds at design speed. Selective clearing, and/or limbing of large trees can be used to maintain the desired view. Small clumps of trees and shrubs can be retained or planted to add interest and frame the view in the foreground. This is especially useful where the cleared length results in a view of greater than 10 seconds.

Break up long tangents with groves of trees, enhancing views by framing and defining vistas from the road.

Screen unsightly land uses such as quarries, by providing a planted buffer. Where the opportunity to screen an unsightly view does not exist, consider providing an attractive feature to divert attention. This can be done by opening attractive views in the opposite direction. Provide exceptional plant displays with distinctive grasses, wildflowers, and flowering shrubs inside the right of way (SEE FIGURE 4.19).

Vegetation management should enhance attractive views and screen negative views toward the road. The visual and audible impact of the roadway on adjacent land use is an important consideration with plant placement.

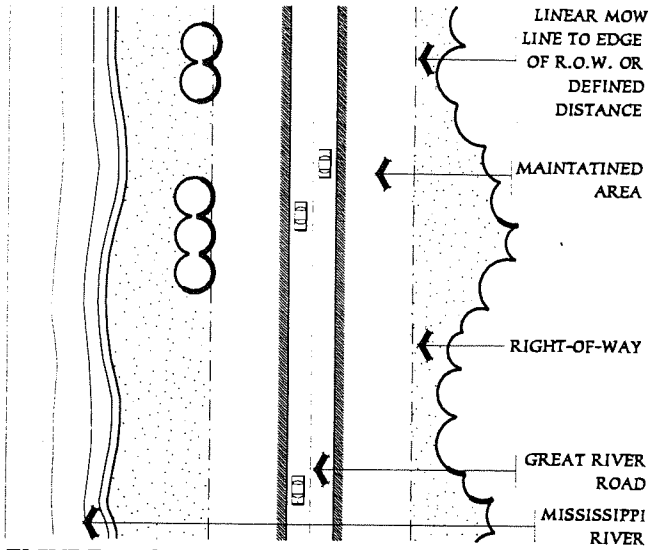


FIGURE 4.17 EXISTING CONDITION

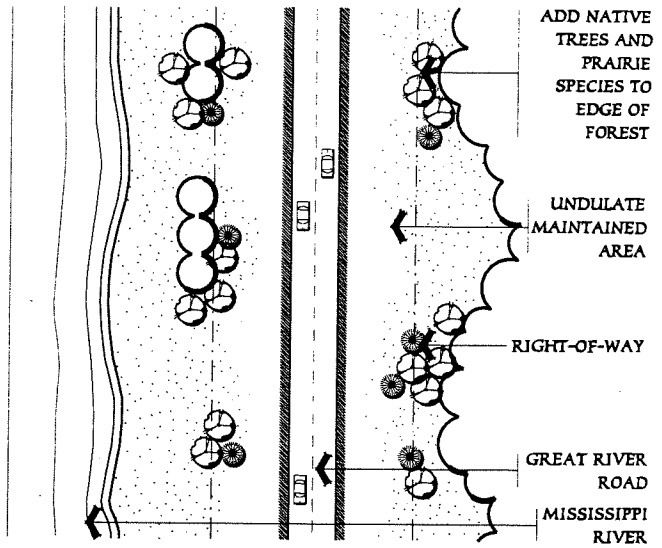


FIGURE 4.18 POTENTIAL CONDITION

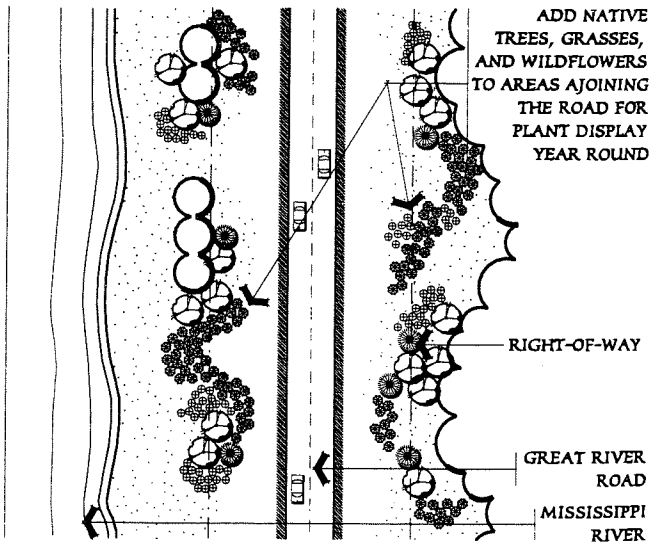


FIGURE 4.19 POTENTIAL CONDITION

Where the road is to be viewed from recreational areas vegetation management should emphasize screening of the view toward the highway. Where the highway passes near the riverbank, ensure that revegetation or vegetation management is undertaken to preserve the visual integrity of the shoreline.

Successful treatment of the roadside border begins with the acquisition of sufficient right of way. It is desirable to maintain natural vegetation as close to the road as safety permits. Limit management of woody vegetation and grasslands to that with a strong and agreed upon purpose. Such purposes should be in the plan and recognized by all parties involved.

When natural vegetation is present, take measures to ensure proper treatment. Identify areas of high quality natural vegetation and limit disturbance of these areas. Soften harsh edges by undulating with new plantings which extend the natural character of native plant communities. Avoid straight lines within the planting pattern and at the planting edge. (*SEE FIGURE 4.20*)

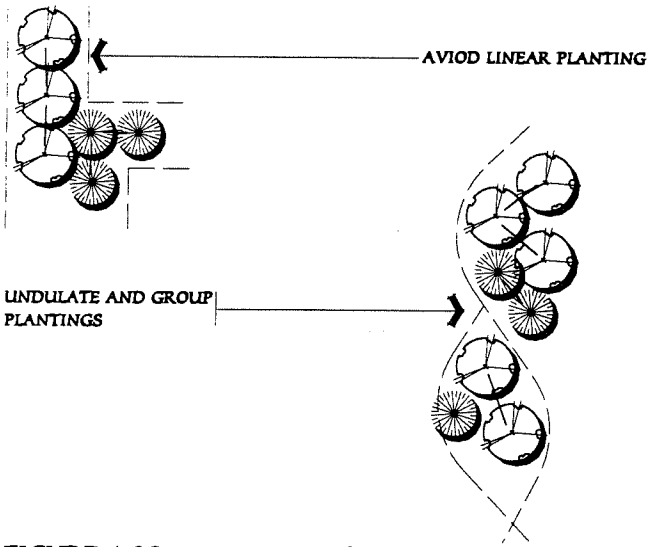


FIGURE 4.20 POTENTIAL CONDITION

Screening or softening of erratic or confusing views can increase driver comfort and safety. Screens can isolate drivers from parallel frontage roads, reinforce the line of the road, minimize the prominence of utility corridors, mitigate the effect of highway structure and unsightly land uses.

Shrub plantings in groups less than 3 meters in width can seldom be effectively used for screening purposes but do provide variation in the degree one is exposed to adjacent land uses. Groups of trees require even greater depths to adequately screen unsightly views, however, few trees may be required to enhance desirable scenes. For screening purposes, the combination of trees and shrubs can produce highly effective and scenic screens.

Where local roads, adjacent to the highway, occur on flat land, glare from headlights becomes a problem. Glare control can be served by combinations of evergreens or deciduous shrubs if densely stemmed species are selected.

Where flat lands occur on the west shoulder or in wide open medians snow drifting onto lanes is often a problem. Traditionally in many Wisconsin road's rights-of-way the use snow fencing or rows of red pine help to create wind and snow breaks and provides glare screens. The snow fencing has questionable aesthetic appeal and is labor intensive. The use of pines for windbreaks and glare control appear unnatural and have the potential for creating long linear tunnels as they mature. The pines as they increase in size may increase the problems of snow drifting, since the leeward location at which snow is deposited relates to the height of the windbreak. They are also not suited to narrow rights-of-way. An alternative solution for snow control is the use of deciduous shrubs with a limited mature height, and wide corridors of unmown prairie. Although not previously attempted in Wisconsin, farmers in western states have often used tall grasses to trap snow for moisture supply.

To minimize the occurrence of sun glare, feather vegetation edges to reduce abrupt transitions from full shade to full sun. Bring larger wide branching trees close to roadway edge to block the sun at low angles.

Develop platforms or overlooks that take advantage of wildlife gathering areas along the river (*SEE SECTION 5.0*). Wait to mow at least 1/3 of the vegetation until after July 15 for the protection of nesting birds. For wildlife habitat, food and cover, mowing and other maintenance practice should never occur throughout the right-of-way at one time. Divide the right-of-way into small vegetation units, with many units being duplicated. Maintain no more than 1/3 at any one point in time. This will provide standing cover in the spring, summer and winter as well as food sources and nesting sites (*SEE FIGURE 4.21*).

Reasons for removal of trees include development of scenic views, diseased control, and damaged vegetation that causes hazardous conditions for the road or trails. Dying trees should not be removed except when hazardous or if they may serve as the disease source. Dead trees serve a highly significant purpose in providing nesting and food sources for wildlife.

Manage vegetation in a way that mimics natural controls. Fire plays a significant role in vegetation management. Although its use does require training and contracting with experienced fire leaders, its benefits in establishing and maintaining grassland vegetation is excellent. Mowing mimics fires in some respects but does not recirculate nutrients as rapidly, remove litter or duff and create a blackened soil surface that warms the soil in early spring. All mowing in grassland areas needs to be followed by raking of the thatch. Thatch can prevent needed light from reaching plants and can bind up nutrients.

Girdling of trees, although time consuming, is an excellent woody plant control reducing the need to use herbicides to control sprouting. Girdling the removal of bark to the cambium in 8" bands around the trunk disrupts the ability of the canopy to feed the roots.

Recommend mowing no more than 10' off the shoulder except when undesired shrubs are creating problems for planting goals or creating safety hazards.

Reduced mowing will let existing shrubs move into right-of-way. In many cases this is desirable. Such plants show adaptation to habitat and often greater survivability to plants of the same species installed as part of a separate or additional planting. Shrubs should be removed, however, when not meeting the desired characteristics or, if in a natural community model, not a part of the species list.

Create sequences of sun and light by varying the width of openings. Views can be framed through selective clearing or limbing. When doing this, minimize the effect of timber cuts by cutting stumps so that they are angled away from the road. Do not cut except when ground is frozen and leaf-off conditions are present. Cut vegetation where prevailing winds will not induce wind throw or create wind channels.

FOOD SOURCES

- Corylus americana
- Cornus racemosa
- Amelanchier spp.
- Viburnum lentago

NESTING SOURCES

- Crataegus spp.
- Malus ioensis
- Prunus americana
- Viburnum spp.

FIGURE 4.21 PLANTS BENEFICAL TO WILDLIFE

FACILITY DEVELOPMENT CONCEPTS 5.1

Creating a rhythm of road side facilities along the Great River Road is important for the recreational function and experience of the corridor. A rhythm establishes periodic stopping points during travel and allows time for scenic enjoyment. A strong program of facilities development builds a support system for the user/tourist. These facilities supporting the experience will attract new users and promote return visits.

Rest stops, regardless of size or function, should provide information about aspects of the corridor. A developed interpretive system for the Great River Road, will encourage the user to experience a slower, more enjoyable traverse of the road. Areas of tourist interest along the corridor should be identified by signs and markers. The signs and markers should depict the site's historic, cultural, and environmental significance to the region (SEE SECTION 7.0). Informational signs and markers can be a source of interpretation within a facility development.

The protection and enhancement of natural habitats are aspects of great importance in the interpretation of the corridor. This can include, the restoration of native plant communities and wildlife habitats, and provides an interpretive opportunity to incorporate in facility development (SEE FIGURE 5.1). The addition of trail systems (SEE SECTION 6.0) through natural habitats ought to be a part of a facility development. The trails provide living information and experiences for the user.

Building design for roadside facilities depends upon the site location. Blending structures into the landscape limits views of built elements from the river (SEE FIGURE 5.2). Limiting structures from views of ridge lines and open vistas will maintain the natural setting of the Mississippi River Valley. The rhythm and placement of facilities should focus on potential user need ands enjoyment of the corridor.

Building materials for facility development should be within the theme of the natural environment. The stone, brick, and wood of the existing vernacular buildings comprise a portion of the color palette (SEE FIGURE 5.3). These buildings of the region are made of brick and stone and are reddish to orange brown in color. The use of the brown colors and natural materials will promote compatibility with the existing built environment. The second half of the color palette is made up of green and blue tones of the natural landscape. The greens of vegetation and the blues of the river and sky provide a range of

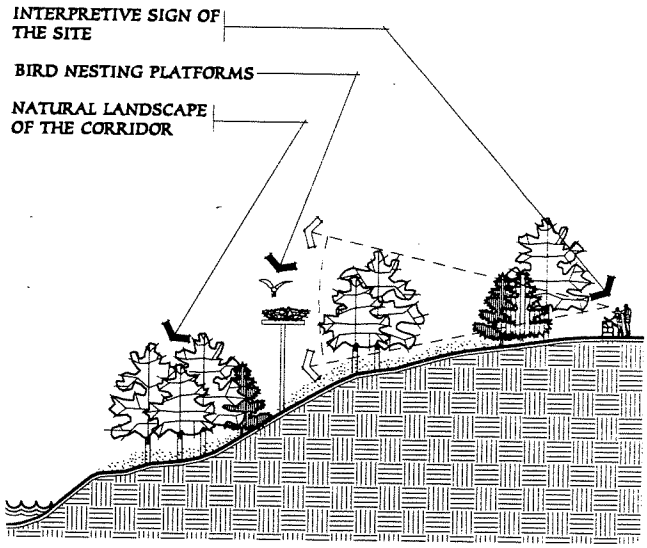


FIGURE 5.1 INTERPRETIVE NESTING PLATFORM

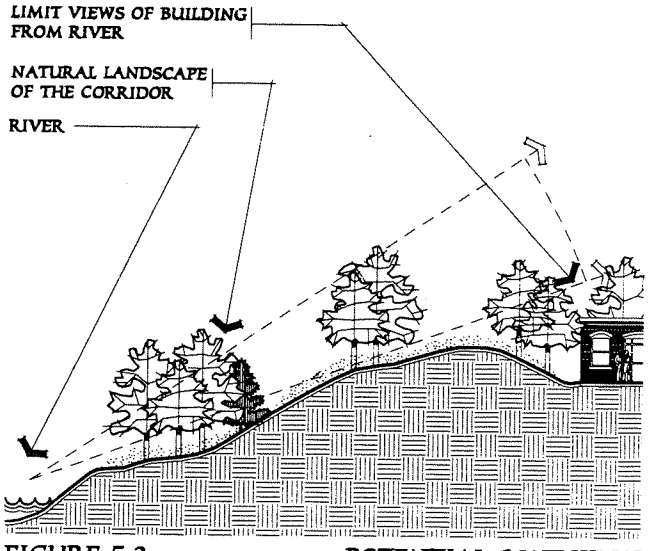
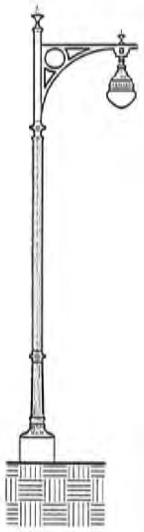


FIGURE 5.2 POTENTIAL CONDITION

highlighting color to be used on structures. The proper uses of the color palette will harmonize the built elements with the surrounding environment throughout the year, and over the long-term life of the facility.

Existing structures of the region provide a base for facade design and textures prevalent in the Mississippi River Valley. Borrowing design form from existing elements of the corridor can provide a design continuity with the communities of the region. Elements of existing buildings may also influence amenity design such as light fixtures (SEE FIGURE 5.4). Building detailing explore and select from a collage of existing window types, doorways, and building facades to create a strong compatible design (SEE FIGURE 5.5). Color, texture, and building elements borrowed from the context strengthens the timeless, natural theme.

General criteria for corridor development of facilities for the Great River Road are discussed in this section. Specific spacing, location, and hierarchy of sites along the corridor will be addressed in phase 2 of the planning for the Great River Road.



HISTORIC STRUCTURAL REPLICATION

FIGURE 5.4

HISTORIC WINDOW REPLICATION

FIGURE 5.3

EXISING WINDOWS OF THE REGION

EXISTING DOORS OF THE REGION

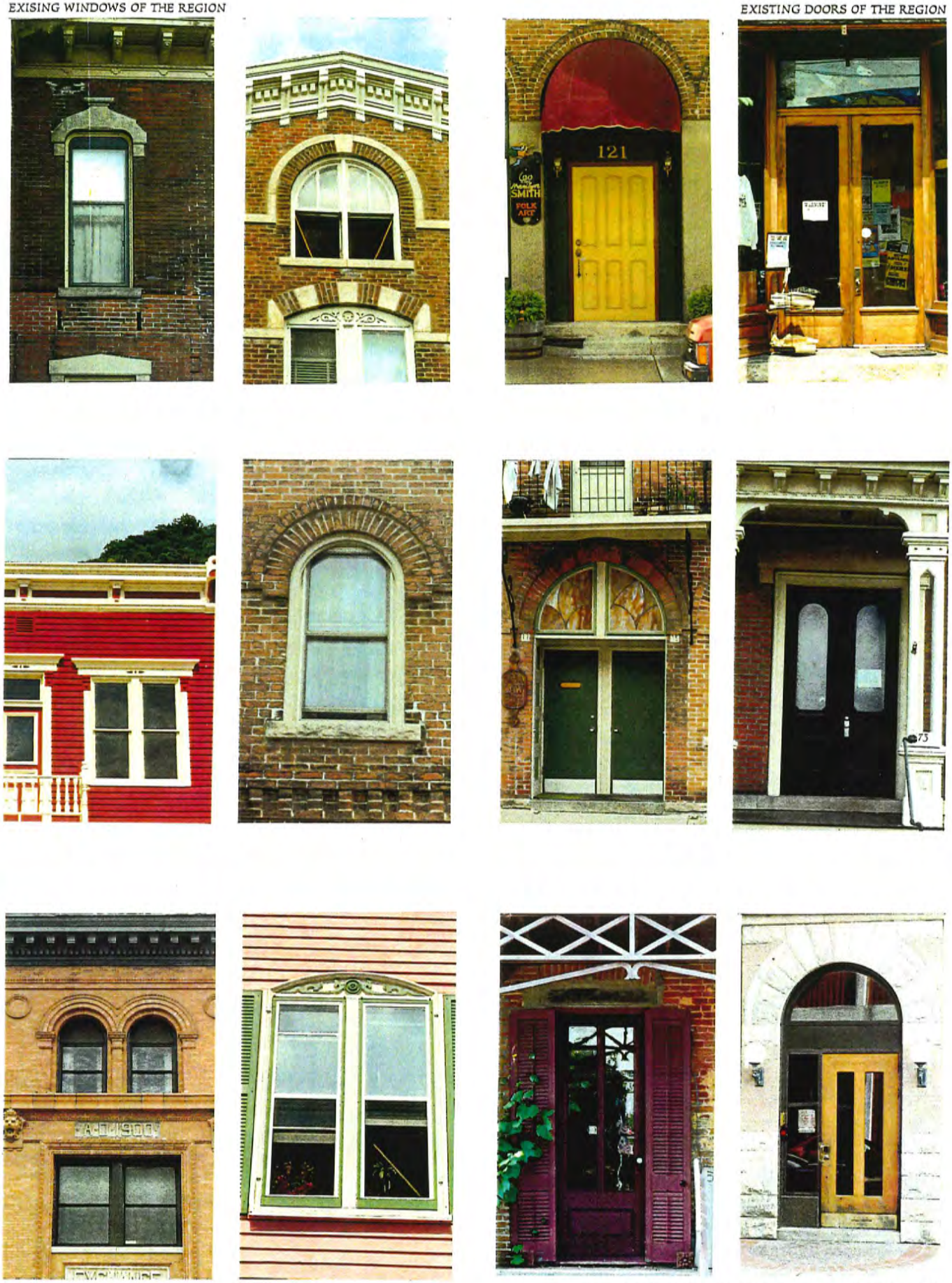


FIGURE 5.5

EXISTING WINDOW AND DOOR COLLAGE

INTERPRETIVE CENTERS 5.2

Interpretation centers provide a resource that informs and enlightens people about the history, culture, and environment of a region. The portions of the Great River Road at state line crossings are areas of the corridor where interpretation centers may be valued. The theme of the Wisconsin corridor can be established at the entrance into the State. The information on display in the buildings along with maps and brochures provided at these interpretive centers allow the user to be a part of the full experience of the region.

The roles of interpretation centers require interpretation centers to be large full service facilities. The size and the requirements are similar to the criteria of Safety Rest Areas (SEE FIGURE 5.6).

The interpretation center sites are large areas to be used for a longer time than rest areas. Expected pedestrian use dictates that vehicular area and walkways be adequate to handle large volumes. The Great River Road is primarily a two-lane highway. The southern end of the route is combined with State Highway 151 to form a four-lane road which can be beneficial in choosing new interpretation center sites.

The Great River Road corridor is the living museum and recreational resource that is described within the interpretive center. The primary goal is to establish a base of information for use of the corridor. The building offers shelter from inclement weather and provides an array of colorful displays for tourist enjoyment (SEE FIGURE 5.7).

The site location for an interpretive center should allow for views from the building or grounds to the Mississippi River. This should be a heavily weighed criterion for interpretive center site selection. The views to the Mississippi River are beneficial,

INTERPRETIVE CENTERS (SAFETY REST AREAS)

CHARACTERISTICS

- Site of 20 acres or more in size
- Heated rest rooms and lobby
- Modern plumbing
- Open 24 hours per day, year round
- Public Telephone
- Picnic areas
- Posted travel information
- No overnight camping
- Dual toilet rooms for each sex
- Signed rest area

CRITERIA

- Design Section Length Determinants
  - State Line
  - Existing site
  - Urban areas
- Spacing
  - AASHTO - 1 hour driving time (40 to 70 miles)
  - FHWA - closer spacing to control size
  - TRB - 1 hour after decision to stop
  - 45 mile national average
  - Factors used in spacing determination
    - ADT - or mainline
    - Percent stopping
    - Percent trucks
    - Availability of suitable site
- Sizing
  - FHWA sizing factors
    - ADT and percent stopping
    - Rest rooms users per vehicle
    - Design hour / day usage
    - Peak factor
    - Cycle time for rest rooms
    - Cycle time for vehicles
    - Percentage cars / trucks
- Development Considerations
  - ADA requirements
  - Vandalism
  - Public health
  - Security
  - Motorist safety

FIGURE 5.6 INTERPRETIVE CENTER CRITERIA

whereas views from the river of the building and facility development are a sensitive issue in the protection of the corridor. Building sites that offer views to the river must also maintain a low profile.

The ease of vehicular and pedestrian movement throughout the site contributes to the functions and operations of the center, and will encourage return visits. Walkways and parking areas should serve the building directly. Proper site planning promotes the ease of pedestrian movement through the facility as with Safety Rest Areas (*SEE FIGURE 5.8*). The Americans with Disabilities Act should be given strong consideration in the design and accessibility of the facility.

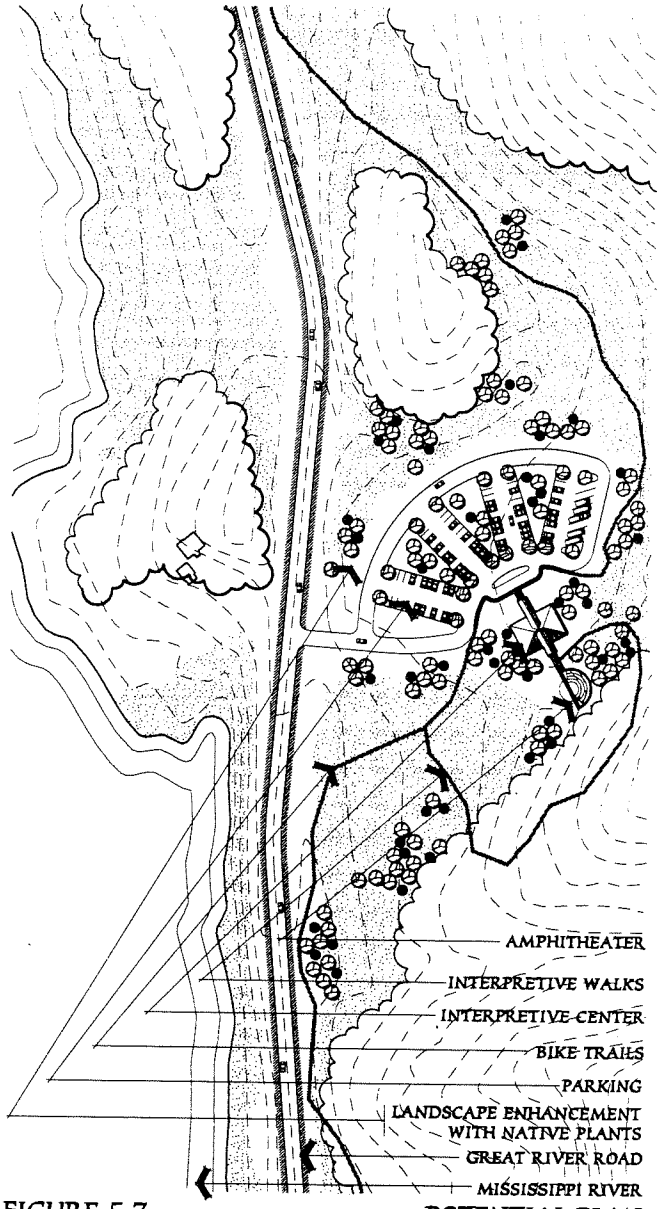


FIGURE 5.7 POTENTIAL PLAN

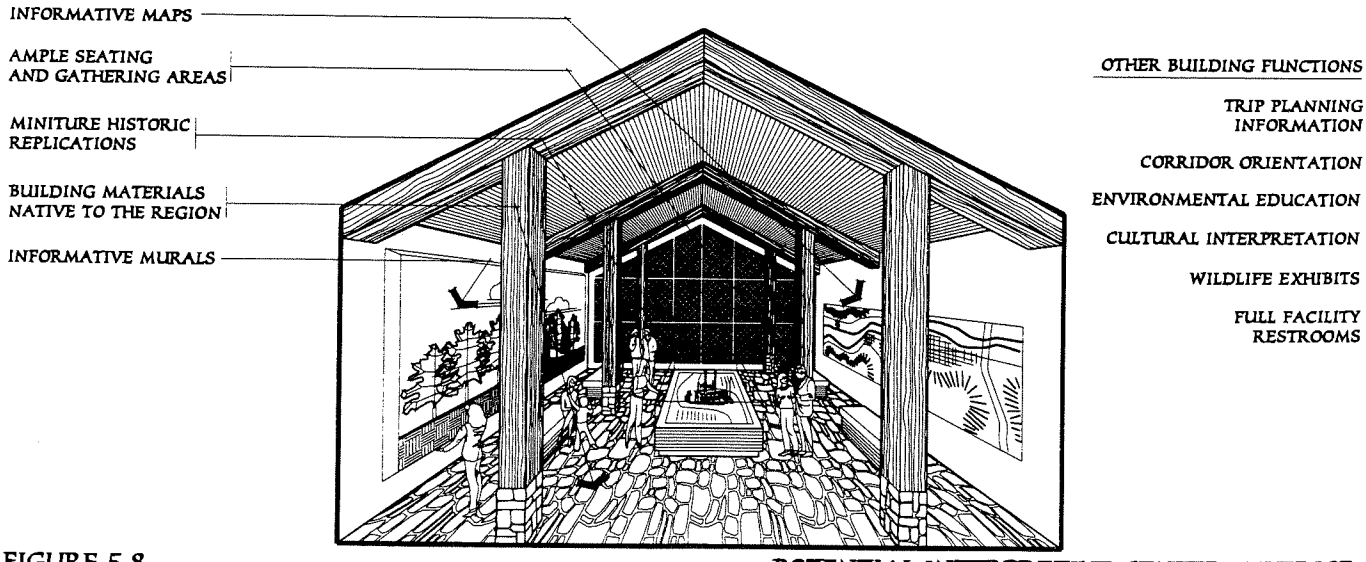


FIGURE 5.8 POTENTIAL INTERPRETIVE CENTER INTERIOR

MODERN WAYSIDES 5.3

Modern waysides are similar to interpretive center sites in that they provide a high level of service to the user. The existing waysides of the corridor are rustic and inadequate in providing year-round service for tourist. Many of these waysides need to be updated to modern facilities.(SEE SECTION 5.4).

The criteria for modern waysides consist of full service facilities that are usable all day and year-round (SEE FIGURE 5.9). The modern wayside provides an atmosphere conducive with comfort levels needed to promote tourism. All new waysides, and when possible older waysides, should incorporate and improve overlooks and views of the Mississippi River Valley.

The design of a modern wayside consists of vehicular use areas with enough space for R.V.'s and buses. The nature of the corridor limits sites to long narrow parcels that may be challenging to develop or redesign for new modern waysides (SEE FIGURE 5.10). Modern waysides located in the corridor will be unique compared with other sites throughout Wisconsin. Recognizing the linear form of the land next to the Great River Road and the Mississippi River is important in maintaining the natural landscape character of the region. By blending wayside sites into the overall landscape the corridor can retain a more natural aesthetic.

Modern wayside development acts as a base for alternate transportation routes. Modern waysides provide nodes that may be linked with smaller pedestrian or bicycle paths to form a continuous trail system in the corridor for alternate transportation. The modern waysides offer resting points and a warming or sheltering opportunity for users during all seasons.

MODERN WAYSIDES

CHARACTERISTICS

- Entrance and exit design to standards of highway service
- Site of about 10 to 20 acres in size
- Heated rest rooms and lobby
- Modern plumbing
- Open 24 hours per day, year round
- Public Telephone
- Picnic areas
- Posted travel information
- No overnight camping
- Signed wayside

CRITERIA

- Design Section Length Determinants
  - State Line
  - Existing site
  - Urban areas
- Spacing
  - AASHTO - 1 hour driving time (40 to 70 miles)
  - FHWA - closer spacing to control size
  - TRB - 1 hour after decision to stop
  - 45 mile national average
  - Factors used in spacing determination
    - ADT - or mainline
    - Percent stopping
    - Percent trucks
    - Availability of suitable site access to user
- Sizing
  - FHWA sizing factors
    - ADT and percent stopping
    - Rest rooms users per vehicle
    - Design hour / day usage
    - Peak factor
    - Cycle time for rest rooms
    - Cycle time for vehicles
    - Percentage cars / trucks
- Development Considerations
  - ADA requirements
  - Vandalism
  - Public health
  - Security
  - Motorist safety

FIGURE 5.9 MODERN WAYSIDE CRITERIA

Environmental awareness is an element important to establishing the natural setting theme. Modern waysides may provide areas for interpretation (SEE FIGURE 5.11). Areas of natural habitats can be displayed to facility users within the site boundaries of the wayside. The design of the grounds of the facility can also feature the vegetation native to the corridor. The recognition of historic and cultural events or places informs tourist of the evolution of the region.

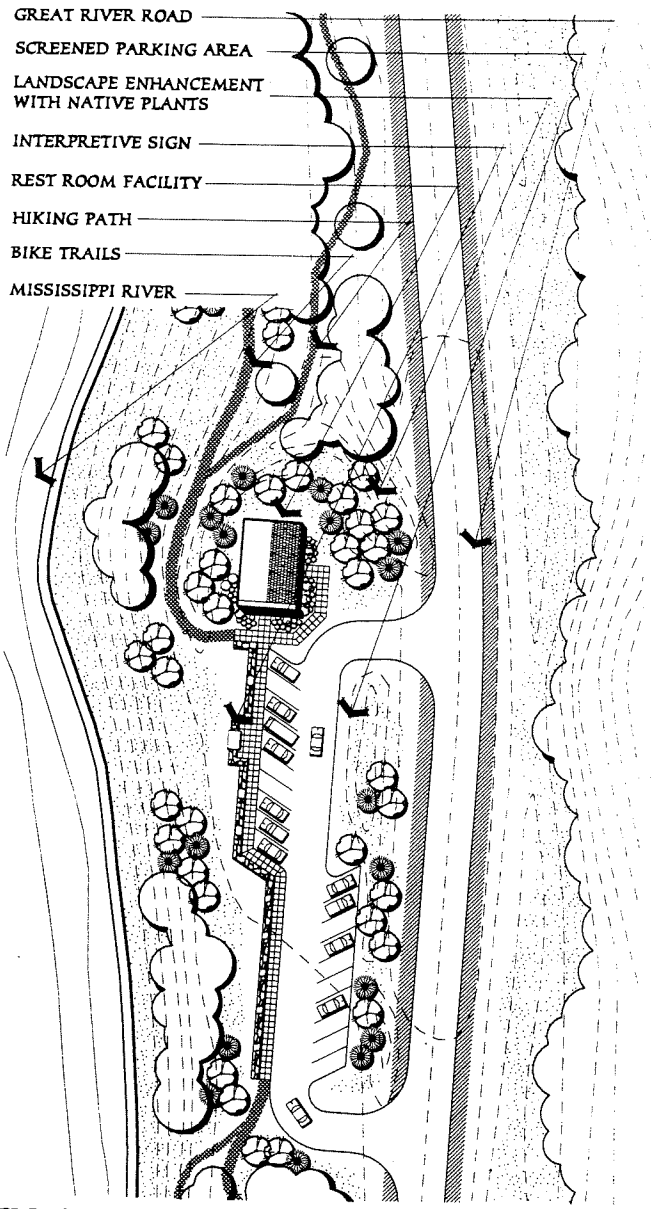


FIGURE 5.10 POTENTIAL PLAN

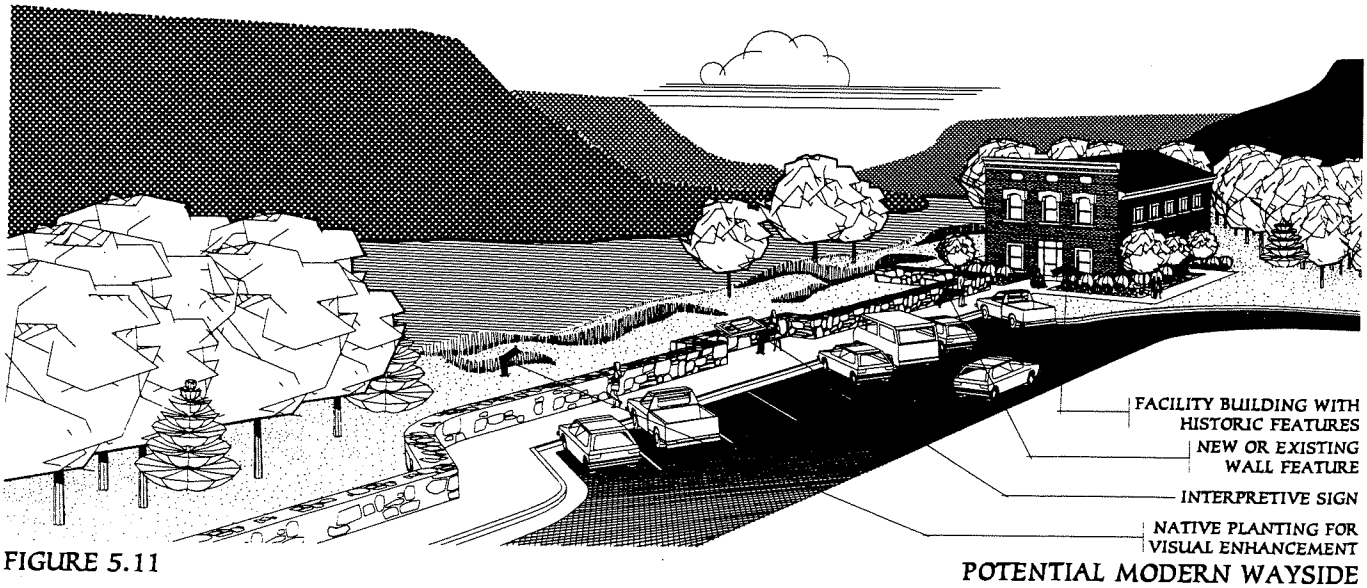


FIGURE 5.11 POTENTIAL MODERN WAYSIDE

OVERLOOKS 5.4

Overlooks are periodic stopping points along a route that allow the user to rest and enjoy a scenic view. With the proposed improvement of some current rustic rest areas to modern waysides, there is a need for rustic sites. These sites should be changed into overlooks to utilize valuable views at the individual location, and to provide periodic resting points.

In addition, new overlooks should be placed along the Great River Road opening up new opportunities for viewing historic, cultural, and environmental elements of the corridor. These overlooks should provide areas at a pedestrian scale (SEE FIGURE 5.12). Interpretive walks and signs should be placed throughout the site describing the region and/ or views.

Overlook sites should provide outdoor areas. With the development of picnic areas, trails, and other outdoor facilities, these sites will provide opportunities to interact with nature.

Overlook sites should allow for R.V.'s and buses to park for viewing opportunities and picnicking. Overlook sites are likely to be narrow and limited due to the linear landscape of the Mississippi River valley (SEE FIGURE 5.13). Views of the Mississippi River should be maintained at these sites allowing for a clear vista of the corridor.

Overlook sites may be linked to other facilities with alternate transportation routes. Overlook sites can be interpretive and educational information nodes, and should be a short resting stop for bicyclist, hikers, and winter sport enthusiast. Interpretation through signs and native vegetation can play an integral part in overlook design. The primary goal of overlook

OVERLOOKS (WAYSIDE RUSTIC)

CHARACTERISTICS

- Located on STH system
- Site usually 5 acres or less
- Maintenance limited to periodic site cleaning
- Facilities usually cosist of:
  - Picnic areas
  - Parking for 10 to 15 cars and about 5 R.V.'s
  - Posted information
  - Interpretive information
- No overnight camping
- Signed overlook

CRITERIA

- Design Section Length Determinants
  - Modern Wayside location
  - Urban areas
- Intergrate spacing with modern waysides
- Convenience to public
- Integrate with other opportunities to stop such as fuel stations, restaurants and parks
- Spacing between other stops
- Unique characteristics of the site or area
- Quality of the site
- Development Considerations
  - ADA requirements
  - Vandalism
  - Public health
  - Security
  - Motorist safety

development should be the interpretation and scenic value of an area (SEE FIGURE 5.14). These sites may offer bench seating but should not include shelter structures that can limit the natural aspect of an overlook. Overlook sites should maintain the natural atmosphere of a rustic wayside without the placement of structures.

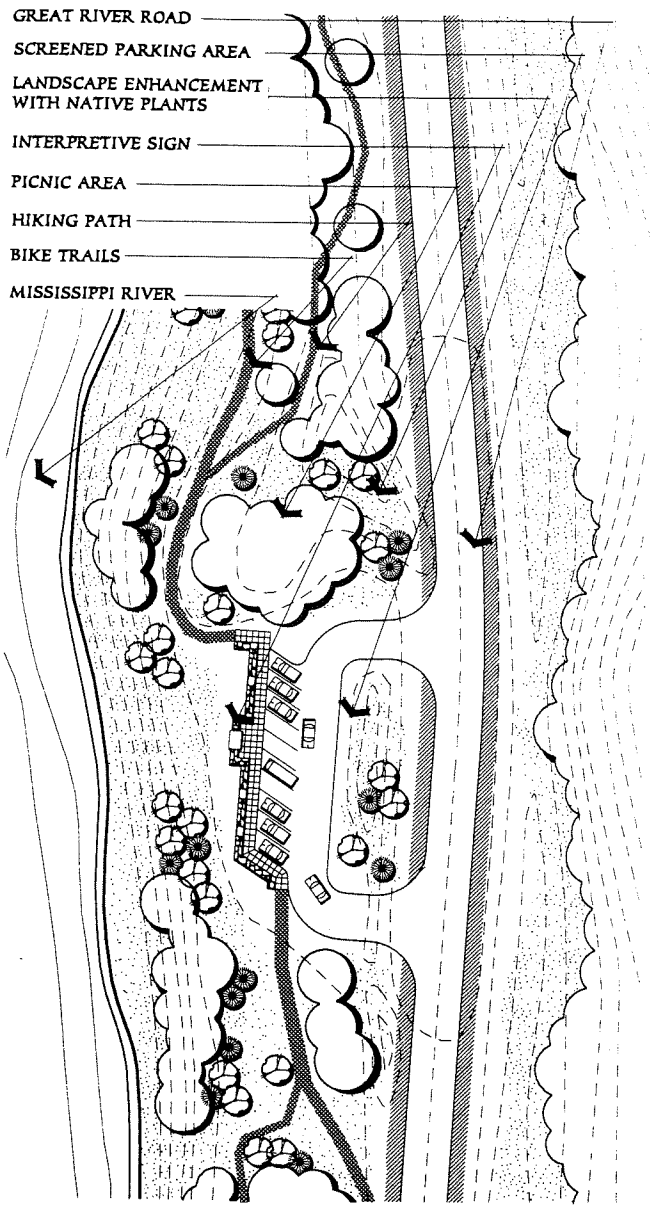


FIGURE 5.13 POTENTIAL PLAN

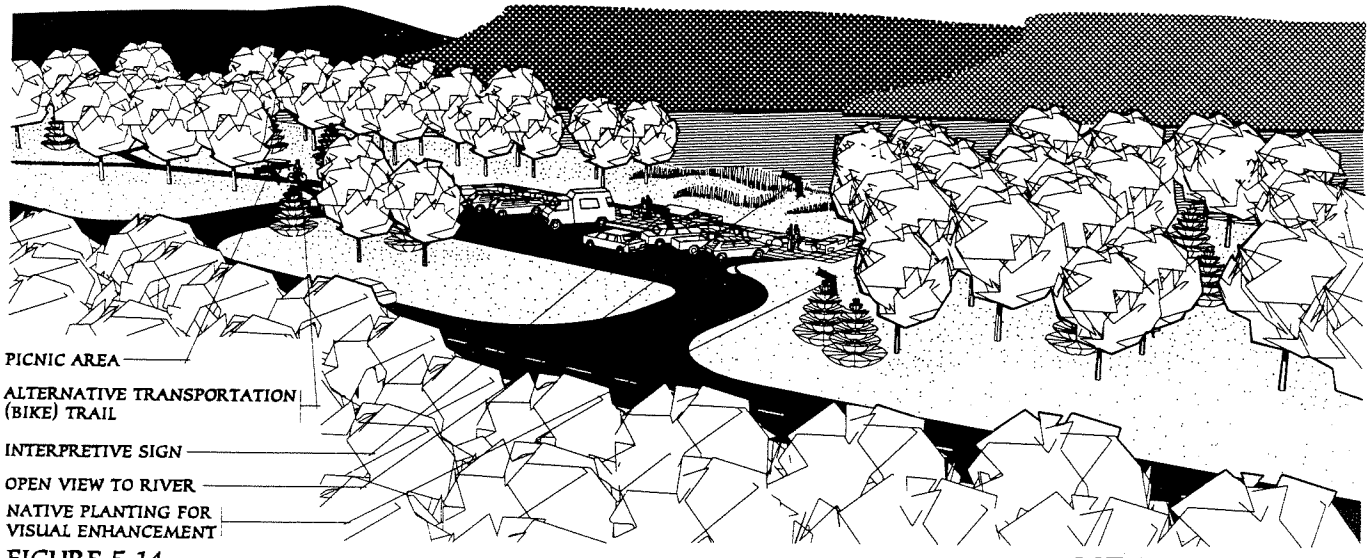


FIGURE 5.14 POTENTIAL OVERLOOK

TRANSPORTATION TYPES 6.1

The historical significance of the Mississippi River corridor is closely tied to its use as a transportation route. Barge and steamboat traffic began sparingly in the early to mid 1800's but by the late 1800's became a prevalent form of transportation for the transfer of goods and people through the interior of the country, linking region to region. The concept of the scenic highway along this corridor evolved at a time when automobile travel was increasing, for transportation and recreation. Today, many more people have the opportunity to experience the corridor by way of automobile than any other means of transportation.

In addition to the automobile, people can travel along the corridor by bike, foot, boat, ski, snowmobile and train. This being the case, consideration of alternative means of transportation is important in this document. The following paragraphs will describe various forms of transportation and recommended practices for their planning and design.

Existing railroad tracks traverse the corridor, roughly parallel to the river. Currently these are used mainly for freight, with Amtrak passenger service stopping at La Crosse, Wisconsin, Winona and the Twin Cities, Minnesota. The consideration of road and facility development near railroad tracks should take into account the potential impact on views from a passenger train.

Access to the river should be provided for all types of transportation routes. Development of river access points that are accessible from a variety of transportation types may best address this concern. These should be separate facilities from ones that are oriented toward through-traffic.

Although this section has described several forms of transportation along the corridor, times change as do modes of transportation and the future will bring options for travel that may not even be considered currently. Hopefully the Great River Road will always hold a place in the hearts of Americans, inducing a desire to see, travel along, and experience the heritage of the Mississippi River Valley.

FIGURE 6.1 EXISTING BIKE TRAIL

FIGURE 6.2 EXISTING PARK HIKING TRAIL

BIKES AND SNOWMOBILES 6.2

Long distance recreational bike travel is becoming very popular in the United States. The potential for use of this corridor for long distance biking, as well as local, short trips is great. There are several regional bikeways in Wisconsin, some of which could be tied directly to the Great River Road corridor. The northern terminus of the Great River Road in Wisconsin is within twenty-five miles of Minneapolis/St. Paul; the southern end is a short distance from Dubuque, Iowa, and Galena, Illinois. These cities, as well as many in between are great sources of potential bike corridor visitors, and can be promoted at destination points.

Bike route location along the Great River Road corridor should be designed with several important factors in mind. The bicyclist should not be placed along a highly traveled roadway. Trail system design should accommodate bikes, separate from automobile routes whenever possible (SEE FIGURE 6.1). The slopes and widths of the bike trail can create of exist in an environment different from one dominated by automobiles (SEE FIGURE 6.2).

The type of pavement should be native chrushed stone creating a fit between the regional character and the trail.

Trail locations should emphasize connections with cities, towns and recreational areas as well as existing bike trails, providing direct access to activity areas. This will allow them to act as transportation routes along with being recreational trails.

If designed properly, the slope, width, and location of bike trails make them excellent candidates for snowmobile routes in the winter. This type of use will stretch the utilization of the trails through most of the calendar year.

Signage for snowmobiling should be consistent with local sowmobiling sign system. This form of signs provide a scale best suiting the user needs. For additional information on signs see section 7.0.

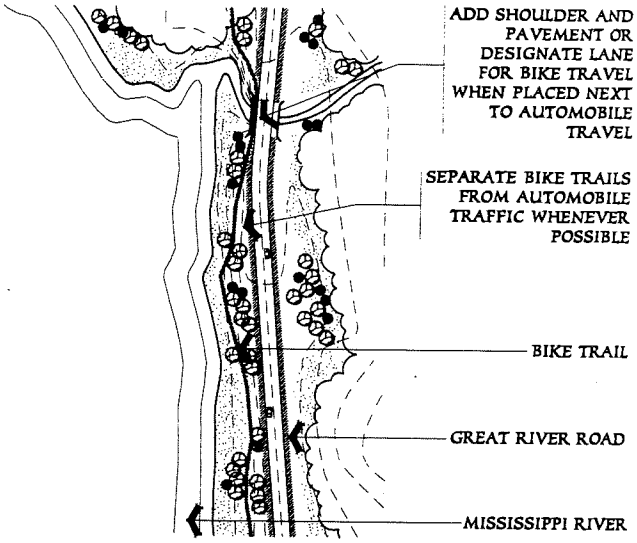


FIGURE 6.3 POTENTIAL CONDITION

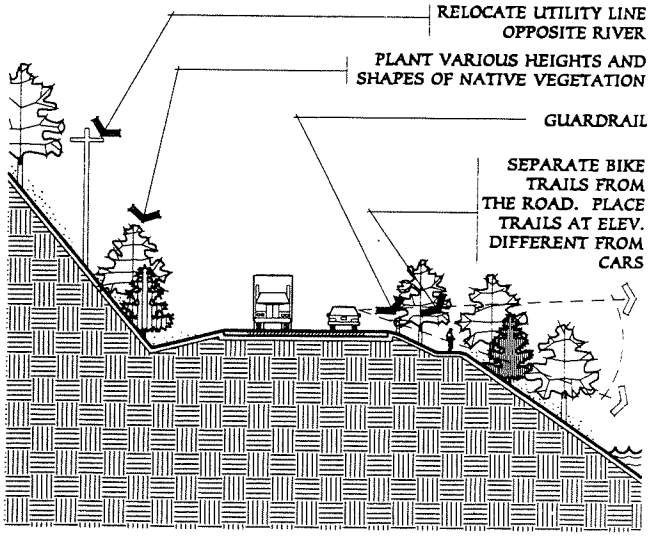


FIGURE 6.4 POTENTIAL TRAIL ELEVATION

WALKING AND SKIING TRAILS 6.3

Development of walking trails next to rest areas, towns, cities, and parks allow for short trips emphasizing relaxation and interpretation. These potentially short trails could be connected to create a continual hiking trail system along the entire length of the Mississippi River. This type of trail could be developed based on the Appalachian trail model.

As mentioned above, hiking trails provide an excellent opportunity for interpretation of the natural and cultural history of the region as well as other significant features (SEE FIGURE 6.3). Development of an interpretive signage system for these trails should take these considerations into account (SEE FIGURE 6.4).

The hiking trails can double as cross country ski trails during the winter months. This winter ski trail system could connect communities that are fairly close to each other. Cross country trails can connect towns (such as Prairie Du Chien) to park system trails (like Wylusing State Park).

Trails ought to depart and end at rest areas, but should not be limited to only one aspect of the corridor. The trail can best interpret the corridor if allowed to move from the river valley up into the bluffs and ridgetops and then return. Such trail placement would require easements (SEE SECTION 2.3) as means to cross the highway and to be placed separate the Great River Road right-of-way. Trail development may best be accomplished as joint endeavors with state, regional, and local agencies.

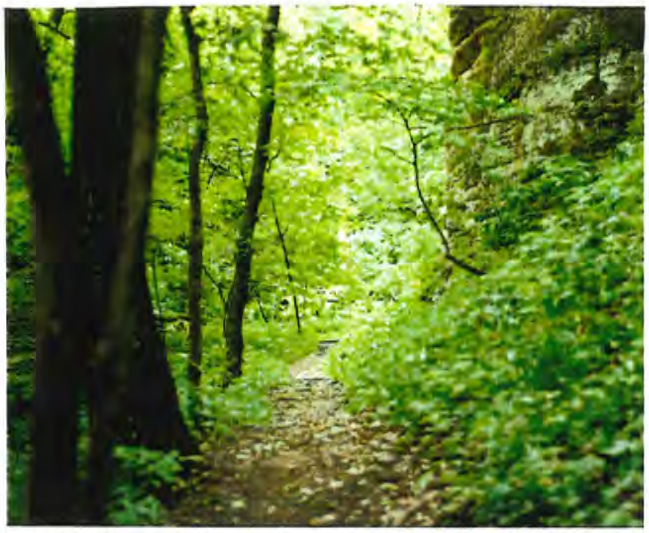


FIGURE 6.5 POTENTIAL CONDITION

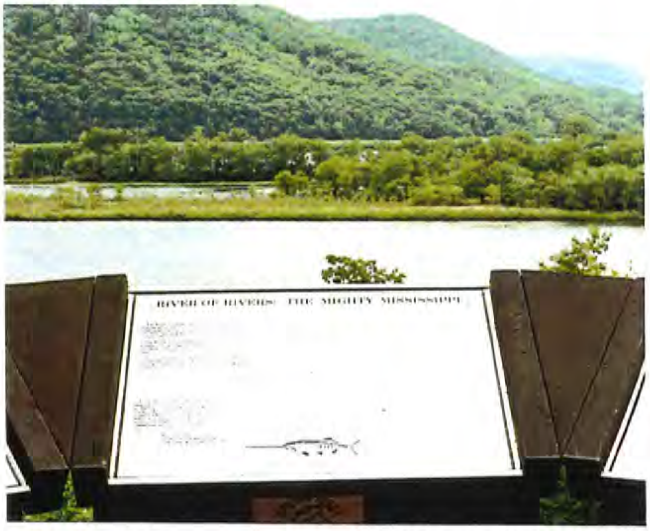


FIGURE 6.6 POTENTIAL CONDITION

SIGN DESIGN CONCEPTS 7.1

The overall design theme of the Great River Road is derived from the natural environment of the Mississippi River corridor. Sign design should respond to this theme through the use of appropriate materials, texture and color. Subtle earth tone colors, and recommended maximum sizes, and heights can help to minimize the visual impact of the sign structures. The use of appropriate complimentary colors can highlight important information against a consistent background tone or color. Signs can become a part of the overall corridor setting and still maintain a high level of legibility.

Earth, rocks, river, and vegetation of the region provide the basis for the color palette . These colors are subdued tones of browns, blues, and greens. Stone, brick, and wood are present in the vernacular structures of the corridor exist throughout the region. These materials have equal importance in the creation of the color palette. The red-brown to orange-brown brick colors widen the range of colors, as do the yellow to gray stones native to the region. The daily effects of the environment can alter the hue of colors. The sun or rain changes the tone of blue of the river. The seasons affect the shade of green in the native vegetation. Wide in variety, the color palette (SEE FIGURE 7.1) maintains a subtle tone.

Materials for sign design should be selected to recall the rock and wood features of the corridor. New, recycled materials can replicate native wood and should be considered when applicable. Selection of a recycled material should be based upon a high quality of replication.

Sign messages provide direction and information for activities and facilities throughout the corridor. The application of color and texture combined with size and content can establish a hierarchy of information. Text size should be determined by road design speed and legibility. The Times Roman font is recommended because it is familiar to most people and is an easily readable text style.

These elements, plus color coding of information groups will create a consistent pattern throughout all aspects of sign design, and through repetition, further reinforce the corridor theme.

FIGURE 7.1

ROUTE SIGN BOARDS 7.2

Route identification signs listing federal, state, and local highways and roads meet approved federal and state transportation department requirements (SEE FIGURE 7.2). These guidelines do not contemplate or recommend any changes to existing sign panels and graphics.

These signs are important to directing automobile traffic throughout the country safely and efficiently. However, the structure and material of the support post and framing is not critical to the function of the sign yet is important to the corridor's aesthetic character. The use of natural materials like wood or stone for posts, and background panels in place of metal, can contribute to the overall corridor theme.

Such route sign boards should provide the information required, and yet be unique to the corridor. Materials and colors of structural support components (SEE FIGURE 7.3) can blend with other new signs along the Great River Road. Federal, state, and local route information signs can maintain and increase visibility. Using highlighted borders this (SEE FIGURE 7.4) harmonious design strengthens the aesthetic and reinforces the theme throughout the corridor.

Organizing auxiliary distance and directional signs into the design theme provides an opportunity to strengthen the overall design theme, and create secondary features along the corridor. The natural color palette should be used for selection of colors for auxiliary signs (SEE FIGURE 7.1).

Material used in design should maintain current breakaway capabilities. Lettering should maintain present legible and reflective requirements.

FIGURE 7.2 EXISTING CONDITION

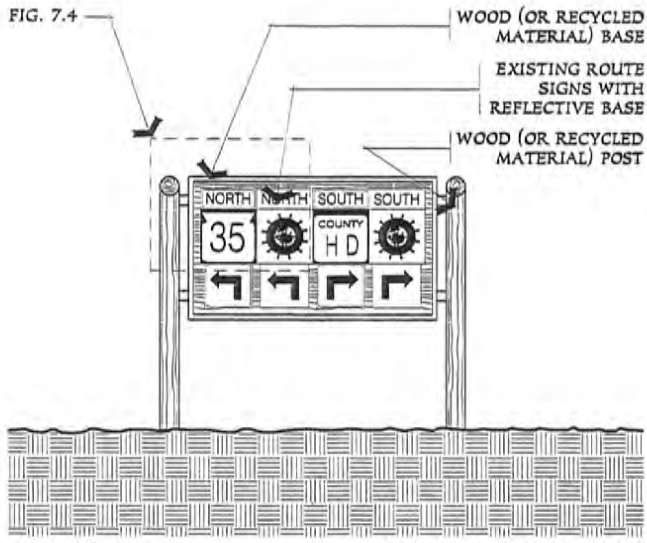


FIGURE 7.3 POTENTIAL CONDITION

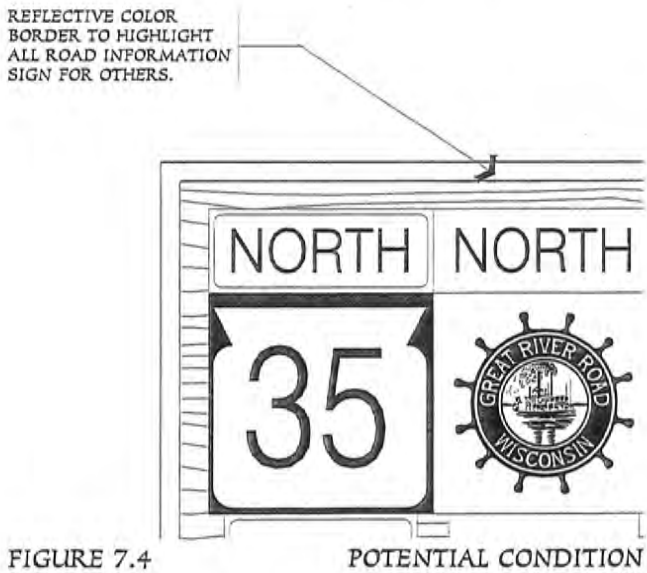


FIGURE 7.4 POTENTIAL CONDITION

GREAT RIVER ROAD SIGN 7.3

The existing Great River Road identification signs consist of the green boat steering wheel and paddle wheeler with title on aluminum sign panels similar to the format of state highway signs. These signs are to remain in their current graphic format, but may be attached to wooden support structures (SEE FIGURE 7.3).

One task of Phase 2 of the Great River Road planning process should be to inventory and assess the actual repetition of the logo sign throughout the corridor. Simply increasing the frequency of this image will strengthen the corridor's identity. Other existing signs currently provide distance and direction to given points. Signs constructed of natural materials, such as wood, can blend the information with the corridor aesthetic theme (SEE FIGURE 7.5).

The corridor contains historic, cultural, and environmental elements. Colors can be used to identify and categorize the information defined on signs, i.e., parks labeled in green reflective text. The repetition of color will easily identity parks from other activities and features along the corridor (SEE FIGURE 7.6). Other features and systems along the corridor can be categorized and successfully identified by color.

The Great River Road logo provides a base of the continuity for the sign system (SEE FIGURE 7.7). The traveler's attention becomes drawn to the logo. The established rhythm of historic, cultural, and environmental elements define the location of the sought feature. The Great River Road signs may additionally be color coded with maps provided at interpretive centers (SEE SECTION 5.0) outlining the events and features throughout the region. The harmony of signs and maps of the corridor solidifies a theme for the Great River Road.

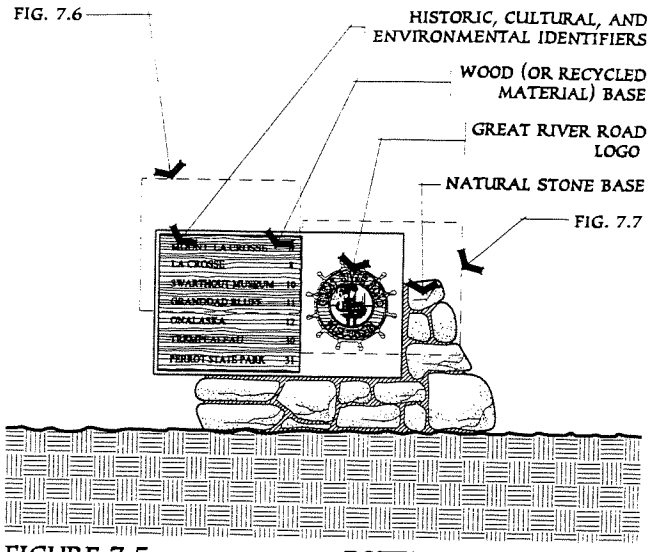


FIGURE 7.5 POTENTIAL CONDITION

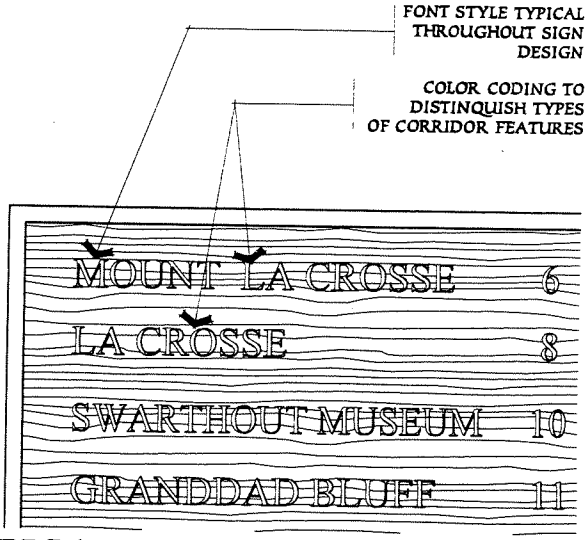


FIGURE 7.6 POTENTIAL TEXT

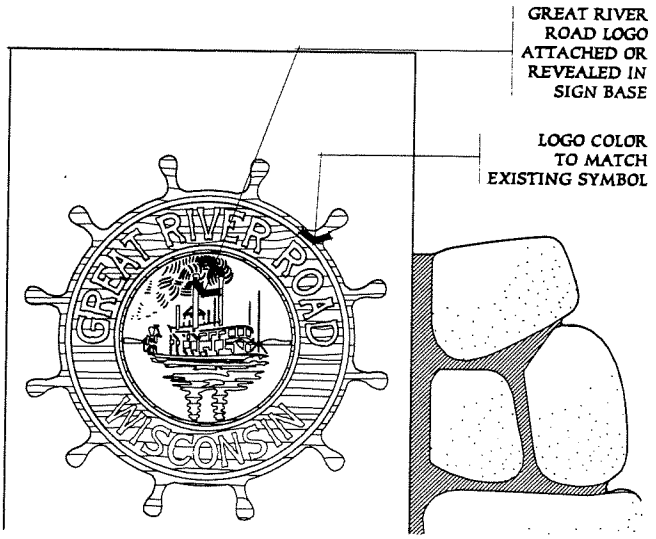


FIGURE 7.7 POTENTIAL IMAGE

COMMUNITY IDENTIFIER 7.4

A variety of entrance signs identify cities and towns along the Great River Road. Most community identification signs consist of the standard D.O.T. green aluminum base with white reflective lettering (SEE FIGURE 7.8). Other towns have had signs designed specifically for their community (SEE FIGURE 7.9). Overall, there is no continuity among community entrance signs.

Communities located along the Great River Road share a common environment. The natural theme allows community entrance signs to establish consistency through materials and yet stand independently in design (SEE FIGURE 7.10). The format provides opportunity to create a unified system with other signs along the corridor. The use of unique images and the sign graphic design will highlight the identity of the individual community.

Existing community symbols as well as new images can be incorporated in the design of new entrance features (SEE FIGURE 7.11). The use of the palette of subtle colors in sign design is important in maintaining consistency with the theme. Image content and placement with community name are crucial to the design. A consistent hierarchy of information is important to the design of the individual sign, and the overall sign system. The community name is the main subject of the sign and support images or symbols are secondary.

Text for entrance signs can allow for legibility at a moderate distance. Text can be larger than current D.O.T. signs and design aspect can be a positive addition to the corridor aesthetic.

Entrance sign placement and setting are equally important design elements. Entrance signs should be placed at a perceptual edge of the community.

FIGURE 7.8 EXISTING CONDITION

FIGURE 7.9 EXISTING CONDITION

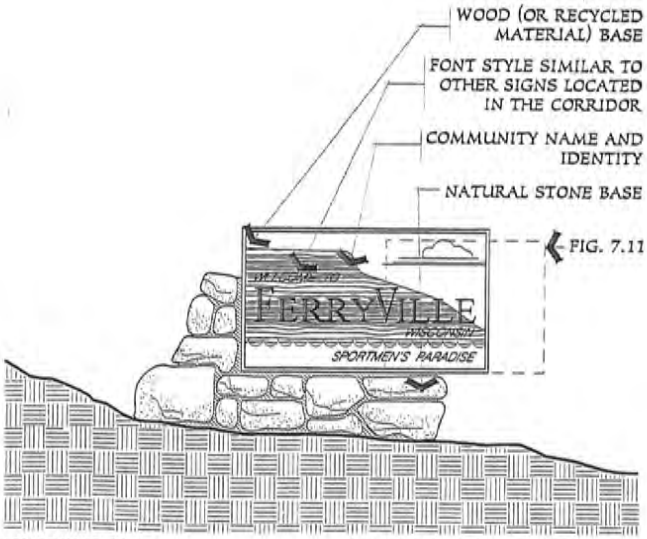


FIGURE 7.10 POTENTIAL CONDITION

Placement of an entrance sign among unattractive structures or in an unattractive setting will diminish the effect of the feature. The area next to the sign should be large enough to allow for plantings (SEE FIGURE 12). These plantings add color and additional visual interest for the entrance sign. Combining good sign design with proper placement and site development, signs can be positive additions the corridor landscape (SEE FIGURE 7.13).

Lighting should be used for entrance signs. Ground lighting facing upward to the sign face will allow for subtle illumination without adversely affecting driver's sight (SEE FIGURE 7.14). Lighting should only be from an external source. Back lighting and neon are not consistent with the natural setting of the corridor. Reflective lettering is a possibility but is better suited for the route signs and markers. Design speeds entering a community are slower allowing more time for sign recognition.

Communities are important elements of the experience of the Great River Road. Proper entrance identification for each community can be an important component in the interaction between Great River Road users and individual communities and businesses.

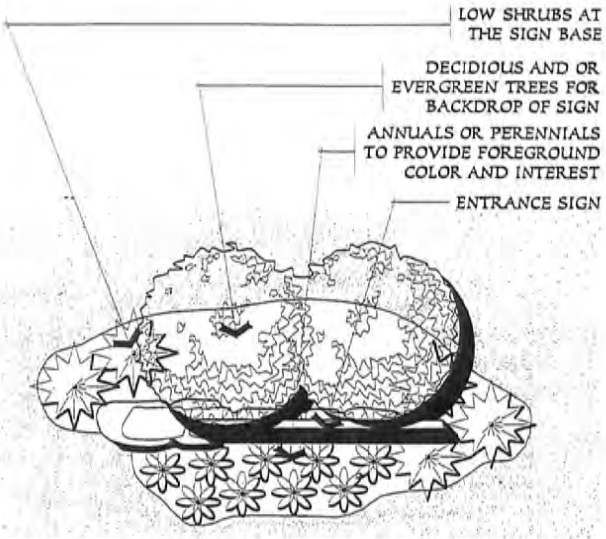


FIGURE 7.12 POTENTIAL PLANTING PLAN

FIGURE 7.13 POSITIVE EXISTING CONDITION

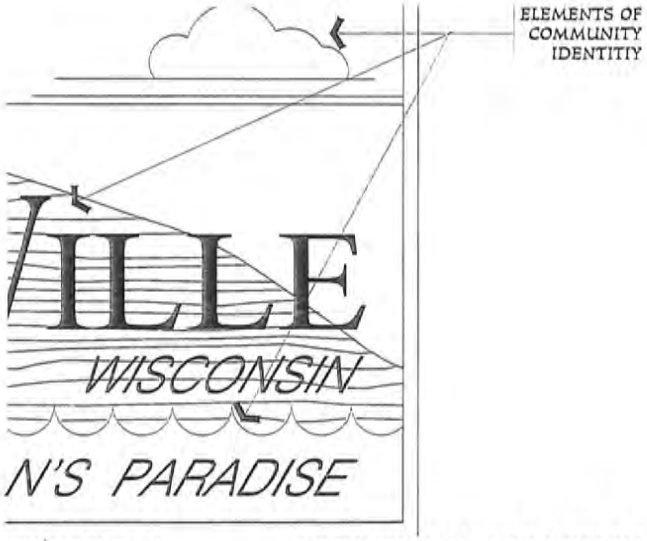


FIGURE 7.11 POTENTIAL IMAGE DESIGN

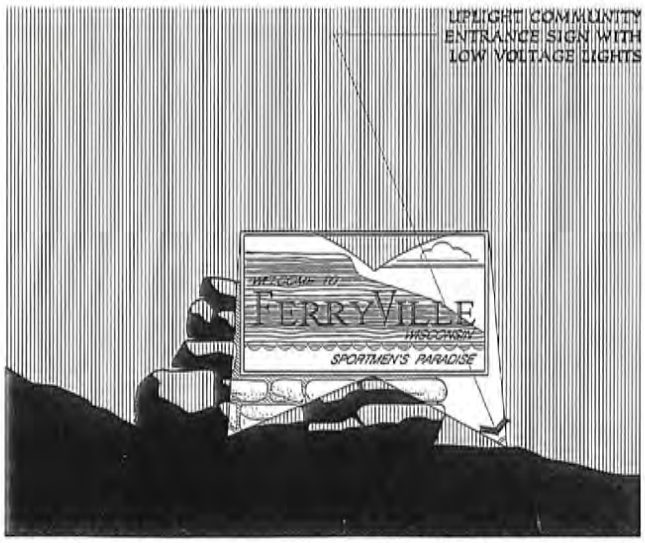


FIGURE 7.14 POTENTIAL LIGHTING

KIOSK 7.5

Throughout the year, communities along the Great River Road corridor schedule social activities and special events to promote tourist activity. Some towns list events in brochures provided by the Wisconsin Division of Tourism or in local newspapers. The development of a kiosk in communities and at rest areas will establish a familiar means of conveying information along the route.

These kiosks, as with community entrance signs, can be independently designed for each city and town. The use of the theme elements, materials and colors, maintains consistency with the overall sign system.

The kiosk development should have adequate area allowing convenient access for the traveler. The kiosk is a pedestrian scale sign. The form and design of kiosk depend on amount, type, and scale of information to be conveyed at each location. Typically the kiosk design area is 3 to 4 feet wide and 8 to 12 feet high (SEE FIGURE 7.15). Adequate gathering area for pedestrians and convenient parking arrangement are important for the function of the facility (SEE FIGURE 7.16).

The design for kiosk may utilize other symbols or identity elements from the community. Revitalization of urban areas along the corridor could use historic features of the towns and cities (SEE SECTION 1.1). These features can be incorporated in a kiosk design to reinforce the local design theme (SEE FIGURE 7.17).

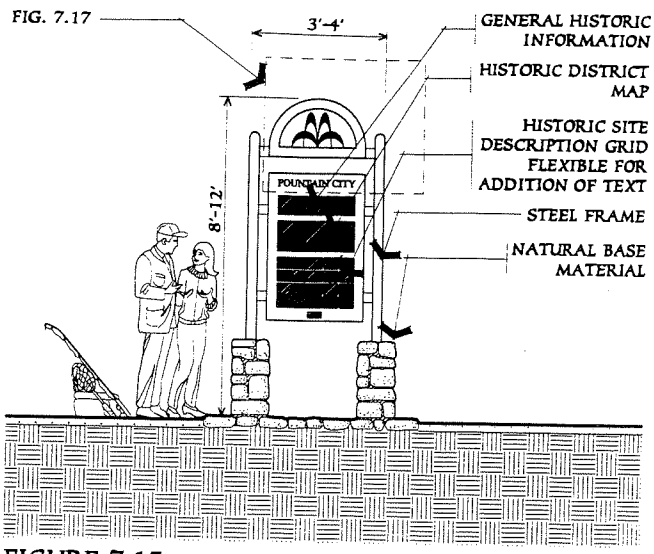


FIGURE 7.15 POTENTIAL KIOSK

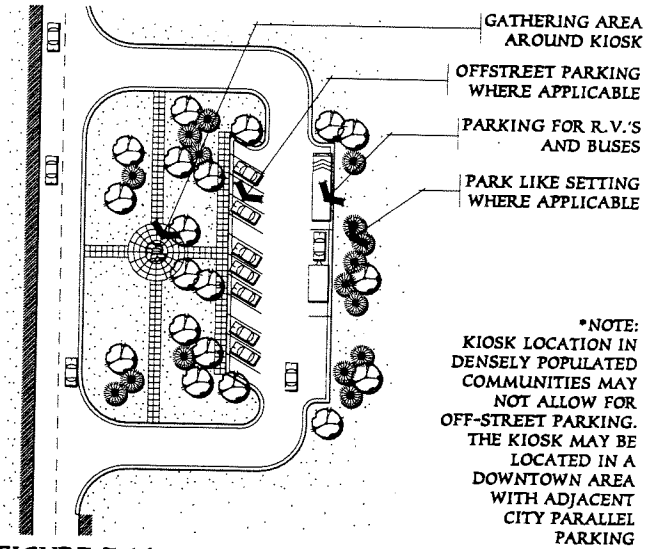


FIGURE 7.16 POTENTIAL KIOSK SITE PLAN

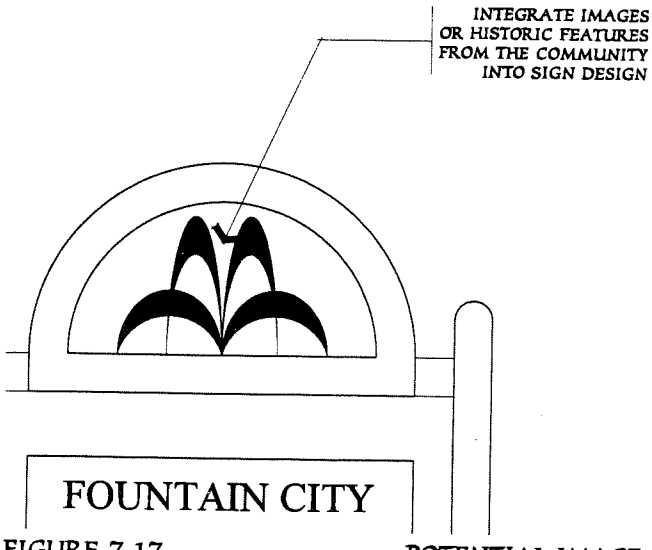


FIGURE 7.17 POTENTIAL IMAGE

MILE MARKERS 7.6

Typically, roadway development includes the placement of mile markers along the route. On the Great River Road, mile markers are inconspicuous or nonexistent. The placement of mile markers both northbound and southbound will allow for the user to place themselves along the route, assisting in location of stops and turnoffs. The mile marking system can be cross referenced in maps and brochures for the Great River Road and surrounding areas, strengthening the way finding system.

The design of the mile markers consists of natural elements, wood or stone, similar to other proposed signs of the corridor (*SEE FIGURE 7.18*). A simple, natural design appropriately reflects the theme of the Great River Road. The colors and tones will establish harmony between the marker and its surroundings.

The size and design of the mile marker should depend upon the settings surrounding the marker. The type of guardrail (*SEE SECTION 2.0*) and signs may determine the design of the marker. The mile marker height and width or diameter will allow for the mile number to be legible to the traveler (*SEE FIGURE 7.19*).

Use of typeface matching other sign designs along the corridor blend the mile markers into the theme. Numerals should be large enough to read at higher design speed. The color and reflective quality will allow for the marker to be identified at an adequate distance (*SEE FIGURE 7.20*).

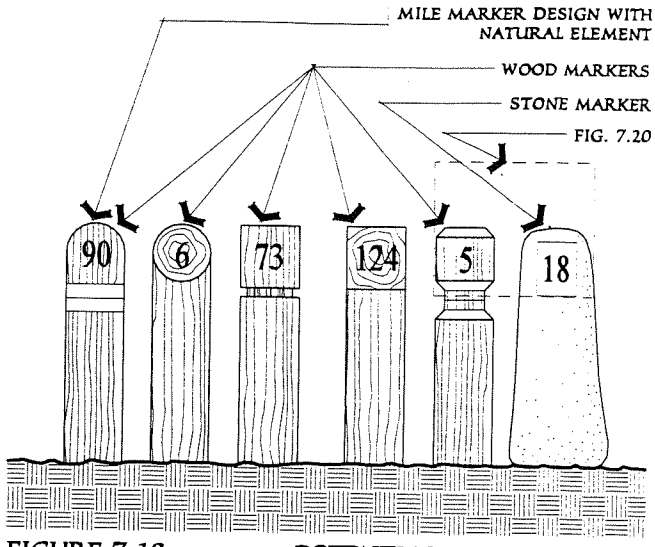


FIGURE 7.18 POTENTIAL MILE MARKERS

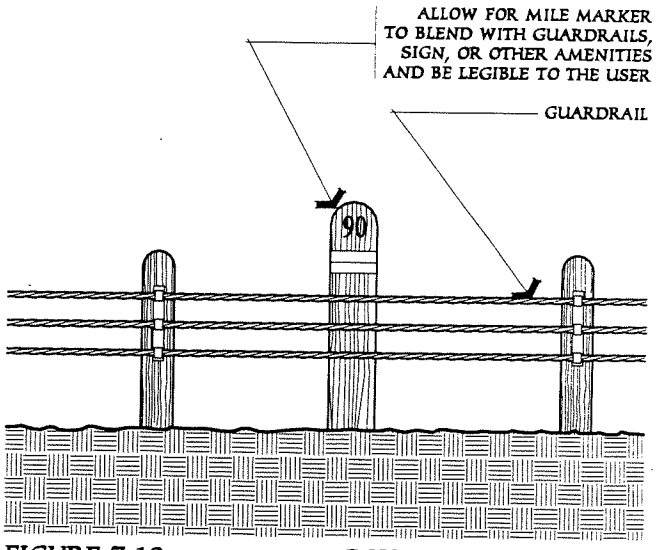


FIGURE 7.19 POTENTIAL CONDITION

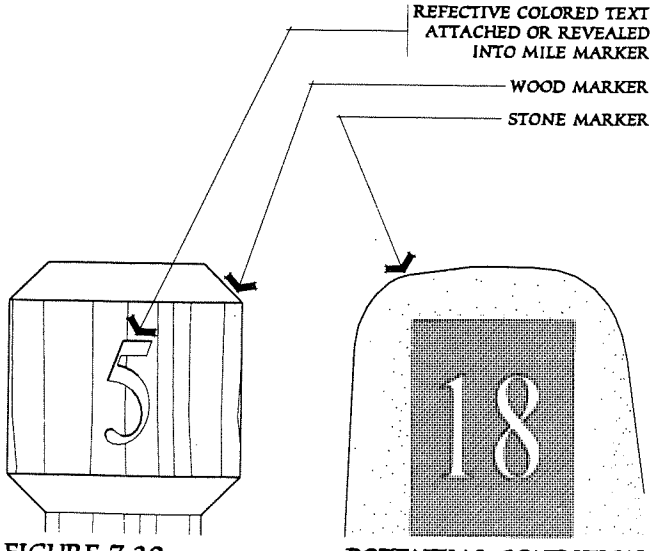


FIGURE 7.20 POTENTIAL CONDITION

CONCLUSION 8.1

The development of the Great River Road from concept to actuality is a three phase process. These Design Guidelines are the first step in determining and implementing a theme for the corridor. Phase 2 should be a schematic approach to design including the collection and analysis of data. This information should be used to generally locate, and overall plan and assists in the improvement of the corridor sites, facilities, and amenities. Phase 3 should be the final process of specific design, which consist of construction documentation and implementation.

Exploration and inventory are the basis for Phase 2 of the development of the Great River Road corridor. This step of the process requires the exploration of the physical and cultural aspects of the corridor, and should consist of the gathering of information through on-site observations as well as the research of records and plans. The result of this inventory can be analyzed to determine if the existing conditions of the corridor are compatible with the desired images of these guidelines. The product of this analysis can be used to establish a priority for the image enhancement of the corridor.

Conditions along the Great River Road vary greatly. The level of visual quality, the extent of road side sites and facility development, and the overall experience of the corridor should be evaluated, in-depth, to provide for guidance in how and where improvements should be made.

A general preliminary visual analysis is shown in the section labeled Great River Road Maps. This analysis will respond to issues discussed in these guidelines and is based on initial responses gathered during automobile travel. Phase 2 should explore more deeply into the existing conditions in the corridor.

These Design Guidelines provide direction for future development and design for the Great River Road corridor. Efforts to recognize, interpret and enhance the natural and cultural characteristics of the region, should use these guidelines as a basis for design. This will provide an image and aesthetic continuity to reinforce the quality of The Great River Road experience.

GREAT RIVER ROAD MAPS

The application of these guidelines assists in the development of the Mississippi River corridor of Wisconsin. These maps are a base for applying the theme discussed in these guidelines.

The existing communities located along the corridor are highlighted on the maps in purple. The size of the community is broken down into three categories, cities, towns, and villages according to population. The distinctions between these categories are shown by the size of text and square on the maps symbolizing the community.

The maps also point out natural areas and parks located along the route. These highlighted parks are potential destinations for long periods of use by tourists. Wildlife areas, along with parks, are significant for the development of views and interpretive stops. These areas are symbolized with the green circles and text on the maps.

The Great River Road itself, is symbolized by a yellow to orange line stretching across the maps. The colors illustrate the characteristics of the corridor experience. The characteristics of the road are identified by a letter and number combination which is colored to match that section of the line. This type of evaluation is an indication, positive or negative, of the experience felt in the overall corridor.

The characteristics of the corridor experience are as follows:

V1

- Views of the river
- Utilities screened or on inland side
- Railroad tracks below road
- Gently curved road alignment
- Views of the bluffs

V2/N2

- Natural setting with topographic or vegetative interest
- Minor utility visual impact
- Serpentine road alignment
- Railroad tracks below road
- Views of river are intermittent

V3/N3

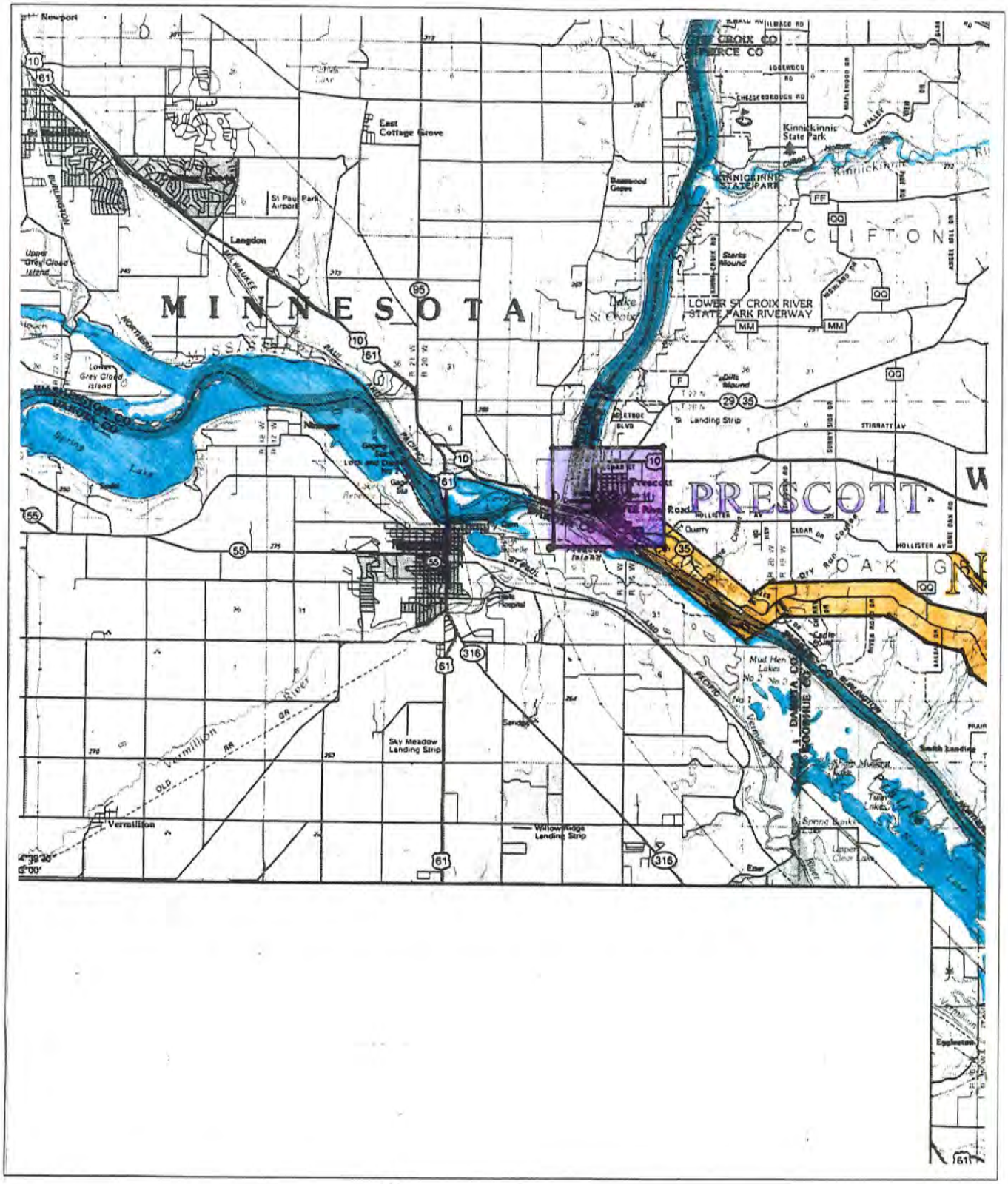
- Moderate topographic interest
- Some utility visual impact
- Railroad tracks level with road
- Roadside vegetation too dense for river view/ possible views of the river

V4/N4

- Little topographic interest
- Distant view of the bluffs
- Prominent agricultural land use
- Straight or right angle turn road alignment
- Railroad embankment above road

N5

- Little topographic interest
- Prominent utilities
- Heavy functional traffic volume
- Billboards
- Detracting adjacent land use
- No view to river



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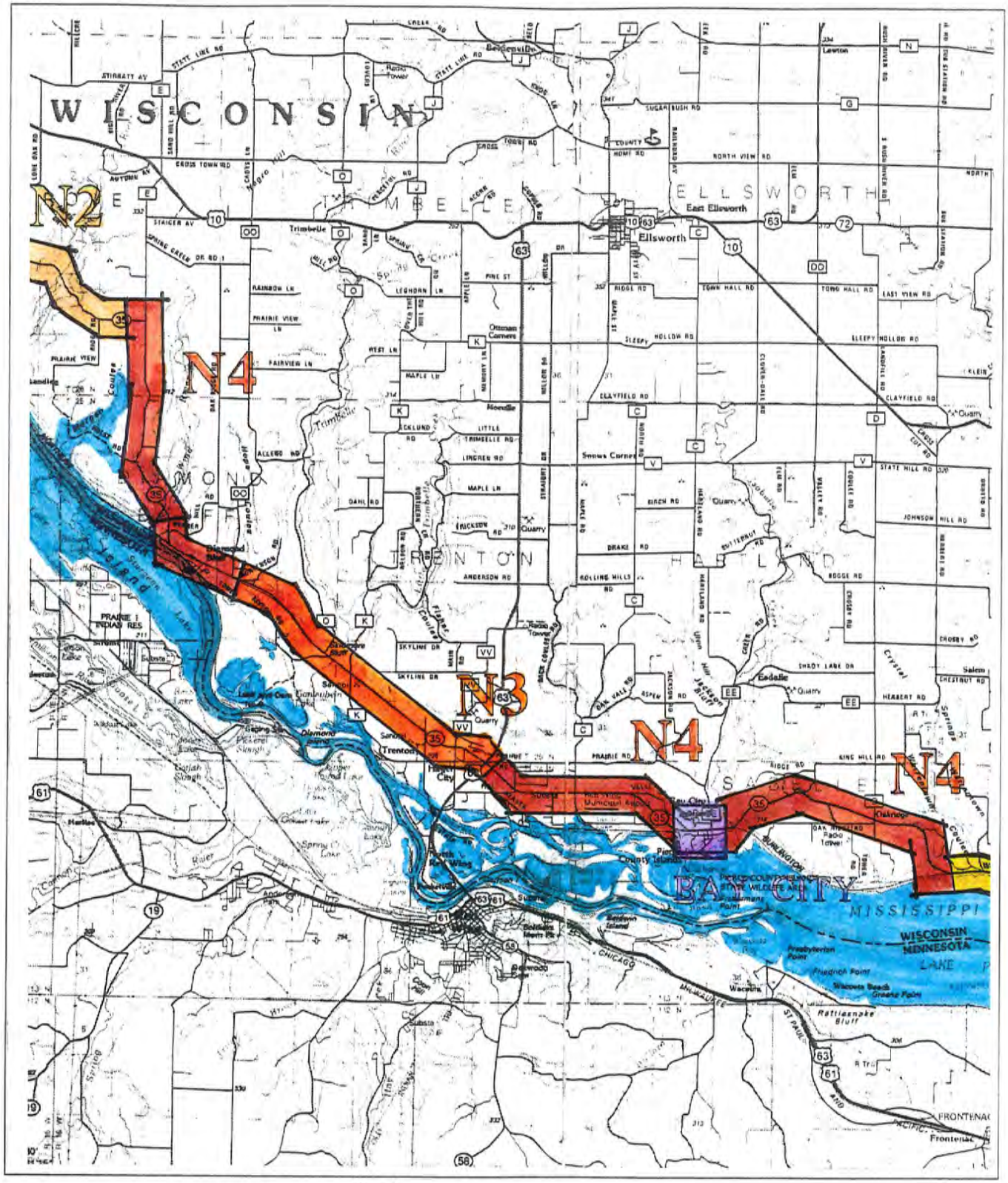
WISCONSIN
N2
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N4
TRIMBELLE
ELLSWORTH
East Ellsworth
Ellsworth
TRENTON
Trimbelle
Ottman Corners
Snows Corner
Eedelle
Trenton
Hager City
Diamond Bluff
Red Wing
Lake Pepin
Lake City
Wacouta
Frontenac
MISSISSIPPI
WISCONSIN
MINNESOTA
LAKE
CHICAGO
MILWAUKEE
ST PAUL
Rattlesnake Bluff
Prairie Island
PRAIRIE ISLAND INDIAN RES
Pierce County Islands
Pierce County Islands State Wildlife Area
Barn Bluff
Sheldrake Point
Presbyterian Point
Friedrich Point
Wacouta Beach
Granite Point
Oakview
Salem
Crystal
Spring Creek
Isabelle
Landing
Couler
Fisher Couler
Back Couler
Sturgeon Lake
Pickerel Slough
Catfish Slough
Spring Lake
Diamond Lake
Lake Alice
Oak Grove Park
Andrew Gill Park
Oak Wood Park
Pierce County Highway Dept
Radio Towers
Water Tower
Quarry
Cemetery
Church
Golf Course
Pacific
Sparta
Stirratt Av
State Line Rd
Cross Town Rd
Autumn Av
Staiger Av
Spring Creek Dr Rd 1
Rainbow Ln
Prairie View Ln
Fairview Ln
Maple Ln
Allegs Rd
Lingren Rd
Trimbelle Rd
Little Trimbelle Rd
Ecklund Rd
Dahl Rd
Erickson Rd
Anderson Rd
Rolling Hills Rd
Skyline Dr
Prairie Rd
Sleepy Hollow Rd
Clayfield Rd
Town Hall Rd
East View Rd
North View Rd
Ridge Rd
Pine St
Leghorn Ln
Apple Ln
Maple Ln
Birch Rd
Drake Rd
Butternut Rd
Johnson Hill Rd
State Hill Rd
Ridge Rd
Shady Lane Dr
Herbert Rd
King Hill Rd
Oak Valley Rd
Aspen Rd
Chestnut Rd
Crosby Rd
Hillcrest Rd
Highland Rd
Valley Rd
Straight Rd
Miller Rd
Cedar Rd
Sand Hill Rd
Cross Ln
Trenton Rd
Acorn Rd
Cooper Rd
Sugar Bush Rd
Home Rd
Lawton
Beldenville
Retro Tower
Trimbelle
Ottman Corners
Snows Corner
Eedelle
Trenton
Hager City
Diamond Bluff
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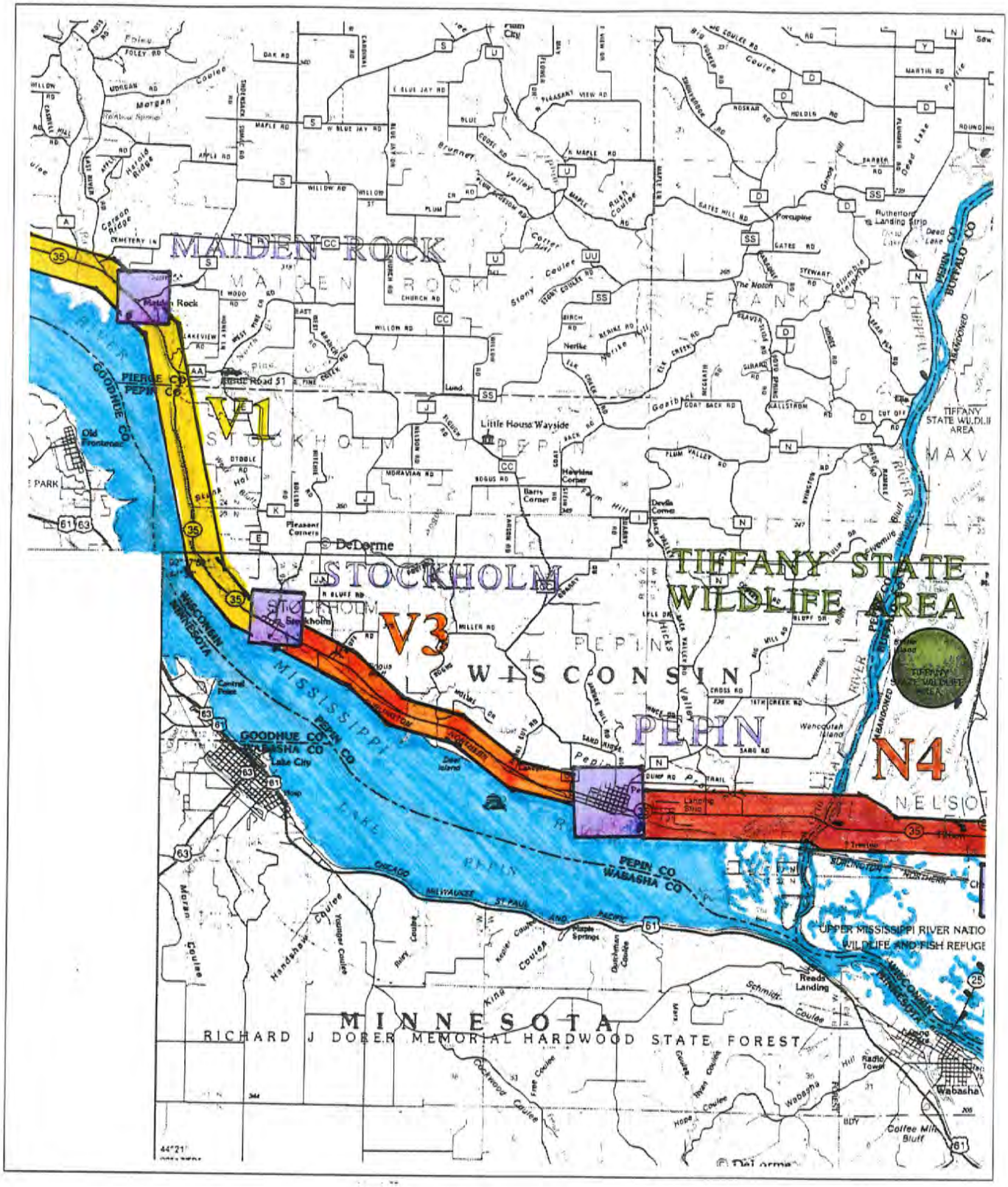
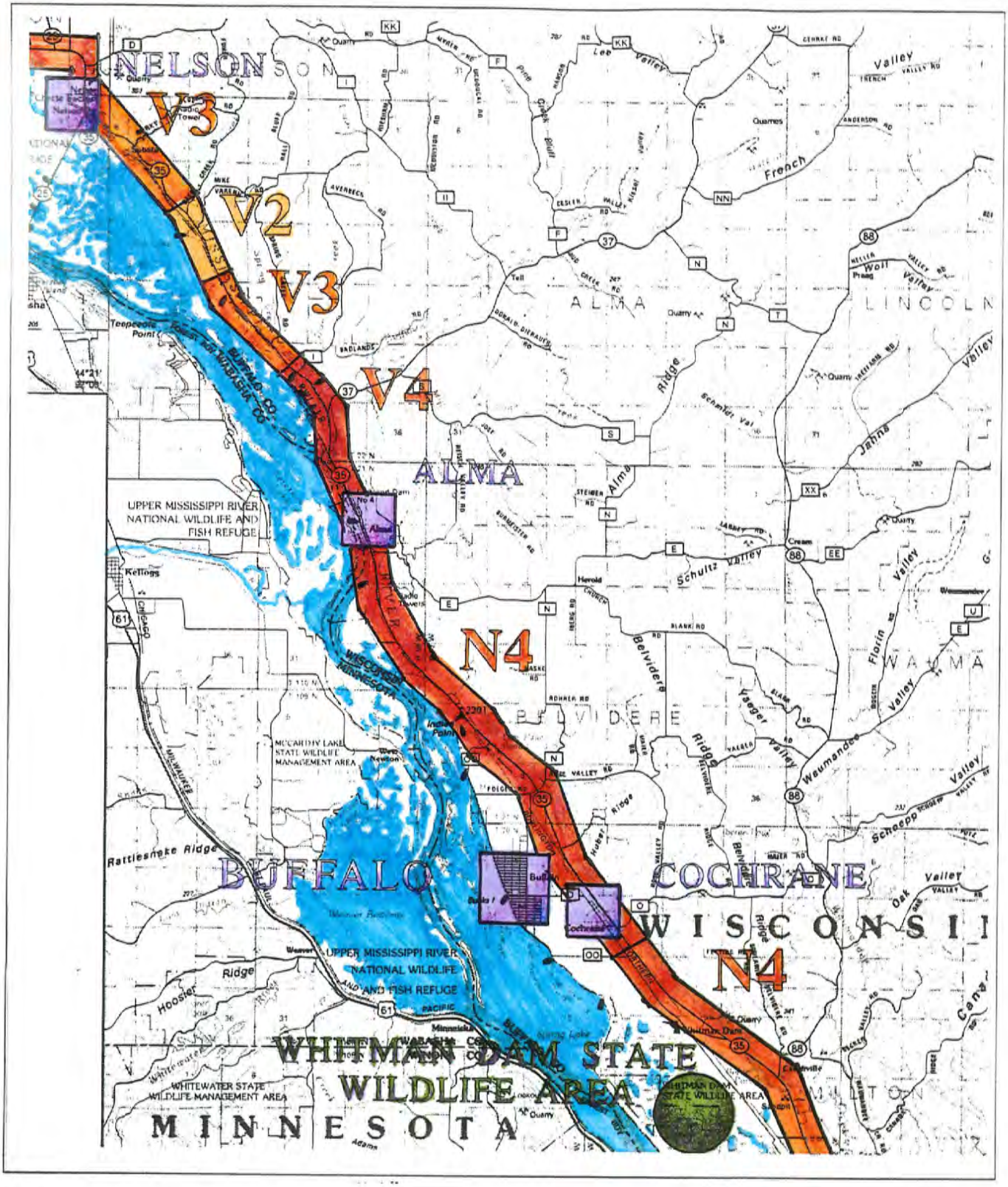


GREAT RIVER ROAD MAP

DESIGN GUIDELINES



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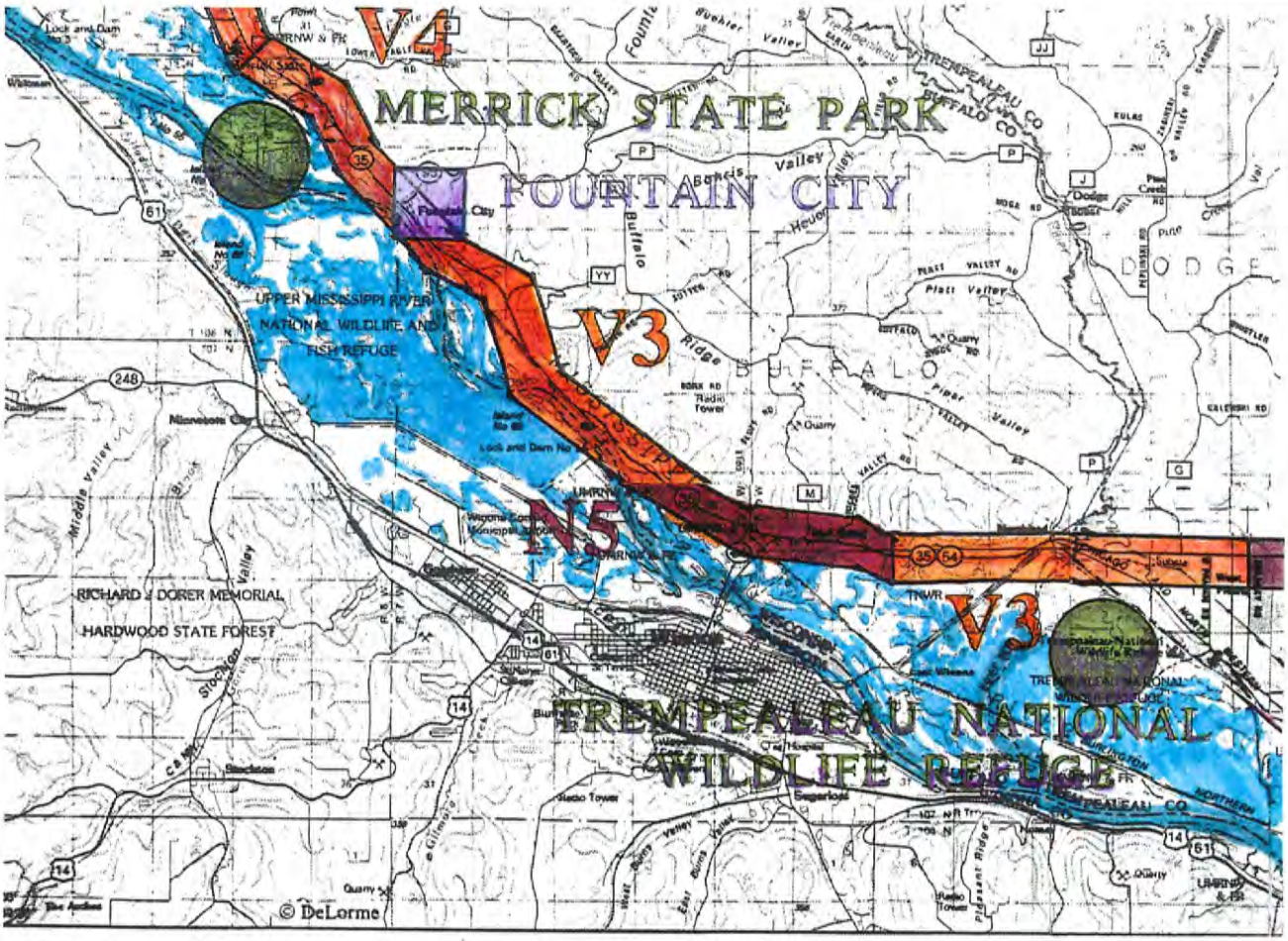

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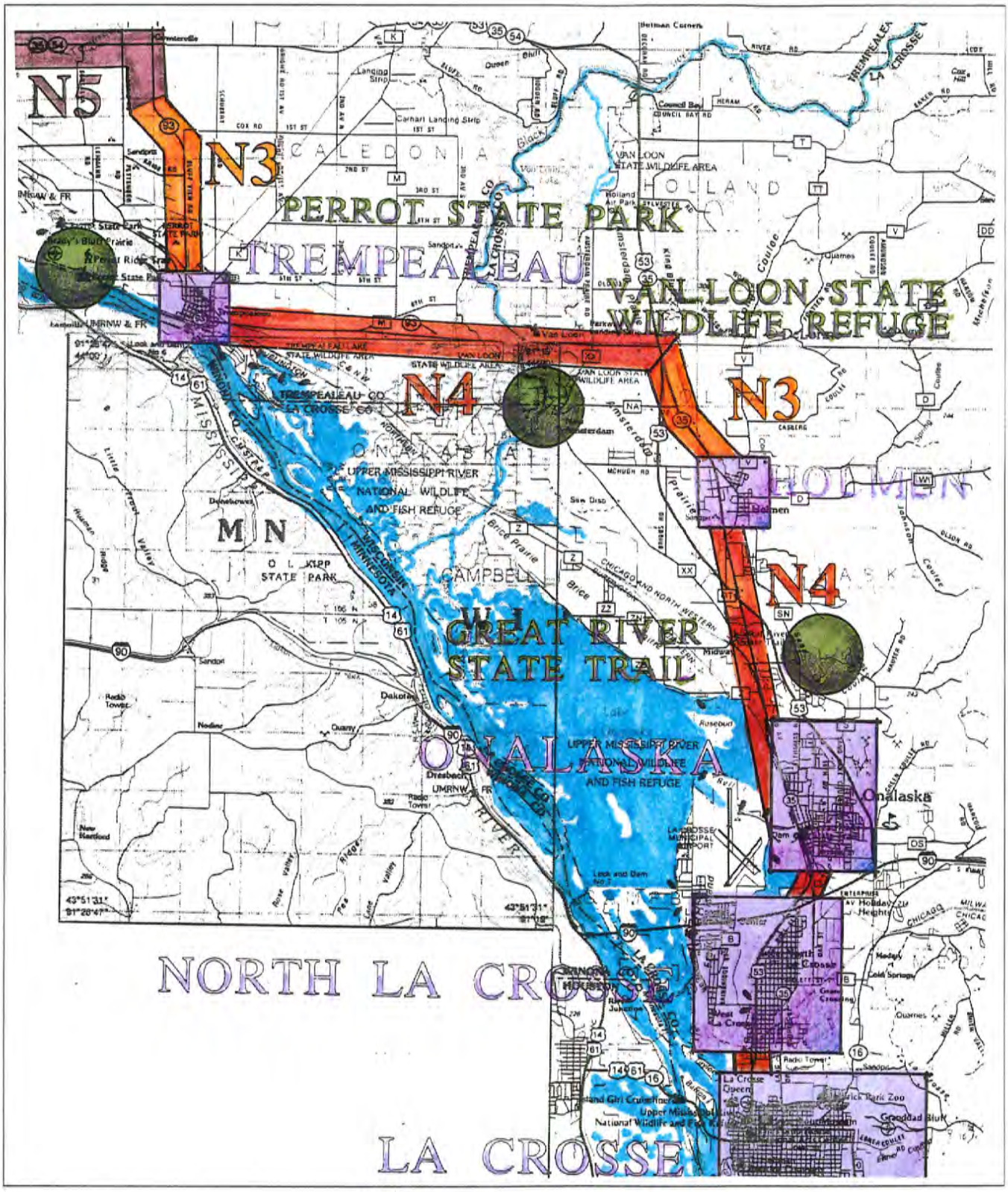

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GREAT RIVER ROAD MAP

DESIGN GUIDELINES

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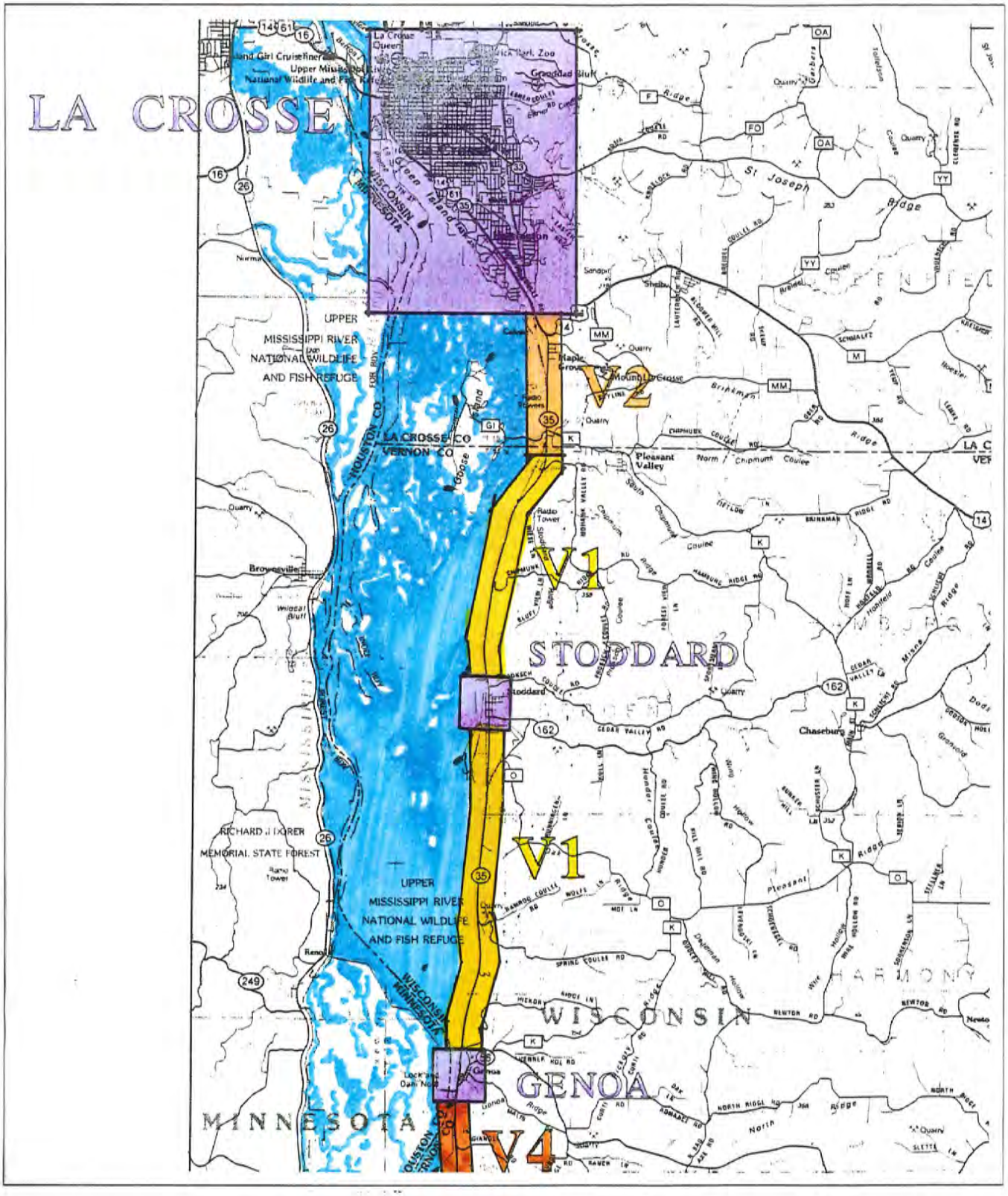

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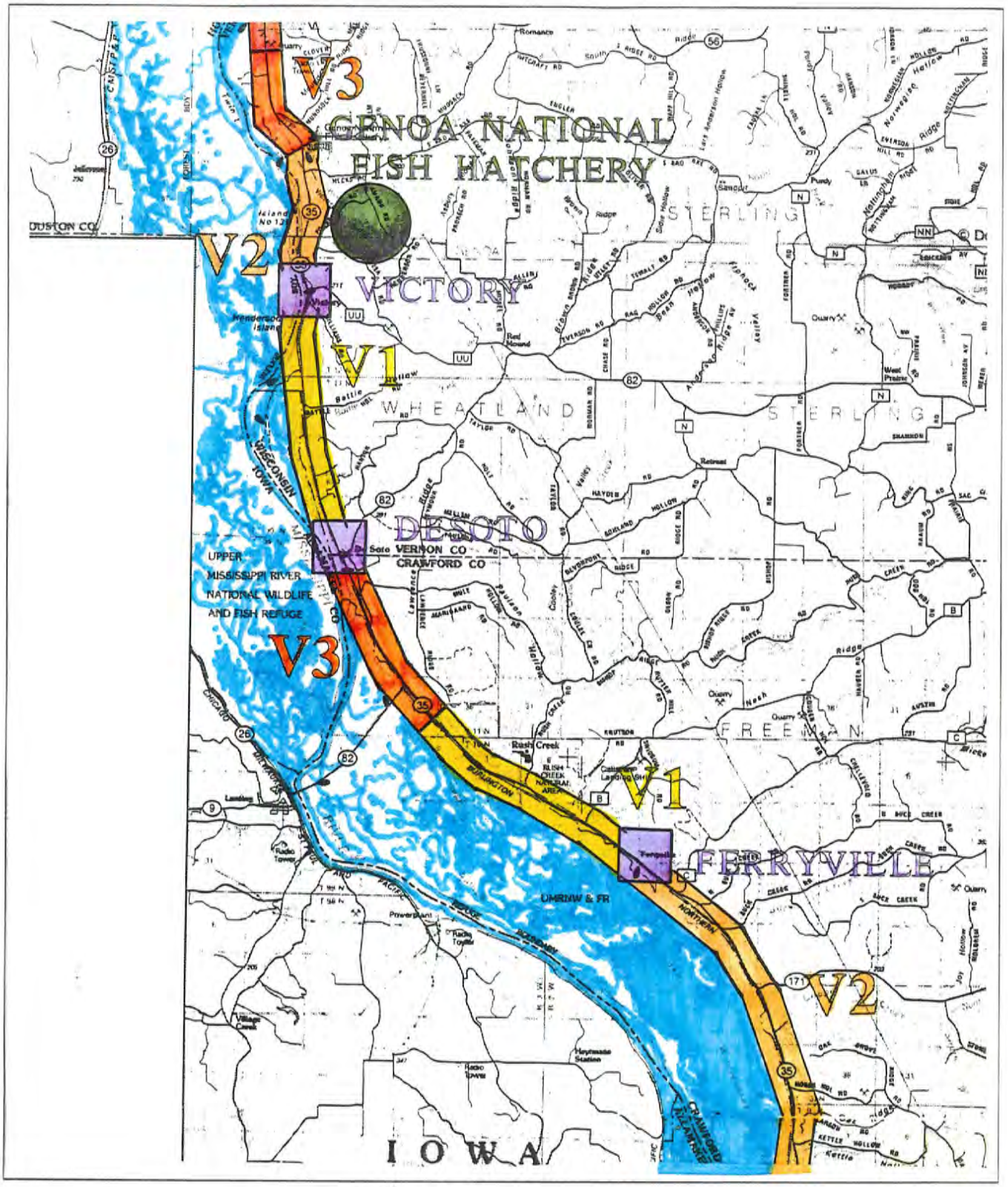

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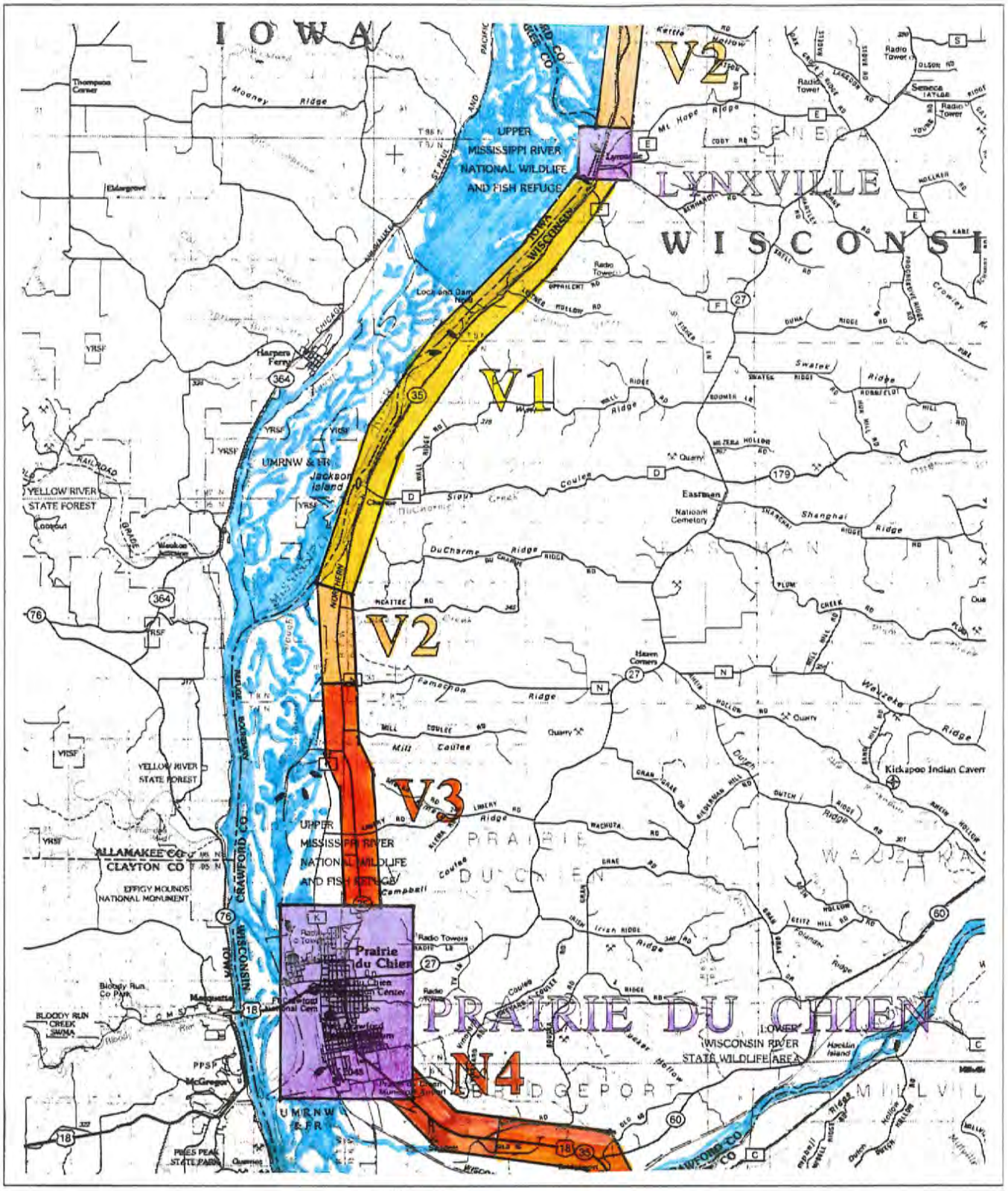

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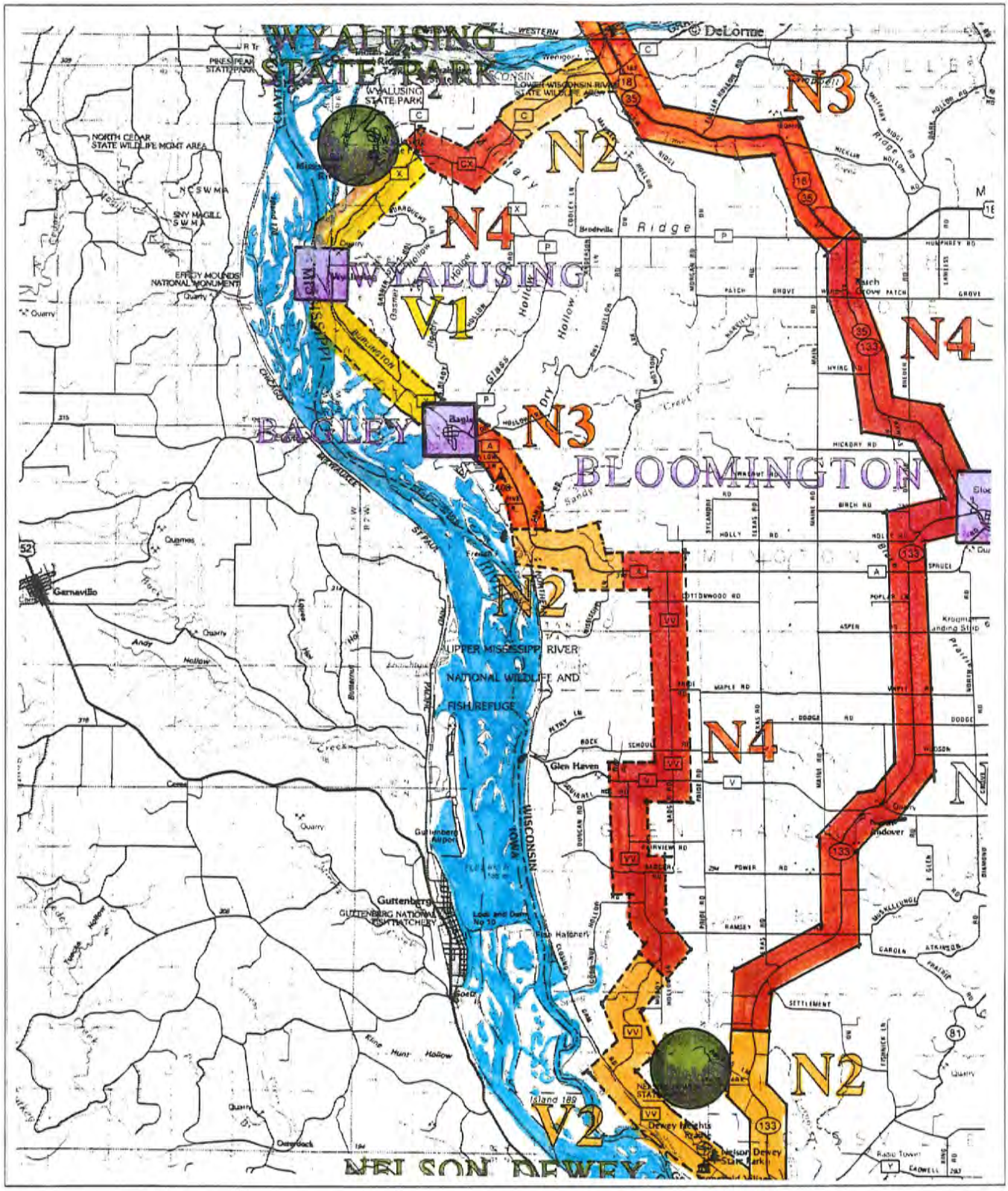
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BAGLEY
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BLOOMINGTON
N4
V2
UPPER MISSISSIPPI RIVER
NATIONAL WILDLIFE AND
FISH REFUGE
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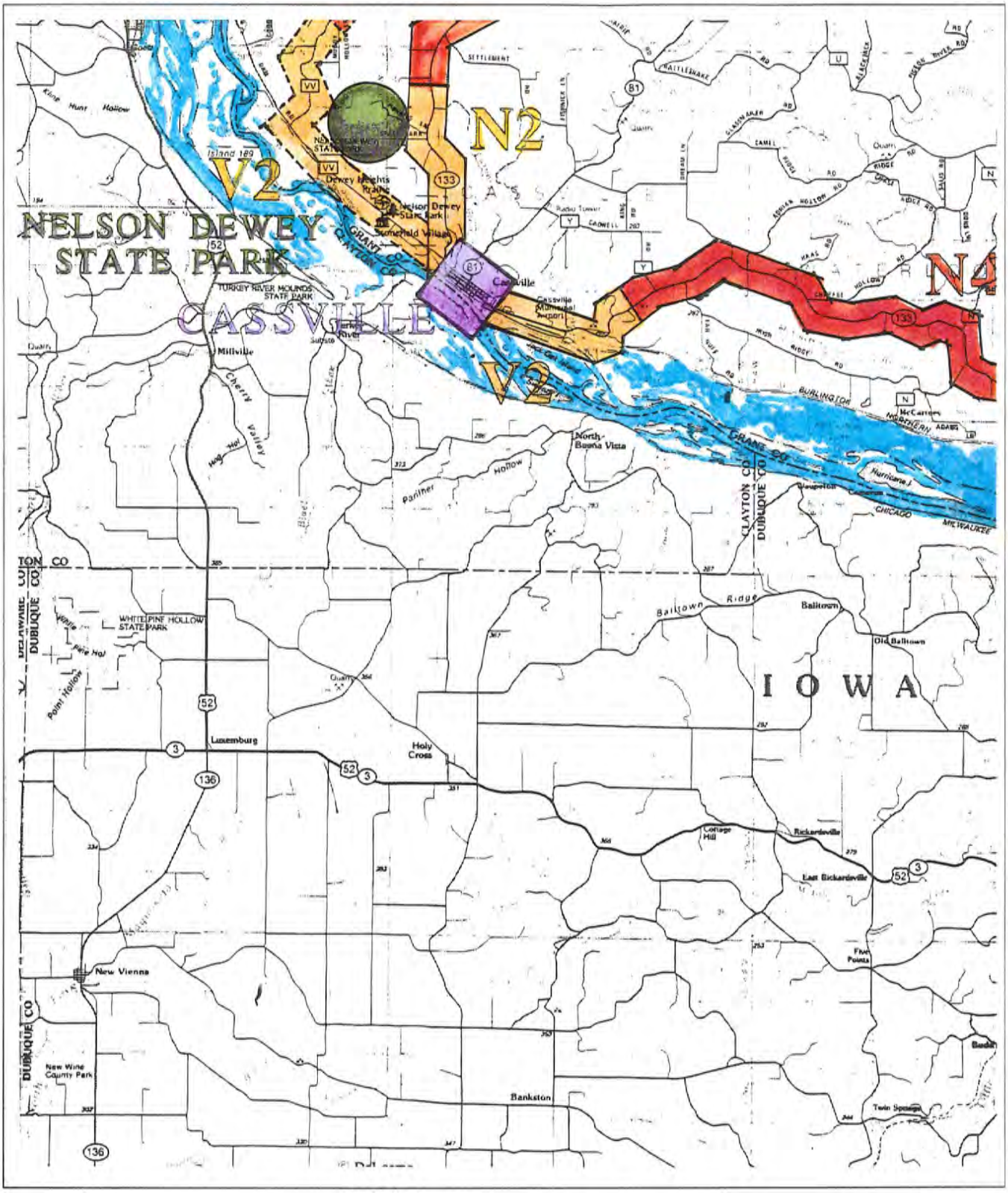

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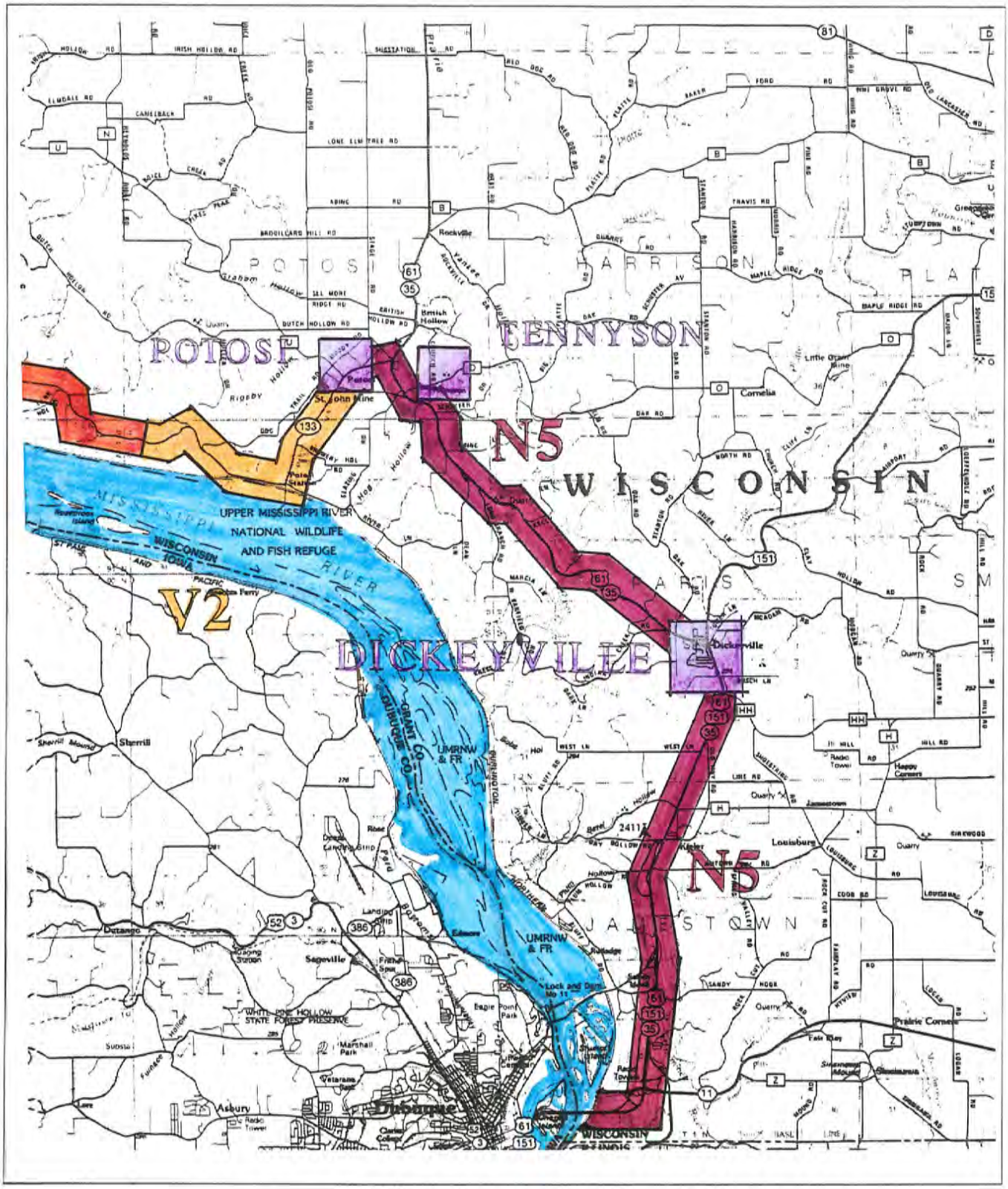
POTOSI
TENNYSON
DICKEYVILLE
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WISCONSIN
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NATIONAL WILDLIFE
AND FISH REFUGE
WISCONSIN
IOWA
GRANT CO
DUBUQUE CO
UMRNW & FR
UMRNW & FR
Potosi
St. John Mine
Cornelia
Dickeyville
Sterrill
Louisburg
Dubuque
Asbury
Sageville
Dutango
Peosta
Prairie Corners
WHITE PINE HOLLOW STATE FOREST PRESERVE
Eagle Point Park
Lock and Dam No 11
Marshall Park
Veterans Park
Rockville
British Hollow
Greendale
Little Grant Mine
Sherrill Mound
Swiss
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Brenda W.Williams, Landscape Architect, Graduate Studies University of Wisconsin - Madison

"Driftless" Area

Many times during the past two million years, colossal ice sheets advanced and retreated across the northern and eastern two-thirds of Wisconsin. Indeed, the state has lent its name to North America's most recent glacial epoch — the Wisconsin Glaciation lasting from about 100,000 to 10,000 years ago.

As the glaciers scoured the terrain, they pushed debris (called "drift") in front of them. This glacial action created the gentle, rolling hills and plateaus of the state's central and southeastern farm country. In northern Wisconsin, enormous chunks of glacial ice were buried — and later melted — creating thousands of sparkling lakes among the pine forests.

Wisconsin's southwestern corner, however, was untouched by the glaciers . . . and is called the "driftless" area. It is a land of deep valleys, ridges and bluffs never leveled by the glaciers. Through this pristine beauty flows the Mississippi River.

Wisconsin's Mississippi River Valley was covered by ancient oceans 300-600 million years ago. Ocean sediments laid down alternating layers of sandstone and limestone. Through the ages, the floodwaters of the melting glaciers have eroded the gorge of the Mississippi, creating the spectacular bluffs and dalles through which the river courses.

The Great River Road is your gateway to this land of enchanting history and natural beauty.

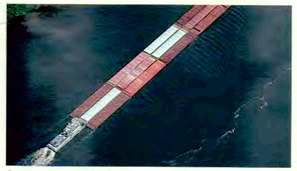
River Barges

Today's powerful diesel towboats guide enormous amounts of freight up and down the Mississippi. Tows comprised of 12 to 15 barges totaling 20,000 tons of freight are quite common.

The largest tonnage items moved on the river are petroleum products; gasoline, kerosene, fuel oil and lubricating oil headed upriver from the oil fields of Texas and Louisiana. Enormous shipments of coal are also headed upstream, mainly from the coal fields of central and southern Illinois and western Kentucky.

Grain — corn, wheat, oats, barley and rye — is the principal product shipped downriver. Loaded onto barges from riverside elevators, the grain is shipped downstream, much of it going to New Orleans where it is loaded aboard ocean freighters for overseas destinations.

Scrap iron ranks second to grain in downstream tonnage. Other products in smaller volume are: iron and steel products, fertilizers, sulfur, cement, aluminum ingots and plate, sugar and dehydrated molasses.



Pushin' freight up the big river. *Tourism Photo File*

A tow boat skipper guides barges through a river lock. *Photo by Dan Wicka*

Houseboat Vacations & River Cruises

Steer a course to adventure along Wisconsin's Great River Road with a houseboat vacation or an excursion cruise.

Houseboat rentals are available at many locations along the river. Here's a chance to enjoy the Mississippi — just like Tom Sawyer and Huckleberry Finn.

River cruises are a memorable part of any vacation along the Mississippi. Enjoy Dixieland jazz, Sunday brunch, dinner and moonlight cruises from five ports along Wisconsin's west coast.

Mississippi houseboat vacation. Tourism staff photo by Gary Knowles

Houseboat Rentals

ALMA
Great River Harbor
Hwy 35 S, Rt 1, Box 169 A
Alma, WI 54610
608/248-2454
Upper Mississippi River,
St. Croix River & Lake Pepin.

Northport Marine, Inc.
Alma Marina, P. O. Box 308
Alma, WI 54610
608/685-3333
Upper Mississippi and Lake Pepin.

CASSVILLE
Eagle's Roost Resort
1034 Jack Oak Rd
Cassville, WI 53806
608/725-5553
Houseboat vacations.

HUDSON
St. Croix Houseboat Vacations
c/o Lori Payne
105 13th St.
Hudson, WI 54016
800/326-RENT
St. Croix and Upper Mississippi Rivers/
Houseboat rentals by the day or week.

LA CROSSE
Captain's Cruises
1919 Rose St
La Crosse, WI 54603
608/784-3088, 781-1415

Great River Cruises
400 Winona St
La Crosse, WI 54601
608/783-3879
Boats located at Beacon Bay,
127 Marina Dr.

Houseboating Adventures
RiverBoats, Inc.
P. O. Box 2094
La Crosse, WI 54602-2094
608/788-4420 (business hrs)
608/689-2650 (other)
La Crosse Municipal Boat Harbor

R & R Marine
1919 Rose St
La Crosse, WI 54603
608/784-3088

ONALASKA
Fun 'n Sun Houseboat Vacations, Inc.
1312 Herman Ct.
Onalaska, WI 54650
608/783-7326
3-day to weekly houseboat vacations and river tours. Apr 15-Oct 15. Boats docked at La Crosse Municipal Harbor.

RIVER FALLS
Aqua Fun Boat Rentals
239 Glen Circle
River Falls, WI 54022
612/738-8696
St. Croix River, instruction also available.

TREMPEALEAU
Riverview Houseboat Rentals, Ltd.
P. O. Box 129
Fountain City, WI 54629
715/985-3232
Complete vacation package while cruising the Upper Mississippi River.

River Cruises

CASSVILLE
Cassville Car Ferry
100 W Amelia St.
Cassville, WI 53806
608/725-5180
Operates between Wi Hwy 133/81 & Iowa Hwy 52 at Millville, IA. Service begins 1st weekend in May, weekends only (Fri, Sat & Sun) until Mem Day, then 7 days/week until Labor Day, then weekends only until Oct 31, 9am-5pm.

LA CROSSE
Island Girl Cruiseliner
621 Park Plaza Dr.
La Crosse, WI 54601
608/784-0556

The 150-passenger excursion yacht offers 2-hour sightseeing cruises of the Mississippi River, dining and moonlight tours. Departs daily from the Holiday Inn. Cruises: Noon-11:30pm.

La Crosse Queen Cruises
Mailing: P.O. Box 1805
La Crosse, WI 54602
608/784-2893
1½ hr daily sightseeing tours of the river. 150 passenger, authentic paddlewheeler offering weekend dinner cruises, brunch cruises and day-long cruises from May-Oct. Departs from Riverside Park.

PRAIRIE DU CHIEN
Ray's Riverboat Rides, Inc.
St. Feriole Island, P.O. Box 456
Prairie du Chien, WI 53821
608/326-6065
Oldest paddlewheeler on Mississippi River, the "Addie May," offering 1½ hr sightseeing cruises daily (except Thu). Mid May-mid Oct. Sightseeing Mon-Wed, 11 am, 2 & 6:30 pm; Fri-Sat, 11 am & 2 pm; Sun, 2 pm. Dinner cruise Fri & Sat, 6:30 pm. Sun brunch, 10:30 am.

PRESCOTT
Steamboat Too Cruises
307 Lake Street North
Prescott, WI 54021
715/262-5858, 800/BOAT-232
View the scenic St. Croix River from the comfort of a 49-passenger, Coast Guard certified cruiser. Leave the Steamboat Inn Restaurant dock for a Sun brunch cruise or a Thu luncheon cruise departing at noon.

STOCKHOLM
Spirit of Lake City
Stockholm Cafe
Stockholm, WI 54769
715/442-5162
This replica of an 1800s sidewheeler carries 150 passengers on tours of the Mississippi River's Wisconsin and Minnesota shoreline. Cruises May-Oct.

Navigating the Great River

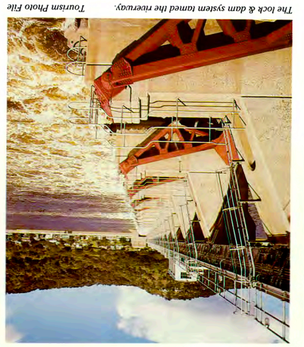
Locks and dams were built between 1930 and 1940. Ten of these sites are located along Wisconsin's Great River Road between Dickeyville in the south and Prescott in the north.

Each dam pools the water above it to a navigable depth. Locks, adjacent to each dam, alternately lift vessels to upstream pools or lower them to downstream pools. Most of the locks in the system are the same size: 110' x 600'. The height that a vessel is lifted or lowered varies from 5.5 feet to 49.2 feet. They are all gravity powered and are fascinating to watch.

In effect, the lock and dam system acts as steps along the river. In the 669 miles between St. Paul and St. Louis, the locks and dams lower the river through about 420 feet of elevation.

The system of 27 locks and dams on the Upper Mississippi is an engineering marvel, creating not only an unparalleled transportation system, but a unique recreation resource as well.

Lock & Dam No. 11 near Dickeyville. *Tourism Photo File*



The lock & dam system lined the freeway. *Tourism Photo File*

To accomplish that mission, the Corps designed and built the lock and dam system that today directs the waters of the upper river. Most of the system's 27 lock and dam sites were built between 1930 and 1940. Ten of those sites are located along Wisconsin's Great River Road between Dickeyville in the south and Prescott in the north.

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Since the days of the Indian canoe and the pioneer keelboat, the Mississippi River has served as a great water highway, linking the heartland of the United States with the east of the world.

However, river transportation was not always reliable. Floods, snags and shifting sandbars made river travel quite dangerous.

As early as 1830, Congress began efforts to improve navigation on the Upper Mississippi. Over the next 100 years, river traffic mushroomed as new channels were dredged, snags and rapids were dynamited. Water levels were raised and stabilized with hundreds of wing dams to restrict water flow to a narrower, deeper channel.

The dawn of the twentieth century brought larger barges and tow boats to the upper river that required deeper water. In 1930, Congress directed the U.S. Army Corps of Engineers to develop and maintain a 9-foot deep, 300-foot wide navigation channel on the Upper Mississippi from St. Louis, Missouri to St. Paul, Minnesota.

Settling the Great River

Native Americans were, of course, the first inhabitants of the Upper Mississippi River Valley. Indian tribes including the Chippewa, Winnebago, Menominee, Ottawa and Potawatomie were the river's resources into the fabric of their lives.

In the early 17th century, French explorers and missionaries were among the first Europeans to view the area — men like Jean Nicolet, Fr. James Marquette and Louis Joliet. French fur traders followed. By 1650, they were doing a brisk business with area Indians. Spring and summer "rendezvous" at Prairie du Chien and La Crosse brought thousands of beaver, muskrat and raccoon pelts to be bartered for iron axes, linware, glass beads and colorful cloth. Fur trade continued for the next two centuries, with the river serving as the means to transport the goods to market.

In 1690, Nicholas Perrot discovered southwestern Wisconsin's first lead mine in what is now Potosi. Local Indians used their stone axes to chip out the lead crystals which they traded to the French. The discovery lay dormant, however, until the early nineteenth century when southwestern Wisconsin became the center of the 1828 "lead rush."

Lead miners from Kentucky and Missouri, pursuing the rich Nicholas Perrot had discovered 130 years earlier, built some of the first permanent settlements in Wisconsin. By 1850, the area embraced more than 10,000 Indian-dug lead mines, supplying more than half of the nation's lead supply. Mississippi riverboats transported Wisconsin lead throughout the expanding nation.

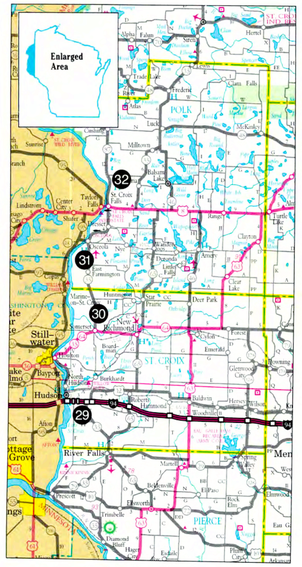
A second population wave swept Wisconsin's Great River Road in the 1880s as the state's pine forests supplied the lumber to build the Midwest. For twenty years, solid rafts of logs 50' x 500' (called "rafts") floated out of Wisconsin interior rivers down the Chippewa, Black, Eau Claire and St. Croix Rivers to the mighty Mississippi. Dozens of sawmills along the river from Alma to La Crosse cut the sawlogs into rough dimensional lumber. A fleet of riverboats carried the lumber down the Mississippi to market.

Frontier Recollections of Prairie du Chien *Tourism staff photo by Gary Knowles*

At the dawn of the twentieth century, the railroads pushed up the river valley following the crude roadways the lumberjacks had built along the riverbank. With the railroad came farmers and merchants, carpenters and tailors, section hands, blacksmiths and bankers — all following the Great River Road to a home on the Mississippi.

The St. Croix National Scenic Riverway

Continue your adventure along Wisconsin's West Coast with an exciting tour of the sparkling St. Croix River. Enjoy 250 miles of National Scenic Riverway flowing through pristine northwestern Wisconsin.

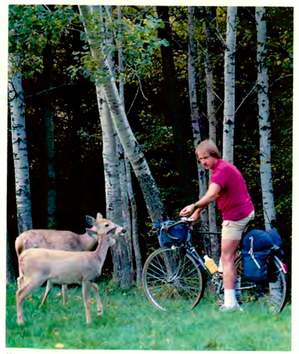


29 HUDSON — From Prescott, take Cty. F north through **Kinnickinnic State Park** to Hudson, which was named for its physical resemblance to the Hudson River Valley in New York. For a sample of local history, visit the **Octagon House**, open May through October. **The Phipps Center for the Arts** offers theatrical productions, concerts, dance, and art exhibitions. The Center is open year 'round.

A **Wisconsin Information Center**, open May through October, is located in Hudson at Rest Area 25 on Interstate 94-east. Hudson is also the site of one of Wisconsin's newest attractions — exciting Greyhound racing! **The St. Croix Meadows Greyhound Park** opened in June of 1991, with a full racing schedule.

Just north of Hudson take Cty. A to **Willow River State Park**, open year 'round.

30 SOMERSET — From Hudson travel Hwy. 95 north to Houlton where you can pick-up Hwy. 35/64 northeast to Somerset, the **"Tubing Capital of the World"!** Bring your bathing suit, grab the kids and enjoy the vacation memory of a lifetime as you splash away a hot day "tubing" the Apple River.



Wisconsin trails offer surprises around every bend. *Tourism staff photo by Stan Solheim*

Interstate Park in the Dalles of the St. Croix River. *Photo by Chuck Runnoe*

31 OSCEOLA — From Somerset take Hwy. 35 north to Osceola, named for a famous Seminole chief, where you can tour a state fish hatchery. Stop at the local Chamber of Commerce for a map of the **Osceola Historical Walking Tour.** The south end of the city's business district includes an unusual attraction — a breathtaking waterfall!

32 ST. CROIX FALLS — Continue on Hwy. 35 to St. Croix Falls. Just before reaching town, visit **Interstate Park** — Wisconsin's first state park created in 1900. Here you can tour the **Ice Age Interpretive Center**, which features photographs, murals, a film and other information about the age of glaciers. Both the park and the center are open year 'round. Visit the Dalles of the St. Croix, a deep gorge cut by the St. Croix River.

St. Croix Falls is also the headquarters of the **St. Croix National Scenic Riverway**. The Center, at the north end of town, has exhibits on logging and early settlers and a movie called "St. Croix Reflections" that is shown on request. Open year 'round, they'll also help plan canoe trips in the area.

Before leaving St. Croix Falls, be sure to visit **Fawn Doe Rosa Park** to see its excellent wildlife display. The park is open mid-May through September.

At the doorstep to Wisconsin's great Northwoods, St. Croix Falls is a fitting place to pause on your journey along Wisconsin's Great River Road.

And while you've sampled the beauty and hospitality of Wisconsin's western border, remember that the Badger State offers much more. For a free packet of statewide vacation literature, call 1-800-432-TRIP. And, for free travel assistance, call 1-800-372-2737 during normal business hours.

River Tidbits

Lakes are few and far between along the Great River Road. While the Mississippi provides plenty of boating, fishing and swimming, many river communities also built municipal swimming pools. The location of swimming pools and river beaches are noted in the accompanying Great River Road narrative.

In some areas, river bluffs rise more than 500 feet above the Mississippi. Towns were built on the narrow banks between the bluffs and the water. As a result, many river towns are only one or two streets wide — yet they are several miles long!

Many river towns offer fishing platforms or barges anchored in the river channels. For a small fee, power launches will transport you for day or night fishing. Check it out — fishing is excellent along Wisconsin's Great River Road.

Wisconsin enjoyed a thriving lead mining industry along the Mississippi until 1849 when the California Gold Rush lured tens of thousands of miners west.

In 1811, Robert Fulton's first steamboat, the "Clermont", began sailing in and around the river port of New Orleans. By the mid-1800s, more than 1,100 steamboats were ferrying passengers and freight on the Mississippi River. Today, only two great steamboats of yesteryear still grace the river: the "Mississippi Queen" and the "Delta Queen."

Over the past thirty years, clamming along the Upper Mississippi has experienced a rebirth. Clam barges and divers scour the riverbottom for freshwater clams. In the past, clam shells were used to make buttons. Today, shells are ground into small pellets and sold to the Japanese to culture pearls. Pellets are inserted into saltwater clams to start the formation of pearls.

Pearls in freshwater clams are very rare — only one in 25,000 produces a small, asymmetrical pearl worth about $1,500.

Wisconsin's Great River Road offers some of the Midwest's best "antiquing". Quaint shops in small river towns along the Mississippi can produce the antique treasure of a lifetime. Check it out!

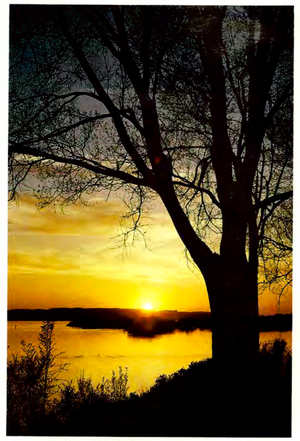
Traveling Wisconsin's Great River Road!

Spend a twilight hour on the road, rambling with the great, glassy river through the high limestone bluffs. The water sparkles in the crimson rays of a setting sun. A skilled gray heron in low-level flight kisses the gentle waves in his search for an evening meal.

As you round a crescent river bend a solitary fisherman casts for striped bass. From scenic outlooks and way-sides high atop the river bluffs, picnickers pause in silent appreciation as the western sky dims through golden hues to the gray-tones of darkness. It's been another exciting day on Wisconsin's Great River Road, filled with adventure and discovery. In the back seat, the kid's are fading faster than the setting sun and it's time to find a home-cookin' cafe and a cozy motel.

Along the river, the running lights of an occasional barge or houseboat mingle with highway headlights and fireflies. In the distance, beyond the great curve of shimmering water, the welcome glimmer of the next friendly river town promises a perfect end to a perfect day.

It is nightfall on the river . . . Wisconsin's Great River Road . . . and you're among friends!



Sunset on the Great River Road. *Photo by Dan Wicka*

Trace Wisconsin's western border from Dickeyville in the south to St. Croix Falls in the north. Enjoy 300 miles of what is quite possibly the Midwest's most undiscovered, undersung scenic drive. You'll find quaint river towns where the prices are reasonable and the people friendly. Towns with inviting names like Tennyson and Ferryville, Trempealeau, Fountain City and Somerset.

Wisconsin's Great River Road flanks the Mississippi and St. Croix Rivers as they tumble southward through the rolling hills and dalles of western Wisconsin. It is an area to be enjoyed . . . leisurely; a marvelous mix of natural beauty and history blended to perfection.

In the new-green brilliance of spring or the white mantle of winter, in summer sunlight or the amber hues of autumn, Wisconsin's Great River Road is a delight in any season!

More Information

For more information about the Great River Road, flanking the Mississippi from Canada to the Gulf of Mexico, contact:

Mississippi River Parkway Commission
Pioneer Building, Suite 1513
336 Robert Street
St. Paul, MN 55101
Phone: 612/224-9903

For more information about Wisconsin's Great River Road or other wonderful Wisconsin vacation locations and travel destinations, contact:

Wisconsin Tourism
P.O. Box 7606
Madison, WI 53707
Phone: 800/432-TRIP (national)
800/372-2737 (Wisconsin & neighbor states)

Wisconsin Indianhead Country
Regional Tourism Office
P.O. Box 827
Chetek, WI 54728
Phone: 800/472-6654 (Wisconsin)
800/826-6966 (US)

Hidden Valley
Regional Tourism Office
P.O. Box 2527
La Crosse, WI 54602-2527
608/782-2467

For travel and lodging information about specific communities along Wisconsin's Great River Road, contact:

Alma
City Clerk's Office
P.O. Box 272
Alma, WI 54610
608/685-3330

Cassville
Civic Club
Box 576
Cassville, WI 53806
608/725-5180

Crawford County
UWEX Office
111 W. Dunn
Prairie du Chien, WI 53821
608/326-0223

Gays Mills
Lisa's Club
Bank of Gays Mills
Gays Mills, WI 54631
608/735-4328

Grant County
UWEX Office
P.O. Box 31
Lancaster, WI 53813-0031
608/723-2125

Hudson
Chamber of Commerce and Tourism Bureau
502 Third St.
P.O. Box 438
Hudson, WI 54016-0438
715/386-8411

La Crosse
Convention & Visitors Bureau
Riverside Park
P.O. Box 1905
La Crosse, WI 54602-1895
608/782-2366, 800/658-9424

La Crosse
County UWEX Office
Courthouse
300 N. 4th St.
La Crosse, WI 54601
608/785-9583

Lancaster
Chamber of Commerce
110 E. Maple St.
P.O. Box 292
Lancaster, WI 53813-0292
608/723-7932

New Richmond Area
Chamber of Commerce
150 W. First St.
New Richmond, WI 54017
715/246-2900

Osceola
Business Association
Box 251
Osceola, WI 54020-0251
715/755-3369

Pepin County
Government Center
P.O. Box 39/County Clerk
Durand, WI 54736
715/672-8857

Pierce County
UWEX Office
412 W. Office St.
P.O. Box 69
Ellsworth, WI 54011-0069
715/273-3531, EXT 243

Potosi-Tennyson
Chamber of Commerce
Box 11
Potosi, WI 53820-0011
608/763-2208

Prairie du Chien
Chamber of Commerce
211 S. Main St.
P.O. Box 326
Prairie du Chien, WI 53821-0236
608/326-8555, 800/PDC-1673 (U.S. & Canada)

Prescott
Chamber of Commerce
P.O. Box 241
Prescott, WI 54021-2044
715/262-0284

River Falls
Chamber of Commerce
115 E. Elm
P.O. Box 172
River Falls, WI 54022-0172
715/425-2533

Saint Croix County
Clerk's Office
911 4th St.
Hudson, WI 54016
715/ 386-4630

Saint Croix County
UWEX Office
Agricultural Center
Baldwin, WI 54002
715/684-3301

Saint Croix Falls
Chamber of Commerce
P.O. Box 278
Saint Croix Falls, WI 54024-0278

Somerset
Chamber of Commerce
Box 357
Somerset, WI 54025-0357
715/247-3366

Trempealeau County
Clerk's Office
Courthouse
Whitehall, WI 54773
715/538-2311

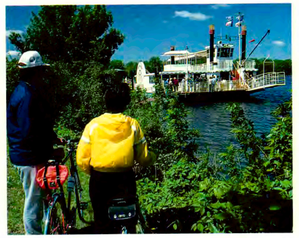
Viroqua - Vernon County
Chamber of Commerce
P.O. Box 348
Viroqua, WI 54665
608/637-2515

Front Cover Photo by Dan Wicka

Attachment 3

Wisconsin's Great River Road

"... the Midwest's most undiscovered, undersung scenic drive."



The "La Crosse Queen." *Tourism staff photo by Gary Knowles*

Fishin' is great all along the river! *Tourism Photo File*

La Crosse Jazz Festival. *Tourism staff photo by Stan Solheim*

Ride the mine train at the Platteville Mining Museum. *Tourism Photo File*

Stonefield Village, Cassville. *Bob Granflaten, SHS*

Golf Wisconsin! *Tourism Photo File*

*"**Wisconsin** . . . You're Among Friends!* *Tourism staff photo by Gary Knowles*

Mississippi sandbars — a boater's delight! *Tourism staff photo by Gary Knowles*

WISCONSIN'S GREAT RIVER ROAD

Follow one of the world's truly great rivers as it rambles along Wisconsin's western border carving frontier history and river-city charm from its bluffs of Mississippi limestone.

This is the Upper Mississippi. Distinctly different than it's lower half, it's as relaxing and beautiful as the Lower Mississippi is commercial and bustling. Take your time. Stop often. There's plenty to see and enjoy.

The tour description that follows begins at the southern end of Wisconsin's Great River Road and heads north. Your tour may run north-to-south; or begin and end anywhere along the route. The information in this brochure allows you to design your own, personalized excursion.

1 DICKEYVILLE — In Wisconsin's southwest corner, at the intersection of Hwys. 151 and 61, lies Dickeyville, home of the **Dickeyville Grotto**. The shrine was constructed by Father Mathias Wernerus from colorful bits of stone, glass and shells gathered from throughout the world. Wernerus paid tribute to his God and country in this unusual piece of folk art. The grotto is open year 'round.

For an interesting side trip off the Great River Road, follow Huy. 151 northeast from Dickeyville into Lafayette and Iowa Counties.

*Stop in **Platteville** where attractions include tours of the old Bevins Lead Mine and Rollo Jamison Museum. The University of Wisconsin-Platteville hosts an excellent summer Shakespeare Festival and is also the site of the Chicago Bears' spring training camp.*

*Traveling further along Huy. 151, stop in **Belmont**, site of Wisconsin's first capitol. Visit Pendarvis in **Mineral Point**, a Wisconsin State Historical Site preserving the heritage of the Cornish miners who were among the state's first settlers. Be sure to visit House on the Rock, one of Wisconsin's premier attractions near **Dodgeville**, and Frank Lloyd Wright's "Taliesin" near **Spring Green**, a world-class architectural treasure.*

2 TENNYSON — Back on the Great River Road, follow Hwy. 61 north from Dickeyville to Tennyson, (originally named "Dutch Hollow"), one of a dozen communities that grew up 150 years ago around more than 10,000 hand-dug lead mines that operated in the area. The region produced virtually all of the lead shot for the Northern forces during the Civil War.

3 POTOSI — From Tennyson follow Hwy. 61 north to Hwy. 133 to Potosi, the "Catfish Capital of Wisconsin." You can't get lost in Potosi. The town has just one street (Main Street) — and it's three miles long! For more mining history, check with the **St. John Lead Mine** for a self-guided tour of 40 local sites dating back to the 1827 "lead rush". Tour the mine, which is thought to be the oldest in the state. It was hand-dug and worked by Indians before the first settlers arrived. The mine is open daily May through October.

Two miles south of Potosi, just off Hwy. 133, is the **Grant River Recreation Area & Park**. Administered by the Army Corps of Engineers, it includes a well-developed, modern campground open Mid-April through Mid-October.

4 CASSVILLE — Follow Hwy. 133 west to Cassville, the site of **Stonefield Village** and **Nelson Dewey State Park**. Cassville was the site of the first territorial legislature of Wisconsin and was an important steamboat center. Today, Cassville boasts a large swimming pool, a beautiful river park and a marina. If you've never ridden on a car ferry, now is the time. The **Cassville Car Ferry** is the fun way to cross the Mississippi — and return for more great touring along Wisconsin's Great River Road! The ferry operates May through October.

Just north of Cassville on Cty. VV lies **Stonefield Village**, a replica of an 1890s frontier village operated by costumed guides from the State Historical Society. The village features horsedrawn carriages and a beautiful covered bridge. Open daily May through October, the complex includes five original buildings from the Nelson Dewey homestead, home of Wisconsin's first governor. Just across the street, wooded family campsites and spectacular river bluffs are available at **Nelson Dewey State Park**, open year 'round.

Continue north on Cty. VV to Duncan Road, then turn west to the **Eagle Nature Preserve**. The preserve is a haven for migrating eagles. In mid-winter, nearly 1,000 eagles roost on the nearby islands in the Mississippi.

5 BAGLEY — Follow Cty. VV north taking in spectacular views of the Mississippi River and the bluffs and hollows of its shoreline. At Cty. A turn northwest to Bagley, a robust river town with large campgrounds on either end of the village.

6 WYALUSING — Follow Cty. X to the Village of Wyalusing offering an excellent sand beach in the village park along the river.

Just north of Wyalusing, be sure to visit **Wyalusing State Park**, open year 'round. Here you can enjoy excellent camping facilities, hiking trails and picnic grounds. Watch for wild turkeys, turkey vultures, eagles and migratory birds as well as deer, raccoon and opossum in this 2700-acre park. Huge Indian mounds line the Sentinel Ridge Walk and from a cliff overlook you can observe the confluence of two magnificent rivers, the Mississippi and the Wisconsin. Hiking trails lead to interesting rock formations and canyons. There is a marked canoe route that winds through ten miles of river islands.

7 PRAIRIE DU CHIEN — Follow Cty. X to Cty. C to Hwy. 18 west through Bridgeport to Prairie du Chien. Stop at the **Wisconsin Tourism Information Center** to learn about the area's attractions. The center is open May through October.

Prairie du Chien is the second-oldest settlement in Wisconsin, (second only to Green Bay). In the early 19th century, the American Fur Trading Company built the sturdy stone warehouses which still survive on historic **St. Feriole Island.** Remnants of the old American Fort, built to protect this outpost, also survive.

Fabulous fur fortunes were made in the area. One such fortune built **Villa Louis**, an 1870s mansion built by Wisconsin's first millionaire, Hercules Dousman. The villa is an opulent Victorian estate with one of the nation's finest collections of Victorian decorative arts. It is now owned and operated by the State Historical Society and is open daily May through October.

Behind Villa Louis, along the river bank, enjoy the **St. Feriole Island Railroad** — where a variety of boardwalk shops fill restored rail cars. Nearby, **Lawler Park** offers delightful river walks and an excellent swimming beach. The island also boasts a fine 80-slip marina.

See medical history from the 1800s and an exhibit of medical quackery at the **Fort Crawford Medical Museum**. Open May through October the museum houses relics of 19th century medicine in Wisconsin including displays of Indian herbal remedies, an old-fashioned drug store, dentist and doctor's office.

Take a tour of the town in a horse and carriage from **J & D Livery**. Or, view the Mississippi River aboard local excursion boats which operate from Memorial Day through October.

*For a subterranean sidetrip, follow Huy. 60 east to **Wauzeka** and the Kickapoo Indian Caverns. Open mid-May through October, the caverns are the largest underground caves in Wisconsin and once sheltered local Indians. They were re-discovered by lead miners in the 1800s.*

8 LYNXVILLE — From Wauzeka, travel Cty. N west to return to the Great River Road. Drive north along Hwy. 35 to Lynxville, once a busy rail center. Watch the river traffic pass through **Lock and Dam No. 9.**

*For another interesting side trip, follow Huy. 171 east to **Gays Mills**. This is apple country and you'll soon find yourself surrounded by orchards. The best times to visit Gays Mills are in the spring for the blossoms and in the fall for the apples. The city celebrates both with appropriate festivals. Stop at the Log Cabin Village, open May through October, to tour a collection of original historic buildings from the area.*

*Follow Huy. 131 northeast to **Soldiers Grove**, a solar-powered community. In 1978, a disastrous flood destroyed the village. Afterwards, the business district was relocated and an energy-efficient community was created using solar power. At Solar Town Center, all of the buildings are designed to capture at least 50 percent of their heat from the sun.*

9 FERRYVILLE — Retrace your steps to the Great River Road and continue north on Hwy. 35 to Ferryville, the longest one-street village in the world. The village clings to the bluffs along the river, leaving barely enough room for Hwy. 35 and the railroad tracks. For a special treat, stop and sample some of Wisconsin's famous cheese at the **Ferryville Cheese Factory.**

10 DESOTO — This tiny village has the distinction of being located in two counties and is named for the famous Spanish explorer Fernando DeSoto, the first European to see the Mississippi River.

North of DeSoto and just south of the Village of Victory on Hwy. 35, visit **Blackhawk Park**. Operated by the Army Corps of Engineers, the park has direct access to the main channel of the river and is open year 'round.

11 VICTORY — Just north of the park, the village of Victory is the site of the decisive battle of the Black Hawk War of 1832 in which Chief Black Hawk and his band of Fox and Sac Indians were defeated. Zachary Taylor, Abrahama Lincoln and Jefferson Davis all served in the war as young army officers.

At the mouth of the Bad Ax River about three miles north of Victory, you can tour the rearing ponds of a National Fish Hatchery.

12 GENOA — A village of 283, Genoa was originally named Bad Ax. But in 1868, Italian immigrants rechristened the town in honor of Christopher Columbus. On the south side of the village, visitors can see **Lock & Dam No. 8** from a viewer platform. Nearby, a wayside park offers a scenic overlook and a historical marker describes the navigational lock and dam system. Genoa is the home port of several commercial fishing operations and two fresh fish markets. Two miles north of Genoa, **Old Settlers Overlook** allows you to drive to the top of the bluffs and view the river from your auto. Three states are visible; Wisconsin, Minnesota and Iowa. Picnic tables, grills, water, toilets and a shelter house make this a fine rest stop.

13 STODDARD — The town was originally located inland from the main river channel along the sandy delta of Coon Creek. However, the construction of the Genoa Lock and Dam in 1937 flooded 18,000 acres of delta farmland and brought the river to Stoddard. The village of 760 offers a fine river beach at Stoddard Park as well as a marina and campground.

*As a short side trip, follow Huy. 162 east from Stoddard through Chaseburg to **Coon Valley**, home of Norskedalen, a 350-acre arboretum offering a historic glimpse of the lives of the area's Norwegian pioneers. Costumed volunteers guide you through a museum, cultural center, blacksmith shop, and authentic Norwegian log homes and farm buildings. The Norskedalen complex is open daily through the summer.*

From Coon Valley, return to the Great River Road by traveling west on Hwys. 14/61. Five miles south of La Crosse visit **Goose Island County Park**. The park spreads out over several islands in the river and offers more than 400 campsites and a fine swimming beach.

14 LA CROSSE — La Crosse is, by far, Wisconsin's largest city on the Mississippi. Located at the confluence of three rivers, the city spreads out on a broad plain that was a natural rendezvous site for Indians and fur traders.

Within ten years of its founding, La Crosse became known as the "Gateway City," a focal point for river traffic, stage routes and the railroad. The city rapidly became a major port with as many as two hundred boats stopping in La Crosse in a month.

Today, La Crosse is a lively, attractive city offering a host of vacation adventures. A **Wisconsin Travel Information Center** is located in La Crosse at Rest Area 31 on Interstate 90-east. And check with the **La Crosse Convention and Visitors Bureau**, located in the city's beautiful Riverside Park. The park is also the home of **"Riverside USA,"** an animated exhibit describing life on the Mississippi. Enjoy a river excursion aboard the sternwheeler **"La Crosse Queen,"** docked nearby, or the **Island Girl Cruiseliner**. Boat tours are offered May through October.

In the downtown area, **Pettibone Park** — on Barron Island — offers a delightful swimming beach and bathhouse surrounded by the Mississippi River. **Myrick Park**, near the University of Wisconsin-La Crosse campus, has Indian mounds, a playground, kiddie rides, and a children's zoo.

At the **Pump House Regional Center for the Arts**, open year 'round, you can pick up information on local arts activities and performances. Two tours, complete with samples, tempt the visitor: **Christina Winery** offers a look at local winemaking; and the **G. Heileman Brewery** offers tours with samples of their beers for the thirsty tourist. Don't miss the world's largest six-pack! Both tours are available year 'round.

Open all year, the **Swarthout Museum** provides a first-rate glimpse of local history. **Hixon House,** another historic treasure, is unique in that it is furnished today exactly as it was when the Hixon family left it in the 1800s. The house is open daily June through Labor Day.

From an elevation of 1,172-feet, **Granddad Bluff**, tallest of the rocky bluffs overlooking the city, offers magnificent views of the Mississippi River Valley from a park about two miles east of the river. From the lookout, you can see thirty miles downriver into both Minnesota and Iowa.

For bikers and hikers, La Crosse is the crossroads of two important trail systems: **The Great River State Trail** runs north 22.5 miles to Trempealeau and Perrot State Park crossing 18 bridges as it winds its way through the backwaters of the Mississippi; and the **La Crosse River Bike Trail** runs 23.5 miles east along the shimmering banks of the La Crosse River to Sparta. At Sparta, bikers can connect with the nationally-famous **Elroy-Sparta Bike Trail** offering recreationalists nearly 75 miles of hiking and biking through some of Wisconsin's finest scenery, plus three railroad tunnels between Sparta and Elroy.

15 ONALASKA — Just north of La Crosse, the city of Onalaska has access to the Mississippi and to **Lake Onalaska** (Pool No. 7). The Wisconsin DNR reports that more fish are caught in Lake Onalaska than in any other pool on the Mississippi. On the north end of the city, you can enjoy a beach and bathhouse at Black River Beach.

*For a fascinating sidetrip, follow Interstate Highway I-90 east to **West Salem**, where you can tour the boyhood home of Wisconsin author Hamlin Garlin. Thirteen miles further east brings you to **Sparta**, home of one of the nation's premier bicycle trails featuring three railway tunnels along its 35-mile grade. Follow Huy. 21 northeast to **Fort McCoy**, the nation's largest Army Reserve and mobilization center. The 60,000-acre military post is open for tours offering a recreation area on Squaw Lake and a small waterfall.*

16 MIDWAY — Backtrack to Hwy. 35 and continue your journey along Wisconsin's Great River Road. Five miles north of Onalaska, Midway is the home of two interesting river sidelights. The **Circle D Buffalo Ranch** there is one of the most successful commercial buffalo ranches in the country with a herd of 300 American Bison. Midway is also the site of an important, and on-going, archaeological excavation documenting the **Oneta Indians** who lived and farmed in the area more than 500 years ago.

17 HOLMEN — Just north on Hwy. 35, stop at the **County Park** in Holmen to find picnic sites, a shelter, hiking trails and a lovely foot bridge over Halfway Creek Ravine.

18 TREMPEALEAU — The village is named after Trempealeau Mountain — a navigational landmark used by the early French fur traders. Main Street, which is listed on the National Register of Historic Places, dates from the 1890s. An 1888 fire destroyed the town's original business district leaving the historic **Trempealeau Hotel** the only surviving structure.

Today, a full-service marina offers river access and houseboat rentals. An observation area is available for those who wish to watch the operation of the river locks. The **Trempealeau Lakes,** a chain of seven small spring-fed lakes, are popular for fishing and canoeing. The village also offers an outdoor, olympic-size swimming pool as well as the sandbars of the Mississippi for summertime swimmin'.

The **Van Loon Wildlife Area** located east of Trempealeau and used primarily for deer and waterfowl hunting, provides fishing, canoeing and primitive camping. The 6-1/2 square mile refuge is the location of the historic **McGilvray Road** with its five steel bowstring, arch-truss bridges now being restored by the Wisconsin DNR.

West of Trempealeau is **Perrot State Park**, named after French explorer Nicholas Perrot, who built a trading post here in 1665. Located where the Trempealeau and Mississippi Rivers meet, the park's 500-foot river bluffs afford breathtaking views. Burial and ceremonial mounds can be found in the park as well as petroglyphs marking the equinox and summer solstice. The park is open all year.

Four miles north of Perrot State Park you'll find the **Trempealeau National Wildlife Refuge**. Managed by the U.S. Fish & Wildlife Service, the 6,000-acre refuge hugs the banks of the Mississippi. Its wetlands are home to a wide range of waterfowl including ducks, geese, herons and egrets. It is not unusual to observe the flight of the refuge's most important resident — the American Bald Eagle. The refuge is open daily during daylight hours.

*From Trempealeau, take a short 7-mile sidetrip inland via Cty. K and Huys. 93/54 to visit charming **Galesville**. Founded in 1853 along the bluffs of Beaver Creek and the banks of Lake Marinuka, Galesville offers many lovely Victorian homes, a bluff park with a swinging footbridge, and the historic A.A. Arnold Eastside Farm. The city is ringed by apple orchards which thrive in the more-temperate climates of the Trempealeau Plain, surrounded by a great circle of river bluffs. In 1869, the surpassing beauty of the area led a Galesville minister, Rev. Slyke, to publish a booklet, "Garden of Eden", in which he put forth the theory that the Trempealeau Plain was indeed, the Biblical Garden of Eden.*

19 FOUNTAIN CITY — Return to Hwy. 35 at Centerville and follow the Great River Road north to Fountain City. One of Wisconsin's most-picturesque river towns, the city clings to 550-foot **Eagle Bluff** and **Indian Head Rock**. Fountain City is a maintenance depot for the U.S. Army Corps of Engineers. The large dredging barge and other work boats harbored here are used to maintain a 9-foot deep navigational channel on the Upper Mississippi. Two miles north of Fountain City enjoy the delights of **Merrick State Park**, open all year.

20 COCHRANE — Continue north on Hwy. 35 to Cochrane. Stop at **Goose Lake Memorial Park**. It's a great picnic spot with a swimming pool and a shelter house.

21 BUFFALO — Buffalo is Wisconsin's smallest incorporated city. Known as the "City of Parks", Buffalo boasts seven public parks as well as a campground and full-service marina.

22 ALMA — Alma is the next stop north with many charming, waterfront shops and elegant, turn-of-the-century homes. The entire city is listed in the National Register of Historic Places. Visitors will enjoy the charming waterfront shops.

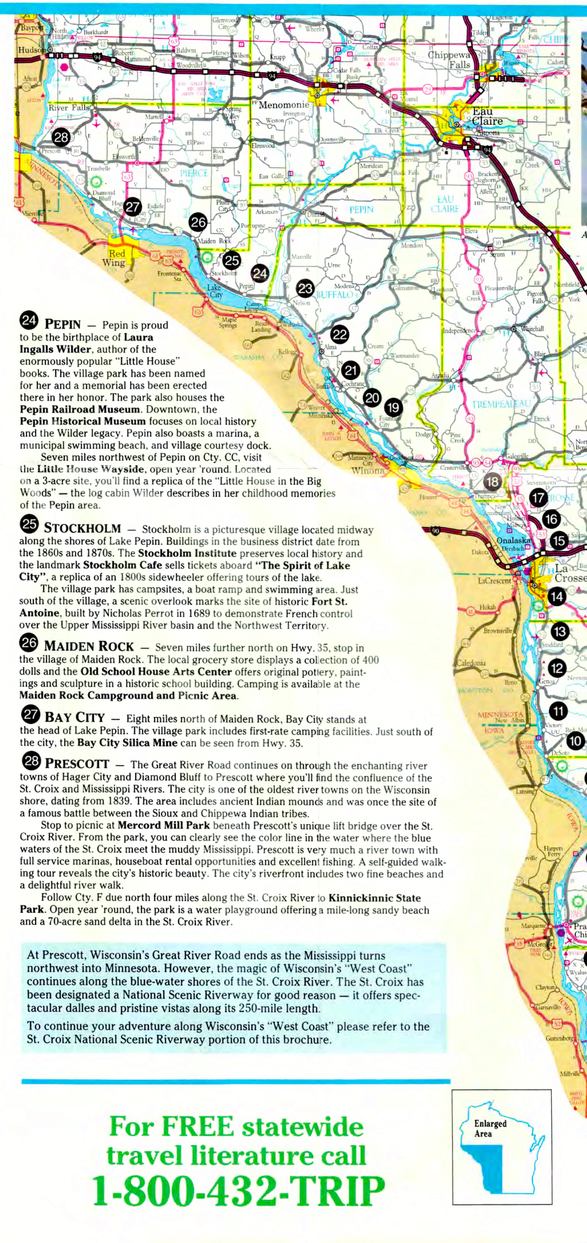
Built by Swiss settlers, Alma is nestled in a narrow corridor between the river and **Twelve Mile Bluff**, rising 500-feet above the Mississippi. The city is only two streets wide — but it's seven miles long! The downtown offers an observation deck at **Lock and Dam No. 4**. As the lock is flooded, watch as the huge barges are lifted to the level above the dam.

Alma includes two marinas, two full-service campgrounds, a municipal pool, a delightful 300-foot sand beach along the river, and excellent fishing. Hike or drive up to **Buena Vista Park**, located on the bluffs above the river providing a fantastic view. In the fall, stop at **Rieck's Lake Park** just north of Alma to see hundreds of migrating Tundra Swans.

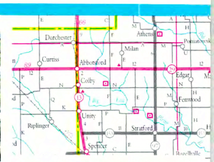
23 NELSON — Stop to tour the **Nelson Cheese Factory** and taste Wisconsin's rich dairy heritage. **Castleberg Park** on the south end of town is a favorite picnic spot.

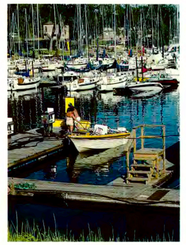
*For an exciting sidetrip, head north from Nelson on Huy. 25. The road follows the enchanting Chippewa River through Durand to **Downsville** where you can tour a wonderful logging museum as well as Caddie Woodlawn County Park — named for the famous children's book. Eight miles further north on Huy. 25 brings you to **Menomonie**, home of the beautifully-restored Mabel Tainter Memorial Building & Theater, as well as two excellent museums of local history. Menomonie is also the gateway to the Red Cedar State Trail for panoramic hiking and biking; and the Hoffman Hills State Recreational Area. Head west from Menomonie on Huy. 29 to **Spring Valley** and tour Crystal Cave, with more than 30 "rooms" to explore.*

From Nelson head north on Hwy. 35 past the **Tiffany Wildlife Area** and the mouth of the Chippewa River.



Apple blossom time in Galesville. *Tourism Photo File*





Lake Pepin Marina. Photo by Dan Wicka

24 PEPIN — Pepin is proud to be the birthplace of **Laura Ingalls Wilder**, author of the enormously popular "Little House" books. The village park has been named for her and a memorial has been erected there in her honor. The park also houses the **Pepin Railroad Museum**. Downtown, the **Pepin Historical Museum** focuses on local history and the Wilder legacy. Pepin also boasts a marina, a municipal swimming beach, and village courtesy dock.

Seven miles northwest of Pepin on Cty. CC, visit the **Little House Wayside**, open year 'round. Located on a 3-acre site, you'll find a replica of the "Little House in the Big Woods" — the log cabin Wilder describes in her childhood memories of the Pepin area.

25 STOCKHOLM — Stockholm is a picturesque village located midway along the shores of Lake Pepin. Buildings in the business district date from the 1860s and 1870s. The **Stockholm Institute** preserves local history and the landmark **Stockholm Cafe** sells tickets aboard **"The Spirit of Lake City"**, a replica of an 1800s sidewheeler offering tours of the lake.

The village park has campsites, a boat ramp and swimming area. Just south of the village, a scenic overlook marks the site of historic **Fort St. Antoine**, built by Nicholas Perrot in 1689 to demonstrate French control over the Upper Mississippi River basin and the Northwest Territory.

26 MAIDEN ROCK — Seven miles further north on Hwy. 35, stop in the village of Maiden Rock. The local grocery store displays a collection of 400 dolls and the **Old School House Arts Center** offers original pottery, paintings and sculpture in a historic school building. Camping is available at the **Maiden Rock Campground and Picnic Area**.

27 BAY CITY — Eight miles north of Maiden Rock, Bay City stands at the head of Lake Pepin. The village park includes first-rate camping facilities. Just south of the city, the **Bay City Silica Mine** can be seen from Hwy. 35.

28 PRESCOTT — The Great River Road continues on through the enchanting river towns of Hager City and Diamond Bluff to Prescott where you'll find the confluence of the St. Croix and Mississippi Rivers. The city is one of the oldest river towns on the Wisconsin shore, dating from 1839. The area includes ancient Indian mounds and was once the site of a famous battle between the Sioux and Chippewa Indian tribes.

Stop to picnic at **Mercord Mill Park** beneath Prescott's unique lift bridge over the St. Croix River. From the park, you can clearly see the color line in the water where the blue waters of the St. Croix meet the muddy Mississippi. Prescott is very much a river town with full service marinas, houseboat rental opportunities and excellent fishing. A self-guided walking tour reveals the city's historic beauty. The city's riverfront includes two fine beaches and a delightful river walk.

Follow Cty. F due north four miles along the St. Croix River to **Kinnickinnic State Park**. Open year 'round, the park is a water playground offering a mile-long sandy beach and a 70-acre sand delta in the St. Croix River.

At Prescott, Wisconsin's Great River Road ends as the Mississippi turns northwest into Minnesota. However, the magic of Wisconsin's "West Coast" continues along the blue-water shores of the St. Croix River. The St. Croix has been designated a National Scenic Riverway for good reason — it offers spectacular dalles and pristine vistas along its 250-mile length.

To continue your adventure along Wisconsin's "West Coast" please refer to the St. Croix National Scenic Riverway portion of this brochure.

For FREE statewide travel literature call

1-800-432-TRIP

Attachment 4
Wisconsin Submittal
Great River Road

Wisconsin's Great River Road

"America's Greatest Undiscovered Drive"

Wisconsin Mississippi River Parkway Commission

Wisconsin's Great River Road MARKETING PLAN 1999-2000

GOAL:

To raise public awareness of the Wisconsin Great River Road as a travel opportunity and thus encourage people to travel to the area and enjoy the natural and man-made attractions along the entire route.

OBJECTIVES:

1. Inform and educate community leaders, business people and the general public of the benefits and value of cooperatively promoting the Wisconsin Great River Road an counties along the Mississippi River.

2. Develop a broad domestic market recognition of the attractiveness, historical, and uniqueness of the Wisconsin Mississippi Valley.

3. Promote new and refreshing tourist attractions and activities that fills the needs regarding current tourism trends.

4. Promote travel to the WI-GRR by promoting the GRR videos, Internet, GRR brochures to travel groups, convention, local groups and media.

5. Work with Wisconsin Department of Transportation, Department of Tourism and other tourism related organizations.

6. Encourage development of financial resources, including state funding, co-op partners, public and private organizations.

7. Evaluation of activities for effectiveness.

July 1999

Wisconsin's Great River Road

"America's Greatest Undiscovered Drive"

Wisconsin's
Great River Road

MARKETING PLAN 1999-2000

ACTION PLAN:

1. **Produce & distribute WI-GRR Attraction and Inventory Guide.**
   a. Update Guide annually
   b. Add categories as needed
   c. Expand distribution policy

2. **Cooperate with Wisconsin Department of Transportation to promote the use of the Archaeological and Historical Interpretive reports.**
   a. Attend appropriate meetings
   b. Encourage the usage of the reports when appropriate

3. **Continue to encourage use of WI-GRR logo in print materials and window display.**

4. **Encourage development and sale of WI-GRR logo merchandise.**
   a. Inform users of procedure to use copy righted logo
   b. Monitor Logo for correct usage

5. **Produce & distribute WI-GRR Map/Brochure**
   a. Appoint brochure committee
   b. Secure funding sources including the Designation Marketing Grant -DOT
   c. Fund the use of an #800 for fulfillment of product/requests
   d. Provide information to appropiate organizations/agencies in developing brochures/map

6. **Develop Press Kits**
   a. Develop kits in house

7. **Expand photo library of GRR images.**
   a. Reproduce slides from Department of Tourism/DOT and/or other agencies when appropriate
   b. Committee members find someone in your area to photo events/attractions
   c. Assign committee member to organize photo file and make available for usage

Action plan cont.

8. **Explore new ways to promote WI-GRR through National Tourism Week and other events.**
   a. Prepare news releases/develop unique ideas
   b. Attend Tourism Day-Madison.
   c. Participate in Governor's Tourism Conference & other appropriate conferences

9. **Continue to use the Chicago Window GRR Display**
   a. Find places to display-needs a 12' window area

10. **Explore new advertising markets-cable-TV-radio-publications-Internet**
    a. advertise in major domestic publications
    b. Develop and fund GRR Web site and link to appropriate sites

11. **Organize a WI-GRR Tourism Conference**

12. **Identify and contact potential sources of financial support**

13. **Work closely with the Wisconsin Department of Tourism and National MRPC promotion committee and other related groups.**

14. **Promote and encourage motorcoach tours on the WI GRR.**

15. **Encourage the development of a Heritage Tourism Designation along the Wis. GRR in part or whole area**

16. **Conduct and/or encourage follow ups to inquiries from past promotional projects**

17. **Develop future WI-GRR promotions based on current tourism trends**
    a. Cooperate with groups/organizations when they are organizing events along the WI. GRR such as Bike tours, Classic car tours, Motorcoach tours, etc.

18. **Encourage the development of the Scenic By Ways project and Kiosks.**

19. **Develop an awareness of attractions which are within the counties along the Wisconsin Great River Road.**
    a. Support, partner and share information.

Attachment 5
Wisconsin Submittal
Great River Road

WISCONSIN MISSISSIPPI RIVER PARKWAY COMMISSION

1998-1999

ANNUAL REPORT

Prepared by:
Evan Zantow, Chairman

Great River Country

WISCONSIN MISSISSIPPI RIVER PARKWAY COMMISSION
1998/1999
ANNUAL REPORT

On behalf of the Wisconsin Mississippi River Parkway Commission (WI MRPC), I am very pleased to present the Annual Report of the activities and accomplishments of the WI MRPC for the past fiscal year.

The year 1999 will go down in history as one of great significance for the Wisconsin Great River Road. In June the Secretary of Transportation, Charles Thompson declared the entire length of the Wisconsin GRR as the states first scenic byway under the interim state scenic byway program. Secretary Thompson's declaration stated (in part) "There is WI DOT consensus and local and National recognition that the Great River Road ... possesses such a high degree of unusual, exceptional, and distinctive scenic, natural, historical, recreational, culture features that will meet and most likely surpass all criteria"

Furthermore the WI MRPC in cooperation with adjoining and other Mississippi River States are proceeding towards submitting a multi state application to the Federal Highway Commission (deadline January 2000) for designation of the Great River Road as a National Scenic Byway.

While the Wisconsin MRPC is most grateful for the state designation and the prospect of National designation - the Commission also recognizes the increased responsibilities on their part in working with the Wisconsin Departments of Transportation, Natural Resources, Tourism, Commerce, State Historical Society, the Regional Planning Commissions, and local constituency towards implementation activities commensurate with the stature of the designations.

During the past year the Wisconsin MRPC has met on a quarterly schedule. In addition WI MRPC representatives attended both the Annual and Midwinter MRPC meetings . Two of the four legislative memberships are in the process of being filled - as well as two of the county memberships. After 40 years of dedicated service, Roy Finley of Pierce County has announced his retirement effective the end of this calendar year.

The WI MRPC with the support of their Technical Committee has directed efforts towards various embellishment activities for the Great River Road including:

- Cooperative development of a Maintenance activity work plan for the GRR. This work plan identified such activities as location of selective clearing to enhance vistas, vegetation control along guard rails, noxious weed control, mowing policy and areas of roadway maintenance activities.

- A commitment to the DOT to assist in the solicitation of local governments to become local sponsors of Enhancement (ISTEA) projects along the GRR.

- The submission of two grant applications to FHWA for Scenic Byway projects namely: (1) State line Gateway entry Kiosks presenting an overview of the Wisconsin GRR and (2) Updating (where appropriate) of the 33 existing Historical Markers and the addition of new Historical Markers as identified in the previously completed WI GRR planning report (Blue print).

- Obtaining the commitment of local tourism facilities to take on the responsibility of being identified on the Great River Road map and publications as being GRR information and interpretive sources.

- The development of a Bikeway Implementation Plan for the entire length of the WI GRR through the special efforts of the Wis DOT Bikeway Planning staff. Efforts are now being directed towards funding grants from the Scenic Byway or Enhancement programs.

- Contact on an informal basis has been made with Owen Dutt, Navigator for the Upper Mississippi River American Heritage River Program offering WI MRPC assistance during his planned visit to Wisconsin's GRR participating Communities.

- A review of the boat access facilities along the Mississippi River as presented by Department of Natural Resource staff.

- Co-organized the dedication event for a 15 mile - $4 Million GRR improvement project in Pierce county. This project was the final segment within Pierce and Pepin counties to provide full width paved shoulders to accommodate bikers.

- The effort and successes of the Marketing and Promotion Committee are numerous and commendable as outlined in the attached report.

- The following summarizes the past year highway/bridge improvements and amenity project accomplishments:

  18 miles highway = $8.4 million
  4 bridges = $ .8 million
  4 amenity projects = $.5 million

Thank you for the opportunity to present this report.
If you have any questions, please feel free to contact Evan Zantow, Chairman, WI MRPC.

WISCONSIN
MISSISSIPPI RIVER PARKWAY COMMISSION

1999-2000 GOALS AND OBJECTIVES

The following is a process for establishing objectives, goals, strategies and measures for carrying out the WORK PLAN for the Wisconsin Mississippi River Parkway Commission (WI MRPC) as outlined in the following mission statement:

Mission Statement

The Wisconsin Mississippi River Parkway Commission exists to preserve, promote and enhance the scenic, historic and recreational resources of the Wisconsin Mississippi River Valley, to foster economic growth of the River Corridor, and develop the National Scenic Byway known as the Great River Road.

The Commission seeks to coordinate activities with communities, local and state units of government and to cooperate with the other nine Mississippi River states and the Province of Ontario that comprise the National Mississippi River Parkway Commission (MRPC).

Statutory Reference

The Wisconsin Mississippi River Parkway Commission is authorized by s 14.85 Wisconsin Stats Act 39, published August 14, 1991. (See attachment).

The membership of the WI MRPC consists of twelve voting members and five non-voting ex-officio members. One member from each of the eight Wisconsin counties bordering the Mississippi River are appointed by the Governor and two members each from the State Senate and the State Assembly are nominated by the majority leader of each House and confirmed by the Governor.

The current membership of the Commission for 1999 is as follows: Kenneth Beck (Vernon County); Senator Alice Clausing (D) State Senate; Charlie Dietrich, (Grant County); Roy J. Finley (Pierce County); State Representative (R) (Vacancy); State Representative (D) (Vacancy); Donna Krebsbach (Buffalo County); Senator Brian Rude (R), (State Senate); Trempealeau County (Vacancy) and Evan Zantow (La Crosse County).

Ex-officio members: Brenda Blanchard (Secretary Department of Commerce); George Meyer (Secretary Department of Natural Resources); Charles Thompson, (Secretary Department of Transportation); Richard (Moose) Speros, (Secretary, Department of Tourism); and George Vogt, (Director, State Historical Society).

Technical Support

Statutory authority provides for a Technical Committee to advise the Commission. The members named by their respective agencies are: Marty Beekman, P.E. (District 6 WisDOT); Gary Brunner, P.E. (District 5 WisDot; Michael Rewey, P.E. (District 1 WisDOT); Louis Cornelius, (Department of Commerce); Rick Dexter, (State Historical Society); Gretchen Benjamin and Terry Moe, (Department of Natural Resources); Debra Skinner, (Department of Tourism); Robert Fisher (Mississippi River Planning Commission); and Frank Huntington, (Southwest Regional Planning Commission).

Standing Committees

The By-Laws of WI MRPC provides for standing committee and membership is appointed by the chairman. The 1999 standing committees are as follows: Legislative, Tourism and Promotion, Transportation, Economic Development, Environmental, and Historical.

Objectives, Goals, Strategies and Measures of the WI MRPC

OBJECTIVE: To assist in coordinating development and preservation of the Great River Road in Wisconsin and its embellishments, such as roadside parks, scenic easements, and scenic overlooks. To seek assistance from other State agencies in all efforts to create a unified development of the Great River Road and its collateral features.

GOALS: To cooperate with similar committees or commissions in other MRPC States and the Province of Ontario in the furtherance of the ultimate development of the Great River Road from Canada to the Gulf of Mexico, and to promote and seek designation of the Great River Road as a National Scenic Byway.

STRATEGIES: To encourage the development and implementation of a Great River Road planning blue print by each of the ten MRPC State Commissions from a holistic perspective which would be applicable to individual states

MEASURES: The Wisconsin MRPC meets a minimum of four times each year. The WI MRPC Work Plan is subject to a review annually and a detailed written report is submitted to the Governor of Wisconsin, the National MRPC Board of Directors, County Board chairs of each of the River Counties, and each of the State Agencies.

Text of s.14.85 Wis Stats.

(1) There is created a Mississippi river parkway commission consisting of the following members:

(a) One member from each of the counties of Buffalo, Crawford, Grant, La Crosse, Pepin, Pierce, Trempealeau, and Vernon.

(b) Two senators and 2 representatives to the assembly. The two major political parties shall be represented in the membership from each house.

(2) The secretaries of commerce, department of tourism, natural resources and transportation, and the director of the historical society or their designees shall serve as non-voting members of the commission.

(3) Each member under sub. (1) shall be appointed by the governor for a 4-year term. Any vacancy shall be filled for the balance of the unexpired term by the governor as soon as practicable.

(4) The commission shall elect its own chairperson, and officers other than a chairperson from its members as its work requires. The commission chairperson shall:

(a) Be the sole voting representative of this state at meetings of the national Mississippi river parkway commission.

(b) Report to the commission on the activities of the national Mississippi river parkway commission.

(c) Serve as secretary, designate a member of the commission to serve as secretary or require an election by the commission of a commission secretary.

(d) Notify the members of meetings of the commission and keep a record of its proceedings, or delegate these responsibilities to the commission secretary.

(5) the commission shall:

(a) Assist in coordinating the development and preservation of the great river road in Wisconsin and its embellishments, such as scenic easements, roadside parks and scenic overlooks.

(b) Assist other state agencies in all efforts to create a unified development of the great river road in Wisconsin and any of its collateral features.

(c) Cooperate with similar committees or commissions in other states and Canadian provinces in the furtherance of the ultimate development of the great river road from Canada to the gulf of Mexico.

(d) Consult with appropriate regional planning commissions regarding the Mississippi river parkway.

(e) Assist in promoting as an attractive travel destination the great river road in Wisconsin and the unique historical, cultural, aesthetic and recreational features along the route of the great river road, such as local communities, off-road parks and forests, and water related facilities.

(6) The commission shall meet quarterly and may meet at other times on the call of the chairperson.

(7) The departments and agencies of this state shall, within existing appropriations and to the best of their respective abilities, cooperate with the commission in the execution of its functions.

(8)(a) The annual membership dues for the commission shall be paid from the appropriation under s. 20.395 (4) (aq).

(b) The members of the commission shall serve without compensation but, except as provided in par. (c), shall be reimbursed from the appropriation under 20.395 (4) (aq) for 75% of actual and necessary expenses incurred in performing their duties under guidelines for reimbursement established by the department of transportation.

(c) The chairperson of the commission shall be reimbursed from the appropriation under s. 20.395 (4) (aq) for all actual and necessary expenses incurred in performing his or her duties under guidelines for reimbursement established by the department of transportation.

(d) If permitted by law, any state agency or local public body, board, commission or agency may allocate funds under its control to fund programs recommended by the commission to undertake activities relating to the promotion of economic development is consistent with the department's statewide economic development plans, priorities and resources, the department shall have primary responsibility to support the activities of the program. If the department of tourism determines that a program recommended by the commission to undertake activities relating to the promotion of tourism is consistent with the department's statewide tourism marketing plans, priorities and resources, the department shall have primary responsibility to support the activities of the program.

(9) The commission may establish a technical committee to advise the commission. The members of the committee shall include at least one employe each from the department of transportation, the department of tourism and the department of commerce. The commission shall request the department of transportation, the department of tourism and the department of commerce to designate employes to serve on the committee and may request any other state agency to designate an employe to serve on the committee.

(10) Unless specifically provided otherwise by the commission with respect to committees or other similar bodies, a majority of the voting members constitute a quorum to do business.

History: 1975 c 39, 199 ; 1977 c 418:1979 c .34 s 2102 (52) (a): 1985 a 29s3202 (51); 1991 a. 39; 1995 a 27 ss.66 to 68, 9116 (5)

WISCONSIN MRPC

1998-1999 WISCONSIN PROMOTION COMMITTEE ANNUAL REPORT

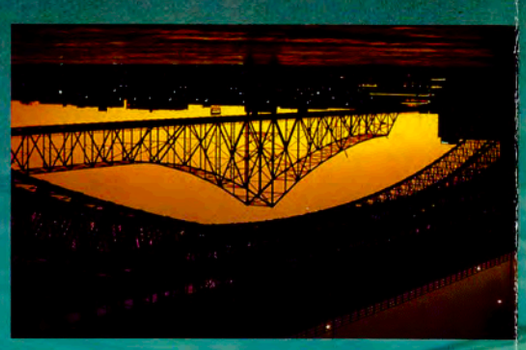
Prepared by: Donna Krebsbach, Chair promotion committee

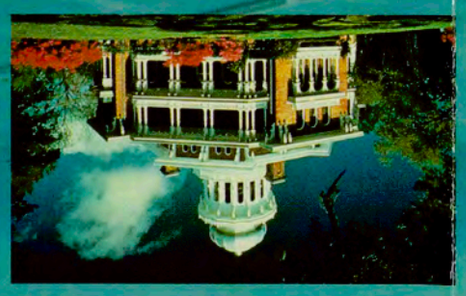
Date: 7/30/99

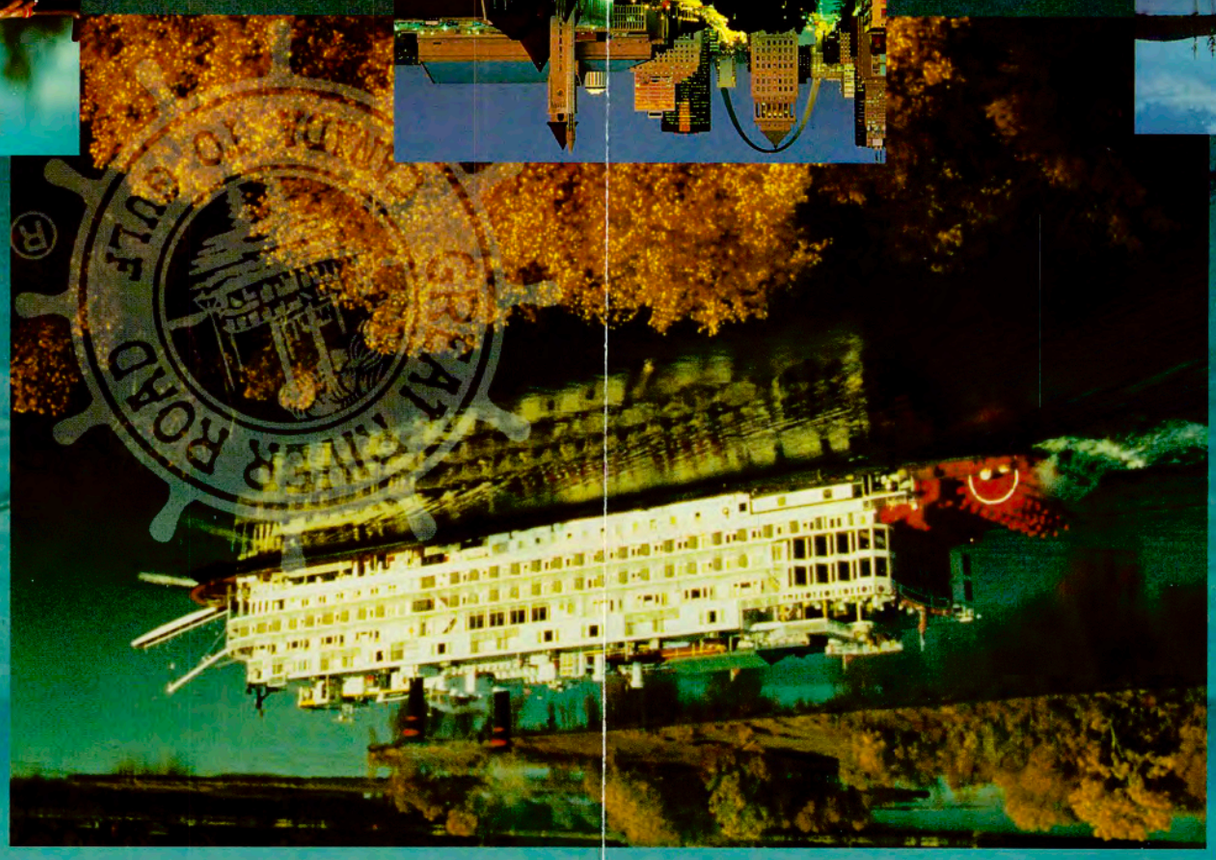
The 12 members of the Wisconsin Great River Road promotion committee remains strong, active and dedicated to the major goal of this committee - TO PROMOTE THE ENTIRE WISCONSIN GREAT RIVER ROAD from Prescott to Kieler. Meetings are held monthly along with numerous sub committee meetings. This has been a memorable year.

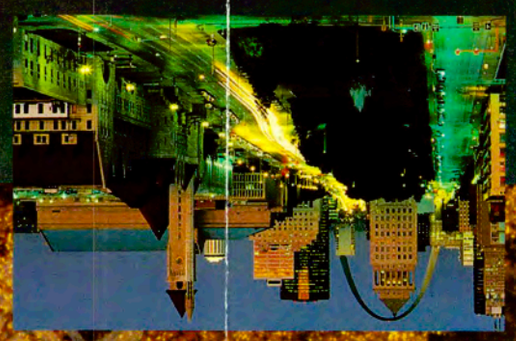
Some of the accomplishments

- **Received a $15,000 annual contribution** from Dept. of Tourism-~~10/99~~ 10/98
- **Bank Accounts:** 2 separate accounts were set up at the Bank of Alma, Alma WI.
  1-WI MRPC Promotion account 2-WI MRPC Great River Road account
  Promotion a/c-Dept. of Tourism contribution money and designated money
  Great River Road a/c - other money/donations
- **Donations Received:** Grant County $1,000 - West Central ITBEC $1,000 - Southwest ITBEC $2,000 - NSP $1,000 -these donations for matching grants/map distribution
- **The new Wisconsin Great River Road map/brochure** completed-100,000 copies Distribution will begin during lst week of August 1999.
- **Attraction/Inventory Guide** was updated-July 1999 and being distributed.
- **Internet Domain Name** is registered: **WiGreatRiverRoad.org** our E mail address: WIGRR@Pressenter.com Web master: PressEnter,Inc. of River Falls, WI.
  Note: The Home page is not up yet-still in development stage.
- **Internet Presence:** Currently we have a presence- Pressenter.com did place our old GRR Brochure(developed by Wi. Dept. of Tourism several years ago) on their site: **www.pressenter.com/org/riverrd/** we also linked this to several other sites.
  Note: this will be deleted when we have our own home page completed.
- **GRR Tourist Information number:** 1-800-658-9424 (CVB -LaCrosse) they will fulfill the requests-we have been publishing this 800#.
- **Destination Marketing Grant**-Dept. of Tourism: We are in the process of developing the grant and will submit by Sept. 1, 1999
- **New GRR Theme: Re Discover Wisconsin's Great River Road**
- **1999/2000 Marketing Plan:** updated
- **1999/2000 Budget:** has been submitted to Dept. of Tourism-not approved yet.
- **Governor's Tourism Conference:** attended by several members also 2 members attended: Tourism Day in Madison. Several other special meetings/conferences were attended by promotion committee members.
- **Resignation:** Donna Krebsbach, Chair of promotion committee resigned effective March 1, 1999-due to unforeseen events-it was not accepted-and will remain Chair until further notice. Mona Hudson, Cassville Tourism Director resigned from the committee-she retired and moving away from the river and road. She was presented an award from MRPC-Chair, Evan Zantow and received letters of appreciation from Secretary, Moose Speros & Governor Thompson.









Attachment 6
Wisconsin Submittal
Great River Road

TO PRESERVE, PROMOTE AND ENHANCE...

THE MISSISSIPPI RIVER PARKWAY COMMISSION

A MULTI-STATE ORGANIZATION OF THE TEN MISSISSIPPI RIVER STATES AND THE PROVINCE OF ONTARIO.

The Mississippi River Parkway Commission
Pioneer Building
336 N. Robert Street
St. Paul, Minnesota 55101
Tel. 612-224-9903 Fax 612-224-9413

ABOUT THE MRPC

The Mississippi River Parkway Commission (MRPC) is a multi-state organization which works collectively to preserve, promote, and enhance the scenic, historic, and recreational resources of the Mississippi River, to foster economic growth in the corridor, and to develop the national, scenic and historic parkway known as the Great River Road.

The ten states and one province which comprise the MRPC include: Arkansas, Illinois, Iowa, Kentucky, Louisiana, Minnesota, Mississippi, Missouri, Tennessee, Wisconsin, and Ontario. The MRPC is the only organization which ties together all of the Mississippi River states.

Each state and province has its own separate commission which is established by state statute or Governor's Executive Order. Membership consists of state legislators, state and local officials and general members appointed by the governors, or state agency directors of the individual states and province.

The National MRPC is the umbrella organization that coordinates multi-state programs on behalf of the member states and province. The National MRPC Board of Directors includes the chairs of the individual state and province commissions. The National MRPC Chair is known as "The Pilot" and is elected by the general membership each year.

The MRPC coordinates efforts on federal, state, and local levels to leverage dollars for highway improvements, recreation trails, bikeways, scenic overlooks, and historic preservation. The MRPC also coordinates both domestic and international marketing, and facilitates efforts to enhance economic development and resource awareness.

The work of the MRPC is accomplished through the following six technical Committees: Transportation, Promotion, Historical/Archeological/ Cultural, Environmental/Recreation, Economic Development, and Agriculture. Participation in these committees is open to both MRPC members and non-member advisors.

Also operating under the umbrella of the MRPC, is the Mississippi River Country, U.S.A. international marketing program. Guided by the travel directors of the ten Mississippi River states, this program utilizes the worldwide awareness of the Mississippi River to market the states in their entirety to countries throughout the world.

The National MRPC is a 501 (c) 3 non-profit organization. The general membership gathers twice each year at the Annual and Mid-Winter meetings. Individual state and province commissions meet quarterly or as their workplan dictates.

Look inside to learn more…

"...the great Mississippi, the majestic, the magnificent, rolling its mile-wide tide along, shining in the sun; the dense forest away on the other side; the 'point' above the town, and the 'point' below, bounding the river-glimpse, and turning it into a sort of sea, and withal a very still and brilliant and lonely one."

– Mark Twain, Life on the Mississippi

The Work Of The MRPC

DEVELOPING THE GREAT RIVER ROAD

The MRPC works with federal, state, and local units of government to sign, promote, and develop highways and amenity projects along the Great River Road. One of the nation's oldest and longest national scenic byways, the Great River Road is a 3,000 mile network of roads extending from Canada to the Gulf of Mexico.

The MRPC has been successful in leveraging over $1 billion in roadway improvements, scenic overlooks, parks, bikeways, and recreation trails along the Great River Road in the ten Mississippi River states and Ontario. During the early phases of Great River Road development, the MRPC played an important role in planning, route designation, and funding.

Today, the MRPC works with state and local agencies to complete Great River Road development plans utilizing transportation enhancement, scenic byway, and state and local funds. The MRPC facilitates regional studies, reports, and plans to support local, state and national development of the Great River Road.

PROMOTING DOMESTIC TRAVEL

In order to stimulate and encourage greater national recognition of the Mississippi River and to capitalize on the investment in the Great River Road, the MRPC implements a domestic marketing effort. Tourism along the Great River Road has a substantial impact on the counties bordering the river, resulting in over $10 billion in travel expenditures each year.

A domestic marketing plan is developed each year to encourage consumers, group tour operators and media to travel the Great River Road. Specific products of the domestic tourism plan include Great River Road maps and itineraries, group travel packages, television, magazine, and newspaper coverage, a Great River Road video and a Mississippi River and Great River Road CD ROM.

While there is much activity on a national level to promote the Great River Road, individual state commissions conduct a variety of promotion efforts on their own. State and province commissions work in cooperation with state and local agencies to produce state Great River Road maps, organize festivals, and conduct community outreach efforts.

ATTRACTING OVERSEAS VISITORS

The Mississippi River Country, U.S.A. international marketing program grew out of the success of the domestic program. In recognition of the worldwide awareness of the Mississippi River, an international marketing program was organized in 1986 to bring overseas visitors to attractions throughout the states, not just those along the River.

Capitalizing on the diversity of the central U.S. with this multi-state approach, the international marketing program has generated an increased interest in states previously overlooked in the international travel market. Since this MRPC program began, overseas visitors to the ten Mississippi River states has increased 46% compared to 18% for the nation as a whole.

The success of the international program is accomplished through a regional marketing plan that includes tour wholesaler and media familiarization tours, sales missions, foreign language brochures, and participation in international travel shows. MRPC international efforts target markets in Asia, Europe, South America, and Australia.

PRESERVING THE REGION'S HERITAGE

The MRPC also works to preserve the significant historical, archeological and cultural resources of the region. It also advances education about the importance of historical, archeological and cultural resources to minimize their destruction and loss. The MRPC supports a variety of national, state and local historical preservation efforts.

ENCOURAGING ECONOMIC DEVELOPMENT AND TRADE

The MRPC strives to encourage regional economic development and trade in the Mississippi River valley. Regional efforts are pursued in cooperation with state, local, and private industry interests. Through various trade shows, exhibitions, and promotions, the MRPC promotes Mississippi River businesses and their products both domestically and abroad.

SUSTAINING THE RIVER'S ENVIRONMENT

In promoting the Mississippi River and the Great River Road, the MRPC works to encourage and support the many existing and emerging efforts to improve the quality of natural resources of the Mississippi River valley. The MRPC seeks a balance of river uses for recreation, navigation, and economic development purposes.

ENHANCING AGRICULTURE

In promoting economic development in the region, the MRPC is working to pay special attention to the agricultural resources of the Mississippi River valley. The MRPC promotes awareness of the importance of agriculture to the vitality of the region. Efforts are also being undertaken to support state and local farm programs and policies that enhance the region's health.

PARTNERSHIPS ARE THE KEY TO OUR SUCCESS!

The success of the MRPC depends on the widespread participation of many diverse individuals, organizations, and groups. Community-based involvement is the cornerstone of the MRPC's efforts to preserve, promote, and enhance the resources of the Mississippi River Corridor and to develop the Great River Road.

Working through the individual state commissions, the MRPC encourages and facilitates the development of partnerships on many different levels. Whether participating as a member of a commission, serving as a technical advisor, participating in a project or program, or simply offering input on program matters, grassroots participation is essential.

If you would like to learn more about the programs and activities of the MRPC, or wish to become involved in any issues noted above, please let us know. Contact the individual state or province commission chair in your state, or the National MRPC at the address listed on this brochure. Partnerships are the key to our success!

MISSISSIPPI RIVER COUNTRY U·S·A

DESIGN GUIDELINES FOR:

THE GREAT RIVER ROAD

PREPARED FOR:

THE WISCONSIN
DEPARTMENT OF
TRANSPORTATION

PREPARED BY:

KEN SAIKI DESIGN

IN ASSOCIATION WITH:

JAY J. FERNHOLZ ASSOCIATES
AND JOHN A. HARRINGTON

JULY 1994

"That portion of the Mississippi which extends from Prairie du Chien to Lake Pepin is the most mountainous and truly beautiful on the whole river, and may with strict propriety be called the Alpine Region. The river here varies from a quarter to a full mile in width, and on either side throughout the whole distance is a range of mountains which sometimes actually bend over the river, and sometimes recede into the interior for several miles. The Mississippi here is rather sluggish, but perfectly translucent and completely filled with islands which are covered with every variety of forest trees found between Kentucky and the Great Lakes"

Charles Lanmen, 1846

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GUIDELINES THEME 1.1

"Wisconsin's Great River Road flanks the Mississippi and St. Croix Rivers as they tumble southward through the rolling hills and dells of western Wisconsin. It is an area to be enjoyed... leisurely; a marvelous mix of natural beauty and history blended to perfection." The Great River Road was established along existing state highways in 1964. The road provides a scenic highway system spanning the entire length of the Mississippi River through state by state connections.

The road is responsible for generating revenue from recreational uses that exceeds 1.2 billion dollars annually. It is used predominately for daytrips with over 2.3 million recreational trips occurring per year.

There are many portions along the route that are heavily used by commercial traffic which may lower the quality of the pleasure driving experience. In 1993 The Wisconsin Department of Transportation and the Mississippi River Parkway Commission determined that there was a need to have a comprehensive plan for aesthetic enhancement of this scenic drive. This document represents the first phase of the comprehensive plan, in the form of general design guidelines for the corridor.

The importance of the character of the road was emphasized by Stanley Abbott, a landscape architect who designed the Blue Ridge Parkway. Abbott was involved in determining the objectives for the Mississippi parkway in 1949. He stated, "...if this parkway is to be simply another road with no claim to distinction, then the project has little reason for being. The objective is to reveal for the visitor all that comes to mind with the word Mississippi..." Miller 1989. This goal for the overall road should provide a basis for the Wisconsin portion of this scenic highway. This provides the initial program statement for the development of these Design Guidelines.

Stanley Abbott also stated that "the parkway must carry its justification throughout its entire composition" and therefore ought to be "built so as to reveal the charm and interest of the native American countryside." The major goal of the scenic drive design guidelines is to provide a basis for planning and design that emphasizes preservation, protection and restoration of scenic beauty and the natural and cultural character of the Mississippi River valley. In this regard, the Great River Road corridor should capture the essence of the river and its surroundings.

The process for establishing the theme, the basis for these Guidelines, begins with the Stanley Abbott program statement. This initial program statement, used for the development of these Guidelines (SEE FIGURE 1.1) provide direction for information collection and the basis with which to define the theme.

The first step in the collection of information consists of image assessment. These assessments include evaluating documented images from previously complied written inventories of the Mississippi River Valley, recording physiological images through a visual site inventory, and listening to groups such as the technical committee and local residents. The end product of the image assessment is a reference summary of the cultural, environmental, and historical elements significant to the region.

The next step is to verify the existing image assessment. The image documented during the collection is reviewed to clarify and check the validity of the information gathered in the prior step. The existing image is then compared to a desired image of cultural, environmental, and historical elements. The deficiency between the existing image

and the desired image becomes the basis for the discussion of the Design Guidelines.

The last step outlines issues to be discussed in these Guidelines. The theme provides a unifying element for the future development of the Great River Road. The Guideline issues are visual resources, road location, vegetation enhancement, facility development, alternative transportation, and signage development.

The Design Guidelines will establish a design theme for the transition of the Great River Road of Wisconsin into a scenic drive. The theme will be based on the natural features drawn from, and representative of, the region. These features include materials such as water, stone, and wood consisting of design elements of line and form as influenced by topography, and of color as influenced by vegetation. The establishment of a "timeless natural theme" (without reference to a point in time) will allow the character of the drive to evolve in correspondence with change in the region.

A scenic highway is not simply a means to travel from one point to another. It should create an experience that is much different from that on point to point roadways, an experience that with natural forms and materials creates a design continuity to reflect the beauty and importance of the river and surrounding landscape.

The road can be designed especially for pleasure driving or to provide a scenic route from one place to another. Maintenance, improvement and development of recreation sites, lookouts, picnic areas, rest stops and information centers along the corridor will help achieve the desired Great River Road experience. The route also needs to accommodate pedestrians and bicyclists.

Wildlife habitat protection and enhancement, vegetation management and conservation, improved landscape aesthetics, enhanced community pride and identity, can enhance awareness and appreciation and diversify local economics through tourism. Tourism goals can be met at the local community level through the development of interest and activity nodes along the corridor.

To achieve this, the natural and cultural character of the region must be recognized and used as a basis for design decisions. The relationship between existing human, plant, and animal communities and the river needs to be considered. Guidelines and standards should encompass design elements within the viewshed corridor as a minimum. Design guideline application can encompass entire visitor zones and should not be limited to the Great River Road boundaries.

The overriding theme responds to the natural elements of the corridor and will provide the basis for these Design Guidelines. This theme emphasizes the protection of the visual resources of the corridor while allowing for flexibility in design.

Cultural and historic elements will also play a major role in the interpretation of the region. Individual applications of the theme can be specific to a given community, while at the same time maintaining the continuity and quality of the design theme.

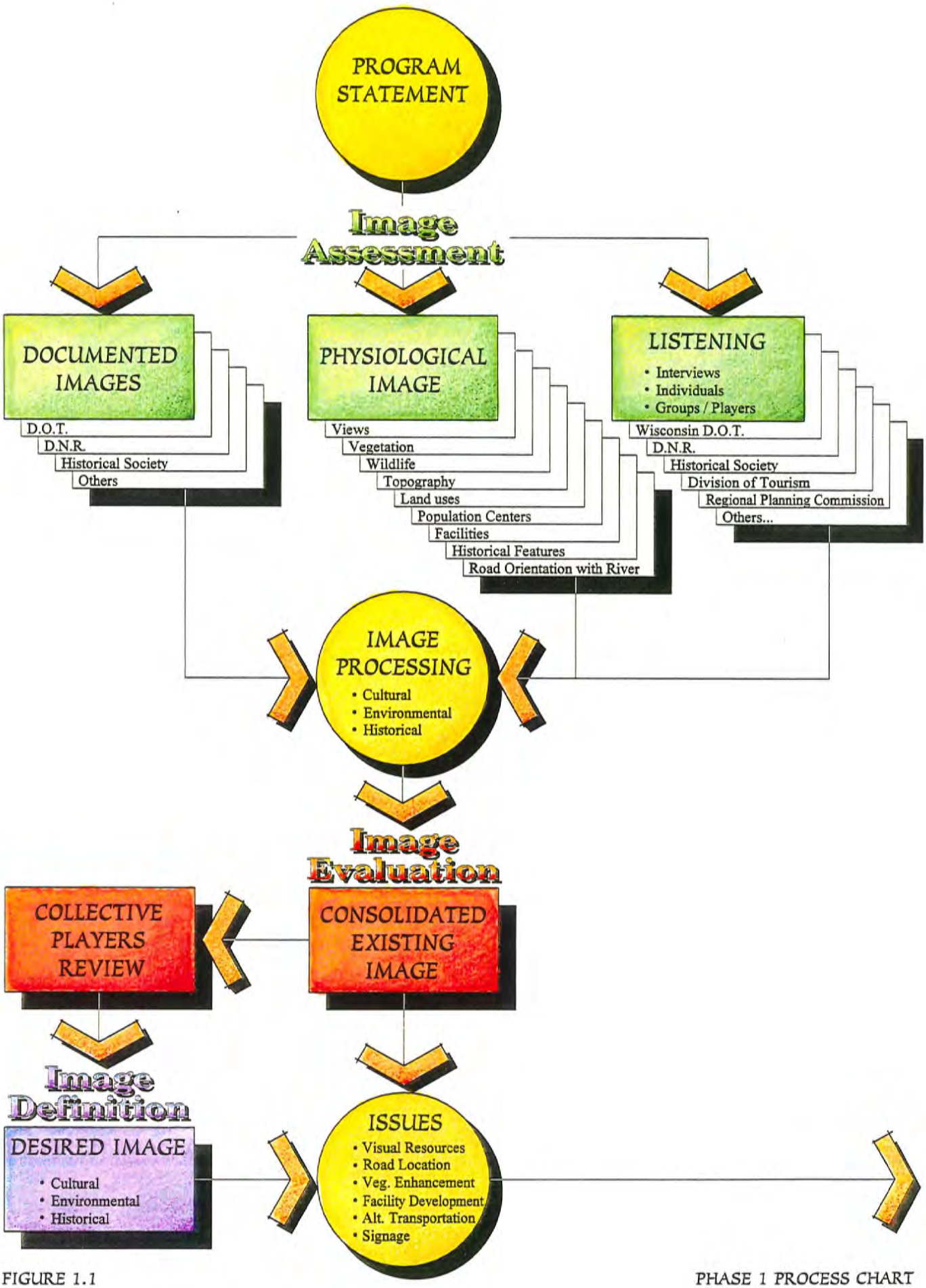


FIGURE 1.1

PHASE 1 PROCESS CHART

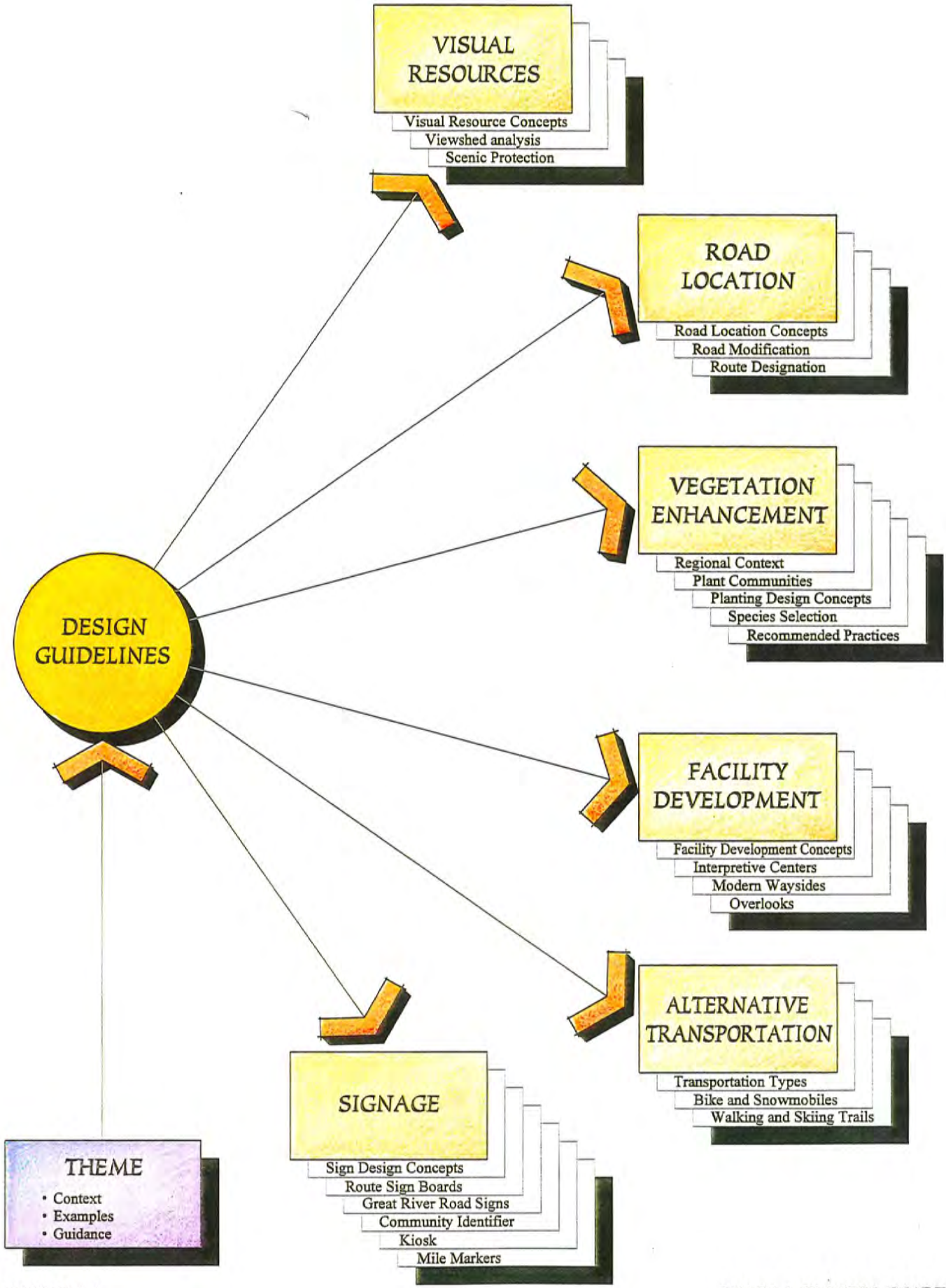


FIGURE 1.1

PHASE 1 PROCESS CHART

VISUAL RESOURCE CONCEPTS 2.1

The Great River Road in Wisconsin travels through areas that offer spectacular views and interesting scenery. The river, its bluffs and sloughs dominate the landscape along the corridor. The interpretation of corridor scenery provides excellent opportunities for educational experiences focused on the region's natural and cultural history, and its current environmental resources. Opportunities to view the rich scenic resources along the road and the Mississippi River promotes passive education as well as recreational opportunities that can stimulate interest in the region.

This section of the document will provide descriptions of vista or viewshed types, a brief introduction to viewshed analysis and guidelines for scenic resource protection.

Scenic resources are a composition of the visual characteristics of an area. They can consist of a wide variety of elements such as agriculture lands, structures, water, vegetation, skylines and bluffs. Visual character includes the ordinary, or vernacular elements; spectacular elements; and undesirable elements. The relationship or sequence of elements creates a pleasant or unpleasant aesthetic character depending on the elements' context or appropriateness and congruency in the scene (SEE FIGURE 2.1). Scenic beauty occurs when the composition of the elements in the viewshed is pleasing to the human viewer (SEE FIGURE 2.2). In other words, the pattern of composition establishes the character and visual quality of the scenic road.

A viewshed, or vista includes all areas visible from a certain vantage point creating a scene. The "edge of the view" (or viewshed boundary) can be depicted in plan on topographic maps. This is particularly helpful because in many cases, especially in rural landscapes, the topography of an area defines the vista. There are two types of vistas that are important to the quality of the views from the scenic drive; stationary vistas and moving vistas. Along with these, views toward the road also are important to consider. Limiting views of the road allow for the natural landscape to prevail on the horizon.

"The view toward the road is often associated with negative reactions from adjacent landusers and the general public. The role of the highway designer is to minimize the negative impact of the road on the physical landscape and on the scenic beauty of that landscape." (Province of B.C., p.11). The close association of the road with the river suggests the need for careful consideration of potential impacts of

FIGURE 2.1 *UNPLEASANT EXISTING CONDITION*

FIGURE 2.2 *PLEASANT EXISTING CONDITION*

the road on river users. The road forms a line in the landscape. Through proper road placement (SEE SECTION 3.0) and vegetation management the impact of the road can be minimized (SEE SECTION 4.0).

Proper road alignment allows for the mitigation of the effects of the highway on existing views. The formation of views consists of detailed alignment, buffering vegetation, revegetation, and earthform, and careful attention to color and placement of retaining structures.

Stationary vistas are those seen from the perspective of a stationary viewer (SEE FIGURE 2.3). The road can take advantage of these views with overlooks, pull outs, rest areas and interpretation centers (SEE SECTION 5.0). Size of vista openings can be narrower than that of moving vistas. Stationary views are often used to direct attention to significant features and spectacular views. They are also used where driving distraction is of concern.

Moving vistas are views seen by travelers while driving vehicles or participating in other forms of transportation such as on bicycles, skis or by foot. The width and angle of view must be targeted to the speed and elevation of the viewer (SEE FIGURE 2.4). Views developed at 30 degree angles to the road will direct the driver's attention forward and provides less of a distraction away from the road (SEE FIGURE 2.5). The typical size of openings for vistas may be several hundred yards (SEE FIGURE 2.6). Overall spacing between points of interest should vary but occur frequently to prevent driver boredom and weariness.

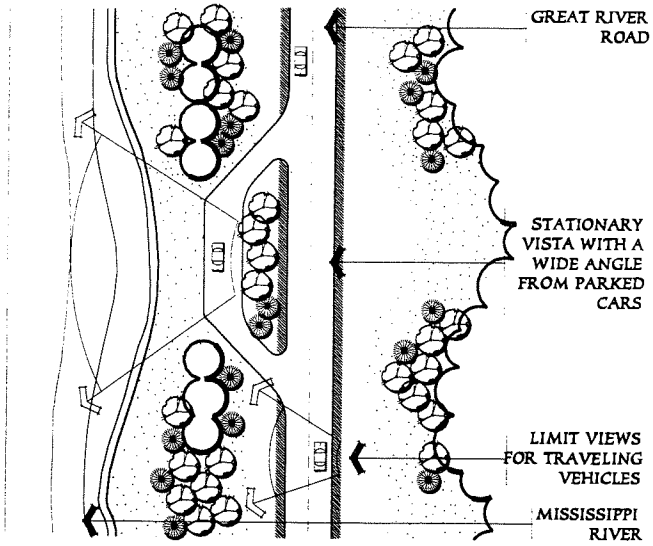


FIGURE 2.3 STATIONARY VISTA

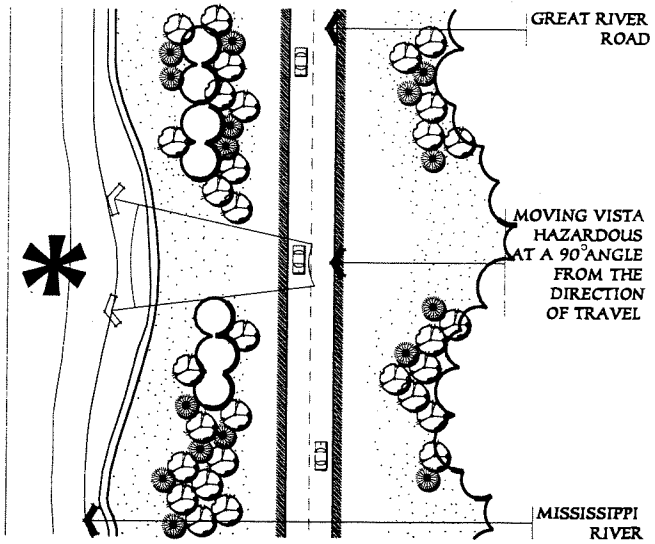


FIGURE 2.4 POOR MOVING VISTA DESIGN

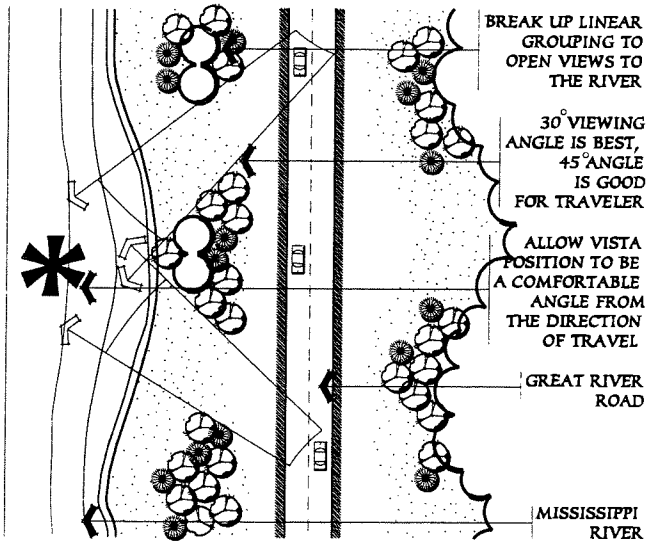


FIGURE 2.5 GOOD MOVING VISTA CONDITION

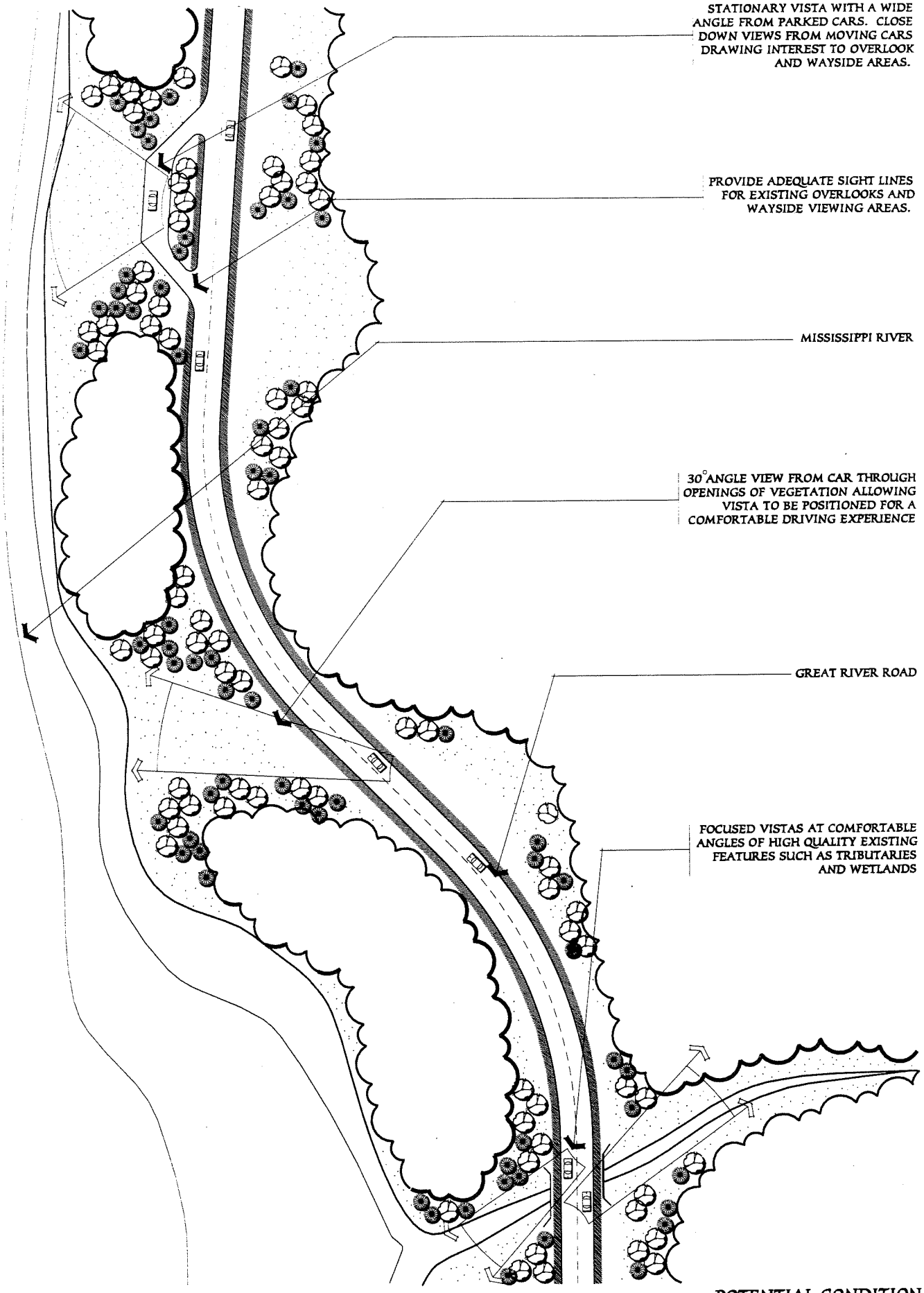


FIGURE 2.6

POTENTIAL CONDITION

VIEWSHED ANALYSIS 2.2

A viewshed analysis is used to determine the elements that visually affect the character of a landscape. The Manual of Aesthetic Design Practice, published by the Ministry of Transportation and Highways of the Province of British Columbia is an excellent resource for guidelines to identify, protect and enhance scenic resources. This document uses a number of scenic beauty concepts established by the US Forest Service and Bureau of Land Management. The process outlined in that document is recommended for the addition of further information to be discussed in Phase 2 and 3 of the development of the Great River Road.

The first step in viewshed analysis involves conducting an inventory. The edge of the view from the road should be located on plan maps using topographic contours and other factors. Views of the road from important positions should also be located. Landscape types should be noted and landscape units, areas of homogeneous visual character, should be identified and mapped (SEE FIGURE 2.7). Points of visual interest, such as landmarks, should be identified and documented (SEE FIGURE 2.8).

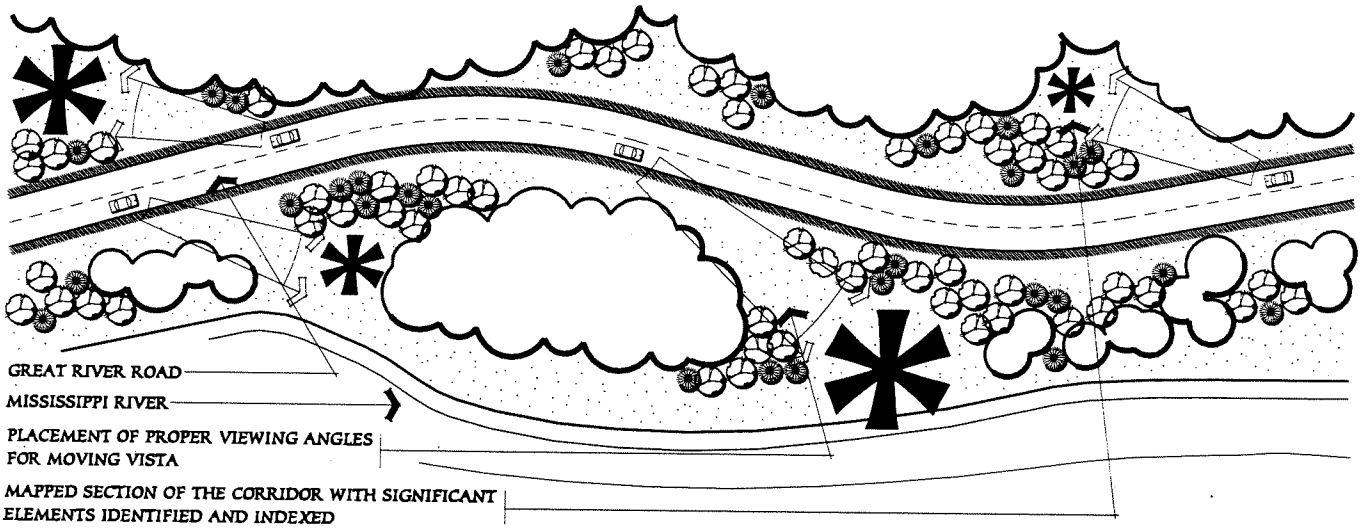


FIGURE 2.7

IDENTIFIED MAPPING

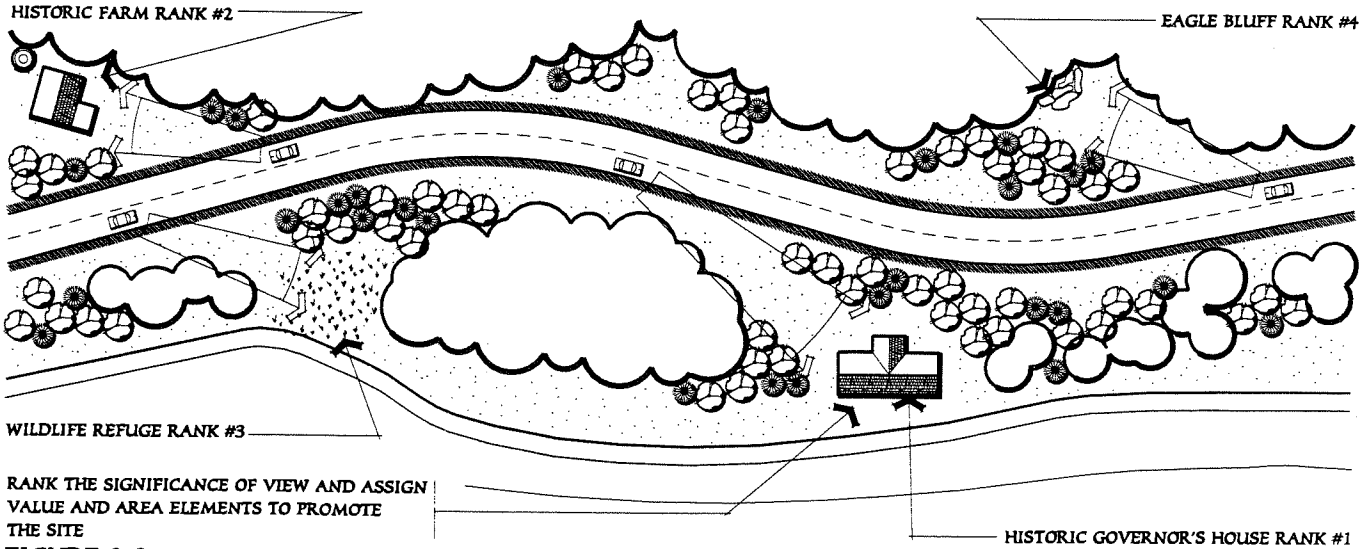


FIGURE 2.8

RANKED LANDMARKS

After documentation of the existing visual characteristics, an assessment of their quality should be conducted. This involves comparing the relative value of the visual features. Type, quality, quantity, and desirability of each aesthetic attribute should be weighed based on a set of criteria developed from objectives.

Areas within view, landscape types and landmarks are assessed based on their positive (attractor) and negative (detractor) characteristics. Examples of attractors along the Wisconsin Great River Road include bluffs, the river, natural vegetation (oak forest, prairie, savanna, wetland), wildlife, and distinctive land uses (agricultural practices, settlement patterns, historic or architecturally significant buildings, parks, and rest areas.) (*SEE FIGURE 2.9*). All efforts should be made to take advantage of views of these types of elements.

Detractors are elements that are incongruous with the desirable landscape character and provide little to no educational or character value to the corridor. Examples of detractors along the corridor can include sand and gravel quarries, billboards, salvage yards and dumps, forest clearcuts, dozer activity and slash, and commercial and industrial sites (including parking, utilities and equipment operations) (*SEE FIGURE 2.10*). Detractors need to be softened and integrated into the landscape when possible. Some of the above activities and elements may not always be detractors. For example commercial and industrial sites that are well maintained and linked in purpose to the river and the theme may be of educational value.

FIGURE 2.9 ATTRACTOR

FIGURE 2.10 DETRACTOR

SCENIC PROTECTION 2.3

General goals for protecting visual quality in the corridor include protecting areas of high visual interest and limiting or mitigating detracting elements. The concept of acquiring full or partial control over viewshed areas outside the right-of-way deserves strong consideration.

The corridor contains of limited scenic easements from Prairie Du Chien to the Pepin county line most of which exist from State Highway 63 to the South. South of Prairie Du Chien the easements are incomplete. Towns in these areas have different levels of zoning regulations. Most easements in the corridor are no more than 350' from the center of the road right-of-way, and exist only on the side toward the bluffs. Few easements exist toward the Mississippi River side of the road. In some cases easements extend out 400' to 700' from the centerline but none incorporate the entire viewshed.

The bluffs of the Mississippi River valley have great importance and with their native vegetation exemplify the corridor's scenic characteristic. The bluffs and any development that occurs on them will be the most visually significant element of the corridor. For the drive to exist as more than a utility highway and fulfill Abbott's philosophy for the uniqueness of the Great River Road the protection of these bluffs is critical (SEE FIGURE 2.11).

Viewshed or bluff easements have been obtained along southern sections of the Great River Road with the aid of citizen groups. Bluff protection may range from fee simple title acquisition to easements that appoint specific development or use restriction on the owner. Fee simple title may serve greater purpose where land use is restricted to the degree that the land owner has little incentive to retain title. More specific guidelines include the following examples:

Maintain and/or create visual continuity with the adjacent countryside. The roadside should respond to adjacent topography and vegetation. Landscaping should use native plant species indigenous to the area and planted in naturalistic patterns.

Take advantage of borrowed landscapes, such as views to existing parks, open spaces, and vistas that visually extend the highway beyond its legal boundaries (SEE FIGURE 2.12). It is important to only utilize borrowed landscapes when there is a long-term guarantee that they will maintain their desired aesthetic characteristics.

FIGURE 2.11 NEIGHBORING BLUFFS

FIGURE 2.12 BORROWED LANDSCAPE

Preclude development of billboards and strip development by acquiring right-of-way, or scenic easements. Limit the impact of buildings and structures to help maintain views.

Prohibit obstructions of bluff tops or other vistas. Major threats to scenic integrity are non-informational signs (SEE FIGURE 2.13) and marginal commercial activity attracted by the highway. Structures created for such activities block views to the bluffs, rivers and surrounding landscape introducing an incongruous element that detracts from viewer experience. The limiting of development activities of the Great River Road will help maintain the integrity of the Mississippi River corridor.

Provide view and natural resource protection to the boundary of the viewshed. This will be more effective in protecting scenic quality than easement boundaries that are a predetermined, consistent width throughout the corridor.

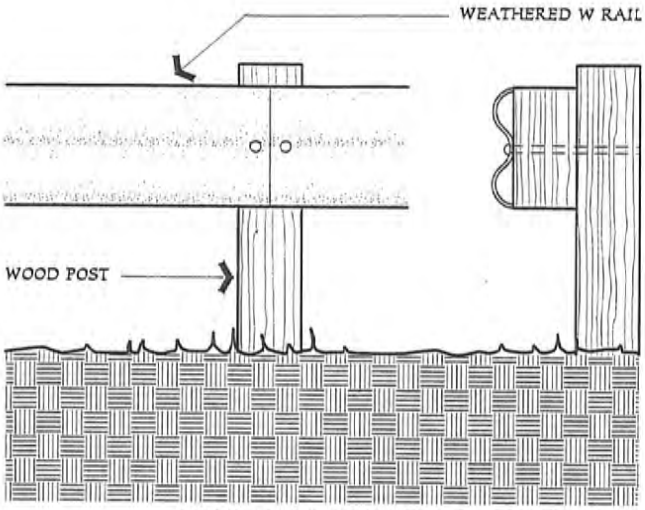
When the viewshed reaches into another state, obtain commitments for scenic protection from the owners of the opposite lands and bluffs. Protect views of farms and agriculture land use throughout the corridor on both sides of the river.

Maintain some openings along the river, but sequence these (SEE FIGURE 2.14). Views all open or all closed are not desired. Views to the river tend to be closing. Opening views to the river in areas of otherwise low visual interest, and the screening of detractor elements can promote positive images.

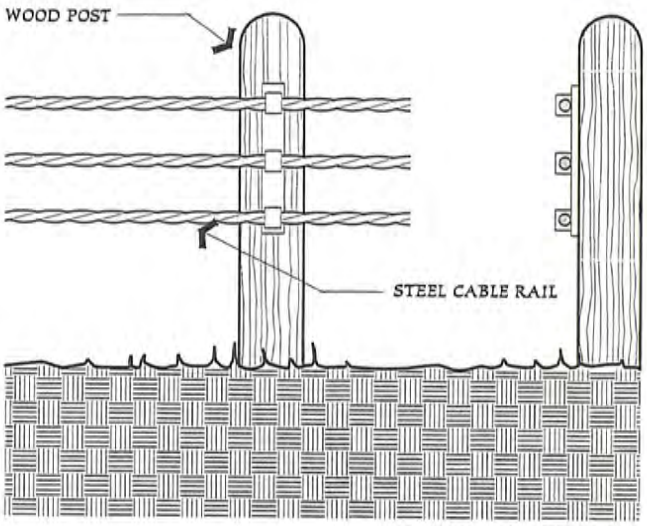
Vegetation design and management can be used to enhance the visual diversity along the roadsides. Vary the width of the recovery areas or edge lines of roadside vegetation. Allow guardrails to be open in design for viewing through (SEE FIGURE 2.15). Incorporate more natural materials such as wood or stone in guardrail construction (SEE FIGURE 2.16). Ditches do not have to be parallel to the pavement edge. Allow ditches to meander in wide shallow swales within the safety recovery area. Fences can also be sited in irregular lines. Additional recommendations are located in Section 4.5 of this report.

FIGURE 2.13 LIMIT BILLBOARD PLACEMENT

FIGURE 2.14 OPEN RIVER VIEWS



WEATHERING W BEAM GUARDRAIL



CABLE GUARDRAIL

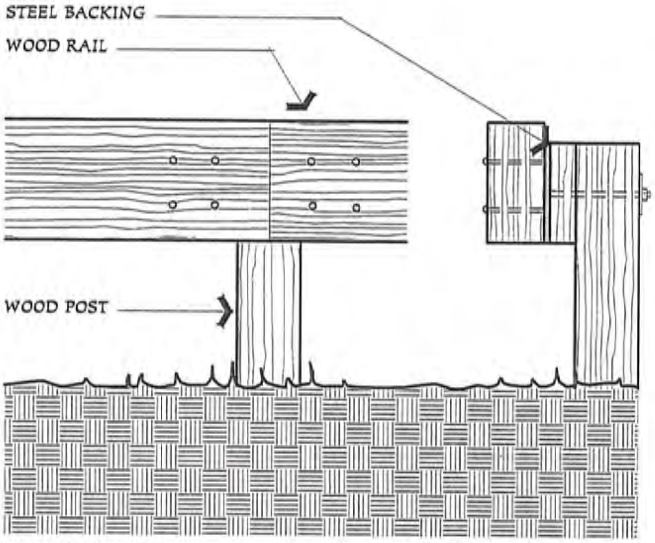
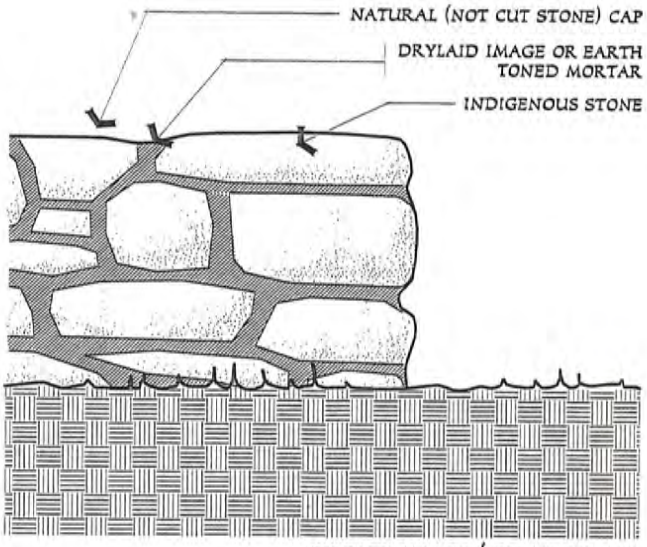


FIGURE 2.15 WOOD GUARDRAIL



STONE WALL/GUARDRAIL

FIGURE 2.16 HIGHLY VISIBLE GUARDRAIL

NATURALLY BLENDING GUARDRAIL

ROAD MODIFICATION 3.2

In considering redevelopment of the road, it is important to emphasize limiting the impacts of new construction. Realignment should occur only when absolutely necessary to achieve the desired character of the road or when safety conditions dictate. In such cases, reuse of the previous road area for overlooks, rest areas, etc., should be maximized, reducing the need to disturb new ground in other areas.

Road modifications should emphasize blending of the road into the landscape. This will limit the impact of the road on the natural character of the area, while providing opportunities for pleasant driving experiences. The road should disappear into the landscape rather than cutting through it. This is accomplished by design that follows natural contours whenever possible. Bisecting the landscape, or running across the topographic contours, should be avoided (FIGURE 3.4).

Existing vegetation and historic structures should also be considered in realignment design. Road location should minimize impact to existing amenities and maximize visual diversity (SEE SECTION 2.0).

Road alignment can greatly enhance visual interest by creating diversity in viewing opportunities. Alternating open areas with broad sweeping vistas and enclosed areas can create a rhythm in the driving experience that stimulates interest and intrigue. Curves should be allowed to gently glide along the most natural passage possible. Long tangents can be broken by groves of trees, or slopes (SEE FIGURE 3.5). This can help improve the driving experience by breaking long sight lines and providing interest. Providing a variety of views will make the landscape a more prominent feature, helping achieve the overall goal of the scenic highway design.

The road edge should be varied gracefully by using curvilinear patterns for mow edges where necessary. Vegetation community transitions should be gradual.

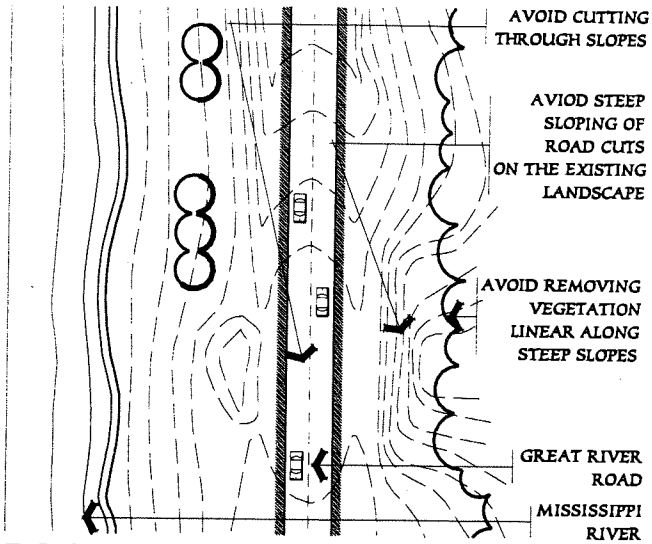


FIGURE 3.4 EXISTING CONDITION

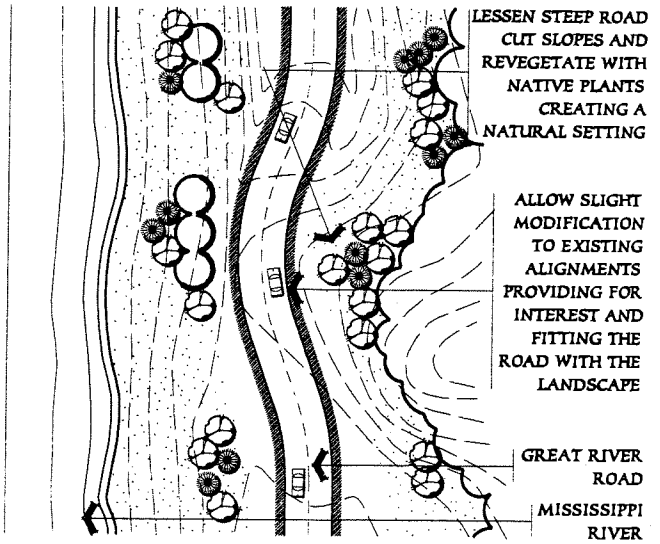


FIGURE 3.5 POTENTIAL CONDITION

ROUTE DESIGNATION 3.3

Some of the existing portions of the Wisconsin Great River Road are heavily used by commercial traffic creating a conflict with pleasure driving traffic. Some of the designated roadways may not be the best and most scenic routes available in the area (SEE FIGURE 3.6). Redesignation of portions of the scenic roadway, as well as developing alternate routes for non-local commercial traffic may be necessary to provide the unified experience desired (SEE FIGURE 3.7).

Determining the need for redesignation of the road should be made based on corridor inventory and analysis (SEE FIGURE 3.8). This should take into account qualities of the existing route as well as those of nearby potential routes.

Redesignate the Great River Road route to local roads nearer the Mississippi influenced landscape as appropriate. Car and truck traffic should be separated when feasible. Non-local truck traffic can be rerouted to highways that parallel the Great River Road, many which provide more efficient routes.

The design speed, proximity to river and views, and availability of land for road side sites are some of the criteria to consider in future route planning.

FIGURE 3.6 EXISTING CONDITION

FIGURE 3.7 POTENTIAL CONDITION

FIGURE 3.8 ROUTE PLACEMENT

REGIONAL CONTEXT 4.1

The north-south orientation of the Mississippi River corridor (SEE FIGURE 4.1) provided a southward retreat for species during glacial periods. As glaciers retreated and temperatures rose, the vegetation returned northward. However, pockets of northern vegetation remained behind in the southern zones in geologic enclaves. As a result the flora and fauna in the riverside communities are unusually rich. River and backwaters, wetlands and flood plain forests are crucial habitat for many fish and wildlife species including a number that are threatened or endangered. In addition southern floodplain species have been able to migrate north along river and stream corridors. Waterfowl and migrating birds use the river corridor as a travel corridor or flyway from the tropics to Canada. The Mississippi River Corridor is the major flyway for approximately 40% of north America's ducks, geese, swans and wading birds. More than 50 species of mammals, 45 reptile and amphibian species, and 37 mussels are found in the Mississippi River and adjacent lands.

In 1988 the National Park System established a 72 mile Mississippi National River and Recreation Area. In addition, more than 267,000 acres of national wildlife refuge lands are distributed along the upper river intermingled with over 60 state conservation areas. These areas provide opportunities for preservation of plant and animal communities, as well as for visitor education and recreation. The Great River Road is the regional human travel linkage of these areas, making continuity of flow from one area to the next an important design consideration.

FIGURE 4.1 MISSISSIPPI RIVER CORRIDOR

PLANT COMMUNITIES 4.2

The design theme for the Wisconsin Great River Road indicates the importance of the natural features of the region. Native vegetation plays a prominent role as one of these features. The natural plant communities found along the River corridor are diverse and rich. The colors, textures and patterns formed by these communities can form the basis for the design concepts used for roadway improvements (SEE FIGURE 4.2 NEXT PAGE). Design decisions regarding vegetation can draw from these plant community characteristics to help develop the aesthetic character of the corridor (SEE FIGURE 4.3). Vegetation along the river can be divided into two broad categories, open and closed. The closed communities are those that include densely clustered plants, limiting views through the groupings and creating a shaded environment. Open communities typically have limited shade. When they are present, trees in open communities are more widely spaced and are broader spreading. The open and closed communities naturally occur in a diverse matrix of relationships based on site conditions (SEE FIGURE 4.4). A brief description of each community type in the two groups is included in the following paragraphs.

The closed groups consist of forested areas and include upland dry forest, upland mesic forest, lowland forest, and floodplain forest (SEE FIGURE 4.5). The upland dry forests typically are oak forests and most often exist on south and west facing slopes. The upland mesic forests are typically composed of sugar maple and red oak and are found on north and east facing slopes, as well as moist rich soils of gentle sloping or level lands. The lowland forest is found slightly above the immediate flood plain. This area will flood intermittently. Silts (alluvial plains) often are left as floodwaters recede. The flood plain consists of the area which is adjacent to the river and

FIGURE 4.3 POTENTIAL CONDITION

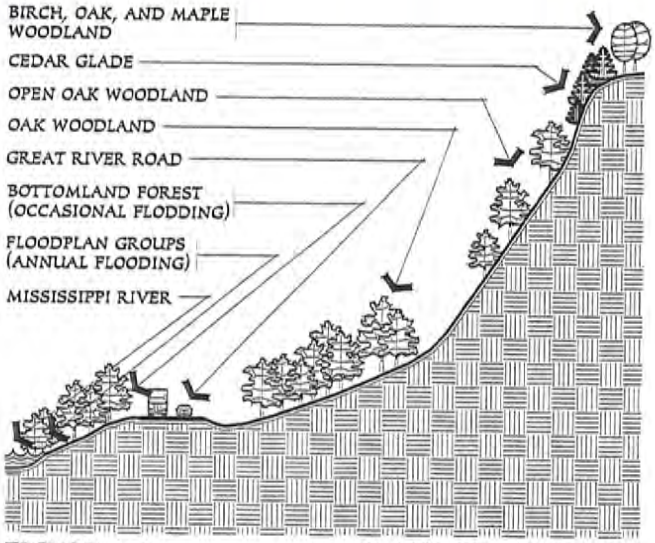


FIGURE 4.4 PLANT COMMUNITIES

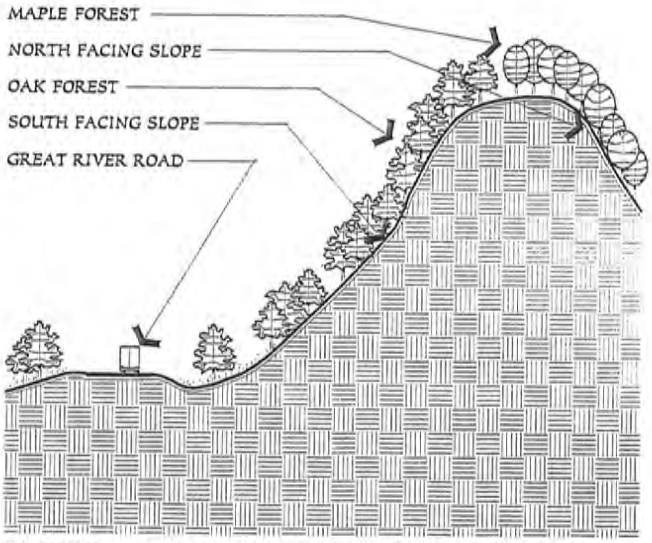


FIGURE 4.5 CLOSED VEGETATION COMMUNITIES

DRY PRAIRIE

MESIC PRAIRIE

UPLAND OPEN

UPLAND DRY FOREST

UPLAND MESIC

LOWLAND FOREST

FLOODPLAIN FOREST

FIGURE 4.2 EXAMPLE PLANT PHOTOS

backwaters that flood each year, often holding standing water for several weeks.

The open group consists of upland open, mesic prairie, dry prairie, sedge meadow and marsh (SEE FIGURE 4.6). The upland open group consists of savanna areas where trees create less than 50% of a canopy. Such areas can be oak savanna or cedar glades often bordered by oak forest. The mesic prairie is dominated by tall grasses and is typically found near the base of slopes and on gentle rolling and level land with deep rich soils. The upland prairie is often found on steep south and west facing slopes often with shallow bedrock. The sedge meadow and marsh are typically found along the river and backwaters where there is a very gradual slope into the water.

All communities in the prairie group are dominated by grasses, the mesic by tall 6' to 8', the dry by smaller grasses ranging from 8" to 36". These are highly diverse communities that require full sun. Without long term management, or periodically occurring natural fires, forest species will tend to creep into these remnants (SEE FIGURE 4.7), (SEE SECTION 4.4 FOR PLANT COMMON NAMES).

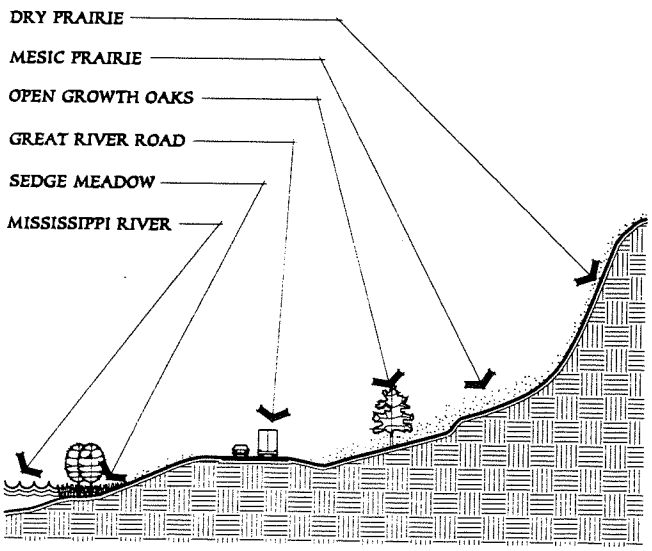


FIGURE 4.6 OPEN VEGETATION COMMUNITY

DRY PRAIRIE

- Amorpha canescens
- Asclepias tuberosa
- Aster ericoides
- Aster sericeus
- Bouteloua curtipendula
- Ceanothus americanus
- Coreopsis palmata
- Dalea purpurea
- Koeleria cristata
- Lespedeza capitata
- Schizachrium scoparium
- Sporobolus heterolepsis

MESIC PRAIRIE

- Andropogon gerardii
- Aster novae-angliae
- Baptisia leucantha
- Elymus canadensis
- Eryngium yuccifolium
- Liatris aspera
- Parthenium integrifolium
- Ratibida pinnata
- Silphium laciniatum
- Solidago rigida
- Sorghastrum nutans
- Veronicastrum virginicum

UPLAND OPEN

- Crataegus punctata
- Juniperus virginiana
- Malus ioensis
- Prunus americana
- Quercus macrocarpa
- Rhus glabra

UPLAND DRY FOREST

- Betula papyrifera
- Carya ovata
- Cornus alternifolia
- Cornus racemosa
- Corylus americana
- Juglans nigra
- Pinus strobus
- Prunus serotina
- Quercus alba
- Quercus muhlenbergii
- Rubus spp.
- Viburnum lentago

UPLAND MESIC

- Acer saccharum
- Amelanchier laevis
- Fraxinus americana
- Gymnocladus dioica
- Hammamelis virginiana
- Ostrya virginiana
- Quercus rubra
- Tilia americana

LOWLAND FOREST

- Acer saccharinum
- Betula nigra
- Celtis occidentalis
- Euonymus atropurpureus
- Fraxinus pennsylvanica
- Gleditsia triacanthos
- Populus detoides
- Quercus bicolor

FIGURE 4.7

Within urban settings plant selection may need to be modified to meet the human created soil conditions and microclimates (SEE FIGURE 4.8). The soil and microclimate of urban centers is unlike that of any natural systems. Attempts should be made to use species indigenous to the region, but not necessarily in community-type groupings.

Where the road passes through urban settings, revegetation and vegetation management should create a smooth transition between urban structures and the highway. Plants used should be consistent with those used in the adjacent areas when possible.

URBAN

- Amelanchier spp.
- Amorpha canescens
- Anemone cylindrica
- Aster laevis
- Aster sericeus
- Betula nigra
- Coreopsis palmata
- Cornus racemosa
- Corylus americana
- Fraxinus americana
- Gentiana andrewsii
- Geum triflorum
- Gleditsia triacanthos
- Helianthus occidentalis
- Liatris aspera
- Petalostemum purpureum
- Quercus rubra
- Salix amygdaloides
- Salix bebbiana
- Solidago speciosa
- Tilia americana
- Ulmus americana
- Viburnum lentago

FIGURE 4.8 URBAN PLANT TYPES

PLANTING DESIGN CONCEPTS 4.3

The natural compositions of the native plant communities provide a basis for the planting design and vegetation management concepts. Several approaches for planting design and management are recommended, including naturalistic landscaping, native plant community restoration and techniques for management of existing vegetation for specific goals. Their arrangement should be organized based on existing opportunities and constraints in specific areas.

Native plant community restoration refers to the establishment of community-like groupings of native plants on a site with environmental conditions expected to support them. "The essential quality of restoration is that it is an attempt to overcome artificially the factors that we consider will restrict ecosystem development" (Bradshaw, 1987, p.28). This type of planting design and vegetation management is a way for humans to help nature "do her thing". Simply letting nature take over in areas of past disturbance typically results in generation of a disturbed landscape that is greatly reduced in benefits offered and diversity. By stepping in to remove some of the disturbance introduced factors (i.e. invasive exotic plants) humans can greatly improve the chances for natural systems to regenerate.

Naturalistic landscaping consists of the use of plants to create the aesthetic character of the native landscape. The intent is to establish the essence of native plant communities with a simplified, or sometimes exaggerated, array of species. Natural landscaping differs from native plant community restoration for several reasons. In essence, a natural landscape tries to idealize the community, whereas a restoration tries to reproduced the structure and/or function of the community. In natural landscaping there is: emphasis on visual character (showy species, scents, texture, etc...); de-emphasis on non-showy or inconspicuous species; lower diversity (typically 10 to 15 species); and minimal emphasis on ecosystem functions (such as nitrogen fixation).

Vegetation management is the determination of strategies and the implementation of techniques that influence or direct change in the portion of the landscape dominated by plants. Management of existing vegetation can be used to provide a representation of the natural vegetation character within a region, screen the undesirable views and activities, create or enhance desirable views and create or preserve wildlife habitat. Vegetation analysis and planning should note those areas where planting does not need to be done but where vegetation management is needed and where restoration or preservation of existing communities is desired. This may include the addition of select species or management that enables a community to recover.

The three planting design concepts described share an emphasis on the use of native vegetation. The use of indigenous vegetation supports several objectives by: reducing maintenance costs and labor; reducing dependency on chemicals; increasing erosion control; enhancing the aesthetic experience of highway travelers; creating an image linked to the original regional landscape at the time of settlement; and increasing the stability and permanence of the roadside.

SPECIES SELECTION 4.4

Selection of native plant species should be based on the criteria described in the following paragraphs.

In rural areas select plants indigenous to the area and habitat of interest. Such criterion will ensure plants to be suited to localized soils and climate. Origins of seeds and plants should be within 100 miles of the planting site whenever possible. In many situations it may be desirable to collect seed for grassland and wetland species.

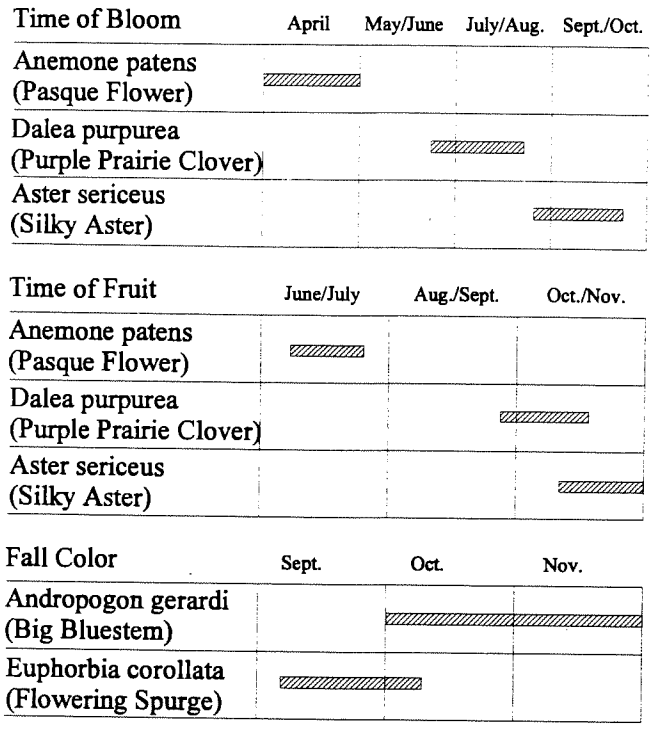
Planting lists should try to mimic the natural diversity found in a community and region (SEE FIGURE 4.9). Although reaching the maximum diversity is a challenge, attempts should be made to reach 40% of the diversity and to include all major species. Diversity is a key to a long-lived healthy plant community and reduced maintenance problems. Diverse plantings contain species that are adapted to a wide variety of conditions. During droughts some species may decline in population but other species will quickly spread to occupy the empty space. As rains return the former species may recolonize. Without diversity in the planting, bare ground is often exposed after a disturbance and less desirable invading species will move in and can slowly entrench themselves into the planting, often occupying vast amounts of the soil surface. Purple loosestrife and leafy spurge are excellent examples of undesirable species that invade into poorly maintained plantings.

Species composition for enhancement of aesthetic benefits requires careful consideration of the phenology (time of occurance) of individual plants. Bloom time and color, fall color, fruit time and other seasonal characteristics should be coordinated to ensure a continually interesting and varied visual appearance (SEE FIGURE 4.10).

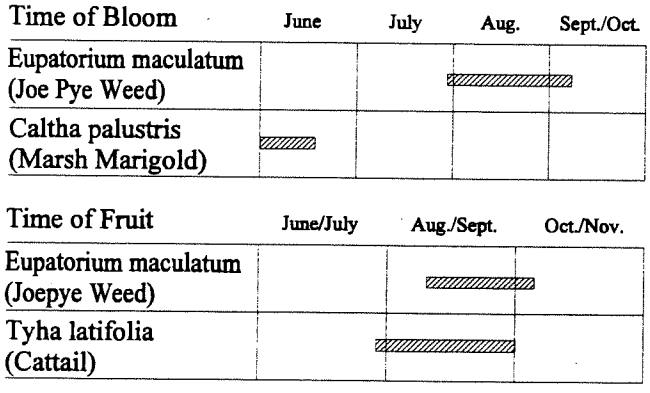
Scenitific Name	Common Name
PRAIRIE PLANTS	
• Andropogon gerardii	Big Bluestem
• Amorpha canescens	Leadplant
• Asclepias tuberosa	Butterfyweed
• Aster ericoides	Health Aster
• Aster novae-angliae	New England Aster
• Aster sericeus	Silky Aster
• Baptisia leucantha	White False Indigo
• Bouteloua curtipendula	Sideoats Grama
• Ceanothus americanus	New Jersey Tea
• Coreopsis palmata	Stiff Coreopsis
• Elymus canadensis	Canada Wild Rye
• Eryngium yuccifolium	Rattlesnake Master
• Gentiana andrewsii	Bottle Gentian
• Koeleria cristata	Junegrass
• Lespedeza capitata	Roundheaded Bushclover
• Liatris aspera	Rough Blazingstar
• Parthenium integrifolium	Wild Quinine
• Ratibida pinnata	Yellow Coneflower
• Schizachrium scoparium	
• Silphium laciniatum	Compassplant
• Solidago rigida	Stiff Goldenrod
• Sorghastrum nutans	Indaingrass
• Sporobolus heterolepsis	Prairie Dropseed
• Veronicastrum virginicum	Culver's Root
DECIDUOUS TREES	
• Acer saccharinum	Silver Maple
• Acer saccharum	Sugar Maple
• Betula papyrifera	Paperbark Birch
• Betula nigra	River Birch
• Carya ovata	Shagbark Hickory
• Celtis occidentalis	Common Hackberry
• Fraxinus americana	White Ash
• Fraxinus pennsylvanica	Green Ash
• Gleditsia triacanthos	Honeylocust
• Gymnocladus dioicus	Kentucky Coffeetree
• Juglans nigra	Black Walnut
• Ostrya virginiana	American Hophornbeam (Ironwood)
• Populus detoides	Eastern Poplar
• Quercus alba	White Oak
• Quercus bicolor	Swamp White Oak
• Quercus macrocarpa	Bur Oak
• Quercus muhlenbergii	Chinkapin Oak
• Quercus rubra	Red Oak
• Salix spp.	Willow
• Tilia americana	American Linden
• Ulmus Americana	American Elm
ORNIMENTAL TREES	
• Amelanchier laevis	Serviceberry
• Cornus alternifolia	Pagoda Dogwood
• Corylus americana	American Filbert
• Crataegus punctata	Thicket Hawthorn
• Malus ioensis	Prairie Crabapple
• Prunus americana	American Plum
• Prunus serotina	Black Cherry
EVERGREEN TREES	
• Juniperus virginiana	Eastern Redcedar
• Pinus strobus	White Pine
SHRUBS	
• Cornus racemosa	Gray Dogwood
• Euonymus atropurpureus	Eastern Wahoo
• Hammamelis virginiana	Common Witchhazel
• Rhus glabra	Smooth Sumac
• Rubus spp.	Rasberry
• Viburnum lentago	Nannyberry Viburnum

FIGURE 4.9 EXAMPLE PLANT LIST

PRAIRIE PHENOLOGY



WETLAND PHENOLOGY



FOREST PHENOLOGY

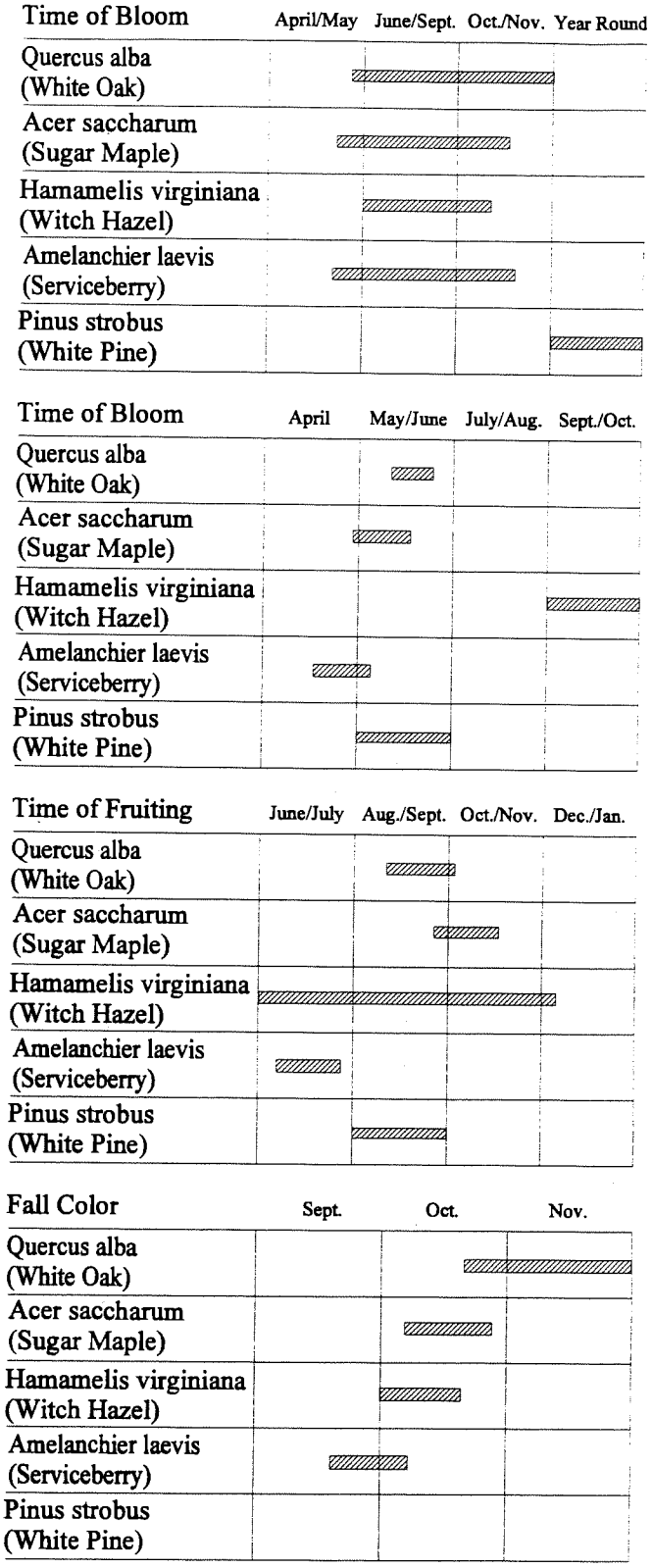


FIGURE 4.10

PHENOLOGY CHART

Include key species of a community whenever possible. Key species are those that have direct biological influences on a community as well as those which have a strong physical presence. For example white oak tends to be a key species in the dry woods found on many west facing slopes along the Mississippi River bluffs. This species dominates the tree canopy in numbers and size and has great impact on the ability of other species to find their niche due to its shading of sun, acidity and chemical content of its leaf litter, attraction of wildlife species.

Species with tendencies to spread rapidly and migrate out of the planting area are to be avoided where such behavior is not desired. Urban conditions require species selection to be hardy and tolerant of limiting factors such as confining space and weather (i.e., road salting), (SEE FIGURE 4.11). Species selection should emphasize plants that provide wildlife habitat for nesting, food and cover (SEE FIGURE 4.12). Selection of species should also involve consideration of functional benefits such as erosion control, snow catches and filtering of sediments and pollutants (SEE FIGURE 4.13).

FIGURE 4.11 URBAN CONDITION

FIGURE 4.12 WILDLIFE ENHANCEMENT

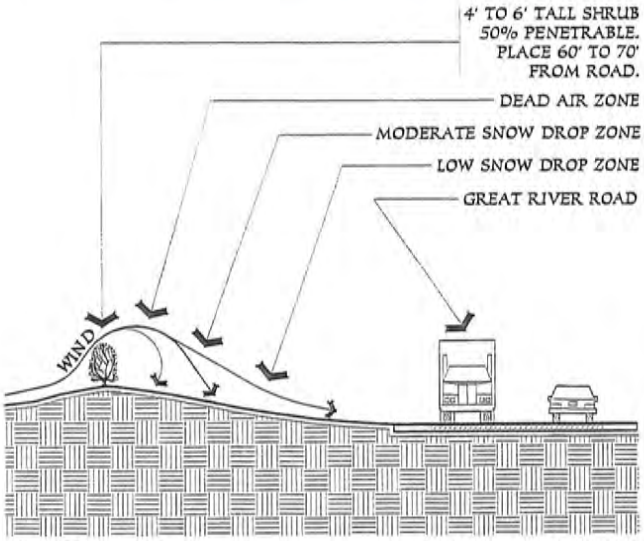


FIGURE 4.13 SNOW CATCHING

RECOMMENDED PRACTICES 4.5

Vegetation management and design priorities should respond to and balance several objectives. Mimicking the natural distribution of plants within a community setting is one, while others focus on functional aspects of the planting design. Screening of undesirable views and activities play an important role. Safety standards of the road such as clear zones are also important considerations. The following paragraphs include recommended practices for vegetation enhancement.

The placement of vegetation planted into the right-of-way often attempts to extend the character of the adjacent vegetation into the right-of-way. For example, where the right-of-way abuts pasture, prairie can be planted. Where the right-of-way abuts red pine plantations, (SEE FIGURE 4.14) additional pines, birch, and maples should be planted and feathered to soften the abrupt edge (SEE FIGURE 4.15). For a natural appearance avoid regularly spaced plantings. Plant with non-uniform spacing and in groups of widely ranging sizes.

Vegetation naturally spreading downhill should be allowed to continue and not be cut back. Plant flowering indigenous trees if none exist. Along the edges of wooded sections, serviceberry (Amelanchier laevis) and cherry (Prunus spp.) might be planted to brighten the woods in the spring. In draws the wild plum (Prunus americana), prairie crabapple, and hawthorn (Crataegus spp.) can be planted (SEE FIGURE 4.16).

In response to views from the road, revegetation of the right-of-way can be used to frame and define desirable views (SEE SECTION 2.0) Design speed, angle of vision, distance to foreground detail, and focusing distance should all be considered when determining view management practices.

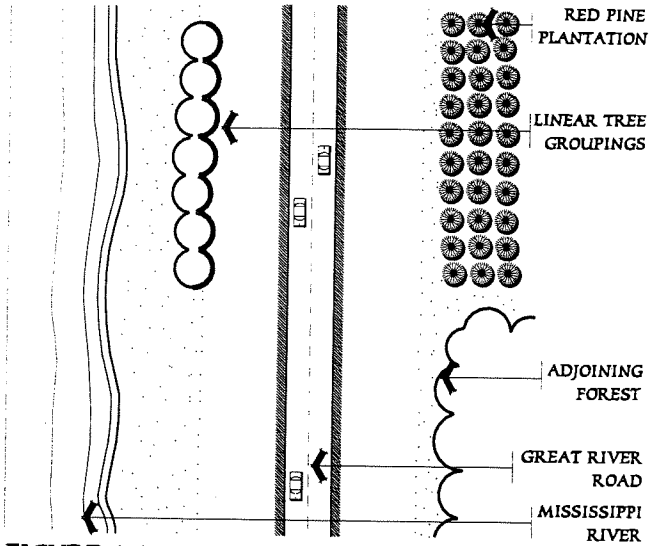


FIGURE 4.14 EXISTING CONDITION

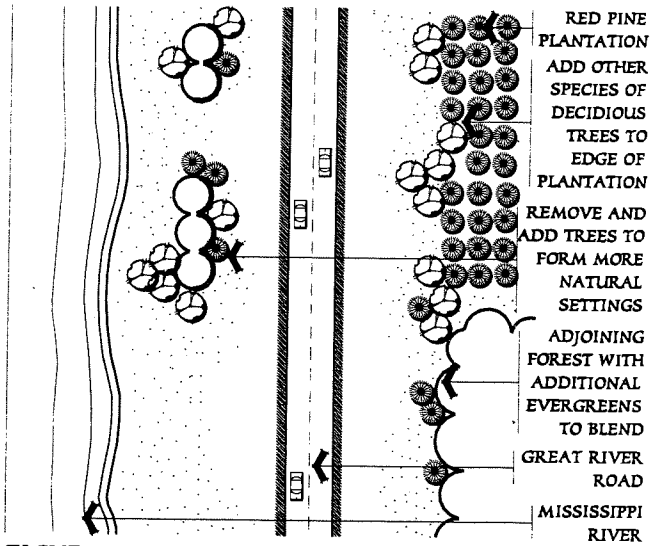


FIGURE 4.15 POTENTIAL CONDITION

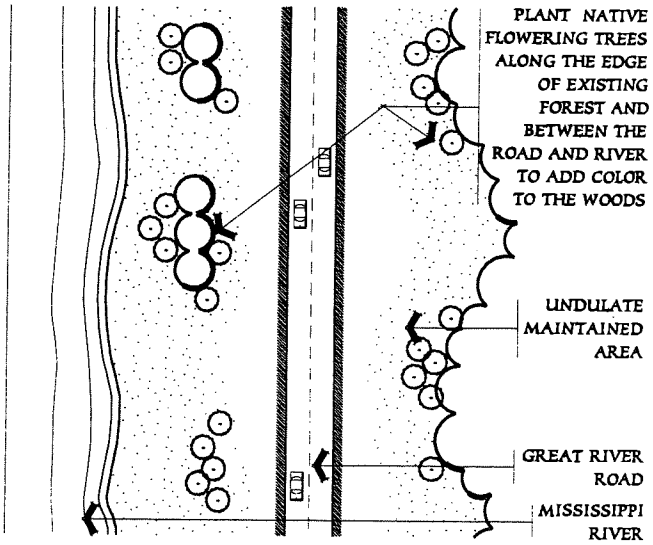


FIGURE 4.16 POTENTIAL CONDITION

Undulate edges of right-of-way to provide natural flow for vegetation. Feather forest edges. Do not mow or cut in straight lines (SEE FIGURE 4.17). Undulated edges create the perception of an area that is larger than its actual size due to the difficulty in seeing and organizing the area from one view point (SEE FIGURE 4.18).

If a fleeting view is desired a minimum length of .5 seconds at the highway design speed is required. Fleeting views, particularly when sequenced with interesting features can stimulate the driver's interest and awareness of their surroundings.

Panoramic views require a minimum of 5 seconds at design speed. Selective clearing, and/or limbing of large trees can be used to maintain the desired view. Small clumps of trees and shrubs can be retained or planted to add interest and frame the view in the foreground. This is especially useful where the cleared length results in a view of greater than 10 seconds.

Break up long tangents with groves of trees, enhancing views by framing and defining vistas from the road.

Screen unsightly land uses such as quarries, by providing a planted buffer. Where the opportunity to screen an unsightly view does not exist, consider providing an attractive feature to divert attention. This can be done by opening attractive views in the opposite direction. Provide exceptional plant displays with distinctive grasses, wildflowers, and flowering shrubs inside the right of way (SEE FIGURE 4.19).

Vegetation management should enhance attractive views and screen negative views toward the road. The visual and audible impact of the roadway on adjacent land use is an important consideration with plant placement.

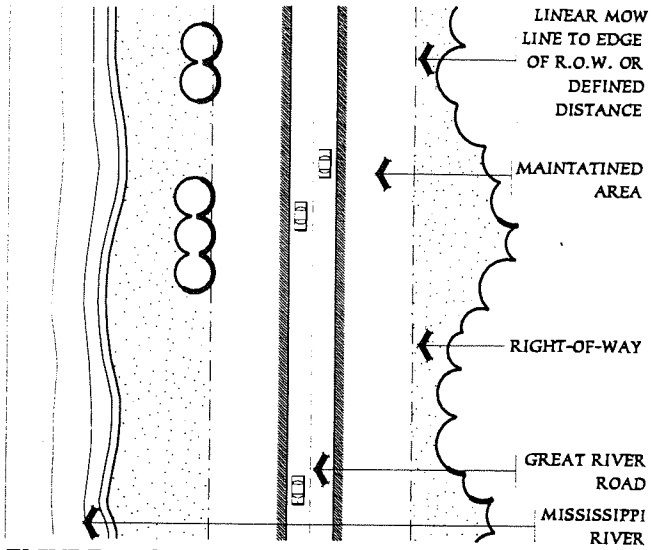


FIGURE 4.17 EXISTING CONDITION

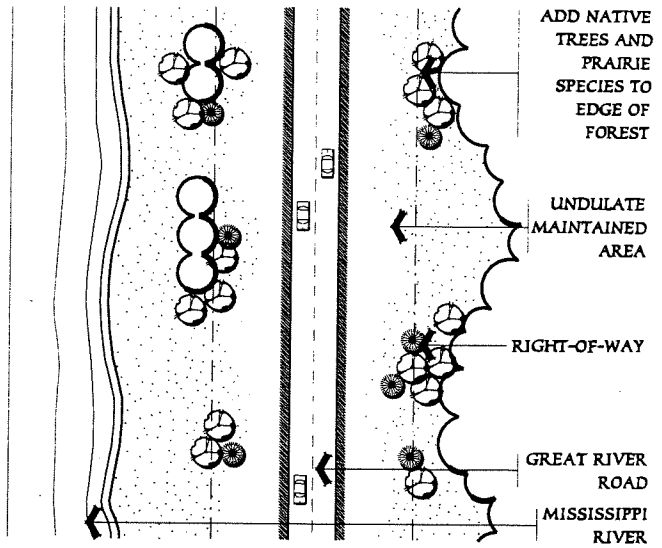


FIGURE 4.18 POTENTIAL CONDITION

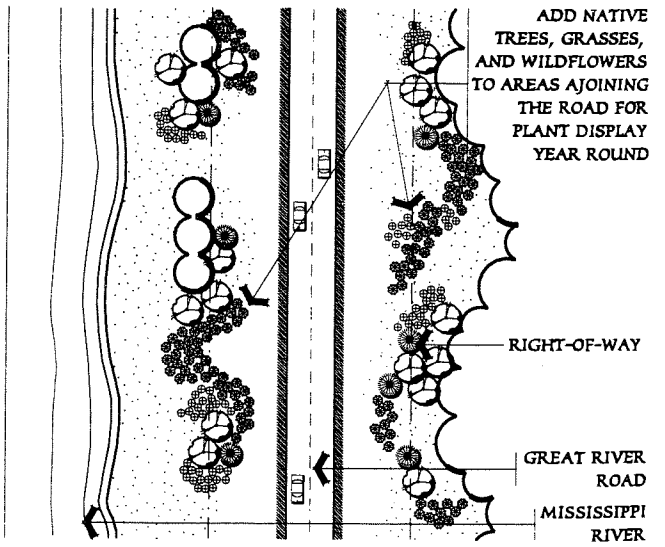


FIGURE 4.19 POTENTIAL CONDITION

Where the road is to be viewed from recreational areas vegetation management should emphasize screening of the view toward the highway. Where the highway passes near the riverbank, ensure that revegetation or vegetation management is undertaken to preserve the visual integrity of the shoreline.

Successful treatment of the roadside border begins with the acquisition of sufficient right of way. It is desirable to maintain natural vegetation as close to the road as safety permits. Limit management of woody vegetation and grasslands to that with a strong and agreed upon purpose. Such purposes should be in the plan and recognized by all parties involved.

When natural vegetation is present, take measures to ensure proper treatment. Identify areas of high quality natural vegetation and limit disturbance of these areas. Soften harsh edges by undulating with new plantings which extend the natural character of native plant communities. Avoid straight lines within the planting pattern and at the planting edge. (*SEE FIGURE 4.20*)

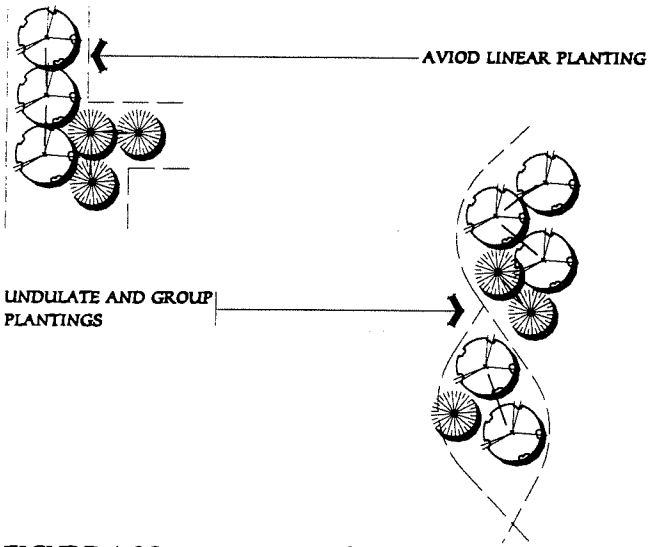


FIGURE 4.20 POTENTIAL CONDITION

Screening or softening of erratic or confusing views can increase driver comfort and safety. Screens can isolate drivers from parallel frontage roads, reinforce the line of the road, minimize the prominence of utility corridors, mitigate the effect of highway structure and unsightly land uses.

Shrub plantings in groups less than 3 meters in width can seldom be effectively used for screening purposes but do provide variation in the degree one is exposed to adjacent land uses. Groups of trees require even greater depths to adequately screen unsightly views, however, few trees may be required to enhance desirable scenes. For screening purposes, the combination of trees and shrubs can produce highly effective and scenic screens.

Where local roads, adjacent to the highway, occur on flat land, glare from headlights becomes a problem. Glare control can be served by combinations of evergreens or deciduous shrubs if densely stemmed species are selected.

Where flat lands occur on the west shoulder or in wide open medians snow drifting onto lanes is often a problem. Traditionally in many Wisconsin road's rights-of-way the use snow fencing or rows of red pine help to create wind and snow breaks and provides glare screens. The snow fencing has questionable aesthetic appeal and is labor intensive. The use of pines for windbreaks and glare control appear unnatural and have the potential for creating long linear tunnels as they mature. The pines as they increase in size may increase the problems of snow drifting, since the leeward location at which snow is deposited relates to the height of the windbreak. They are also not suited to narrow rights-of-way. An alternative solution for snow control is the use of deciduous shrubs with a limited mature height, and wide corridors of unmown prairie. Although not previously attempted in Wisconsin, farmers in western states have often used tall grasses to trap snow for moisture supply.

To minimize the occurrence of sun glare, feather vegetation edges to reduce abrupt transitions from full shade to full sun. Bring larger wide branching trees close to roadway edge to block the sun at low angles.

Develop platforms or overlooks that take advantage of wildlife gathering areas along the river (*SEE SECTION 5.0*). Wait to mow at least 1/3 of the vegetation until after July 15 for the protection of nesting birds. For wildlife habitat, food and cover, mowing and other maintenance practice should never occur throughout the right-of-way at one time. Divide the right-of-way into small vegetation units, with many units being duplicated. Maintain no more than 1/3 at any one point in time. This will provide standing cover in the spring, summer and winter as well as food sources and nesting sites (*SEE FIGURE 4.21*).

Reasons for removal of trees include development of scenic views, diseased control, and damaged vegetation that causes hazardous conditions for the road or trails. Dying trees should not be removed except when hazardous or if they may serve as the disease source. Dead trees serve a highly significant purpose in providing nesting and food sources for wildlife.

Manage vegetation in a way that mimics natural controls. Fire plays a significant role in vegetation management. Although its use does require training and contracting with experienced fire leaders, its benefits in establishing and maintaining grassland vegetation is excellent. Mowing mimics fires in some respects but does not recirculate nutrients as rapidly, remove litter or duff and create a blackened soil surface that warms the soil in early spring. All mowing in grassland areas needs to be followed by raking of the thatch. Thatch can prevent needed light from reaching plants and can bind up nutrients.

Girdling of trees, although time consuming, is an excellent woody plant control reducing the need to use herbicides to control sprouting. Girdling the removal of bark to the cambium in 8" bands around the trunk disrupts the ability of the canopy to feed the roots.

Recommend mowing no more than 10' off the shoulder except when undesired shrubs are creating problems for planting goals or creating safety hazards.

Reduced mowing will let existing shrubs move into right-of-way. In many cases this is desirable. Such plants show adaptation to habitat and often greater survivability to plants of the same species installed as part of a separate or additional planting. Shrubs should be removed, however, when not meeting the desired characteristics or, if in a natural community model, not a part of the species list.

Create sequences of sun and light by varying the width of openings. Views can be framed through selective clearing or limbing. When doing this, minimize the effect of timber cuts by cutting stumps so that they are angled away from the road. Do not cut except when ground is frozen and leaf-off conditions are present. Cut vegetation where prevailing winds will not induce wind throw or create wind channels.

FOOD SOURCES

- Corylus americana
- Cornus racemosa
- Amelanchier spp.
- Viburnum lentago

NESTING SOURCES

- Crataegus spp.
- Malus ioensis
- Prunus americana
- Viburnum spp.

FIGURE 4.21 PLANTS BENEFICAL TO WILDLIFE

FACILITY DEVELOPMENT CONCEPTS 5.1

Creating a rhythm of road side facilities along the Great River Road is important for the recreational function and experience of the corridor. A rhythm establishes periodic stopping points during travel and allows time for scenic enjoyment. A strong program of facilities development builds a support system for the user/tourist. These facilities supporting the experience will attract new users and promote return visits.

Rest stops, regardless of size or function, should provide information about aspects of the corridor. A developed interpretive system for the Great River Road, will encourage the user to experience a slower, more enjoyable traverse of the road. Areas of tourist interest along the corridor should be identified by signs and markers. The signs and markers should depict the site's historic, cultural, and environmental significance to the region (SEE SECTION 7.0). Informational signs and markers can be a source of interpretation within a facility development.

The protection and enhancement of natural habitats are aspects of great importance in the interpretation of the corridor. This can include, the restoration of native plant communities and wildlife habitats, and provides an interpretive opportunity to incorporate in facility development (SEE FIGURE 5.1). The addition of trail systems (SEE SECTION 6.0) through natural habitats ought to be a part of a facility development. The trails provide living information and experiences for the user.

Building design for roadside facilities depends upon the site location. Blending structures into the landscape limits views of built elements from the river (SEE FIGURE 5.2). Limiting structures from views of ridge lines and open vistas will maintain the natural setting of the Mississippi River Valley. The rhythm and placement of facilities should focus on potential user need ands enjoyment of the corridor.

Building materials for facility development should be within the theme of the natural environment. The stone, brick, and wood of the existing vernacular buildings comprise a portion of the color palette (SEE FIGURE 5.3). These buildings of the region are made of brick and stone and are reddish to orange brown in color. The use of the brown colors and natural materials will promote compatibility with the existing built environment. The second half of the color palette is made up of green and blue tones of the natural landscape. The greens of vegetation and the blues of the river and sky provide a range of

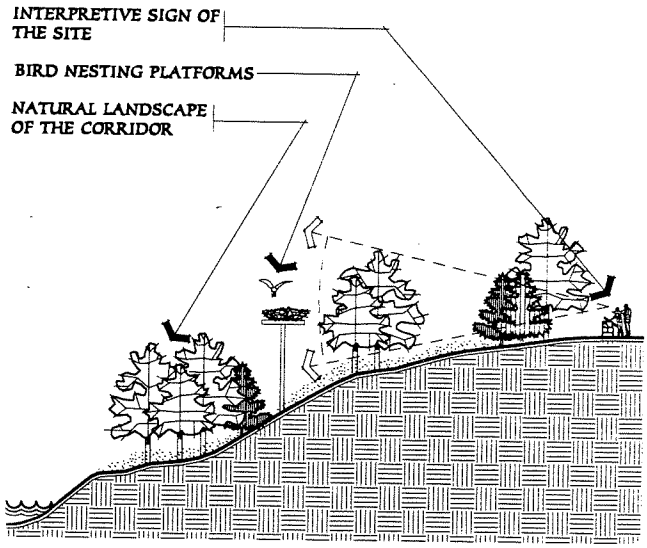


FIGURE 5.1 INTERPRETIVE NESTING PLATFORM

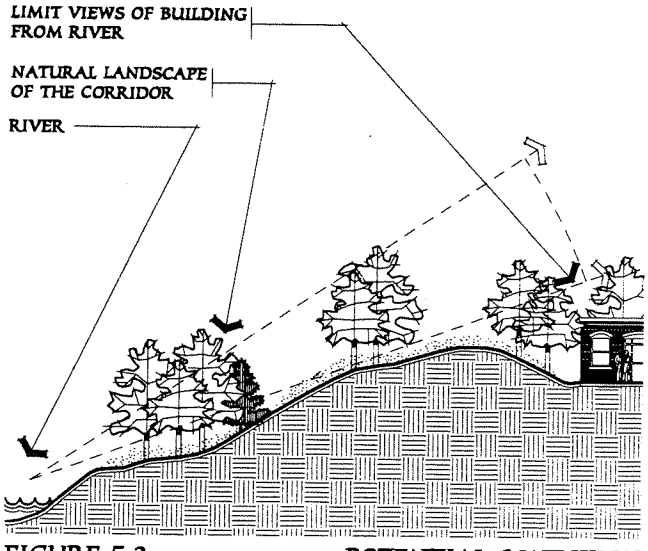
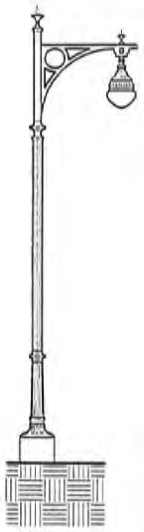


FIGURE 5.2 POTENTIAL CONDITION

highlighting color to be used on structures. The proper uses of the color palette will harmonize the built elements with the surrounding environment throughout the year, and over the long-term life of the facility.

Existing structures of the region provide a base for facade design and textures prevalent in the Mississippi River Valley. Borrowing design form from existing elements of the corridor can provide a design continuity with the communities of the region. Elements of existing buildings may also influence amenity design such as light fixtures (SEE FIGURE 5.4). Building detailing explore and select from a collage of existing window types, doorways, and building facades to create a strong compatible design (SEE FIGURE 5.5). Color, texture, and building elements borrowed from the context strengthens the timeless, natural theme.

General criteria for corridor development of facilities for the Great River Road are discussed in this section. Specific spacing, location, and hierarchy of sites along the corridor will be addressed in phase 2 of the planning for the Great River Road.



HISTORIC STRUCTURAL REPLICATION

FIGURE 5.4

HISTORIC WINDOW REPLICATION

FIGURE 5.3

EXISING WINDOWS OF THE REGION

EXISTING DOORS OF THE REGION

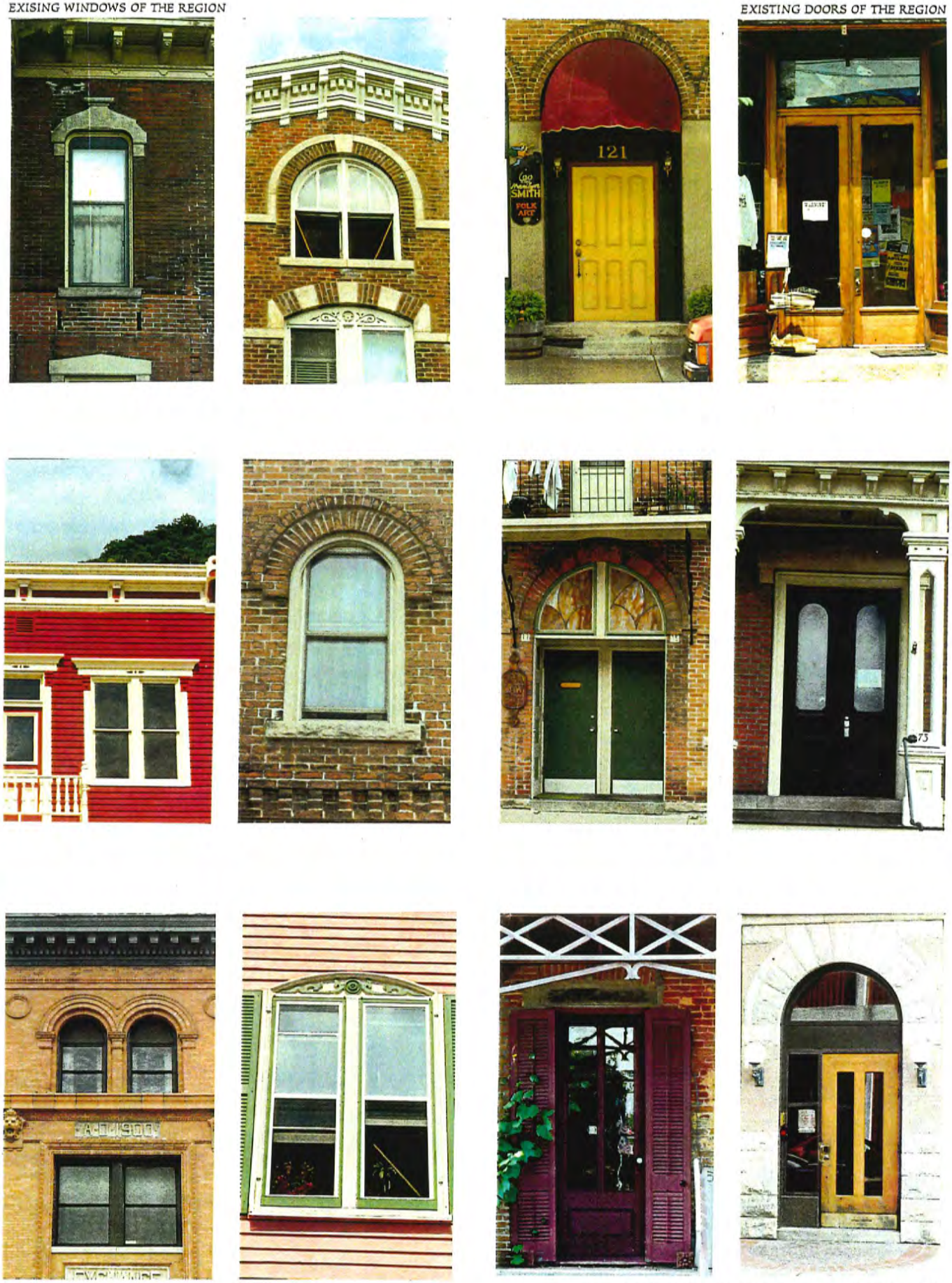


FIGURE 5.5

EXISTING WINDOW AND DOOR COLLAGE

INTERPRETIVE CENTERS 5.2

Interpretation centers provide a resource that informs and enlightens people about the history, culture, and environment of a region. The portions of the Great River Road at state line crossings are areas of the corridor where interpretation centers may be valued. The theme of the Wisconsin corridor can be established at the entrance into the State. The information on display in the buildings along with maps and brochures provided at these interpretive centers allow the user to be a part of the full experience of the region.

The roles of interpretation centers require interpretation centers to be large full service facilities. The size and the requirements are similar to the criteria of Safety Rest Areas (SEE FIGURE 5.6).

The interpretation center sites are large areas to be used for a longer time than rest areas. Expected pedestrian use dictates that vehicular area and walkways be adequate to handle large volumes. The Great River Road is primarily a two-lane highway. The southern end of the route is combined with State Highway 151 to form a four-lane road which can be beneficial in choosing new interpretation center sites.

The Great River Road corridor is the living museum and recreational resource that is described within the interpretive center. The primary goal is to establish a base of information for use of the corridor. The building offers shelter from inclement weather and provides an array of colorful displays for tourist enjoyment (SEE FIGURE 5.7).

The site location for an interpretive center should allow for views from the building or grounds to the Mississippi River. This should be a heavily weighed criterion for interpretive center site selection. The views to the Mississippi River are beneficial,

INTERPRETIVE CENTERS (SAFETY REST AREAS)

CHARACTERISTICS

- Site of 20 acres or more in size
- Heated rest rooms and lobby
- Modern plumbing
- Open 24 hours per day, year round
- Public Telephone
- Picnic areas
- Posted travel information
- No overnight camping
- Dual toilet rooms for each sex
- Signed rest area

CRITERIA

- Design Section Length Determinants
  - State Line
  - Existing site
  - Urban areas
- Spacing
  - AASHTO - 1 hour driving time (40 to 70 miles)
  - FHWA - closer spacing to control size
  - TRB - 1 hour after decision to stop
  - 45 mile national average
  - Factors used in spacing determination
    - ADT - or mainline
    - Percent stopping
    - Percent trucks
    - Availability of suitable site
- Sizing
  - FHWA sizing factors
    - ADT and percent stopping
    - Rest rooms users per vehicle
    - Design hour / day usage
    - Peak factor
    - Cycle time for rest rooms
    - Cycle time for vehicles
    - Percentage cars / trucks
- Development Considerations
  - ADA requirements
  - Vandalism
  - Public health
  - Security
  - Motorist safety

FIGURE 5.6 INTERPRETIVE CENTER CRITERIA

whereas views from the river of the building and facility development are a sensitive issue in the protection of the corridor. Building sites that offer views to the river must also maintain a low profile.

The ease of vehicular and pedestrian movement throughout the site contributes to the functions and operations of the center, and will encourage return visits. Walkways and parking areas should serve the building directly. Proper site planning promotes the ease of pedestrian movement through the facility as with Safety Rest Areas (*SEE FIGURE 5.8*). The Americans with Disabilities Act should be given strong consideration in the design and accessibility of the facility.

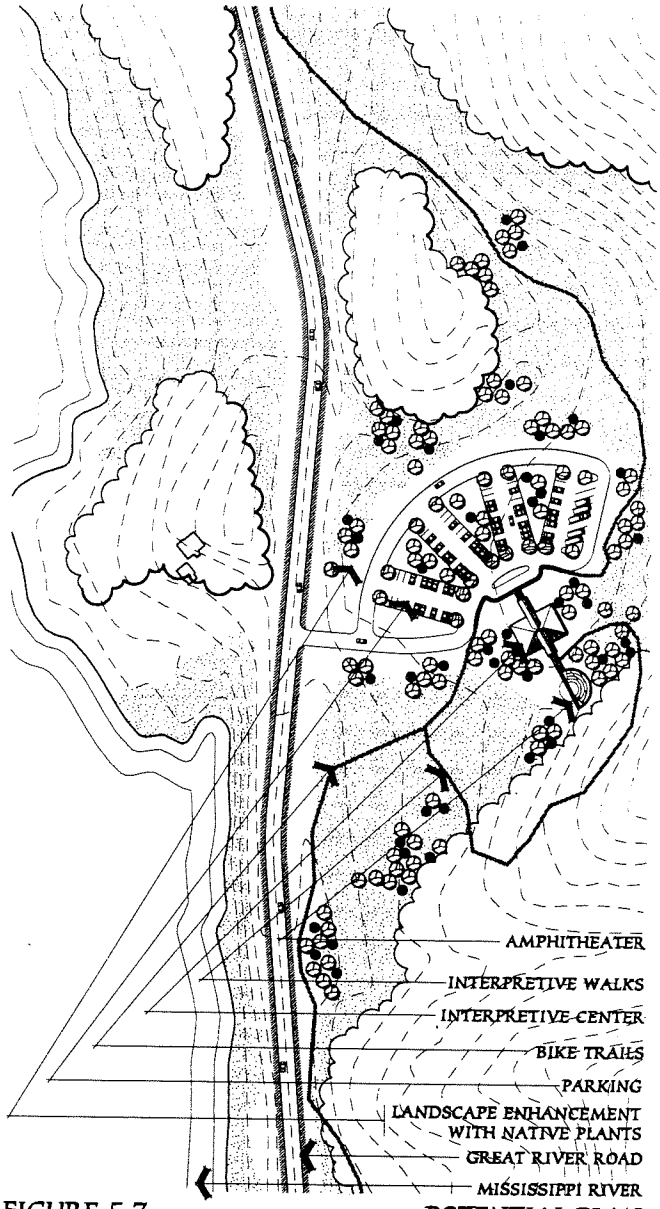


FIGURE 5.7 POTENTIAL PLAN

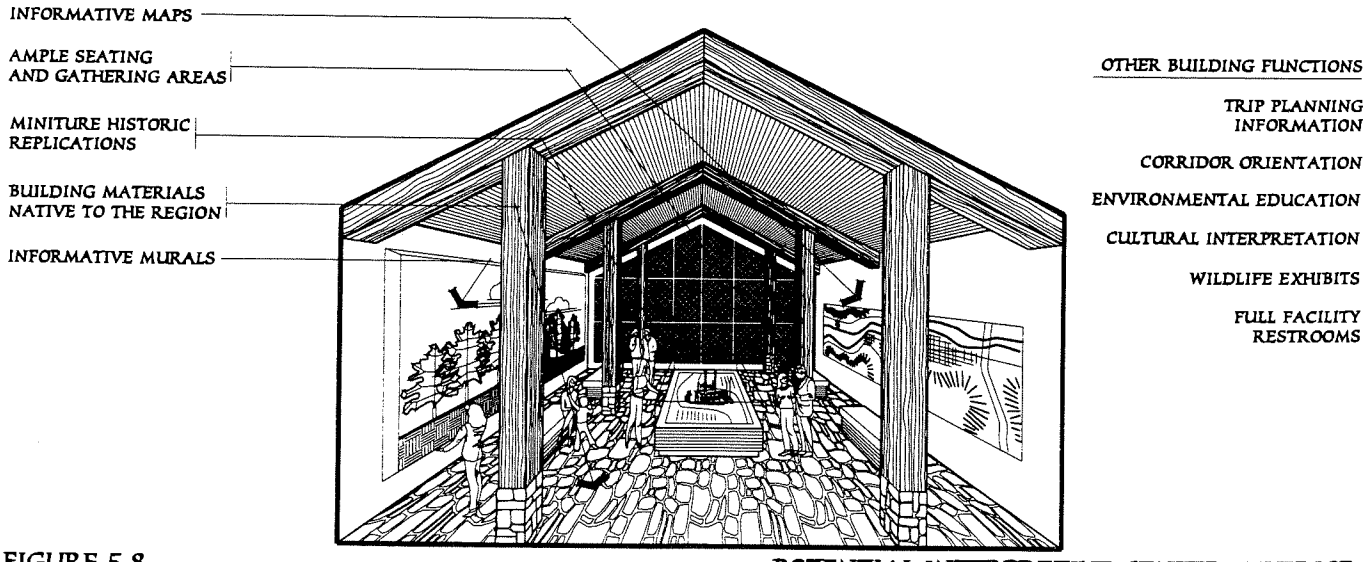


FIGURE 5.8 POTENTIAL INTERPRETIVE CENTER INTERIOR

MODERN WAYSIDES 5.3

Modern waysides are similar to interpretive center sites in that they provide a high level of service to the user. The existing waysides of the corridor are rustic and inadequate in providing year-round service for tourist. Many of these waysides need to be updated to modern facilities.(SEE SECTION 5.4).

The criteria for modern waysides consist of full service facilities that are usable all day and year-round (SEE FIGURE 5.9). The modern wayside provides an atmosphere conducive with comfort levels needed to promote tourism. All new waysides, and when possible older waysides, should incorporate and improve overlooks and views of the Mississippi River Valley.

The design of a modern wayside consists of vehicular use areas with enough space for R.V.'s and buses. The nature of the corridor limits sites to long narrow parcels that may be challenging to develop or redesign for new modern waysides (SEE FIGURE 5.10). Modern waysides located in the corridor will be unique compared with other sites throughout Wisconsin. Recognizing the linear form of the land next to the Great River Road and the Mississippi River is important in maintaining the natural landscape character of the region. By blending wayside sites into the overall landscape the corridor can retain a more natural aesthetic.

Modern wayside development acts as a base for alternate transportation routes. Modern waysides provide nodes that may be linked with smaller pedestrian or bicycle paths to form a continuous trail system in the corridor for alternate transportation. The modern waysides offer resting points and a warming or sheltering opportunity for users during all seasons.

MODERN WAYSIDES

CHARACTERISTICS

- Entrance and exit design to standards of highway service
- Site of about 10 to 20 acres in size
- Heated rest rooms and lobby
- Modern plumbing
- Open 24 hours per day, year round
- Public Telephone
- Picnic areas
- Posted travel information
- No overnight camping
- Signed wayside

CRITERIA

- Design Section Length Determinants
  - State Line
  - Existing site
  - Urban areas
- Spacing
  - AASHTO - 1 hour driving time (40 to 70 miles)
  - FHWA - closer spacing to control size
  - TRB - 1 hour after decision to stop
  - 45 mile national average
  - Factors used in spacing determination
    - ADT - or mainline
    - Percent stopping
    - Percent trucks
    - Availability of suitable site access to user
- Sizing
  - FHWA sizing factors
    - ADT and percent stopping
    - Rest rooms users per vehicle
    - Design hour / day usage
    - Peak factor
    - Cycle time for rest rooms
    - Cycle time for vehicles
    - Percentage cars / trucks
- Development Considerations
  - ADA requirements
  - Vandalism
  - Public health
  - Security
  - Motorist safety

FIGURE 5.9 MODERN WAYSIDE CRITERIA

Environmental awareness is an element important to establishing the natural setting theme. Modern waysides may provide areas for interpretation (SEE FIGURE 5.11). Areas of natural habitats can be displayed to facility users within the site boundaries of the wayside. The design of the grounds of the facility can also feature the vegetation native to the corridor. The recognition of historic and cultural events or places informs tourist of the evolution of the region.

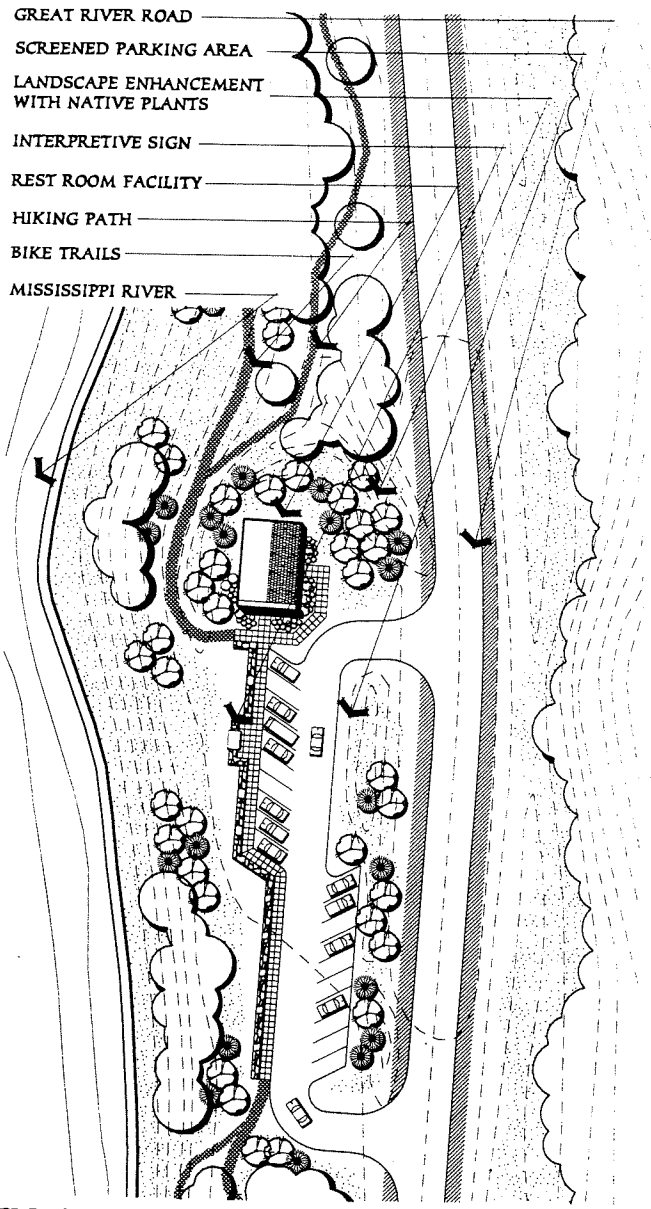


FIGURE 5.10 POTENTIAL PLAN

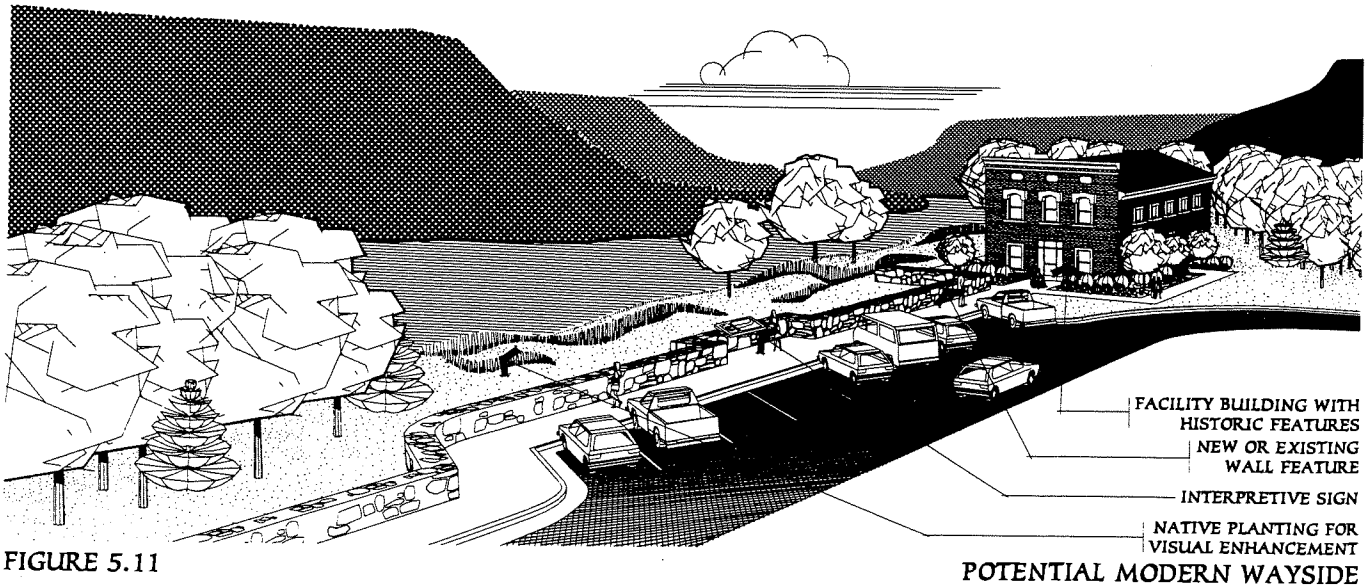


FIGURE 5.11 POTENTIAL MODERN WAYSIDE

OVERLOOKS 5.4

Overlooks are periodic stopping points along a route that allow the user to rest and enjoy a scenic view. With the proposed improvement of some current rustic rest areas to modern waysides, there is a need for rustic sites. These sites should be changed into overlooks to utilize valuable views at the individual location, and to provide periodic resting points.

In addition, new overlooks should be placed along the Great River Road opening up new opportunities for viewing historic, cultural, and environmental elements of the corridor. These overlooks should provide areas at a pedestrian scale (SEE FIGURE 5.12). Interpretive walks and signs should be placed throughout the site describing the region and/ or views.

Overlook sites should provide outdoor areas. With the development of picnic areas, trails, and other outdoor facilities, these sites will provide opportunities to interact with nature.

Overlook sites should allow for R.V.'s and buses to park for viewing opportunities and picnicking. Overlook sites are likely to be narrow and limited due to the linear landscape of the Mississippi River valley (SEE FIGURE 5.13). Views of the Mississippi River should be maintained at these sites allowing for a clear vista of the corridor.

Overlook sites may be linked to other facilities with alternate transportation routes. Overlook sites can be interpretive and educational information nodes, and should be a short resting stop for bicyclist, hikers, and winter sport enthusiast. Interpretation through signs and native vegetation can play an integral part in overlook design. The primary goal of overlook

OVERLOOKS (WAYSIDE RUSTIC)

CHARACTERISTICS

- Located on STH system
- Site usually 5 acres or less
- Maintenance limited to periodic site cleaning
- Facilities usually cosist of:
  - Picnic areas
  - Parking for 10 to 15 cars and about 5 R.V.'s
  - Posted information
  - Interpretive information
- No overnight camping
- Signed overlook

CRITERIA

- Design Section Length Determinants
  - Modern Wayside location
  - Urban areas
- Intergrate spacing with modern waysides
- Convenience to public
- Integrate with other opportunities to stop such as fuel stations, restaurants and parks
- Spacing between other stops
- Unique characteristics of the site or area
- Quality of the site
- Development Considerations
  - ADA requirements
  - Vandalism
  - Public health
  - Security
  - Motorist safety

development should be the interpretation and scenic value of an area (SEE FIGURE 5.14). These sites may offer bench seating but should not include shelter structures that can limit the natural aspect of an overlook. Overlook sites should maintain the natural atmosphere of a rustic wayside without the placement of structures.

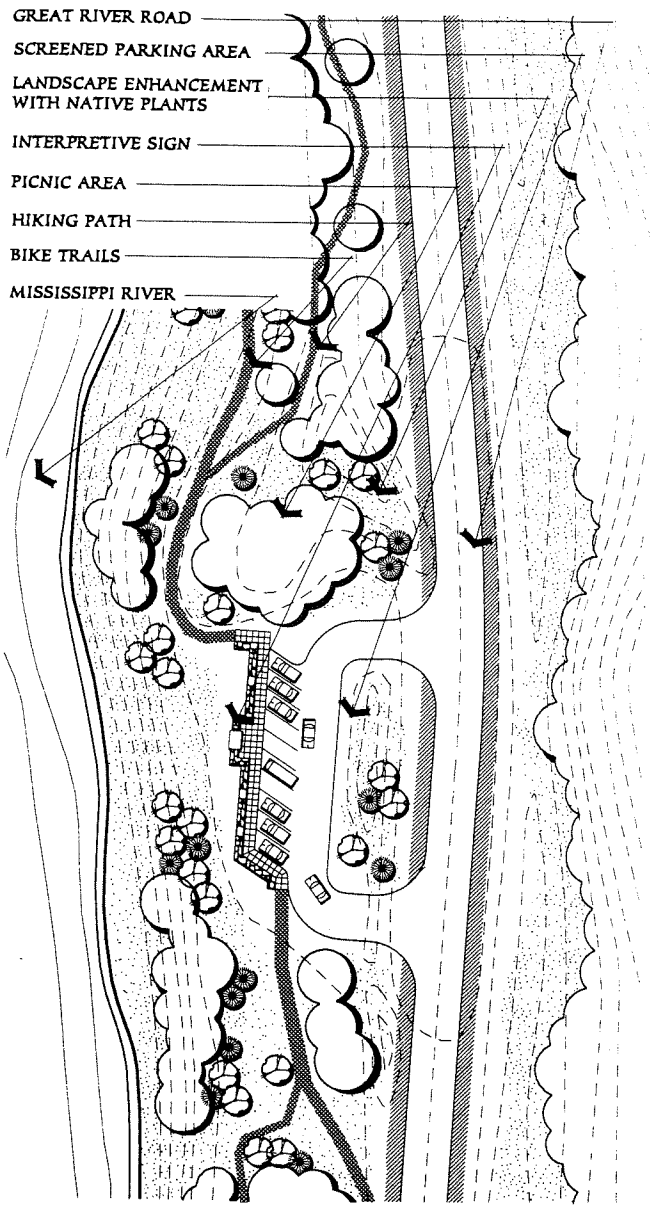


FIGURE 5.13 POTENTIAL PLAN

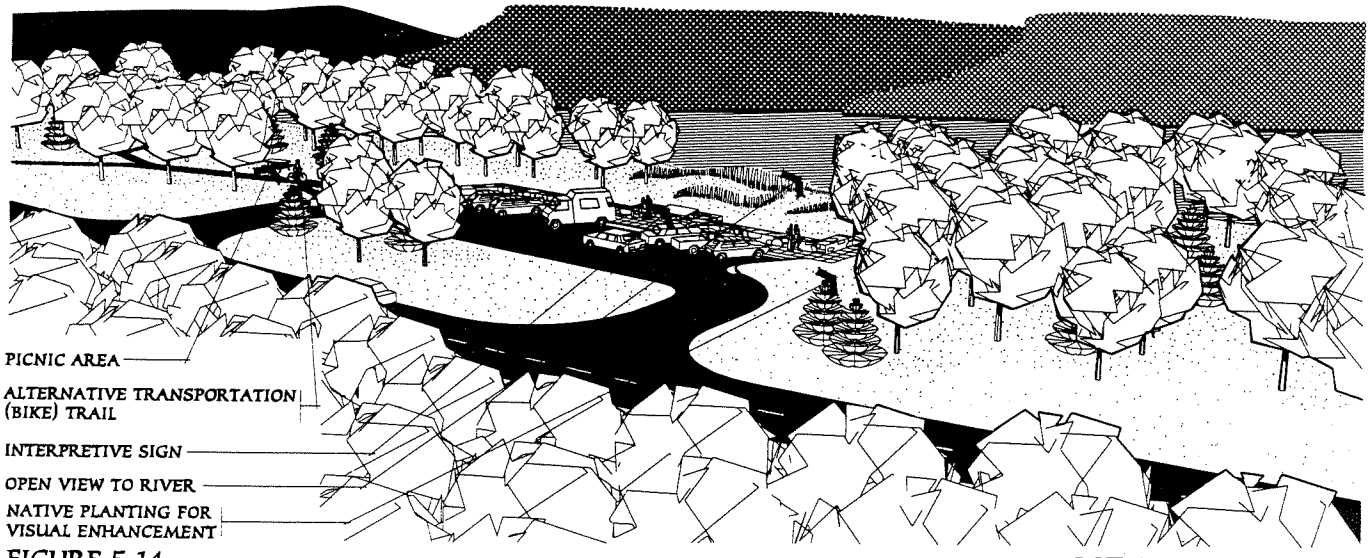


FIGURE 5.14 POTENTIAL OVERLOOK

TRANSPORTATION TYPES 6.1

The historical significance of the Mississippi River corridor is closely tied to its use as a transportation route. Barge and steamboat traffic began sparingly in the early to mid 1800's but by the late 1800's became a prevalent form of transportation for the transfer of goods and people through the interior of the country, linking region to region. The concept of the scenic highway along this corridor evolved at a time when automobile travel was increasing, for transportation and recreation. Today, many more people have the opportunity to experience the corridor by way of automobile than any other means of transportation.

In addition to the automobile, people can travel along the corridor by bike, foot, boat, ski, snowmobile and train. This being the case, consideration of alternative means of transportation is important in this document. The following paragraphs will describe various forms of transportation and recommended practices for their planning and design.

Existing railroad tracks traverse the corridor, roughly parallel to the river. Currently these are used mainly for freight, with Amtrak passenger service stopping at La Crosse, Wisconsin, Winona and the Twin Cities, Minnesota. The consideration of road and facility development near railroad tracks should take into account the potential impact on views from a passenger train.

Access to the river should be provided for all types of transportation routes. Development of river access points that are accessible from a variety of transportation types may best address this concern. These should be separate facilities from ones that are oriented toward through-traffic.

Although this section has described several forms of transportation along the corridor, times change as do modes of transportation and the future will bring options for travel that may not even be considered currently. Hopefully the Great River Road will always hold a place in the hearts of Americans, inducing a desire to see, travel along, and experience the heritage of the Mississippi River Valley.

FIGURE 6.1 EXISTING BIKE TRAIL

FIGURE 6.2 EXISTING PARK HIKING TRAIL

BIKES AND SNOWMOBILES 6.2

Long distance recreational bike travel is becoming very popular in the United States. The potential for use of this corridor for long distance biking, as well as local, short trips is great. There are several regional bikeways in Wisconsin, some of which could be tied directly to the Great River Road corridor. The northern terminus of the Great River Road in Wisconsin is within twenty-five miles of Minneapolis/St. Paul; the southern end is a short distance from Dubuque, Iowa, and Galena, Illinois. These cities, as well as many in between are great sources of potential bike corridor visitors, and can be promoted at destination points.

Bike route location along the Great River Road corridor should be designed with several important factors in mind. The bicyclist should not be placed along a highly traveled roadway. Trail system design should accommodate bikes, separate from automobile routes whenever possible (SEE FIGURE 6.1). The slopes and widths of the bike trail can create of exist in an environment different from one dominated by automobiles (SEE FIGURE 6.2).

The type of pavement should be native chrushed stone creating a fit between the regional character and the trail.

Trail locations should emphasize connections with cities, towns and recreational areas as well as existing bike trails, providing direct access to activity areas. This will allow them to act as transportation routes along with being recreational trails.

If designed properly, the slope, width, and location of bike trails make them excellent candidates for snowmobile routes in the winter. This type of use will stretch the utilization of the trails through most of the calendar year.

Signage for snowmobiling should be consistent with local sowmobiling sign system. This form of signs provide a scale best suiting the user needs. For additional information on signs see section 7.0.

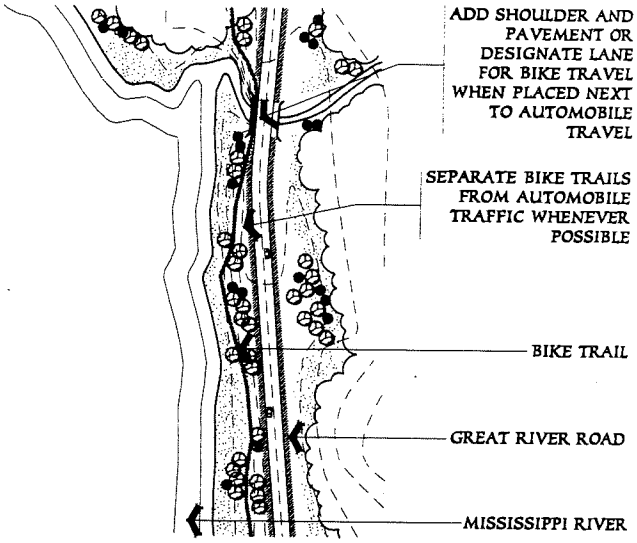


FIGURE 6.3 POTENTIAL CONDITION

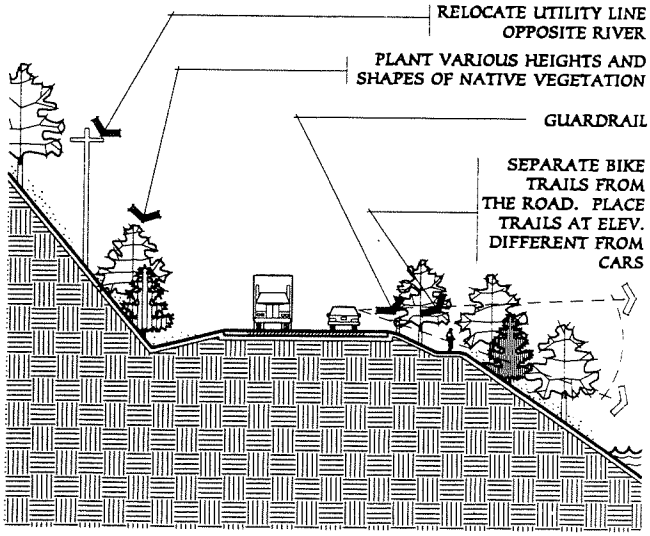


FIGURE 6.4 POTENTIAL TRAIL ELEVATION

WALKING AND SKIING TRAILS 6.3

Development of walking trails next to rest areas, towns, cities, and parks allow for short trips emphasizing relaxation and interpretation. These potentially short trails could be connected to create a continual hiking trail system along the entire length of the Mississippi River. This type of trail could be developed based on the Appalachian trail model.

As mentioned above, hiking trails provide an excellent opportunity for interpretation of the natural and cultural history of the region as well as other significant features (SEE FIGURE 6.3). Development of an interpretive signage system for these trails should take these considerations into account (SEE FIGURE 6.4).

The hiking trails can double as cross country ski trails during the winter months. This winter ski trail system could connect communities that are fairly close to each other. Cross country trails can connect towns (such as Prairie Du Chien) to park system trails (like Wylusing State Park).

Trails ought to depart and end at rest areas, but should not be limited to only one aspect of the corridor. The trail can best interpret the corridor if allowed to move from the river valley up into the bluffs and ridgetops and then return. Such trail placement would require easements (SEE SECTION 2.3) as means to cross the highway and to be placed separate the Great River Road right-of-way. Trail development may best be accomplished as joint endeavors with state, regional, and local agencies.

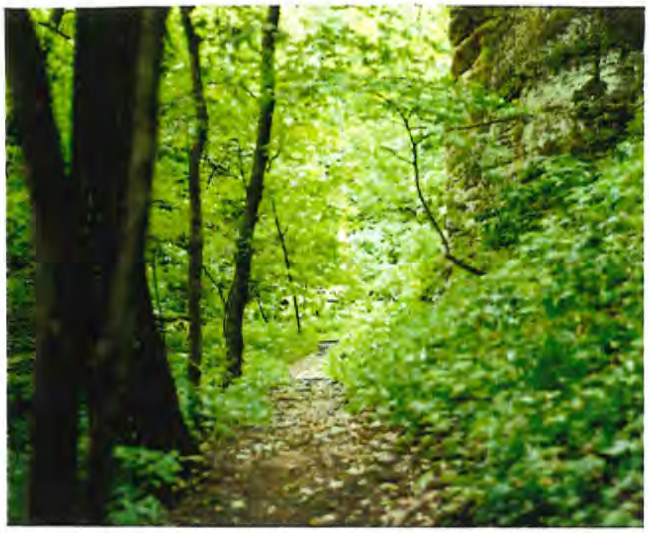


FIGURE 6.5 POTENTIAL CONDITION

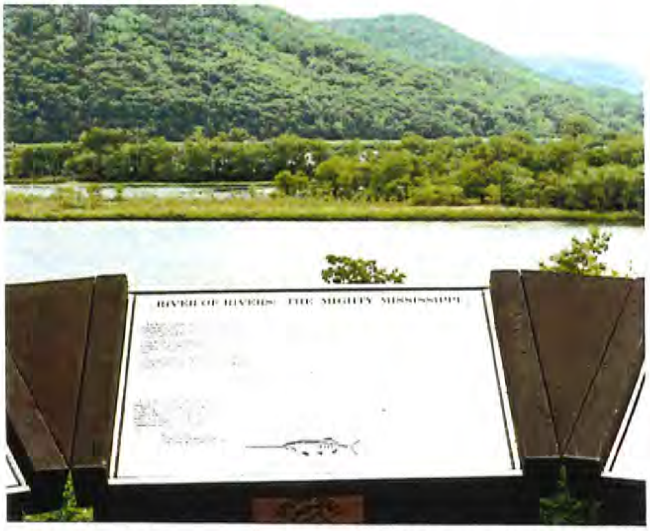


FIGURE 6.6 POTENTIAL CONDITION

SIGN DESIGN CONCEPTS 7.1

The overall design theme of the Great River Road is derived from the natural environment of the Mississippi River corridor. Sign design should respond to this theme through the use of appropriate materials, texture and color. Subtle earth tone colors, and recommended maximum sizes, and heights can help to minimize the visual impact of the sign structures. The use of appropriate complimentary colors can highlight important information against a consistent background tone or color. Signs can become a part of the overall corridor setting and still maintain a high level of legibility.

Earth, rocks, river, and vegetation of the region provide the basis for the color palette . These colors are subdued tones of browns, blues, and greens. Stone, brick, and wood are present in the vernacular structures of the corridor exist throughout the region. These materials have equal importance in the creation of the color palette. The red-brown to orange-brown brick colors widen the range of colors, as do the yellow to gray stones native to the region. The daily effects of the environment can alter the hue of colors. The sun or rain changes the tone of blue of the river. The seasons affect the shade of green in the native vegetation. Wide in variety, the color palette (SEE FIGURE 7.1) maintains a subtle tone.

Materials for sign design should be selected to recall the rock and wood features of the corridor. New, recycled materials can replicate native wood and should be considered when applicable. Selection of a recycled material should be based upon a high quality of replication.

Sign messages provide direction and information for activities and facilities throughout the corridor. The application of color and texture combined with size and content can establish a hierarchy of information. Text size should be determined by road design speed and legibility. The Times Roman font is recommended because it is familiar to most people and is an easily readable text style.

These elements, plus color coding of information groups will create a consistent pattern throughout all aspects of sign design, and through repetition, further reinforce the corridor theme.

FIGURE 7.1

ROUTE SIGN BOARDS 7.2

Route identification signs listing federal, state, and local highways and roads meet approved federal and state transportation department requirements (SEE FIGURE 7.2). These guidelines do not contemplate or recommend any changes to existing sign panels and graphics.

These signs are important to directing automobile traffic throughout the country safely and efficiently. However, the structure and material of the support post and framing is not critical to the function of the sign yet is important to the corridor's aesthetic character. The use of natural materials like wood or stone for posts, and background panels in place of metal, can contribute to the overall corridor theme.

Such route sign boards should provide the information required, and yet be unique to the corridor. Materials and colors of structural support components (SEE FIGURE 7.3) can blend with other new signs along the Great River Road. Federal, state, and local route information signs can maintain and increase visibility. Using highlighted borders this (SEE FIGURE 7.4) harmonious design strengthens the aesthetic and reinforces the theme throughout the corridor.

Organizing auxiliary distance and directional signs into the design theme provides an opportunity to strengthen the overall design theme, and create secondary features along the corridor. The natural color palette should be used for selection of colors for auxiliary signs (SEE FIGURE 7.1).

Material used in design should maintain current breakaway capabilities. Lettering should maintain present legible and reflective requirements.

FIGURE 7.2 EXISTING CONDITION

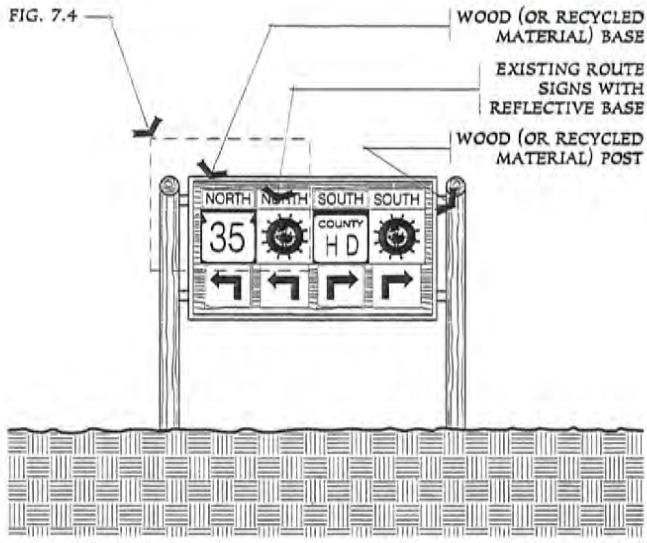


FIGURE 7.3 POTENTIAL CONDITION

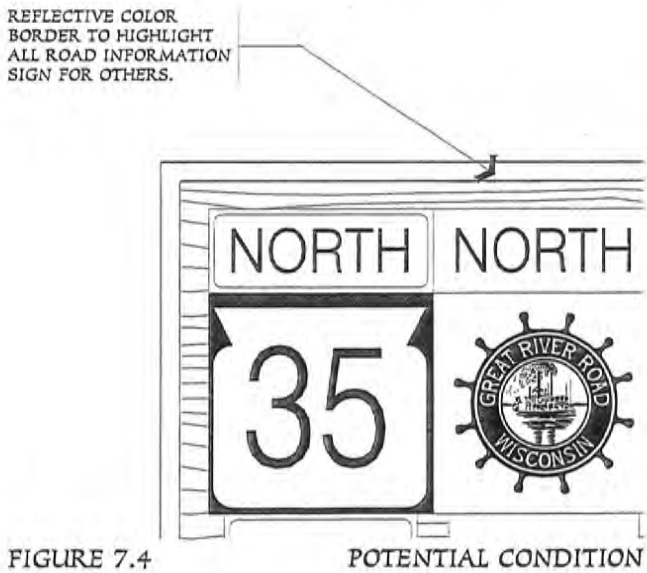


FIGURE 7.4 POTENTIAL CONDITION

GREAT RIVER ROAD SIGN 7.3

The existing Great River Road identification signs consist of the green boat steering wheel and paddle wheeler with title on aluminum sign panels similar to the format of state highway signs. These signs are to remain in their current graphic format, but may be attached to wooden support structures (SEE FIGURE 7.3).

One task of Phase 2 of the Great River Road planning process should be to inventory and assess the actual repetition of the logo sign throughout the corridor. Simply increasing the frequency of this image will strengthen the corridor's identity. Other existing signs currently provide distance and direction to given points. Signs constructed of natural materials, such as wood, can blend the information with the corridor aesthetic theme (SEE FIGURE 7.5).

The corridor contains historic, cultural, and environmental elements. Colors can be used to identify and categorize the information defined on signs, i.e., parks labeled in green reflective text. The repetition of color will easily identity parks from other activities and features along the corridor (SEE FIGURE 7.6). Other features and systems along the corridor can be categorized and successfully identified by color.

The Great River Road logo provides a base of the continuity for the sign system (SEE FIGURE 7.7). The traveler's attention becomes drawn to the logo. The established rhythm of historic, cultural, and environmental elements define the location of the sought feature. The Great River Road signs may additionally be color coded with maps provided at interpretive centers (SEE SECTION 5.0) outlining the events and features throughout the region. The harmony of signs and maps of the corridor solidifies a theme for the Great River Road.

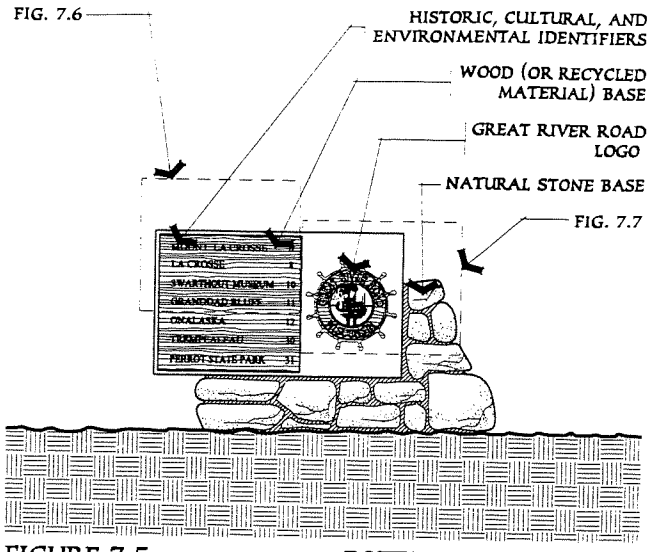


FIGURE 7.5 POTENTIAL CONDITION

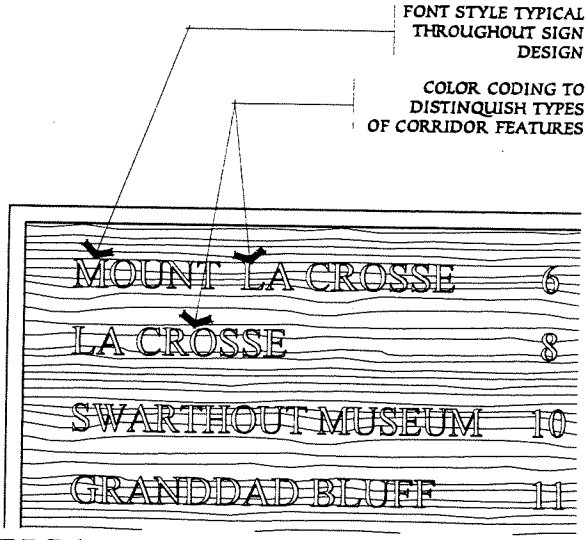


FIGURE 7.6 POTENTIAL TEXT

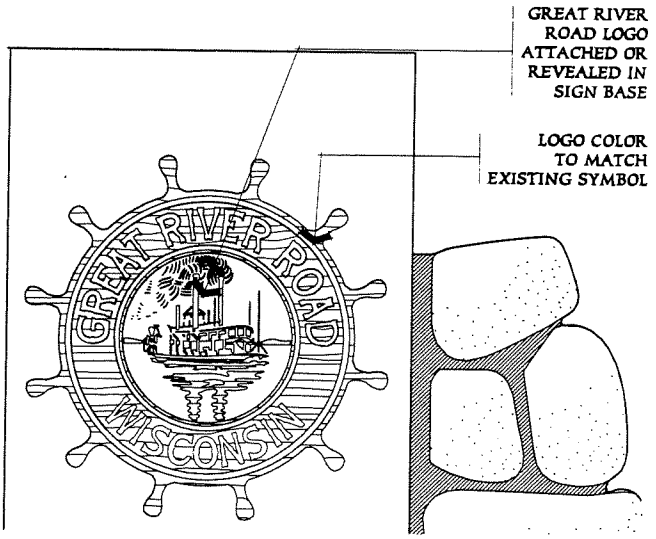


FIGURE 7.7 POTENTIAL IMAGE

COMMUNITY IDENTIFIER 7.4

A variety of entrance signs identify cities and towns along the Great River Road. Most community identification signs consist of the standard D.O.T. green aluminum base with white reflective lettering (SEE FIGURE 7.8). Other towns have had signs designed specifically for their community (SEE FIGURE 7.9). Overall, there is no continuity among community entrance signs.

Communities located along the Great River Road share a common environment. The natural theme allows community entrance signs to establish consistency through materials and yet stand independently in design (SEE FIGURE 7.10). The format provides opportunity to create a unified system with other signs along the corridor. The use of unique images and the sign graphic design will highlight the identity of the individual community.

Existing community symbols as well as new images can be incorporated in the design of new entrance features (SEE FIGURE 7.11). The use of the palette of subtle colors in sign design is important in maintaining consistency with the theme. Image content and placement with community name are crucial to the design. A consistent hierarchy of information is important to the design of the individual sign, and the overall sign system. The community name is the main subject of the sign and support images or symbols are secondary.

Text for entrance signs can allow for legibility at a moderate distance. Text can be larger than current D.O.T. signs and design aspect can be a positive addition to the corridor aesthetic.

Entrance sign placement and setting are equally important design elements. Entrance signs should be placed at a perceptual edge of the community.

FIGURE 7.8 EXISTING CONDITION

FIGURE 7.9 EXISTING CONDITION

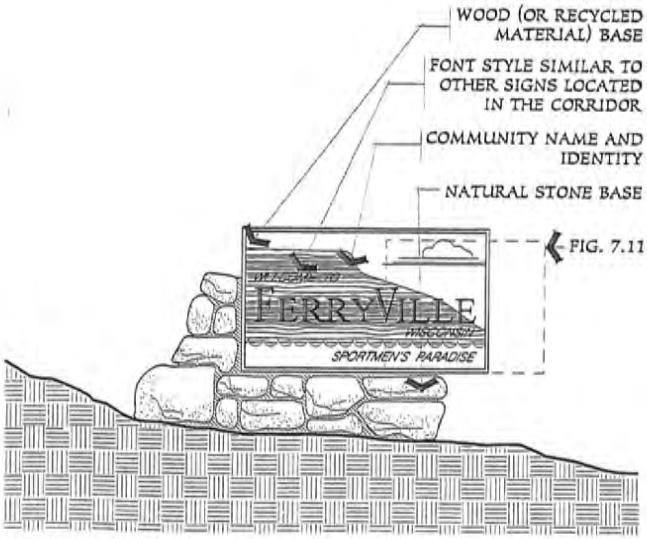


FIGURE 7.10 POTENTIAL CONDITION

Placement of an entrance sign among unattractive structures or in an unattractive setting will diminish the effect of the feature. The area next to the sign should be large enough to allow for plantings (SEE FIGURE 12). These plantings add color and additional visual interest for the entrance sign. Combining good sign design with proper placement and site development, signs can be positive additions the corridor landscape (SEE FIGURE 7.13).

Lighting should be used for entrance signs. Ground lighting facing upward to the sign face will allow for subtle illumination without adversely affecting driver's sight (SEE FIGURE 7.14). Lighting should only be from an external source. Back lighting and neon are not consistent with the natural setting of the corridor. Reflective lettering is a possibility but is better suited for the route signs and markers. Design speeds entering a community are slower allowing more time for sign recognition.

Communities are important elements of the experience of the Great River Road. Proper entrance identification for each community can be an important component in the interaction between Great River Road users and individual communities and businesses.

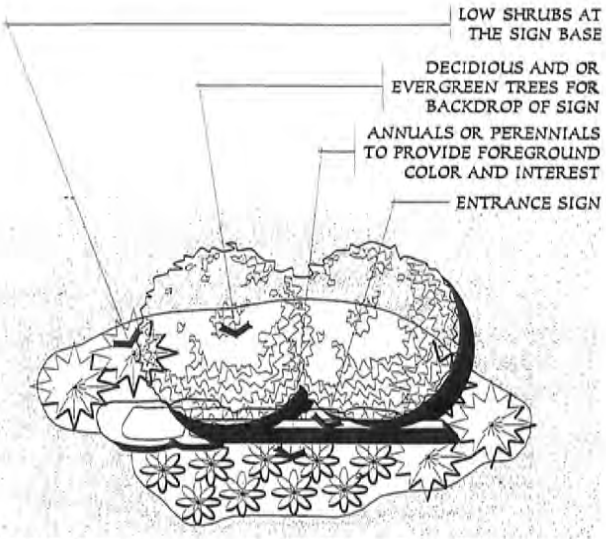


FIGURE 7.12 POTENTIAL PLANTING PLAN

FIGURE 7.13 POSITIVE EXISTING CONDITION

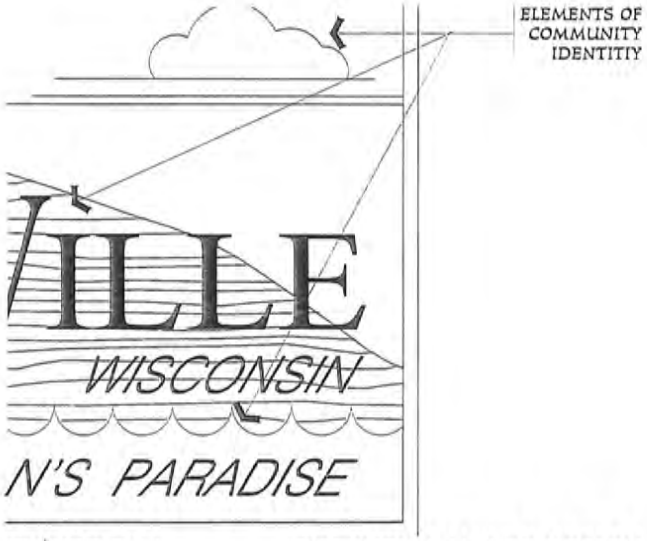


FIGURE 7.11 POTENTIAL IMAGE DESIGN

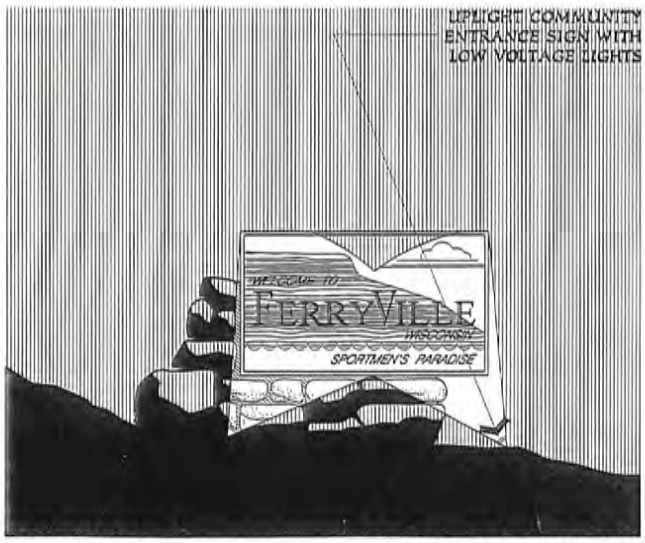


FIGURE 7.14 POTENTIAL LIGHTING

KIOSK 7.5

Throughout the year, communities along the Great River Road corridor schedule social activities and special events to promote tourist activity. Some towns list events in brochures provided by the Wisconsin Division of Tourism or in local newspapers. The development of a kiosk in communities and at rest areas will establish a familiar means of conveying information along the route.

These kiosks, as with community entrance signs, can be independently designed for each city and town. The use of the theme elements, materials and colors, maintains consistency with the overall sign system.

The kiosk development should have adequate area allowing convenient access for the traveler. The kiosk is a pedestrian scale sign. The form and design of kiosk depend on amount, type, and scale of information to be conveyed at each location. Typically the kiosk design area is 3 to 4 feet wide and 8 to 12 feet high (SEE FIGURE 7.15). Adequate gathering area for pedestrians and convenient parking arrangement are important for the function of the facility (SEE FIGURE 7.16).

The design for kiosk may utilize other symbols or identity elements from the community. Revitalization of urban areas along the corridor could use historic features of the towns and cities (SEE SECTION 1.1). These features can be incorporated in a kiosk design to reinforce the local design theme (SEE FIGURE 7.17).

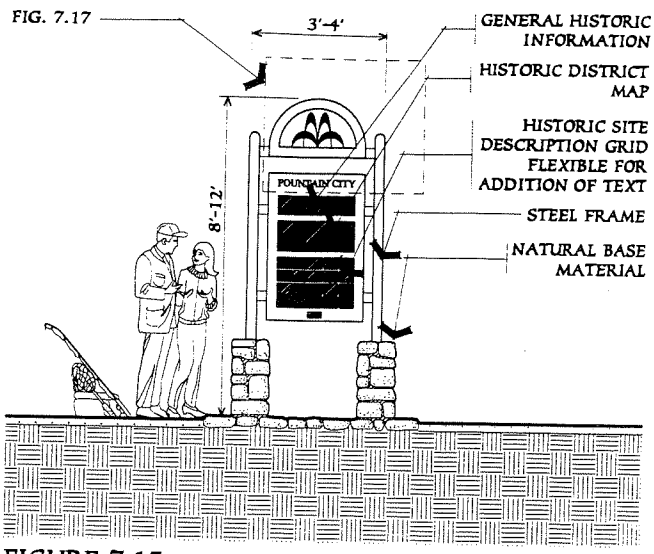


FIGURE 7.15 POTENTIAL KIOSK

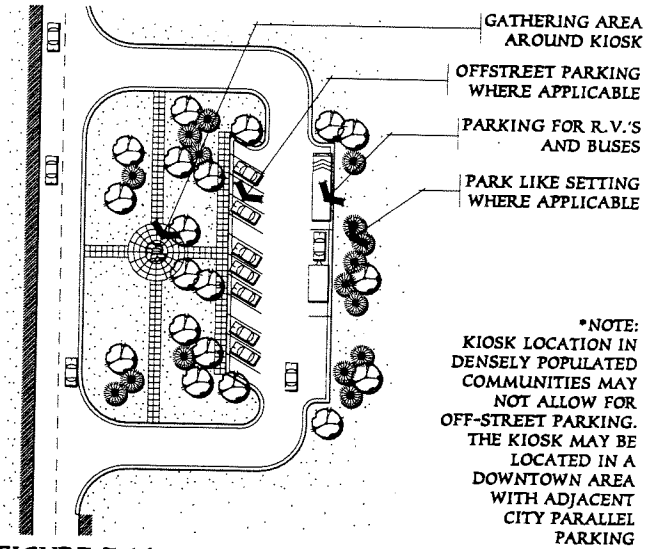


FIGURE 7.16 POTENTIAL KIOSK SITE PLAN

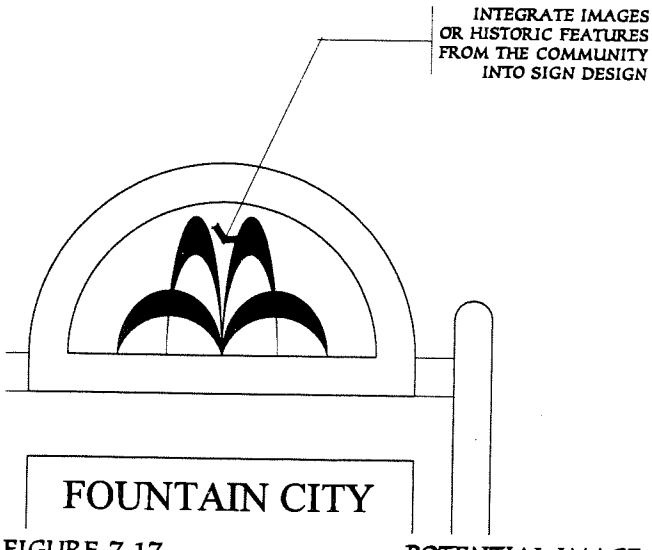


FIGURE 7.17 POTENTIAL IMAGE

MILE MARKERS 7.6

Typically, roadway development includes the placement of mile markers along the route. On the Great River Road, mile markers are inconspicuous or nonexistent. The placement of mile markers both northbound and southbound will allow for the user to place themselves along the route, assisting in location of stops and turnoffs. The mile marking system can be cross referenced in maps and brochures for the Great River Road and surrounding areas, strengthening the way finding system.

The design of the mile markers consists of natural elements, wood or stone, similar to other proposed signs of the corridor (*SEE FIGURE 7.18*). A simple, natural design appropriately reflects the theme of the Great River Road. The colors and tones will establish harmony between the marker and its surroundings.

The size and design of the mile marker should depend upon the settings surrounding the marker. The type of guardrail (*SEE SECTION 2.0*) and signs may determine the design of the marker. The mile marker height and width or diameter will allow for the mile number to be legible to the traveler (*SEE FIGURE 7.19*).

Use of typeface matching other sign designs along the corridor blend the mile markers into the theme. Numerals should be large enough to read at higher design speed. The color and reflective quality will allow for the marker to be identified at an adequate distance (*SEE FIGURE 7.20*).

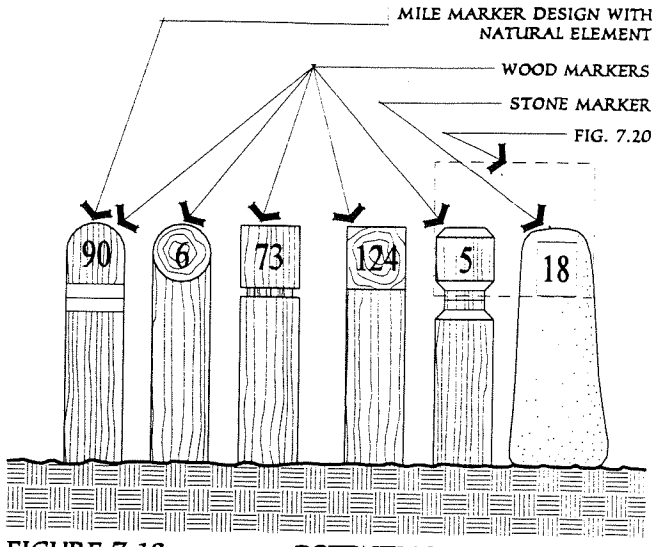


FIGURE 7.18 POTENTIAL MILE MARKERS

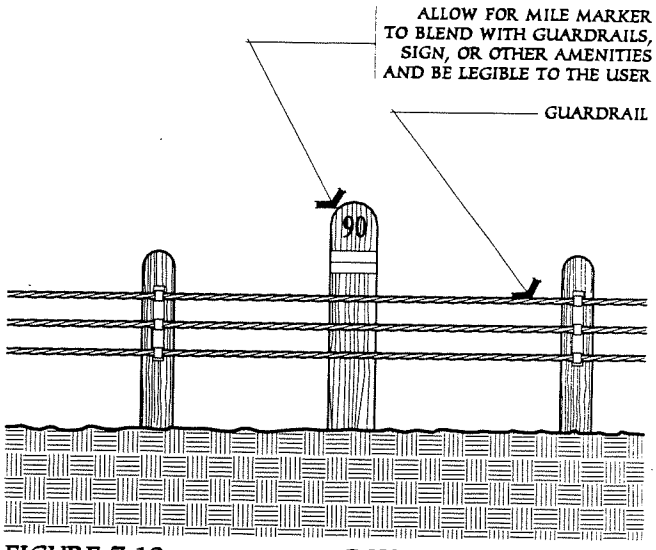


FIGURE 7.19 POTENTIAL CONDITION

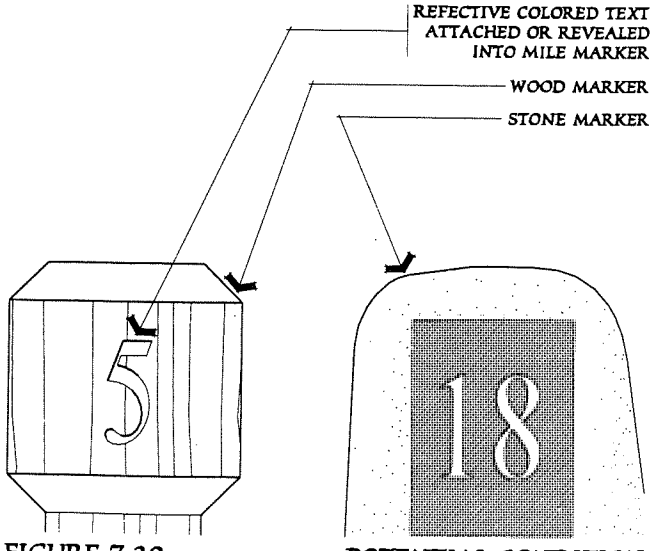


FIGURE 7.20 POTENTIAL CONDITION

CONCLUSION 8.1

The development of the Great River Road from concept to actuality is a three phase process. These Design Guidelines are the first step in determining and implementing a theme for the corridor. Phase 2 should be a schematic approach to design including the collection and analysis of data. This information should be used to generally locate, and overall plan and assists in the improvement of the corridor sites, facilities, and amenities. Phase 3 should be the final process of specific design, which consist of construction documentation and implementation.

Exploration and inventory are the basis for Phase 2 of the development of the Great River Road corridor. This step of the process requires the exploration of the physical and cultural aspects of the corridor, and should consist of the gathering of information through on-site observations as well as the research of records and plans. The result of this inventory can be analyzed to determine if the existing conditions of the corridor are compatible with the desired images of these guidelines. The product of this analysis can be used to establish a priority for the image enhancement of the corridor.

Conditions along the Great River Road vary greatly. The level of visual quality, the extent of road side sites and facility development, and the overall experience of the corridor should be evaluated, in-depth, to provide for guidance in how and where improvements should be made.

A general preliminary visual analysis is shown in the section labeled Great River Road Maps. This analysis will respond to issues discussed in these guidelines and is based on initial responses gathered during automobile travel. Phase 2 should explore more deeply into the existing conditions in the corridor.

These Design Guidelines provide direction for future development and design for the Great River Road corridor. Efforts to recognize, interpret and enhance the natural and cultural characteristics of the region, should use these guidelines as a basis for design. This will provide an image and aesthetic continuity to reinforce the quality of The Great River Road experience.

GREAT RIVER ROAD MAPS

The application of these guidelines assists in the development of the Mississippi River corridor of Wisconsin. These maps are a base for applying the theme discussed in these guidelines.

The existing communities located along the corridor are highlighted on the maps in purple. The size of the community is broken down into three categories, cities, towns, and villages according to population. The distinctions between these categories are shown by the size of text and square on the maps symbolizing the community.

The maps also point out natural areas and parks located along the route. These highlighted parks are potential destinations for long periods of use by tourists. Wildlife areas, along with parks, are significant for the development of views and interpretive stops. These areas are symbolized with the green circles and text on the maps.

The Great River Road itself, is symbolized by a yellow to orange line stretching across the maps. The colors illustrate the characteristics of the corridor experience. The characteristics of the road are identified by a letter and number combination which is colored to match that section of the line. This type of evaluation is an indication, positive or negative, of the experience felt in the overall corridor.

The characteristics of the corridor experience are as follows:

V1

- Views of the river
- Utilities screened or on inland side
- Railroad tracks below road
- Gently curved road alignment
- Views of the bluffs

V2/N2

- Natural setting with topographic or vegetative interest
- Minor utility visual impact
- Serpentine road alignment
- Railroad tracks below road
- Views of river are intermittent

V3/N3

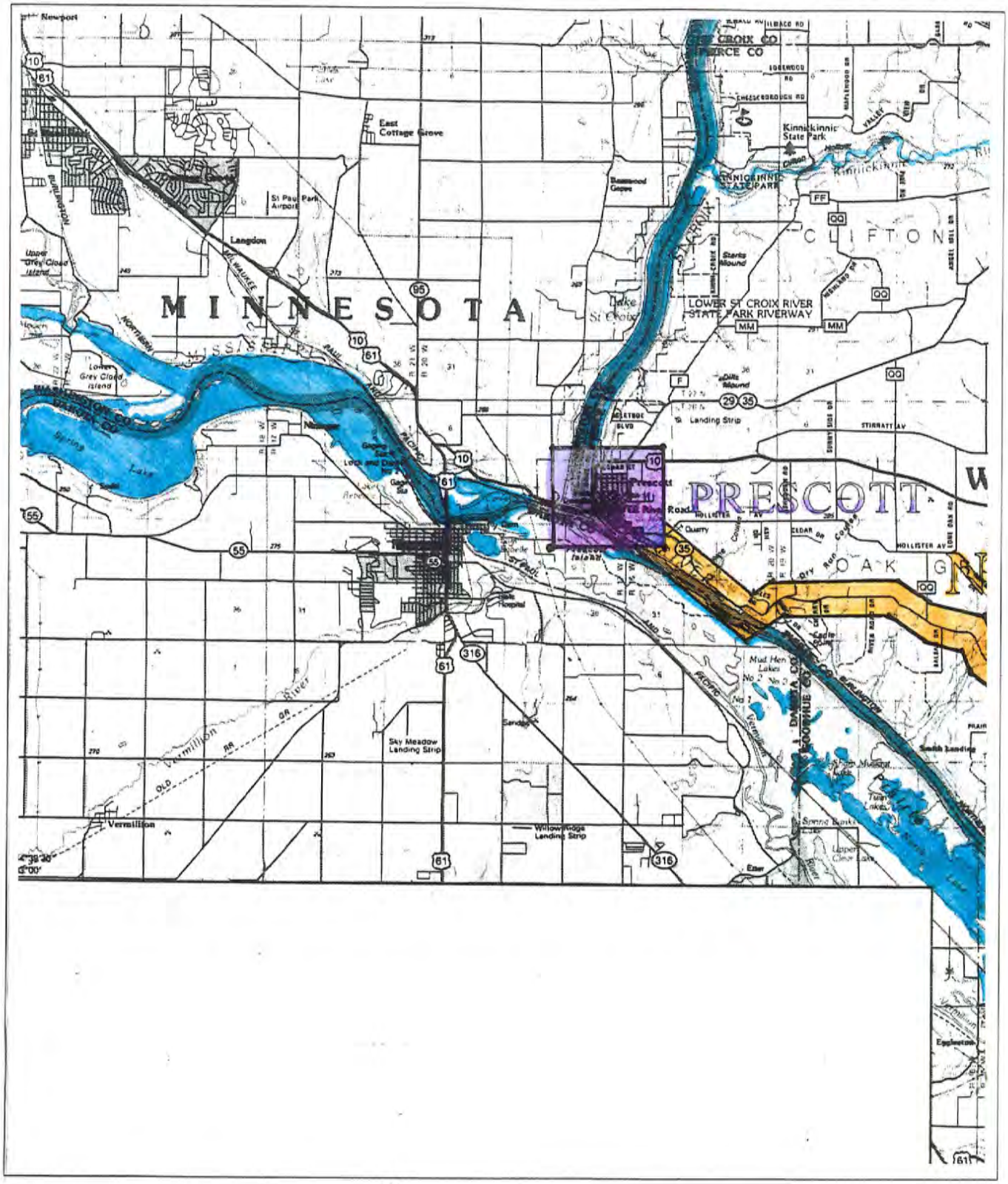
- Moderate topographic interest
- Some utility visual impact
- Railroad tracks level with road
- Roadside vegetation too dense for river view/ possible views of the river

V4/N4

- Little topographic interest
- Distant view of the bluffs
- Prominent agricultural land use
- Straight or right angle turn road alignment
- Railroad embankment above road

N5

- Little topographic interest
- Prominent utilities
- Heavy functional traffic volume
- Billboards
- Detracting adjacent land use
- No view to river



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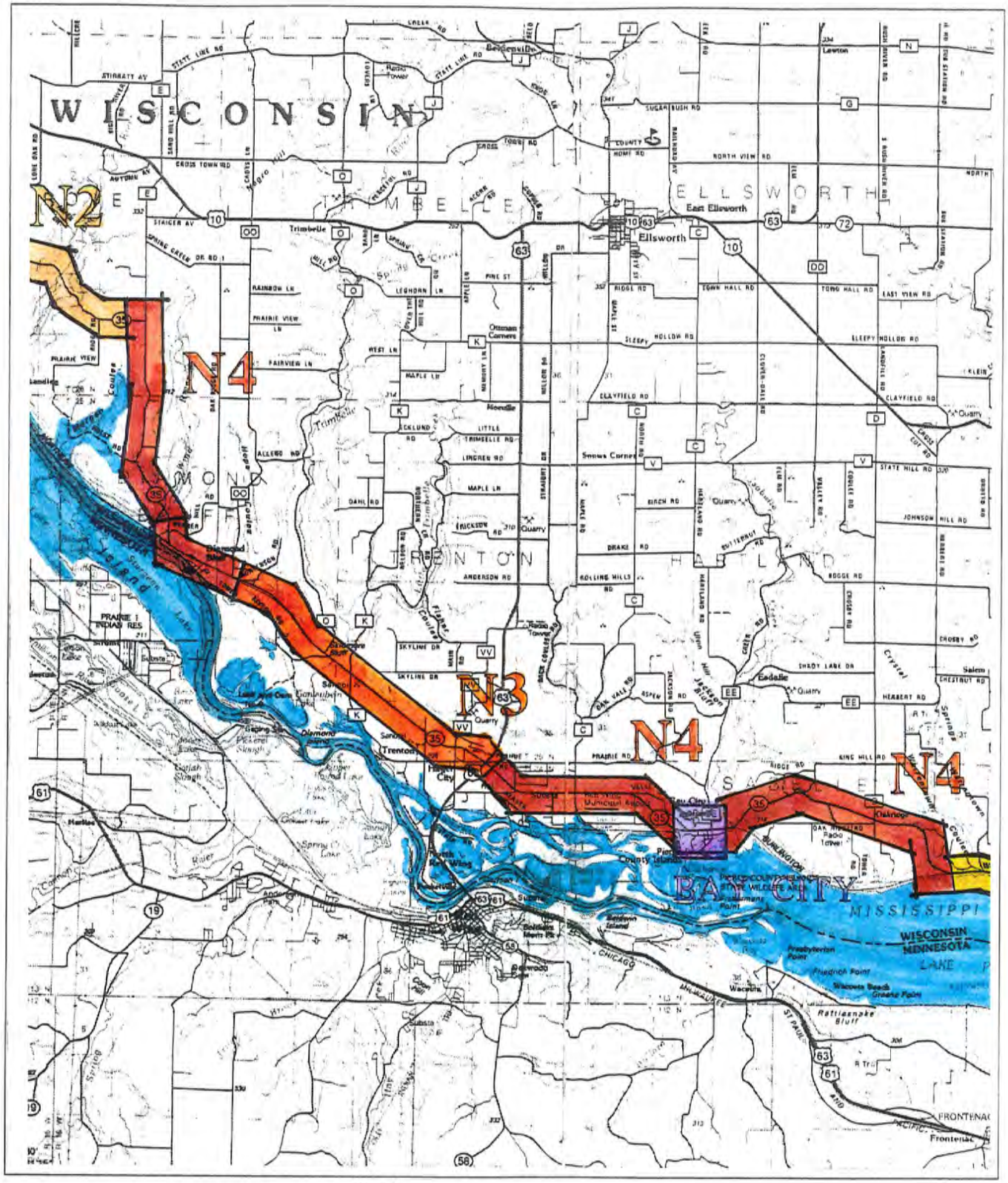
WISCONSIN
N2
N4
N3
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TRIMBELLE
ELLSWORTH
East Ellsworth
Ellsworth
TRENTON
Trimbelle
Ottman Corners
Snows Corner
Eedelle
Trenton
Hager City
Diamond Bluff
Red Wing
Lake Pepin
Lake City
Wacouta
Frontenac
MISSISSIPPI
WISCONSIN
MINNESOTA
LAKE
CHICAGO
MILWAUKEE
ST PAUL
Rattlesnake Bluff
Prairie Island
PRAIRIE ISLAND INDIAN RES
Pierce County Islands
Pierce County Islands State Wildlife Area
Barn Bluff
Sheldrake Point
Presbyterian Point
Friedrich Point
Wacouta Beach
Granite Point
Oakview
Salem
Crystal
Spring Creek
Isabelle
Landing
Couler
Fisher Couler
Back Couler
Sturgeon Lake
Pickerel Slough
Catfish Slough
Spring Lake
Diamond Lake
Lake Alice
Oak Grove Park
Andrew Gill Park
Oak Wood Park
Pierce County Highway Dept
Radio Towers
Water Tower
Quarry
Cemetery
Church
Golf Course
Pacific
Sparta
Stirratt Av
State Line Rd
Cross Town Rd
Autumn Av
Staiger Av
Spring Creek Dr Rd 1
Rainbow Ln
Prairie View Ln
Fairview Ln
Maple Ln
Allegs Rd
Lingren Rd
Trimbelle Rd
Little Trimbelle Rd
Ecklund Rd
Dahl Rd
Erickson Rd
Anderson Rd
Rolling Hills Rd
Skyline Dr
Prairie Rd
Sleepy Hollow Rd
Clayfield Rd
Town Hall Rd
East View Rd
North View Rd
Ridge Rd
Pine St
Leghorn Ln
Apple Ln
Maple Ln
Birch Rd
Drake Rd
Butternut Rd
Johnson Hill Rd
State Hill Rd
Ridge Rd
Shady Lane Dr
Herbert Rd
King Hill Rd
Oak Valley Rd
Aspen Rd
Chestnut Rd
Crosby Rd
Hillcrest Rd
Highland Rd
Valley Rd
Straight Rd
Miller Rd
Cedar Rd
Sand Hill Rd
Cross Ln
Trenton Rd
Acorn Rd
Cooper Rd
Sugar Bush Rd
Home Rd
Lawton
Beldenville
Retro Tower
Trimbelle
Ottman Corners
Snows Corner
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Trenton
Hager City
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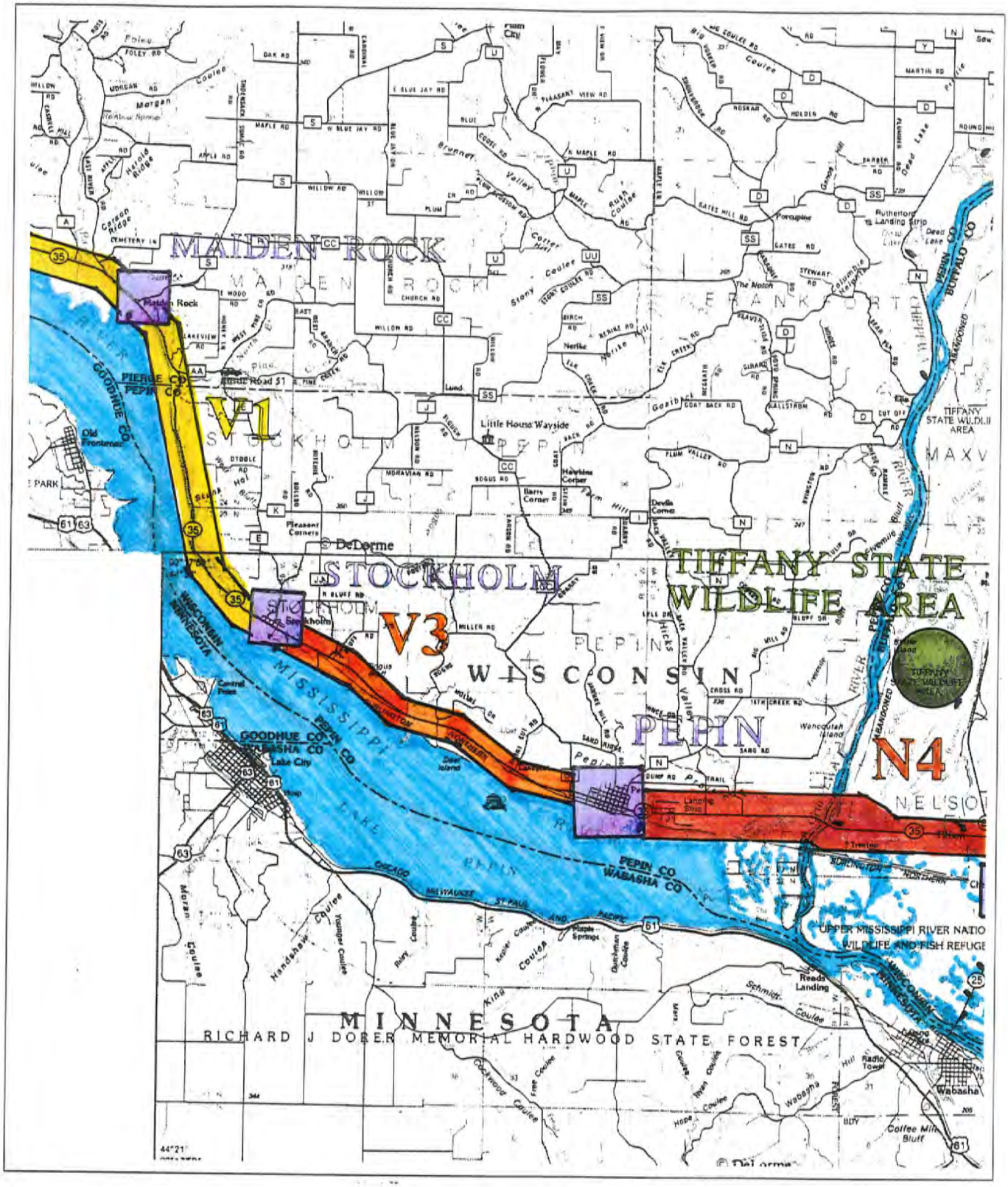
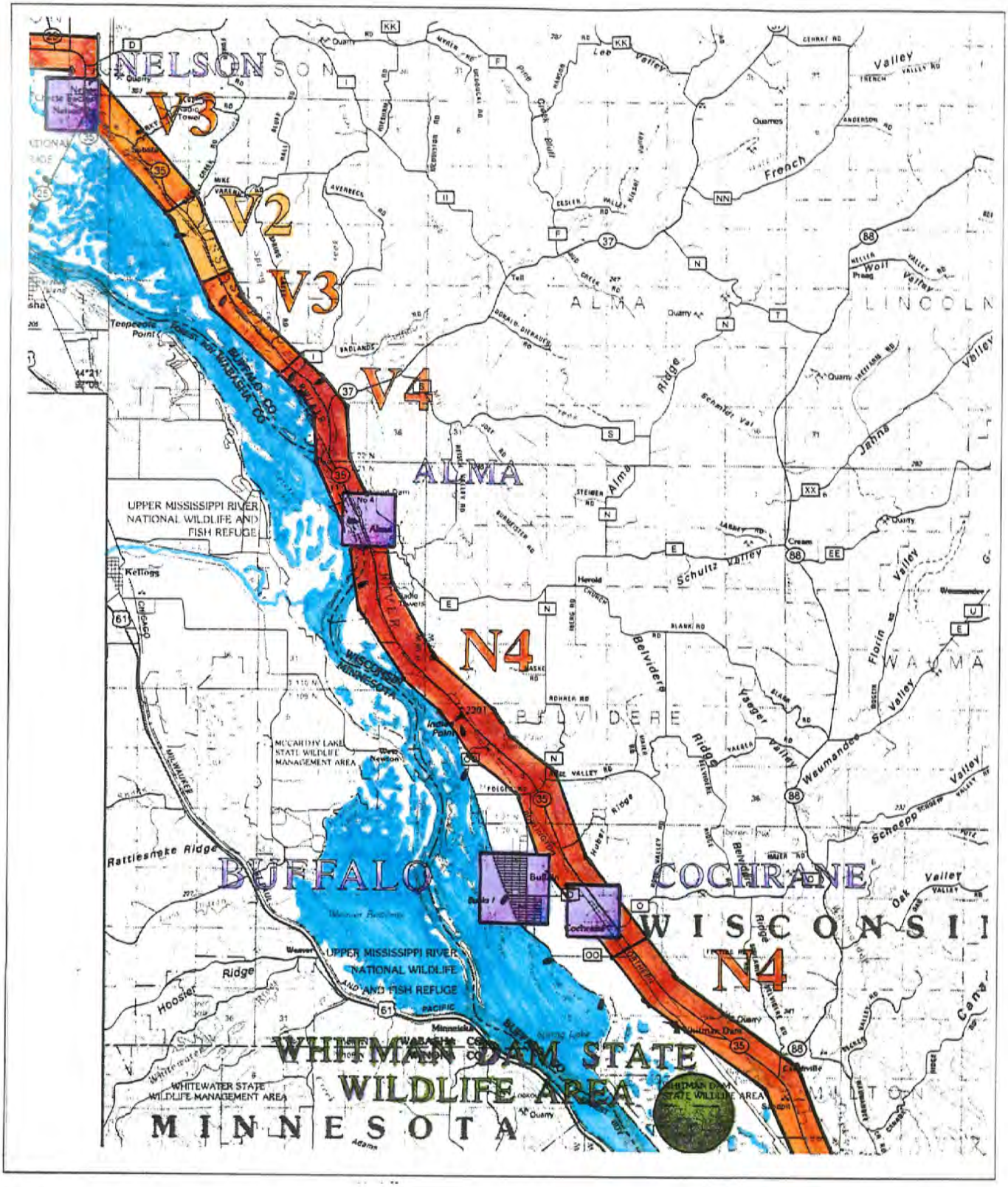


GREAT RIVER ROAD MAP

DESIGN GUIDELINES



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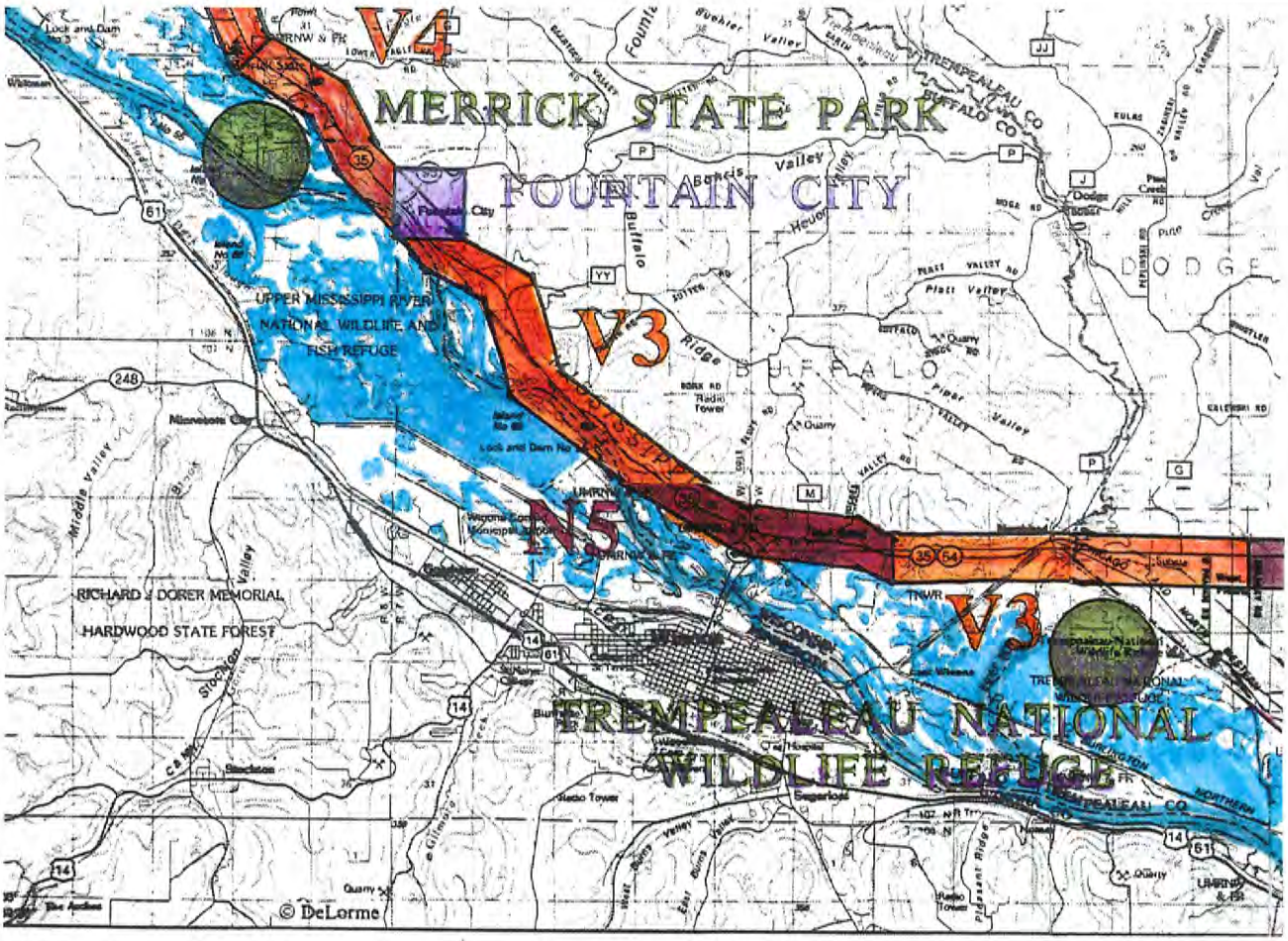

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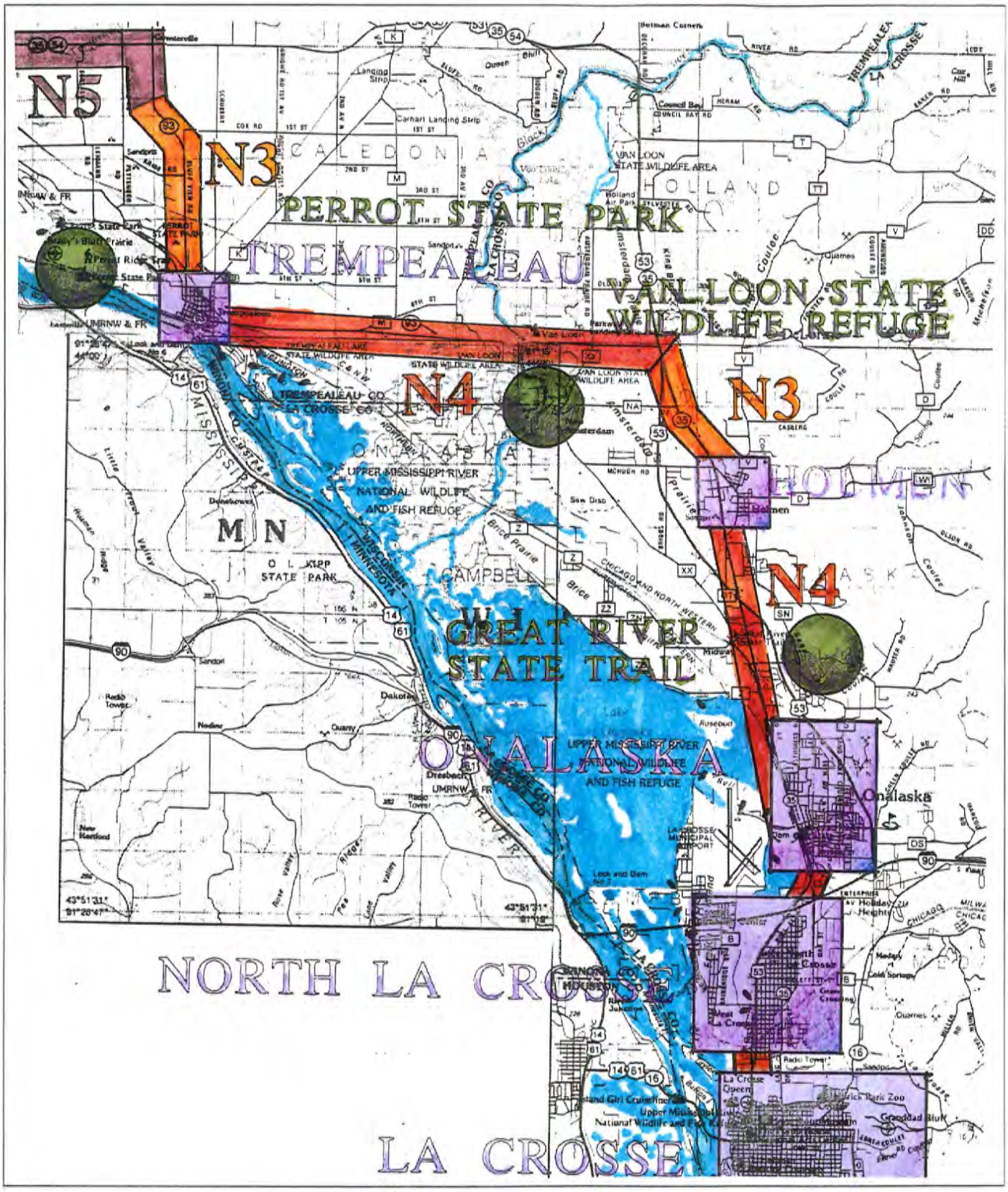

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GREAT RIVER ROAD MAP

DESIGN GUIDELINES

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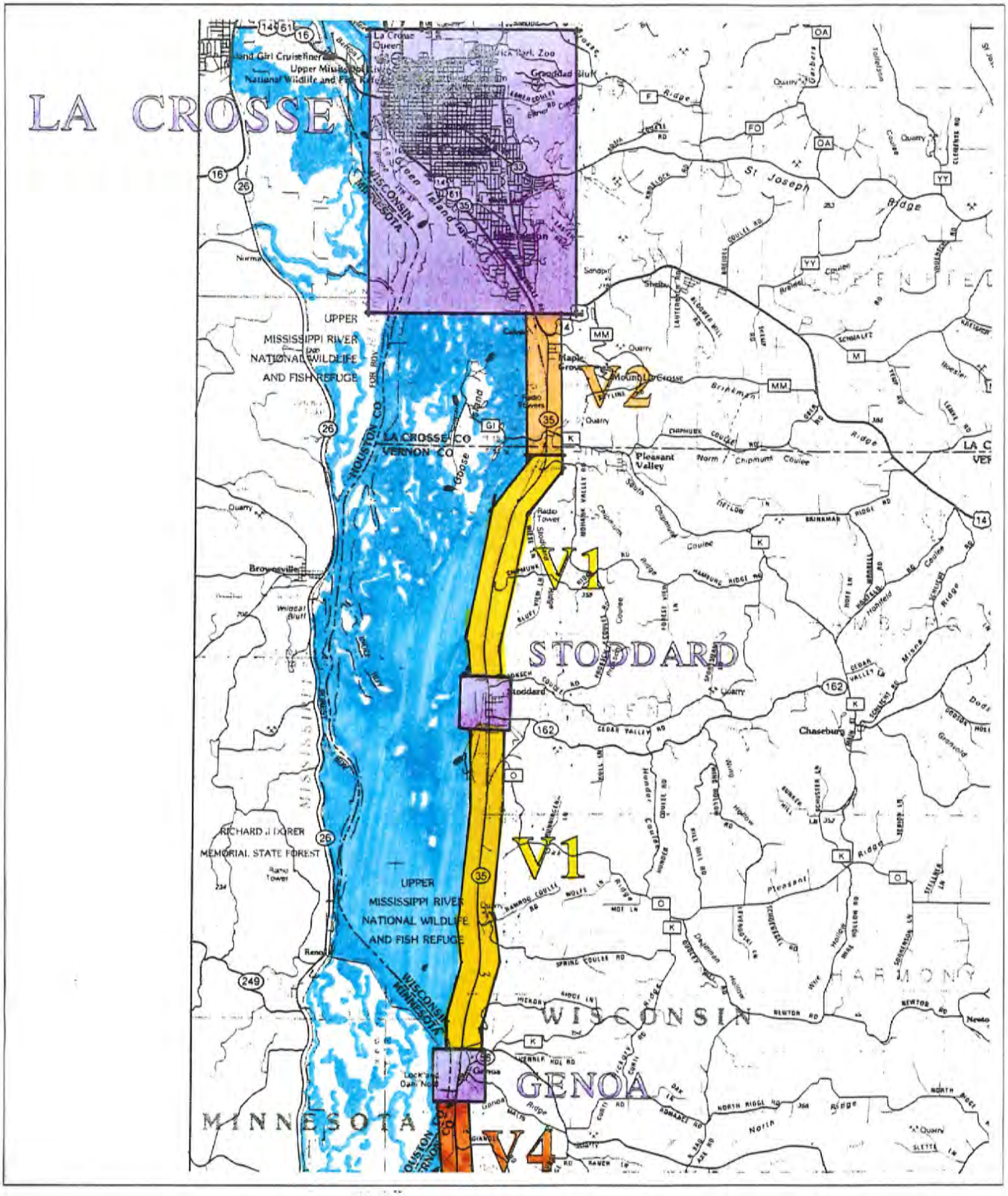

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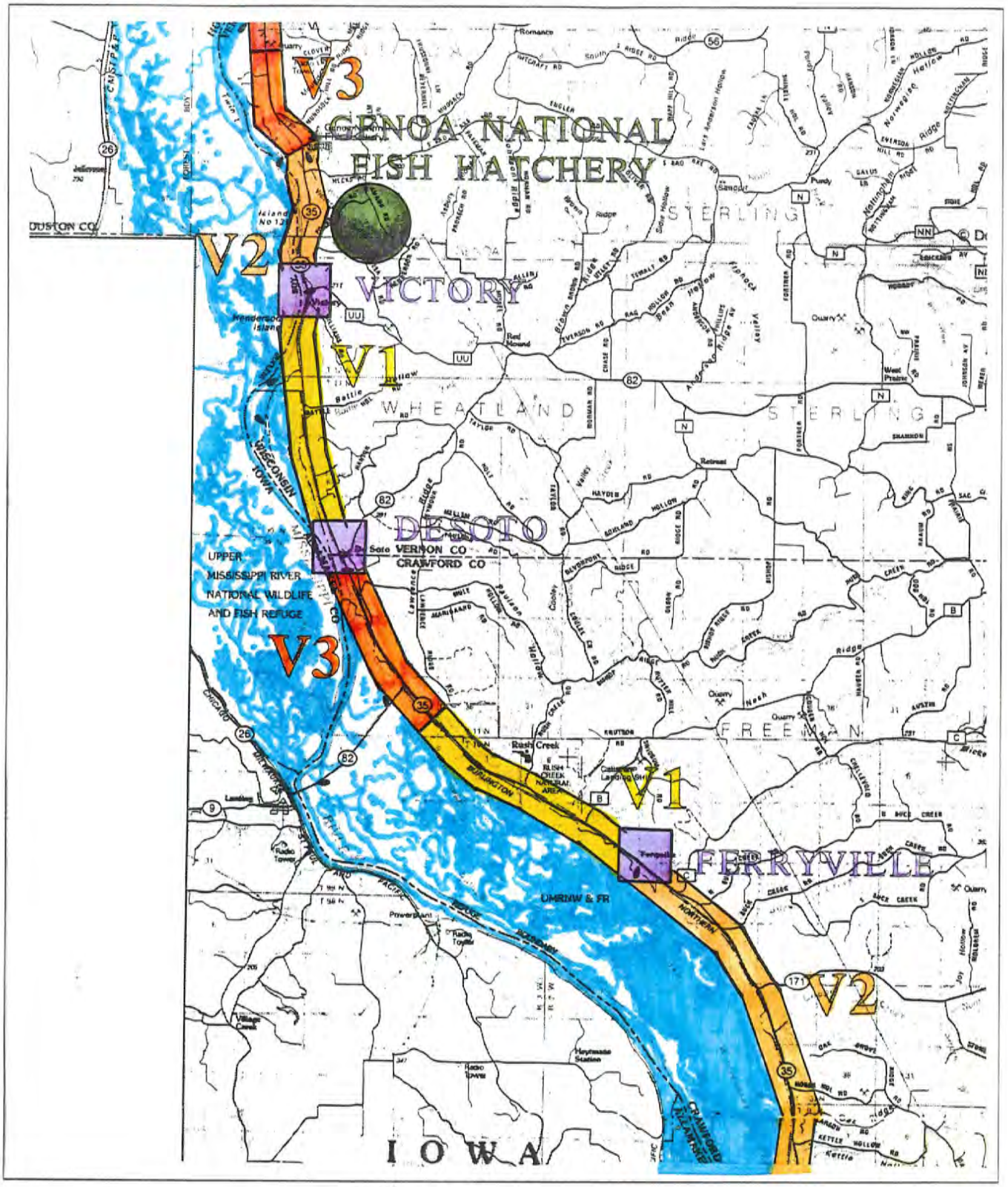

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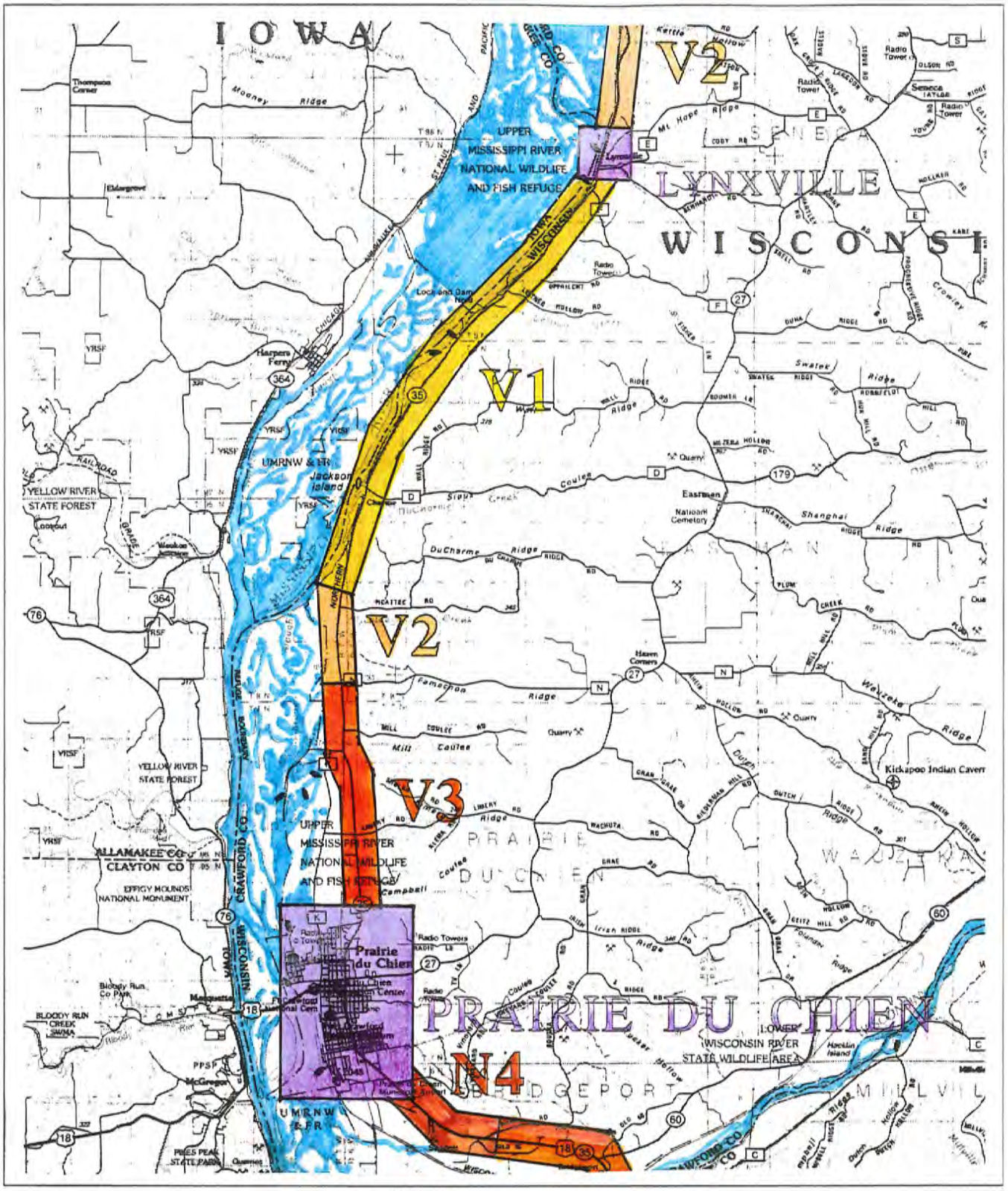

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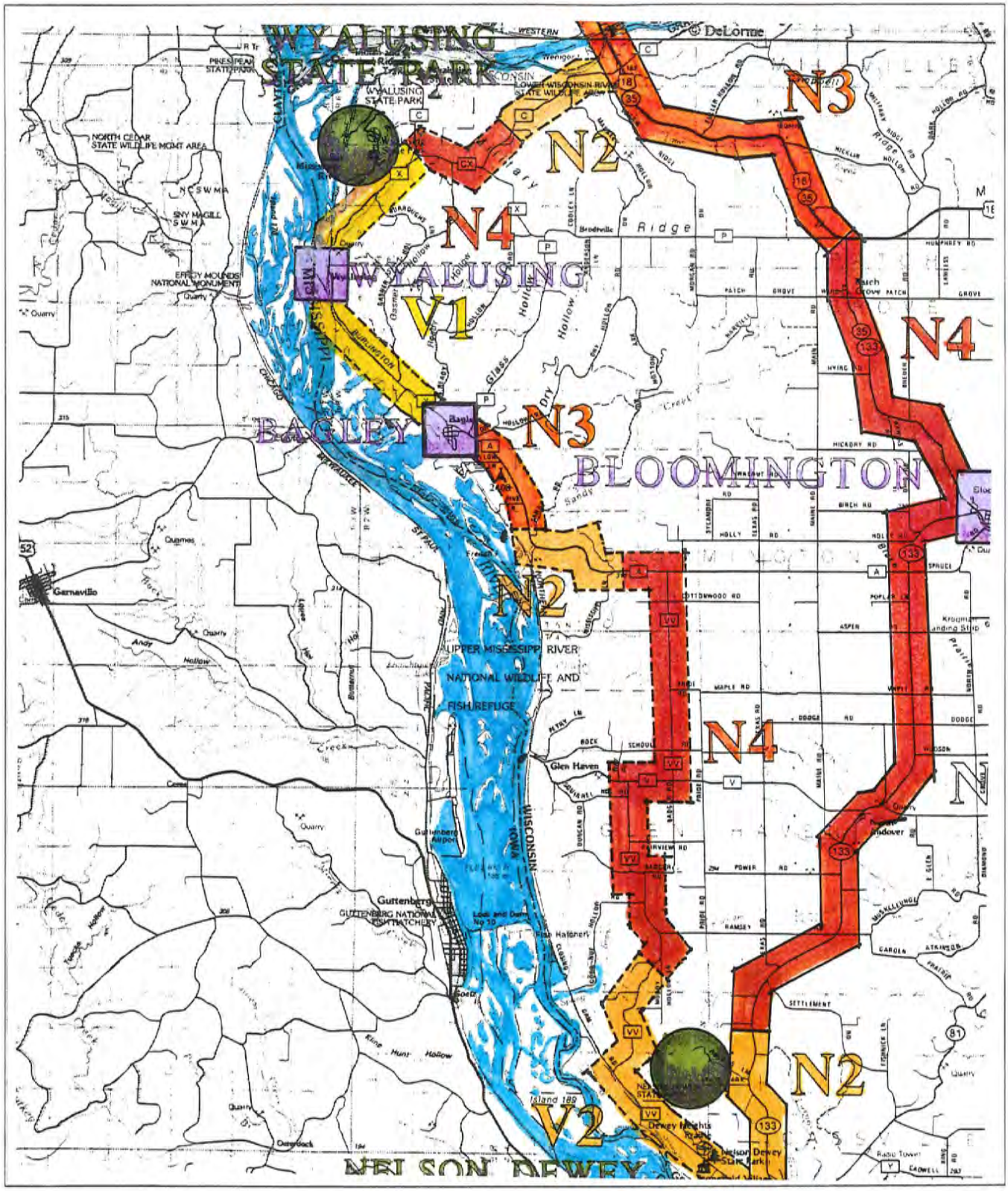
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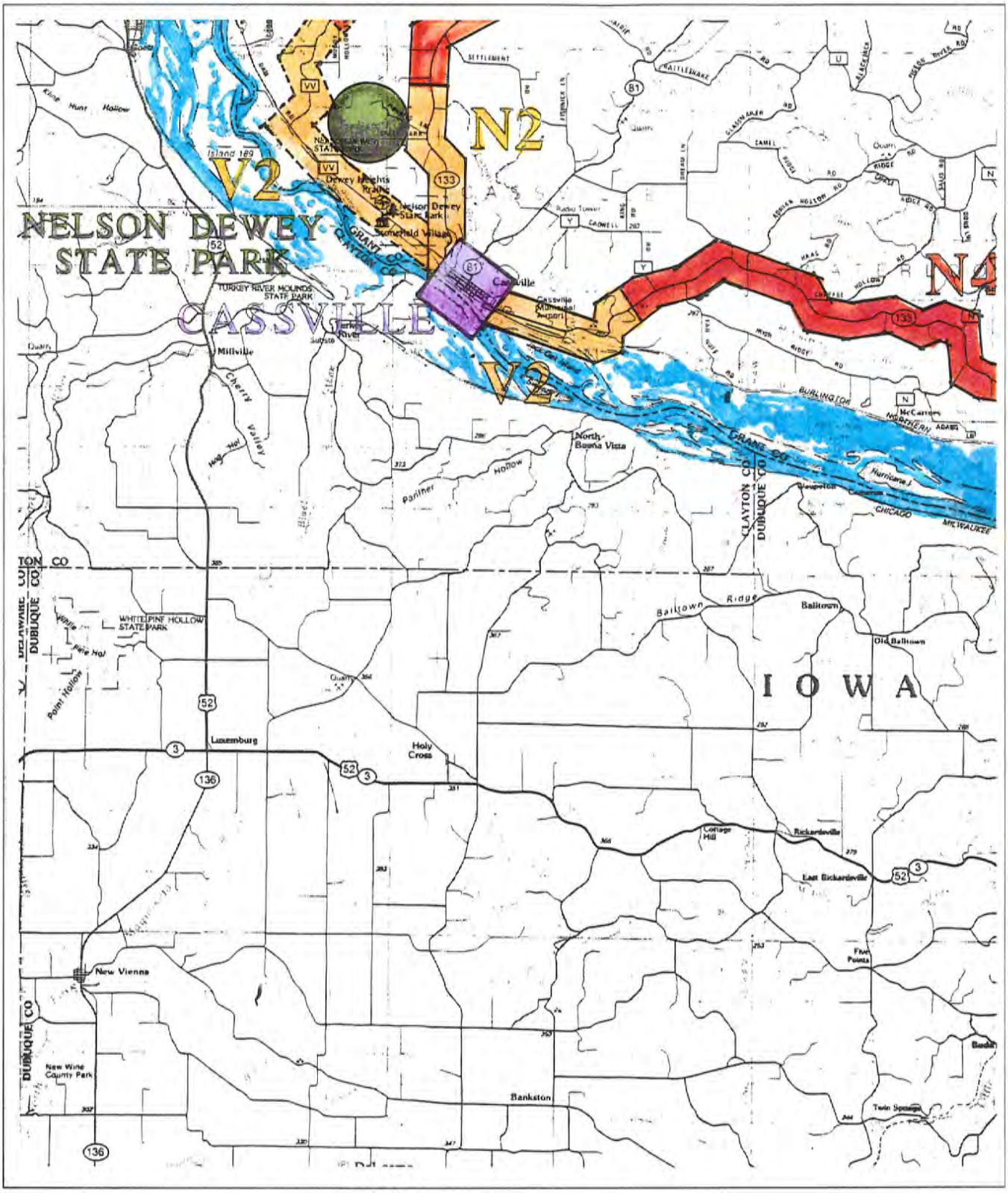

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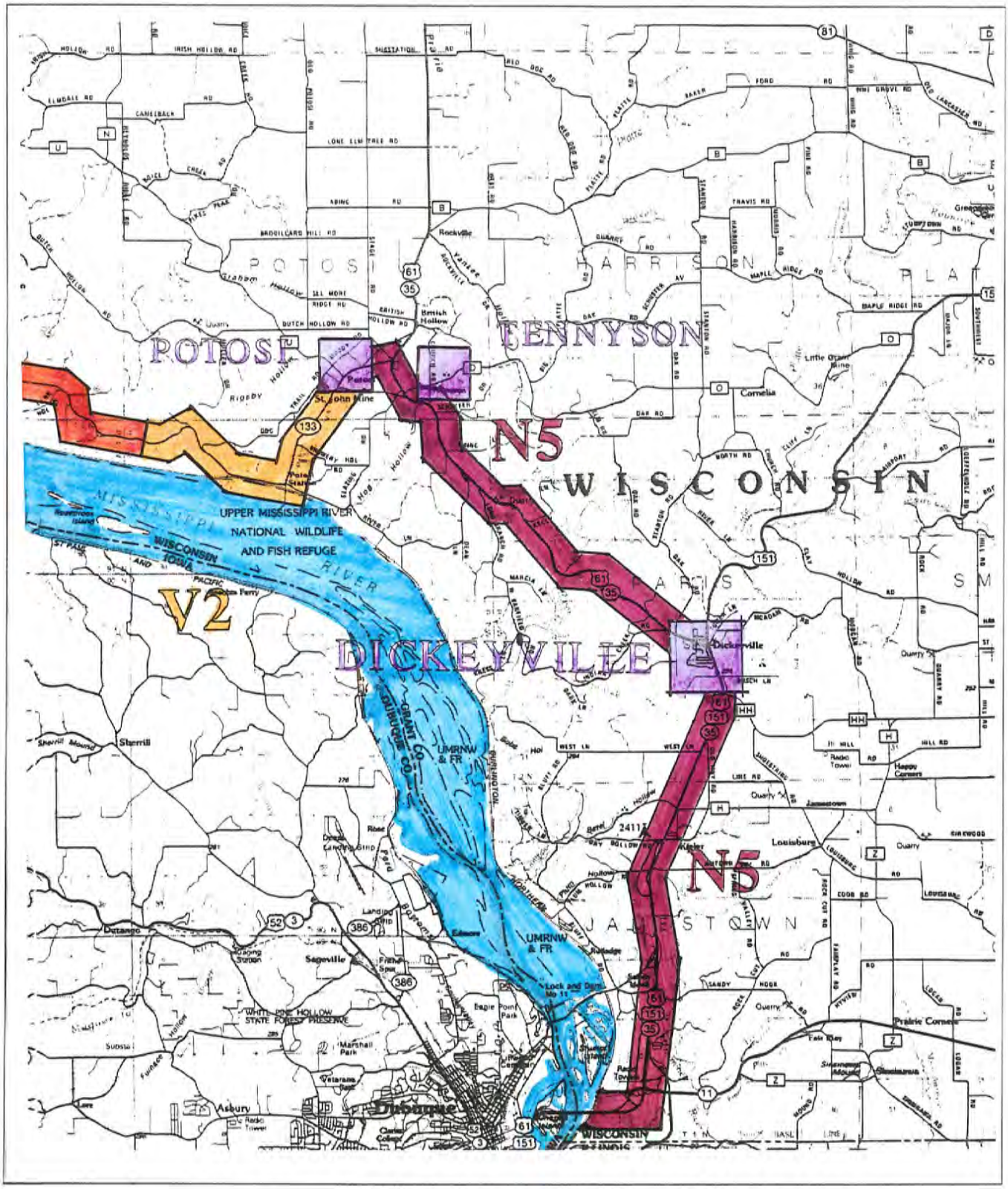

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GREAT RIVER ROAD MAP

DESIGN GUIDELINES

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Brenda W.Williams, Landscape Architect, Graduate Studies University of Wisconsin - Madison

Attachment 8
Wisconsin Submittal
Great River Road

STATE OF WISCONSIN
AWARD OF DAMAGES FOR DEVELOPMENT RESTRICTION RIGHT
FOR SCENIC EASEMENT
BY STATE HIGHWAY COMMISSION

Section 84.09(2)

For establishing, laying out, widening, enlarging, extending, constructing, reconstructing, improving, and maintaining a certain highway now known as S. T. Highway 35, the State Highway Commission of Wisconsin finds it necessary to acquire and hereby acquires certain interests, hereinafter described, in a parcel of land owned in fee simple by Estate of Bertha R. Heise, deceased,

which parcel is subject to liens held by —————

and which parcel is near or adjacent to the aforesaid highway and is located in Pierce County, Wisconsin, and is more particularly described as follows:

NW 1/4 of the NW 1/4 of Section 1, Township 24 North, Range 18 West.

The said highway is so located as to be a logical portion of the proposed Mississippi River National Parkway, and the State Highway Commission of Wisconsin desires to construct the said highway to standards appropriate for such parkway, and therefore desires to preserve, insofar as is reasonably possible, the natural beauty of the roadsides, and to prevent any unsightly developments that will tend to mar or detract from such natural beauty or to degrade the character of the project as constructed, or to result in danger to travel on the highway; and to that end the State Highway Commission desires to exercise such reasonable controls over the lands within the "restricted area" hereinafter described as may be necessary to accomplish such objectives.

The "restricted area" is all of the real estate hereinbefore described (exclusive of any acquired and recorded highway right of way) within a distance of 350 feet from a reference line described as follows:

Beginning in Township 24 North, Range 18 West, Section 1, on the east line a distance of 2633.5 feet north of the southeast corner of said section; thence S. 89°52' W. 1400 feet.

Now being utilized for agriculture, all conforming to permitted uses.

The interest in land which the State Highway Commission hereby acquires is an easement and right in perpetuity to restrict the use of the lands within the hereinbefore described "restricted area" in the following manner, to wit:

Project F 038-1(37) Parcel No. 69

- Over -

(1) No building or premises shall be used and no building shall hereafter be erected or structurally altered except for one or more of the following permitted uses:

(a) One single family residence on tracts having a frontage on the adjacent state trunk highway of not less than three hundred (300) feet.

(b) General farming, including farm buildings, but not fur farms or farms operated for the disposal of garbage, rubbish, offal, or sewage.

(c) Telephone, telegraph, or electric lines or pipes or pipe lines or radio relay structures for the purpose of transmitting messages, heat, light, or power.

(d) Uses incident to any of the above permitted uses, including accessory buildings.

(e) Any use existing on the premises at the time of the execution of this easement. Existing commercial and industrial uses of lands and buildings may be continued, maintained, and repaired, but may not be expanded nor shall any structural alteration be made.

(2) No dump of ashes, trash, sawdust or any unsightly or offensive material shall be placed upon such restricted area except as is incidental to the permitted occupation and use of the land for normal agricultural or horticultural purposes.

(3) No sign, billboard, outdoor advertising structure or advertisement of any kind shall be erected, displayed, placed or maintained upon or within the restricted area, except one sign of not more than 8 square feet in area to advertise the sale, hire or lease of the property or the sale of any products produced upon the premises.

(4) The conditions of this easement shall not prevent any permanent excavation or works necessary to the occupation or use of the restricted area for purposes of the permitted uses.

(5) No trees or shrubs shall be removed or destroyed on the land covered by this easement, except as may be incidental to the permitted uses.

(6) This easement or right to restrict land use does in no way grant to the public the right to enter such area for any purpose.

The awardees, their heirs, executors, administrators, grantees, successors, and assigns, shall neither lease nor convey any other easement in any way affecting the use of said "restricted area" without first securing the written permission of the State Highway Commission of Wisconsin or its successor or successors.

WHEREAS, the said State Highway Commission has endeavored to acquire said interest in land by contract and has been unable to purchase the same expeditiously for a price deemed reasonable;

NOW, THEREFORE, the said State Highway Commission, acting under the provisions of Section 84.09(2) of the Statutes, does hereby award damages to the said above-named owner(s) and lien holder(s), if any, in the sum of Eighty-five and no/100 Dollars ($ 85.00) for the taking of the aforesaid interest in land and for the payment of damages accruing thereby.

STATE HIGHWAY COMMISSION OF WISCONSIN

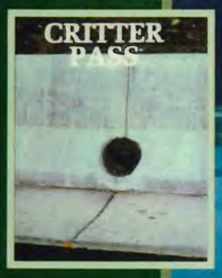
By O.J. Hughes
Secretary

Pursuant to action taken by the State Highway Commission of Wisconsin and to authority granted by motion duly made, seconded and adopted by said Commission the 27th day of July, 1954.

Project F 028-1(37) Parcel No. 69

REOPENING THE GREAT RIVER ROAD
STH 35 (LYNXVILLE - DeSOTO ROAD)

Attachment 9
Wisconsin Submittal
Great River Road



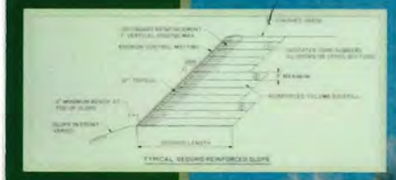
CRITTER PASS

BARRIER WALL

"Today, we stand upon a *Great River Road* that is becoming a more majestic Wisconsin Resource every year, able to usher in a new era of greater prosperity and more opportunity for all citizens and businesses of Ferryville and the rest of Crawford County."

Charles Thompson, Secretary
Wisconsin Department of Transportation
October 30, 1992

WETLAND PROTECTION AND RESTORATION



UNIQUE COMBINATION OF SLOPE STABILIZATION

HANDICAPPED FISHING PIER

HARMONIOUS BALANCE OF MAN-MADE & NATURAL FEATURES

Thirteen and one half miles of STH 35, an environmentally sensitive Mississippi River corridor, was reconstructed to provide safer and more efficient vehicular passage along this part of the nationally recognized *Great River Road* network. The very narrow multi-modal corridor lined with majestic bluffs, breathtaking river vistas, beautiful wetlands, and historic one-road towns is one of Wisconsin's most scenic routes.

The project presented many opportunities to utilize innovative methods to solve both the common and complex issues of highway design and construction. The efforts of balancing the impacts to railroad, wetlands and bluffs with a cost-effective, aesthetically pleasing cross-section pitted natural earth slopes against man-made retaining walls. Utilization of aerial photography and computer-aided design facilitated efficient analysis and composition of the various roadway alignments and cross-section elements. The difficult design goal of increasing the passing zones from 30% to an optimum 70% was to be completed within a $10 million construction budget.

Close coordination with DNR, Fish & Wildlife Services, Army Corps of Engineers, and Burlington Northern Railroad was critical to the success of the project. Special measures were taken to preserve and enhance the scenic bluffs, river vista pull-offs, and state & national wildlife refuges. Twenty-seven thousand feet of concrete barrier wall bordered upland areas requiring the installation of *critter passes* for wood duck hatchlings and small mammals to access the river. The successful mitigation of 21 acres of wetland losses involved the use of both resourceful and creative methods to establish wetland forest.

The design of this project required the thorough evaluation of reconstruction impacts before and after completion of the work. This was critical to one-street communities like Ferryville and Lynxville, where the economies are dependent on *Great River Road* tourism and recreation. Staged construction was utilized to allow continuous access throughout construction, and the contracts were developed to complete the project in one season, thus minimizing the impacts of a lengthy detour. Narrow streets were widened without disruption to historic buildings to allow for safe on-street parking, and off-street turnarounds were designed to discourage drivers from executing dangerous "u-turns" in order to go back in the other direction. These features were designed to help local businesses attract customers.

Another significant amenity of this project is the handicapped-accessible ramp and fishing pier. This has facilitated access for everyone who would like to use this popular fishing area.

Many different economic, environmental as well as social considerations were taken into account in order to make this project a success. This success will be enjoyed by many generations to come in the form of the abundant wildlife, wetlands and other natural features that were preserved and the new safety that this picturesque route offers to its visitors and residents.

Client: Wisconsin Department of Transportation
District 5-Crawford County

STRAND ASSOCIATES, INC. ENGINEERS
Madison, Wisconsin

Category G3

Attachment 10
Wisconsin Submittal
Great River Road

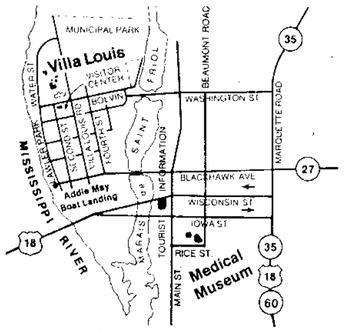
The Chosen Place To RENDEZVOUS

Prairie du Chien
Wisconsin

A natural place to gather...

Prairie du Chien,

where towering bluffs, beautiful rivers and fascinating history all converge in an area as breathtaking in natural beauty as it is diverse in recreational activities... hiking, boating, fishing, skiing, hunting, birding, bicycling, antiquing, camping, snowmobiling, houseboating, canoeing, exploring, or just sitting back, watching Ol' Man River roll on by... It's all here in this natural gathering place, where the Wisconsin River joins the Mighty Mississippi in a 'majestic meeting', inviting all who follow these timeless waterways to gather...and to enjoy.



PRAIRIE DU CHIEN, WISCONSIN

SPECIAL EVENTS

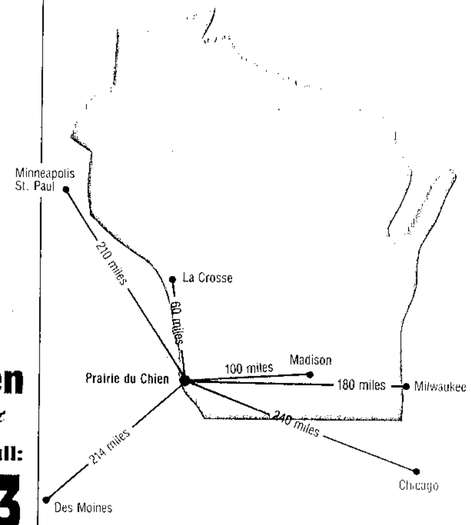
Fur Trade Rendezvous — June
Country Music Jamboree — Mid-July
Civil War Encampment — Late July
Villa Louis Carriage Classic — September
Fall Art Festival (McGregor, IA) — October
Victorian Christmas — November/December

Rendezvous in
Prairie du Chien
Where Great Rivers Meet

For A Free Visitor's Guide, Call:
1-800-PDC-1673

With grateful acknowledgement to the following:

Prairie du Chien Area Chamber of Commerce
Gundersen-Farrell Clinic
The Barn Restaurant and Sports Unlimited
City of Prairie du Chien
Prairie du Chien Financial Institutions
Prairie du Chien Jaycees
Prairie du Chien Motels
Prairie du Chien Rotary Club
Prairie du Chien Restaurants
Wisconsin Power & Light



RENDEZVOUS
in the chosen place

■ Tracing its roots to Marquette and Jolliet's discovery of the Mississippi River in 1673, Prairie du Chien became the chosen place to rendezvous — where Indians, fur traders, Voyageurs, and those who followed their ancient trail's came to barter and to celebrate.

■ Imagine the steady beat of the Indian drummers, the canoe songs of the Voyageurs, the shrill calliope of the paddleboats and the cacophony of the steam locomotive. Listen to the bugiers sing retreat at Fort Crawford and the cry of children at play along the banks of the Mississippi.

■ It's not just the past you're hearing — it's the spirit of life in this river valley which transcends time, calling to you from bluffs and waterways, from the raucous jubilation of the buckskin rendezvous, to the elegant splendor of the Villa Louis. A place of uncommon beauty and unparalled history, this is Prairie du Chien.

Come and join us in this chosen place and help us celebrate the seamless union of past and present.

PHOTO CREDITS:
Kreller Photo (panorama)
Kautson Photography (various photos)
Wisconsin Tourism Development

Attachment 11
Wisconsin Submittal
Great River Road

WISCONSIN'S GREAT RIVER ROAD CORRIDOR BIKEWAY PLAN

DRAFT

Prepared on behalf of the Mississippi River Parkway Commission

by

WISCONSIN DEPARTMENT OF TRANSPORTATION

Wisconsin Department of Natural Resources

Wisconsin Department of Tourism

EXECUTIVE SUMMARY

The Wisconsin section of the Great River Road, extending from the state's border with Illinois approximately 250 miles to Prescott, provides residents and visitors with countless recreational opportunities set in a visually spectacular natural corridor. The roadway follows the Mississippi River as it flows southward toward the Gulf of Mexico, forming the state's western border. Over the years, bicycling has become established as one of the most popular activities in the corridor, including long-distance touring along the Mississippi and short-distance recreational and day trips.

Recognizing the stock of bike accommodations already in place in the corridor, the popularity of bicycling there, and the potential impacts on the area's tourism and economy, the Mississippi River Parkway Commission (MRPC) requested an inter-agency effort to study the potential for the promotion of a continuous bikeway along the entire length of the Great River Road in Wisconsin. This Great River Road Corridor Bikeway Plan represents a product of that effort and includes:

- an analysis of existing and the feasibility of potential bikeway facilities;
- identification of challenges to and additional needs for continuous looped-route bikeway accommodations in the corridor;
- an examination of the potential benefits from tourism that could result from the provision of bikeway accommodations along the Wisconsin Great River Road; and
- specific recommendations and implementation strategies.

Those involved in the development and implementation of this plan will include the Wisconsin Departments of Transportation, Natural Resources, and Tourism, in partnership with the MRPC and the counties, cities, villages, towns and Chambers of Commerce along the Wisconsin Great River Road.

From a facilities standpoint, the primary purpose of the Great River Road Corridor Bikeway Plan is to identify (1) current weak links for bicycling along the corridor; (2) priorities for improvements; (3) possible alternative bike route segments parallel to the identified weak links; (4) the possibility of affecting project scheduling for highway improvements; and (5) current and potential connections to Department of Natural Resources state recreational trails.

Primary recommendations of this plan include:

- improvements to seven state trunk highway segments of the Great River Road identified as unfavorable for bicycling, including State Trunk Highway (STH) 35 on either side of the communities of Fountain City and Stoddard, and between Prairie du Chien and Bridgeport; STH 133 between Cassville and Burton; and U.S. Highway 61/STH 35 between Tennyson and Dickeyville;

- alternate bikeway routes through the communities of Buffalo, Cochrane, and Prairie du Chien;
- providing bicyclists with a variety of loop routes off of the Great River Road bikeway;
- providing signage to direct bicyclists along alternate bikeway routes and loop routes;
- working with neighboring states to enhance bicyclists' opportunities to cross the Mississippi River safely; and
- incorporating the Wisconsin Department of Natural Resources trail network, especially the Great River State Trail, into the bikeway and improving access between trails and the bikeway.

The plan also includes recommendations from the Wisconsin Department of Tourism to the Mississippi River Parkway Commission and to the communities and counties along the river corridor for the promotion of bicycling in the area. Implementation strategies, including actions and responsible parties, complete this document. Some of the highlights include:

- promoting the bikeway to tourists through existing advertising and publicity programs;
- developing promotional pieces such as a strip map to distribute to the public;
- communities and counties along the corridor working together to identify local sponsors of the bikeway; and
- creating an ad-hoc Bikeway Committee that will advise the MRPC and related agencies on issues concerning the bikeway and implementation of this plan.

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INTRODUCTION AND PURPOSE

The Wisconsin section of the Great River Road, extending from the state's border with Illinois approximately 250 miles to Prescott, provides residents and visitors with countless recreational opportunities set in a visually spectacular natural corridor. The roadway follows the Mississippi River as it flows southward toward the Gulf of Mexico, forming the state's western border. Over the years, bicycling has become established as one of the most popular activities in the corridor, including long-distance touring along the Mississippi and short-distance recreational and day trips. Bicyclists enjoy the views of the river and its bluffs, tributaries, native wildlife, and waterborne activities, as well as the physical challenge of bicycling along the river corridor. Many visitors combine bicycling with other activities that are prevalent along the Great River Road, such as camping, hiking, bird watching, canoeing, historic sight-seeing, fishing, and mountain biking.

Recognizing the stock of bike accommodations already in place in the corridor, the popularity of bicycling there, and the potential impacts on the area's tourism and economy, the Mississippi River Parkway Commission (MRPC) requested an inter-agency effort to study the potential for the promotion of a continuous bikeway along the entire length of the Great River Road in Wisconsin. This Great River Road Corridor Bikeway Plan represents a product of that effort and includes:

- an analysis of existing and the feasibility of potential bikeway facilities;
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- an examination of the potential benefits from tourism that could result from the provision of bikeway accommodations along the Wisconsin Great River Road; and
- specific recommendations and implementation strategies.

Those involved in the development and implementation of this plan will include the Wisconsin Departments of Transportation, Natural Resources, and Tourism, in partnership with the MRPC and the counties, cities, villages, towns and Chambers of Commerce along the Wisconsin Great River Road.

From a facilities standpoint, the primary purpose of the Great River Road Corridor Bikeway Plan is to identify (1) current weak links for bicycling along the corridor; (2) priorities for improvements; (3) possible alternative bike route segments parallel to the identified weak links; (4) the possibility of affecting project scheduling for highway improvements; and (5) current and potential connections to Department of Natural Resources state recreational trails. The plan also includes recommendations from the Wisconsin Department of Tourism to the Mississippi River Parkway Commission and to the communities and counties along the river corridor for the promotion of bicycling in the area. Implementation strategies, including actions and responsible parties, complete this document.

THE VISION

The vision of the Great River Road Corridor Bikeway Plan is a comprehensive set of accommodations along the corridor catering to a wide range of bicyclists. This would mean accommodations geared generally toward long-distance bicyclists, loop routes and connections to recreational trails for average adult bicyclists (e.g., Great River and La Crosse State Trails and La Crosse city trails), and off-street bike trail opportunities for vacationing families.

GOALS OF THE PLAN

The Mississippi River Parkway Commission's primary goal in requesting this plan is to enhance the bicycling experience along the Great River Road corridor while also improving the safety of bicyclists. More specifically, the objectives of the plan are as follows:

- To improve bicycling along the entire 250 mile corridor;
- To increase the number of people that bicycle in the corridor;
- To provide a variety of bicycling experiences through connections to state recreational trails; route segments that are parallel to the Great River Road, closer to the river, and/or help avoid undesirable bicycling sections; and a set of looped bicycle routes; and
- To create partnerships between state, local, and private interests to promote the implementation of this plan.

RELATIONSHIP TO NATIONAL, STATE AND LOCAL BICYCLE PLANNING

Many policies and recommendations of applicable state and local bicycle transportation plans have been integrated into the Great River Road Corridor Bikeway Plan. The state trunk highway segments (STH 35 and STH 133) of the Great River Road are identified as priority bicycle corridors in the *Wisconsin Bicycle Transportation Plan*, prepared by Wisconsin Department of Transportation (WisDOT) in September 1998. Priority corridors tend to be key through-routes for bicyclists. With its designation of the Great River Road as a priority corridor intercity bike route, WisDOT has implemented a policy of including wider paved shoulders in all improvements when allowed by the scope of the project.

In the *Draft State Trails Action Plan* of 1996 the Wisconsin DNR identified a number of segments of State Highways that it proposed to create a network of state trails linking communities, existing trails, and natural features. The recommended improvements to the Great River Road for bicycling in the *Draft State Trails Action Plan* have been incorporated into this plan.

At the regional and national level, considerable potential exists to combine the Great River Road bikeway with a Mississippi River bikeway in other states. In June of 1999, the *Mississippi River Trail* was one of 12 selected as a national Millennium Trail, a designation made by the U.S.

Department of Transportation in concert with several national trails groups. At this time the *Mississippi River Trail* is just a written designation on paper, but efforts are in place for planning this national route. The three co-sponsors of this plan will work with the Mississippi River Trails Alliance and the Mississippi River Trails Working Group in developing this 10 state bikeway. As stated in the U.S. Department of Transportation announcement of this trail: "The *Mississippi River Trail* will follow the nation's mightiest river from Minneapolis to New Orleans. Envisioned as a bicycling route that will touch upon the cultural, historic and natural and habitat richness of the Mississippi River Valley, this trail will allow Americans to experience first-hand what Mark Twain has described as the 'body of the nation'."

In addition, the plan integrates the bicycle planning efforts of communities within the corridor such as La Crosse, in the Facilities and Strategies and Recommendations sections to follow. For example, La Crosse Area Planning Committee staff and the *Bicycle and Pedestrian Plan Element of the La Crosse Area Long-Range Transportation Plan* of 1994 were consulted to identify Great River Road Bikeway connections through the La Crosse metro area.

Description of the Great River Road Bikeway Corridor

The Wisconsin section of the Great River Road consists primarily of State Trunk Highway 35 from Prescott in the north to the state's border with Illinois in the south. The official route departs from STH 35 in Grant County, where it follows STH 133 and a series of county trunk highways that are closer to the Mississippi. The southern segments of the Great River Road provide a challenging yet bikeable connection through an area that would otherwise be very difficult to travel due to topographic limitations. The official Great River Road route, some of the features along it, and its bicycling suitability (as defined in the next section) are indicated in a series of maps (Maps A1 through A9) included in the appendix to this document.

The Wisconsin Great River Road possesses an enormous variety of physical, ecological, archeological, historical, and cultural phenomena. Bluffs carved by the Mississippi now stand high above it, providing a home for a multitude of flora and fauna and adding to the wildlife that flourishes in the river's backwaters. The corridor has a lengthy history of human culture including nineteenth century wars and flourishing river towns where fur trading, mining, and lumbering took place. There are a number of historical markers, overlooks, waysides, and picnic areas along the Great River Road for bicyclists to enjoy. Today's river towns offer appealing destinations to bicyclists such as lodging, cafés, and shops. It is this variety that makes the corridor such an appealing place to bicycle.

FACILITIES ELEMENT

ANALYSIS OF EXISTING FACILITIES

Methodology for Evaluation of Roadway Suitability for Bicycling

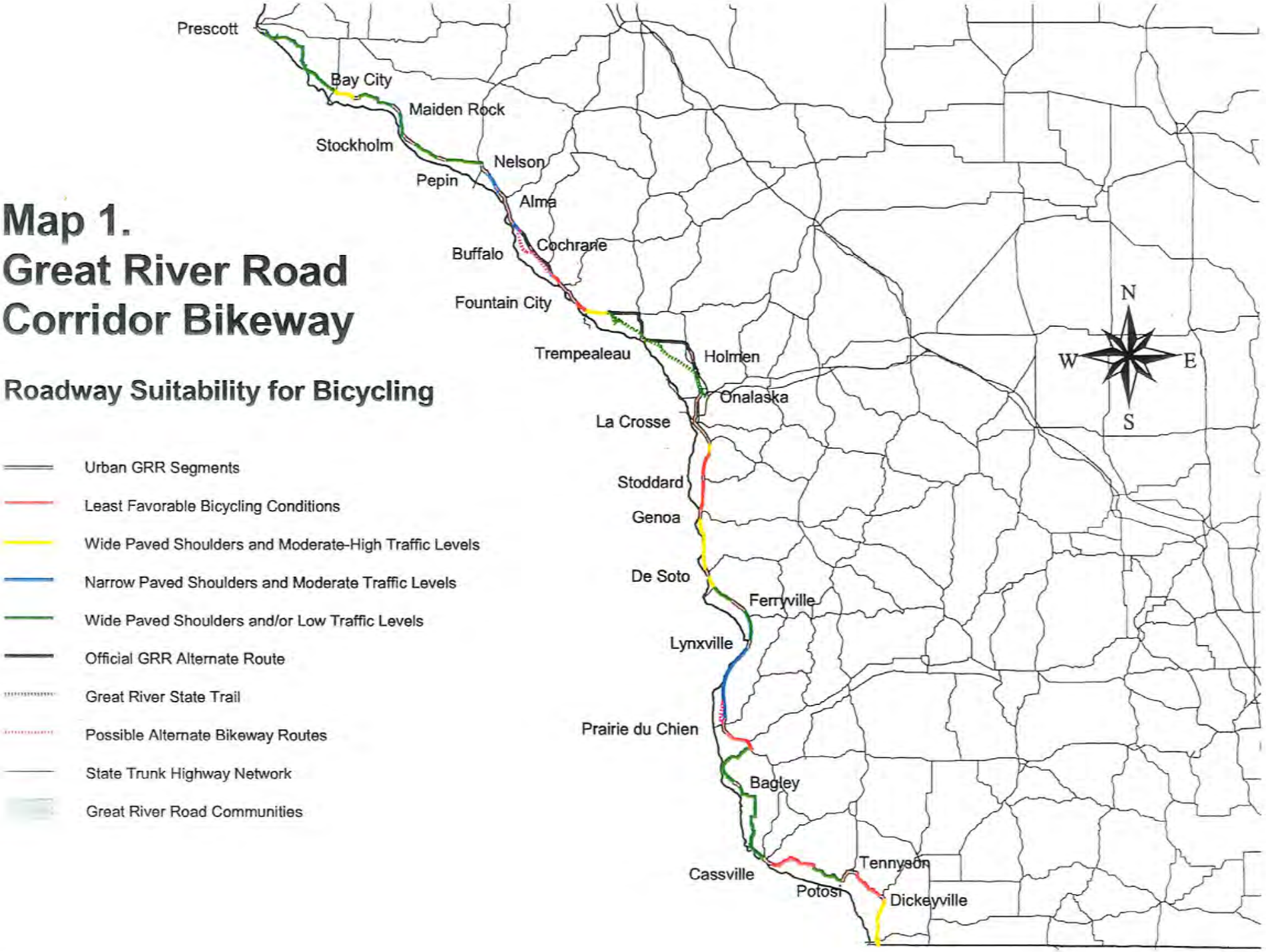
The methodology used in the Great River Road Corridor Bikeway Plan to evaluate rural segments of the roadway for bicycle use is borrowed from the method that was developed for the *Wisconsin Bicycle Map* and used in the *Wisconsin State Bicycle Plan*. This process determines the relative suitability of the roadway to share bicycle and vehicular traffic, based on pavement and shoulder widths, traffic volumes, truck traffic, and vehicular passing opportunities. At the base of this methodology is the concept that roadways with lower traffic volumes are good for bicycling, and roadways with wider paved shoulders or outside lanes can better accommodate bicyclists and motor vehicles in passing situations. In urban areas, factors such as the existence of on-street parking, reduced speed limits, and higher vehicle traffic levels make this methodology problematic. Therefore, the suitability of the Great River Road for bicycling within the villages and towns will be addressed in qualitative terms, rather than the quantitative methodology explained here for rural roadway segments.

The relative suitability for bicycling along the rural segments of the Great River Road is illustrated in Map 1 on the following page (and in more detail in Map 2 and Map 3 in the appendix) according to the following legend:

- *Best conditions for bicycling* (green)
  Roadway segments with relatively light traffic volumes and possibly other favorable factors such as good sight distance and minimal truck traffic. Also may include segments with traffic approaching a moderate level but with rideable paved shoulders. Suitable for shared use by motor vehicles and bicyclists with experience in on-road riding.
- *Moderate conditions for bicycling* (blue)
  Roadway segments with moderate traffic volumes given the paved shoulder and roadway widths. Bicyclists with limited experience should use care when riding on these segments.
- *Wide paved shoulders and higher traffic volumes* (gold)
  Roadway segments with moderate to high auto and truck traffic but also with 5-foot or greater paved shoulders. Due to traffic volumes, less experienced cyclists should use caution when riding on these segments.
- *Undesirable conditions for bicycling* (red)
  Roadway segments with high traffic volumes, moderate to high truck traffic, and/or limited paved shoulder width to accommodate bicycling. Cyclists should avoid these segments if possible and, if not, should use extreme caution to ride within their individual ability for riding in traffic.

Map 1.
Great River Road Corridor Bikeway

Roadway Suitability for Bicycling



Current Bicycle Conditions and Accommodations

Rural Segments of the Great River Road Bikeway

The Great River Road Bikeway stretches a total of about 252 miles and consists primarily of on-roadway accommodation for bicycles in the form of wide paved shoulders. This section of the plan focuses on those roadway segments that do not provide adequate facilities for bikes, and details the scheduled improvements, recommended projects, or alternate bike routes that will improve the experience of bikeway riders.

Of the nearly 217 miles of roadway that make up the on-road portion of the bikeway, seven segments totaling approximately 34.8 miles, or about 16 percent of the total, currently fall under the red category as undesirable for bicycling. These segments will be the primary targets of the plan's recommendations for improvements to on-road bicycling accommodations, as discussed later in this report.

Experienced recreational bicyclists are more likely to travel longer distances and steeper grades, therefore many find the river corridor very appealing. These skilled bicyclists require only a limited amount of special facilities or design, but they do respond positively to wider pavements with delineated and paved shoulders.

Urban Segments of the Great River Road Bikeway

As bicyclists enter villages and cities along the bikeway, the conditions they encounter will vary greatly depending on where they are. Smaller villages and towns with lower traffic volumes, wider paved shoulders or outside lanes, and slower vehicle movements, such as Bay City, Pepin, Nelson, Trempealeau, Cassville, and Potosi will be much easier to ride through comfortably than cities with heavier traffic, higher vehicle speeds, and/or narrower streets, including Maiden Rock, Alma, La Crosse, Ferryville, Prairie du Chien, and Dickeyville.

The City of La Crosse is the largest community that bicyclists will encounter as they ride on the Great River Road bikeway. The primary north-south routes through the city for vehicles, US 53 and STH 35, are not very suitable for bicycling due to high traffic volumes and speeds. Due to these concerns, the city has identified alternate routes to allow cyclists to pass safely through La Crosse. Map A5 in the appendix highlights the La Crosse area bikeway connections. These routes utilize state recreational trails, city trails, and streets designated as bike routes to avoid the most difficult areas. The long-term bikeway connection will be completed after the construction of a federally-funded local trail project that will provide a link between the state recreational trails and the downtown La Crosse area. The city is also interested in identifying a more direct Great River Road bikeway connection from Onalaska through downtown La Crosse and to Riverside Park that will bring cyclists downtown for recreational and commercial activities and food and lodging.

RECOMMENDED IMPROVEMENTS TO BICYCLING FACILITIES

This plan focuses on recommending improvements in the seven segments of the Great River Road which are defined as unfavorable for bicyclists using the methodology described above. Three of the recommended improvements, totaling approximately 19 miles, are already included in the six-year State Highway Projects Schedule (see Table 1, next page). Where improvements are scheduled, this plan suggests they be modified by the appropriate WisDOT district office, if necessary, in order to provide the desired bicycling accommodation. In the appendix, Table 2 outlines other recommended roadway improvements and policies and Table 3 lists other DOT scheduled projects on the Great River Road and their possible effect on the bikeway.

Generally speaking, recommended improvements to segments of the Great River Road Bikeway with higher vehicle traffic volumes will be geared toward accommodating average-skilled adult bicyclists. Meanwhile, accommodations such as shorter loop segments and parallel alternate routes will provide opportunities for less experienced bicyclists.

All riders should use caution when bicycling in communities where conditions are less favorable. Communities that recognize a problem for bicyclists on the Great River Road should consider working with WisDOT to identify possible improvements and, in some limited situations, alternate routes on parallel roadways, as the City of La Crosse has done. As possible examples, CTH K in Crawford County may be a better route for bicyclists to enter and exit the north side of the City of Prairie du Chien, as may CTH K and CTH VV into and out of Hager City. These routes not only have better suitability ratings for bicycling than the official Great River Road but are also located closer to the Mississippi River. Local input is essential for identifying and analyzing possible alternate routes.

ALTERNATE ROUTE THROUGH COMMUNITIES OF BUFFALO AND COCHRANE

An excellent possibility for an alternate route exists between Alma and Fountain City and is shown on Map A3 in the appendix. This section of the Great River Road is classified as moderate conditions for bicycling due to moderate vehicle traffic and paved shoulders only three feet wide. The alternate route would allow bicyclists to avoid this section by following low-traffic county and town roads for approximately 11 miles through the quiet communities of Buffalo and Cochrane. This route also hugs the banks of the Mississippi River for about three miles, giving cyclists excellent views of the waterway.

While this route seems to be a good prospect as a part of the bikeway, members of the communities and counties would need to be consulted to provide feedback on the possibility. It would also need to be determined whether such a route would be deemed the official bikeway route, leaving the Great River Road as the alternate to it, or vice-versa. This is the only major alternate route identified in this plan, but the communities and counties may know of others and should be consulted for their ideas.

Table 1. Recommended Improvements to Segments of the GRR Bikeway with Undesirable Conditions for Bicyclists

Segment Location and Approximate Distance	County and Responsible Agency	Deficiency/Problem Description	Addressed in DOT 6-yr contract schedule? If yes, how & when?	Bikeway Plan Recommended Improvement
STH 35 N. out of Fountain City (2.5 miles)	Buffalo Co. DOT Dist. 5	3 ft. paved shoulder; moderately high ADT; connects Great River Road bicyclists to Merrick State Park and to alternate bike route off STH 35	No	Project to retrofit roadway to accommodate bicyclists (5 ft. paved shoulder). Improvement to this segment was a recommendation of the 1996 DNR *State Trails Action Plan.*
STH 35 S. out of Fountain City (4.5 miles)	Buffalo Co. DOT Dist. 5	3 ft. paved shoulder; high ADT; connects bicyclists between Winona, MN and Fountain City	No	Project to retrofit roadway to accommodate bicyclists (5 ft. paved shoulder). Improvement to this segment was a recommendation of the 1996 DNR *State Trails Action Plan.*
STH 35 Vernon/La Crosse co. line to Stoddard limits (4.5 miles)	Vernon Co. DOT Dist. 5	3 ft. paved shoulder; high ADT	Yes, Resurfacing, 2004	If permitted within the scope of the project, widen shoulder to 5 ft. Improvement to this segment was a recommendation of the 1996 DNR *State Trails Action Plan.*
STH 35 Stoddard limits to Genoa limits (5.7 miles)	Vernon Co. DOT Dist. 5	3 ft. paved shoulder; high ADT	Yes, Resurfacing, 2001	If permitted within the scope of the project, modify project to widen shoulder to 5 ft.
STH 35 Prairie du Chien limits to Bridgeport (3.1 miles)	Crawford Co. DOT Dist. 5	3 ft. paved shoulder; high ADT	No	Project to retrofit roadway to accommodate bicyclists (5 ft. paved shoulder)
STH 133 Cassville to Burton (8.5 miles)	Grant Co. DOT Dist. 1	No paved shoulder; narrow lanes; moderate ADT	Yes, Grade, Base & Surface, 2004	If necessary, use state enhancement funds to add bike accommodation (at least 3 ft. shoulder or 4 ft. shoulder with 11 ft. lanes)
STH 35/US 61 between limits of Tennyson and limits of Dickeyville (6.0 miles)	Grant Co. DOT Dist. 1	3 ft. paved shoulder; high ADT; fairly new pavement in good condition; shoulder widens to 5 ft. + where guardrails are present; occasional additional lane for slow-moving vehicles on inclines	No	Project to retrofit entire roadway segment to accommodate bicyclists (5 ft. paved shoulder)

RECOMMENDED LOOP ROUTES

Recognizing that there is greater potential to market the Great River Road Bikeway to tourists who are more likely to take shorter bicycling trips, the plan recommends that the MRPC work with the communities and counties along the corridor, as well as the DNR, to identify bicycle loop routes. These loops would connect directly to the Great River Road Bikeway. The routes would not take emphasis away from the Great River Road as a corridor bikeway, but rather would provide a set of additional options for short-distance bicycling in the area. The loop routes ideally would be located in close proximity to popular tourist and bicycling destinations, such as near state parks, locks and dams, larger river towns, and river crossings, and would be signed for easy identification by cyclists.

On-road loop routes should only be considered on roadways that are suitable for bicycling. For this reason, the State Bike Map should be consulted. Initial bicycling suitability analysis of state and county roads connecting to the Great River Road performed by the Wisconsin DOT identified 11 possible on-road loop routes. These routes are described in Table 4 in the appendix. This is a preliminary list of possible loops focused on county trunk highways (CTHs) for which the State Bike Map provides ratings. Local town roads may provide other loop route opportunities. The loop routes that officially become part of the Great River Road Bikeway should be chosen in a cooperative effort between the MRPC, the communities and counties, the DOT districts, and the DNR. It is most important to gather input from local residents and officials on possible loop routes, since they have the most knowledge of the conditions of the roadways.

OFF-ROADWAY OPPORTUNITIES

THE GREAT RIVER STATE TRAIL

The section of the Great River Road corridor that currently witnesses the greatest popularity for bicycling is the Great River State Trail. This Department of Natural Resources recreational trail provides a safe yet challenging option for a variety of bicyclists, from beginners to experienced bicyclists and from families on vacation to bicyclists on long-distanced tours.

The Great River Trail offers 24 miles of alternative, off-road biking experience between the heart of the La Crosse metro area and the community of Marshland, located northwest of La Crosse. The trail's surface is composed of hard crushed limestone, over which all but the narrowest of bicycle tires are able to travel. See Map A10 in the appendix for the layout of the trail.

The route provides bicyclists with direct access to the proposed La Crosse area bikeways and would link with a proposed connection to Winona, Minnesota. This "Winona Connection", a four mile trail extension from Marshland to Bluff Siding and on to Minnesota, is dependent on Minnesota Department of Transportation efforts to renovate the Wagon Bridge.

This plan designates the trail as the preferred bikeway route for this segment of the corridor and the Great River Road as the alternate route. Reasons for designating the trail as the preferred route include:

- the trail would provide direct linkage to an existing bike path and allow bicyclists to avoid the less desirable biking conditions that exist on the Great River Road in this area;
- the trail passes through the backwaters of the Mississippi River, many creeks, and the Black River, which are unique ecological areas with abundant wildlife and plant species;
- the trail passes through and borders on two National Wildlife Refuges, Trempealeau and Upper Mississippi;
- excellent birdwatching opportunities;
- easy view of Lake Onalaska and the spillway;
- direct link to Perrot State Park with other recreational opportunities available including camping, hiking, mountain biking, access to a nature center, and summer weekend interpretive programs; and
- interpretive stops along the trail discussing topics that enhance visitors' knowledge and understanding of the Upper Mississippi River Valley, such as the railroad history and use, natural history, and native cultures.

Utilization of the trail also opens access for bicyclists to Wisconsin State Parks and Recreation bicycle trail system with a connection to the La Crosse River Trail at Medary. For these reasons, the potential for increased bicyclist usage of the Great River State Trail is significant.

The Great River Trail will be designated and signed as the preferred bikeway route, yet it is recognized that some bicyclists will prefer or need to remain on the Great River Road, which will serve as the alternate route. This recommendation addresses the concern that some cyclists will travel the Great River Road during the trail's closed season, that some will choose not to use the trail due to the user's fee, and that some will prefer to remain on a paved surface.

The Wisconsin Department of Natural Resources recommends the following bicycling loop segments that connect to the Great River Trail (see Maps in the appendix):

- Perrot State Park, Lock and Dam #6, and downtown Trempealeau
- Holmen to Downtown Onalaska (Main Street)

PROMOTION ELEMENT

POTENTIAL BENEFITS OF PROMOTING BICYCLING

With improved accommodations for bicyclists, the Wisconsin Great River Road will enhance its attractiveness to a wide range of tourists. The corridor is already designated as a long-distance route by the Adventure Cycling Association (formerly BikeCentennial) and therefore draws bicyclists from around the country. The Great River Road also connects to a second popular long-distance bicycle touring route along the Wisconsin River, host of the Great Annual Bicycle Adventure Along the Wisconsin River (GRABAAWR) cross-state tour. In addition to long-distance bicyclists a large number of individuals and families from the Upper Midwest fit short-distance bicycling into other popular activities in the Great River Road corridor. In fact, the current trend in the sport of bicycling is a much stronger increase in the number of short trips than in long-distance riding. This significant market of both long- and short-distance bicyclists presents a unique opportunity for businesses in the area, since visitors will need food, lodging, and other related goods and services. Many of the towns along the Great River Road have witnessed growth in small, local family-owned businesses catering largely to bicyclists, such as bed and breakfasts, bicycle repair or gear shops, cafés, general stores, and campgrounds.

According to a survey report by the Travel Industry Association of America (TIA), 27 million Americans took biking vacations in the past five years, making biking the third most popular vacation activity in the country, behind only camping and hiking.[1] People taking bicycling vacations tend to be young and affluent. On a national level, about half are between the ages of 18 and 34 and one-quarter are from households with annual incomes exceeding $75,000. Many survey respondents bring companions on their bicycling vacations, including spouses (57%), children or grandchildren (40%), and friends (34%). These numbers indicate that there exists a significant national market of vacationers who bicycle and have expendable income.

Recent studies conducted by the Wisconsin Department of Tourism reveal similar potential for economic benefit from promoting bicycling along the Great River Road. In two surveys of visitors at Wisconsin Travel Information Centers in spring and summer 1998, the average vacation budget of the respondents who claimed biking as the most important activity was just under $500.[2] Most reported the length of their vacation to be between two days and a week, the size of their travel party averaged between two and three people, and they typically traveled with family members more often than with friends or alone. The average age of the bicyclists was just over 40 years, and their gender was fairly evenly split between males and females. While the sample size of the two surveys (63 total respondents in the two surveys claimed biking as the top vacation activity) limits any hard conclusions, the results can be used as a gauge showing generalized characteristics of bicycling vacationers in Wisconsin.

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[1] Travel Industry Association of America, *Adventure Travel Special Report* (1999)

[2] Wisconsin Department of Tourism, *Wisconsin Travel Information Center 1998 Spring Traveler Survey Report* and *Wisconsin Travel Information Center 1998 Summer Traveler Survey Report* (1999)

In addition to the potential economic benefits from marketing the Great River Road to bicycling vacationers, it will provide environmental benefits by getting people out of motorized vehicles. Bicycling consumes no fossil fuels and produces no pollution. This benefit is extremely important in the Great River Road corridor, where the quality of natural resources is such an essential component of the vacationer's experience.

Promotional Practices and Pieces for the Great River Road Bicycle Corridor

The most effective approach to marketing the Great River Road Bikeway is likely to be the promotion of bicycling within a larger set of leisure activities and attractions that visitors are able to experience along the riverway. Large numbers of bicyclists reported in the TIA survey that they took camping (82%), hiking (72%), or canoeing (39%) trips within the past five years, and each of these activities is prevalent along the Great River Road. As stated throughout this plan, the Mississippi River corridor offers an abundance of activities for tourists, and the market of "silent"/"soft" sport and "eco-tourism" visitors will most likely respond to cross-promotion efforts aimed at their varied interests. Examples of such promotion might include but are not limited to any of the following:

- "Come biking on the historic and scenic Great River Road"
- "Biking the Great River Road is a great means to sight-see in the 'Land that Time Forgot' (the driftless area where glaciers never passed over)"
- An interest-inducing description of the wide range of bicycling facilities that exist in the corridor and that can accommodate a wide range of bicyclists, from families with inexperienced children to avid adventure or mountain bicyclists.

Recommended Promotional Actions, Roles, and Responsibilities

In addition to the promotional approaches suggested previously, the Great River Road Bikeway will need to be granted a brand image for marketing purposes. The image could build upon the image of the paddleboat inside the navigation wheel, which is the traditional symbol for the Great River Road. Yet the symbol for the bikeway needs to distinguish itself so that bicyclists and tourists easily recognize it as a symbol designated specifically for the bikeway.

It is essential that a strip map of the bikeway be developed with detailed road, trail, and loop segments. Special insets should be included on the map for the Great River State Trail and for the connections through the city of La Crosse. Ideally, this map would highlight not only the bikeway route but also accommodations along the route for bicyclists, such as wayside rests, bike shops, food and lodging, and points of interests. The map should be designed so that it is easy to fold and carry while riding a bicycle.

A special campaign should be developed using a set of promotional pieces made accessible both to bicyclists and to visitors as a whole. This set would include Department of Tourism guides

currently available and useful to bicyclists of the Great River Road, such as the *Wisconsin's Great River Road* guide and map, the *Wisconsin 1998/99 Biking Guide,* and the Bicycle Federation of Wisconsin's *Wisconsin State Bike Map.* Added to these guides will be the detailed strip map mentioned earlier. The campaign should also include cross-promotional marketing pieces related to other activities in the corridor, such as birdwatching guides, mountain biking pieces, heritage travel guides, and guides to state and local parks.

Great River Road communities could look into promotional efforts through additional types of media, including the Internet. Other potential marketing strategies include seasonal promotions for bicycling in the spring, summer, or autumn, and special events.

A number of promotional partnerships will be needed in order to effectively market the Wisconsin Great River Road Bikeway Corridor. These partnerships may include such efforts as a public/non-profit Joint Effort Marketing grant proposal to the Wisconsin Department of Tourism for the development of a Destination Marketing Campaign to fund the strip map or other promotional pieces; partnerships between communities and/or counties along the corridor to push for greater welcoming of bicyclists among residents and businesses; and joint efforts between communities/counties and the Mississippi River Parkway Commission.

The state agencies involved in the cooperative development of this plan will assist the promotion of the bikeway by the following means:

DOT

- provide funding opportunities (e.g., Transportation Enhancement and Surface Transportation Program Discretionary) for bicycle facilities projects
- investigate the possibility of providing signage to direct cyclists to alternative routes, especially the use of national bike route signage once links are made to Illinois and Minnesota
- continue to include adequate bicycle accommodations where needed and possible in roadway improvement projects

DNR

- improve the visibility of Great River Road Bikeway connections to state recreational trails and state parks
- investigate the possibility of providing additional or extended state recreational trails that connect to the Great River Road Bikeway
- promote the bikeway to state park visitors
- help identify and promote additional mountain biking opportunities along the Great River Road

Tourism

- provide technical marketing assistance to local promotional efforts upon request
- distribute to the public the promotional pieces that result from this cooperative marketing venture
- promote through existing advertising and publicity programs

- provide matching funding for promotional efforts through existing grant programs

This list is not exhaustive; each department will assist the promotion of the Great River Road Bikeway Corridor to the degree that it is capable. It is also suggested that the communities and counties along the Great River Road work together to identify local sponsors of the bikeway, and that Mississippi River Parkway Commission promotional pieces cross-reference those that are developed for the bikeway corridor. Future recommendations would include market research of potential users of the Great River Road bikeway corridor.

IMPLEMENTATION PLAN--STRATEGIES AND RECOMMENDATIONS

Many of the specific recommendations offered in this plan have been outlined in previous sections; most notably the proposed strategies and actions concerning bicycle facilities and promotional elements. The purpose of this final section of the Great River Road Corridor Bikeway Plan is to recommend strategies and actions concerning the implementation of the plan. The successful implementation of this plan will require commitment and action from many different entities and cooperation and coordination among them. It will likely take a number of years of continued investment to create a corridor-long bikeway that is safe and offers the variety of challenges that its users desire. This section describes the roles and responsibilities of the appropriate actors, including state, county, and local governments as well as the private sector. It also addresses the actions and projects not addressed in previous sections that will be needed in order to achieve the plan's vision, goals, and objectives.

RECOMMENDED ACTIONS—PUBLIC INVOLVEMENT

The initial implementation step required is to decide how to incorporate the findings of the draft plan and the input from the river communities and counties into a final plan approved by the Mississippi River Parkway Commission. The MRPC could revise the draft plan based on the outcome of public input, approve it as the final plan, and then take the final plan to the public for comment and review. Alternatively, the MRPC could take a revised draft plan to the public and incorporate their comments and ideas into an approved final document.

Whichever method is undertaken, after adopting the final plan, the MRPC should then distribute it to the communities and counties along the corridor and promote it for adoption by the policy boards of those entities. Upon their adoption of bikeway plan, the communities and counties will commit to support efforts aimed at encouraging residents and businesses to welcome the users of the bikeway. For this reason it is extremely important that the communities and counties provide input on proposed loop routes, roadway projects, and possible alternate routes, as they will be more likely to actively support the plan and promote the bikeway.

Local residents also have keen insight into phenomena that might adversely affect bikeway investments. For example, a loop route might appear on a map to be ideal for a given town road or county trunk highway, but community members might know that a sand and gravel trucking company operates off of the proposed route. This would obviously not be ideal for bicyclists.

ROLES AND RESPONSIBILITIES

The Mississippi River Parkway Commission, as the developer of the plan, will act in an advisory/coordination role by working with communities, counties, Chambers of Commerce, and state agencies as bikeway implementation issues arise. The commission will facilitate the resolution of such issues and will guide the future direction of the bikeway.

The towns, villages, cities, and counties along the Wisconsin Great River Road will provide input for integration into the final corridor bikeway plan. Once the final plan has been adopted, these entities will consider, when appropriate, the bikeway plan in the decisions that they make regarding transportation, land use, and facilities design in the corridor. All future local bicycle planning efforts in the corridor should also integrate the Great River Road Corridor Bikeway Plan. The locals would also be counted on to promote hosting bicyclists and their needs within their communities, including advertising, maps, and other services.

The Mississippi River Parkway Commission and the Wisconsin Department of Transportation will work with the Federal Highway Administration and the Mississippi River Trail Alliance to incorporate the Corridor Bikeway Plan into the development of the Great River Road's designation as a National Scenic Byway and a National Millennium Trail.

The final recommendation of this plan is that an ad-hoc bikeway committee be formed that will advise the MRPC and related agencies on bikeway issues (signage, loop routes, etc.), and guide and monitor the implementation and update of this plan. Committee membership could consist of representatives of bike groups, local officials, businesses, tourism agencies, and other interested parties.

As stated under the promotion element of this plan, the state agencies consulted for the development of this plan will provide technical assistance or clarification of their commitment to the plan when called upon by the MRPC. However, the MRPC will retain the role of primary plan coordination. Each agency will offer assistance in the implementation of this plan as it relates to its field of jurisdiction—the state highway system for DOT; the promotion of the bikeway for Tourism; and trail connections, amenities, and loops for DNR.

Appendix

Map A1. Prescott to Bay City

Map A2. Maiden Rock to Alma

Map A3. Great River Road Alternate Bicycling Option Communities of Buffalo and Cochrane

Map A4. Fountain City to Onalaska

Map A5. La Crosse Area Great River Road Bikeway Connections

Map A6. South La Crosse to DeSoto

Map A7. Ferryville to Prairie du Chien

Map A8. Wisconsin River to Cassville

Map A9. Potosi to Illinois Border

Map 2. Great River Road Corridor Bikeway Prescott to La Crosse

Map 3. Great River Road Corridor Bikeway Stoddard to Illinois Border

Table 2. Other Roadway Recommendations

Table 3. Other DOT Projects Scheduled on Wisconsin Great River Road

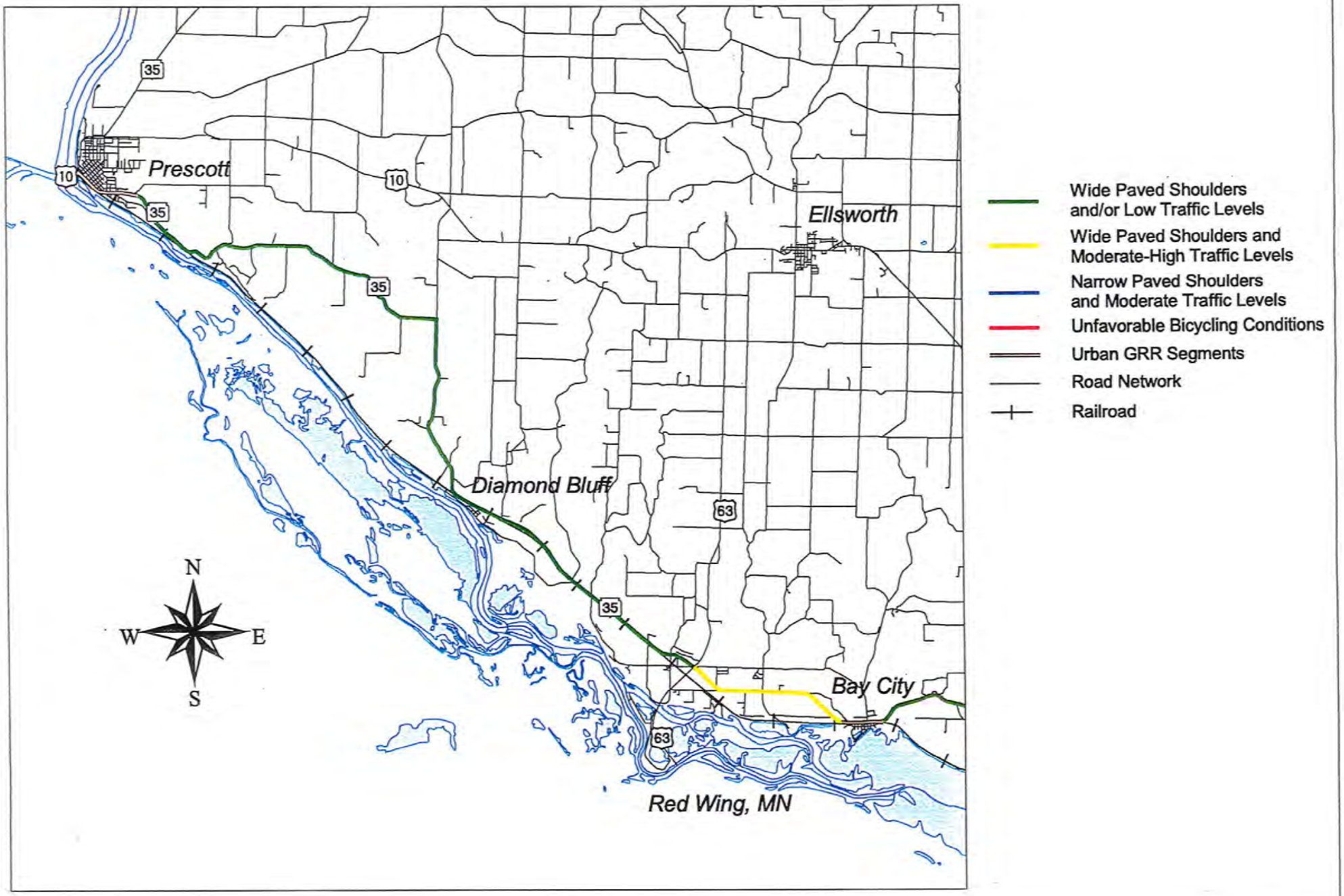
Table 4. Possible Great River Road Loop Routes

Map: DNR Recommended Trempealeau Loop

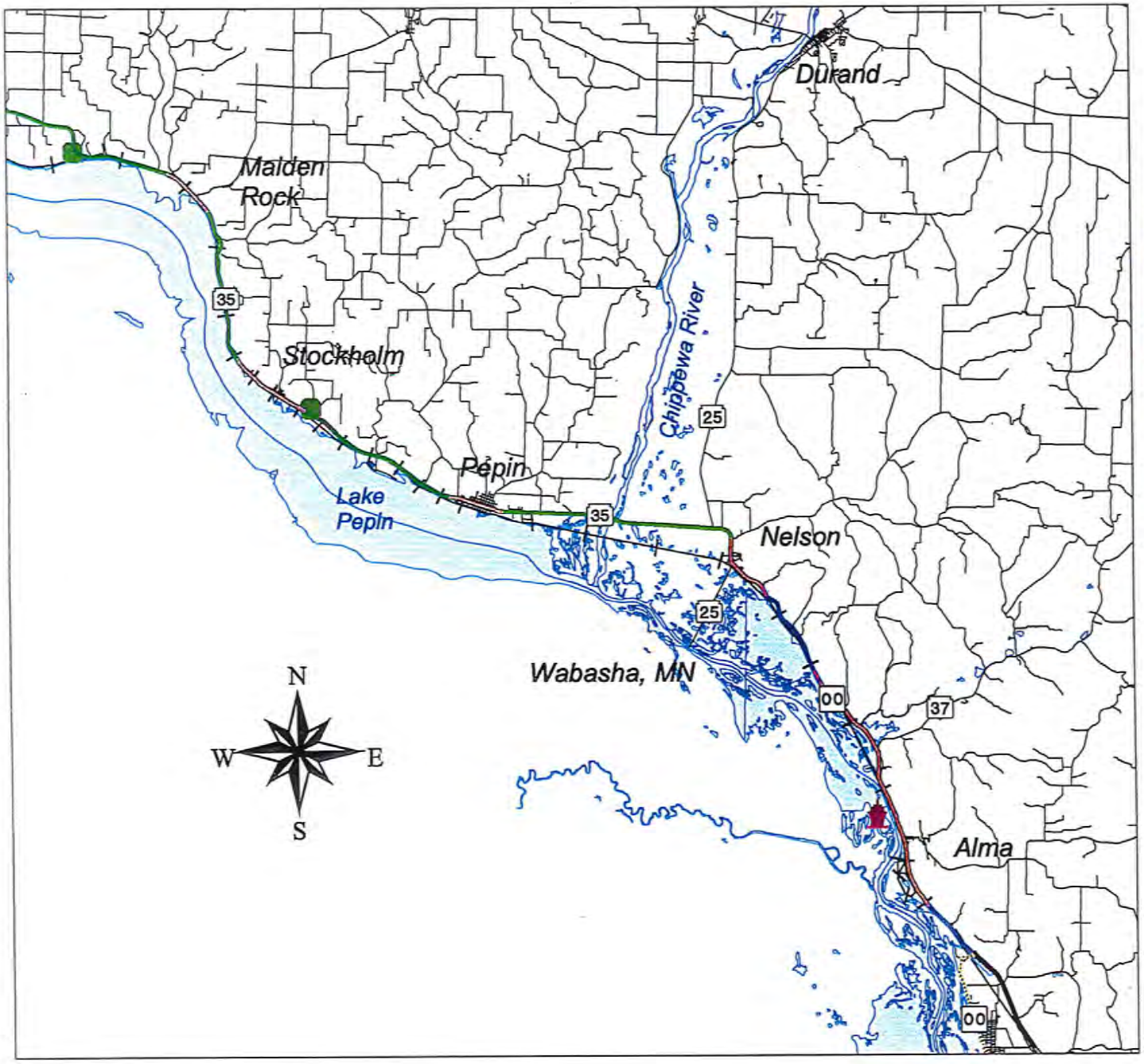
Map: DNR Recommended Holmen Loop

Map: DNR Recommended Onalaska Loop

Map A1. Prescott to Bay City

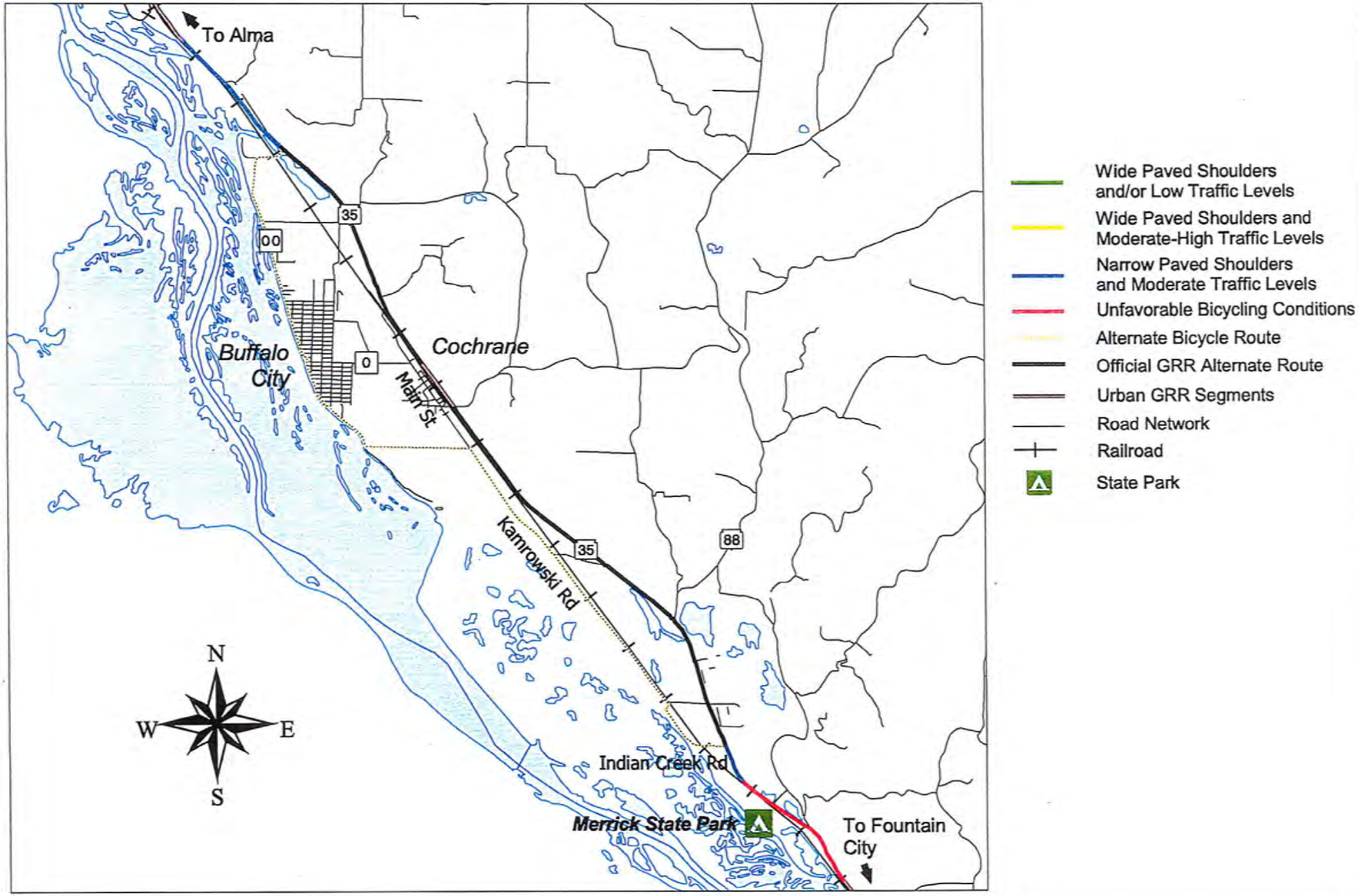


Map A2. Maiden Rock to Alma

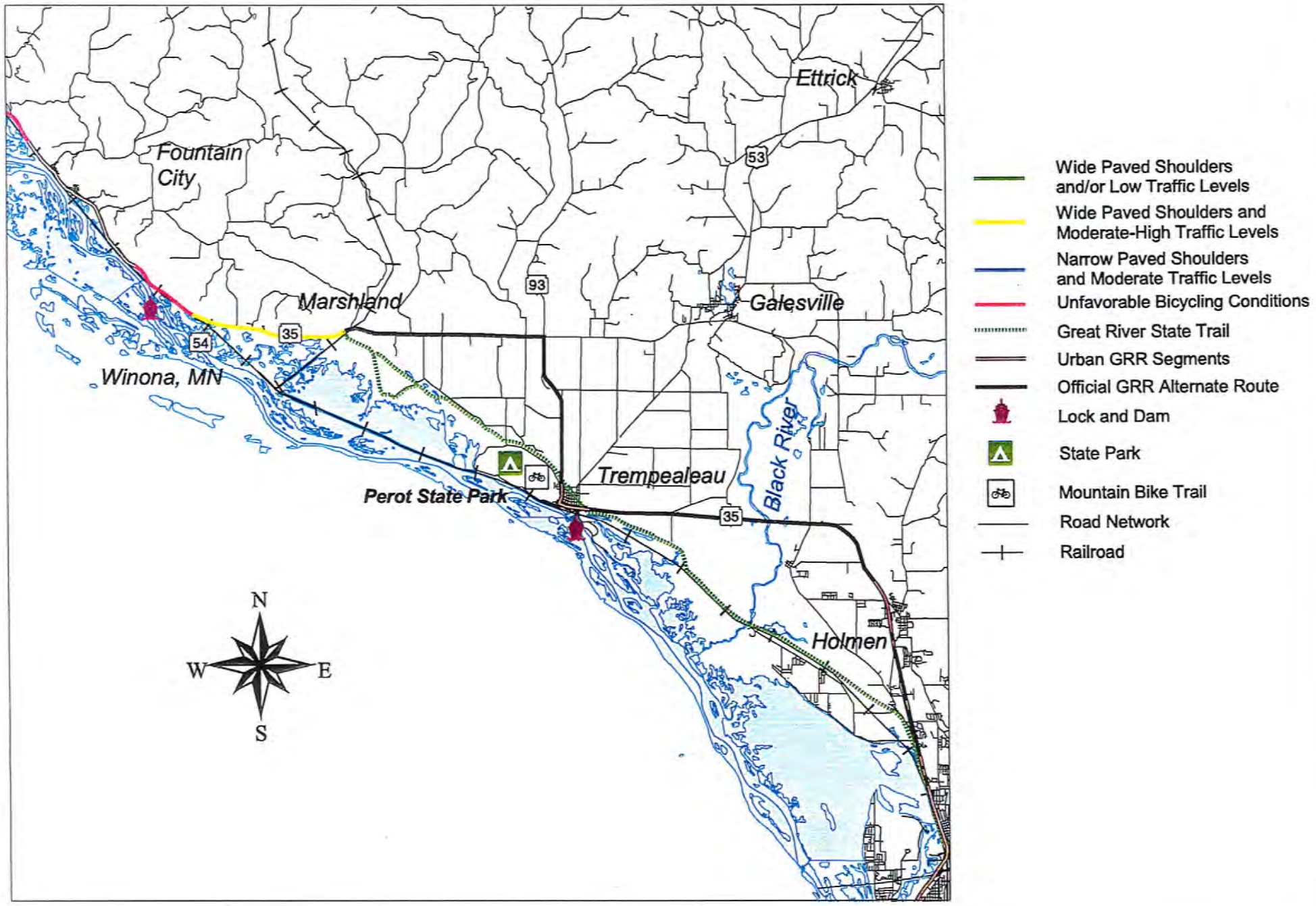


- Wide Paved Shoulders and/or Low Traffic Levels
- Wide Paved Shoulders and Moderate-High Traffic Levels
- Narrow Paved Shoulders and Moderate Traffic Levels
- Unfavorable Bicycling Conditions
- Urban GRR Segments
- Alternate Bicycle Route
- Official GRR Alternate Route
- Lock and Dam
- Wayside
- Road Network
- Railroad

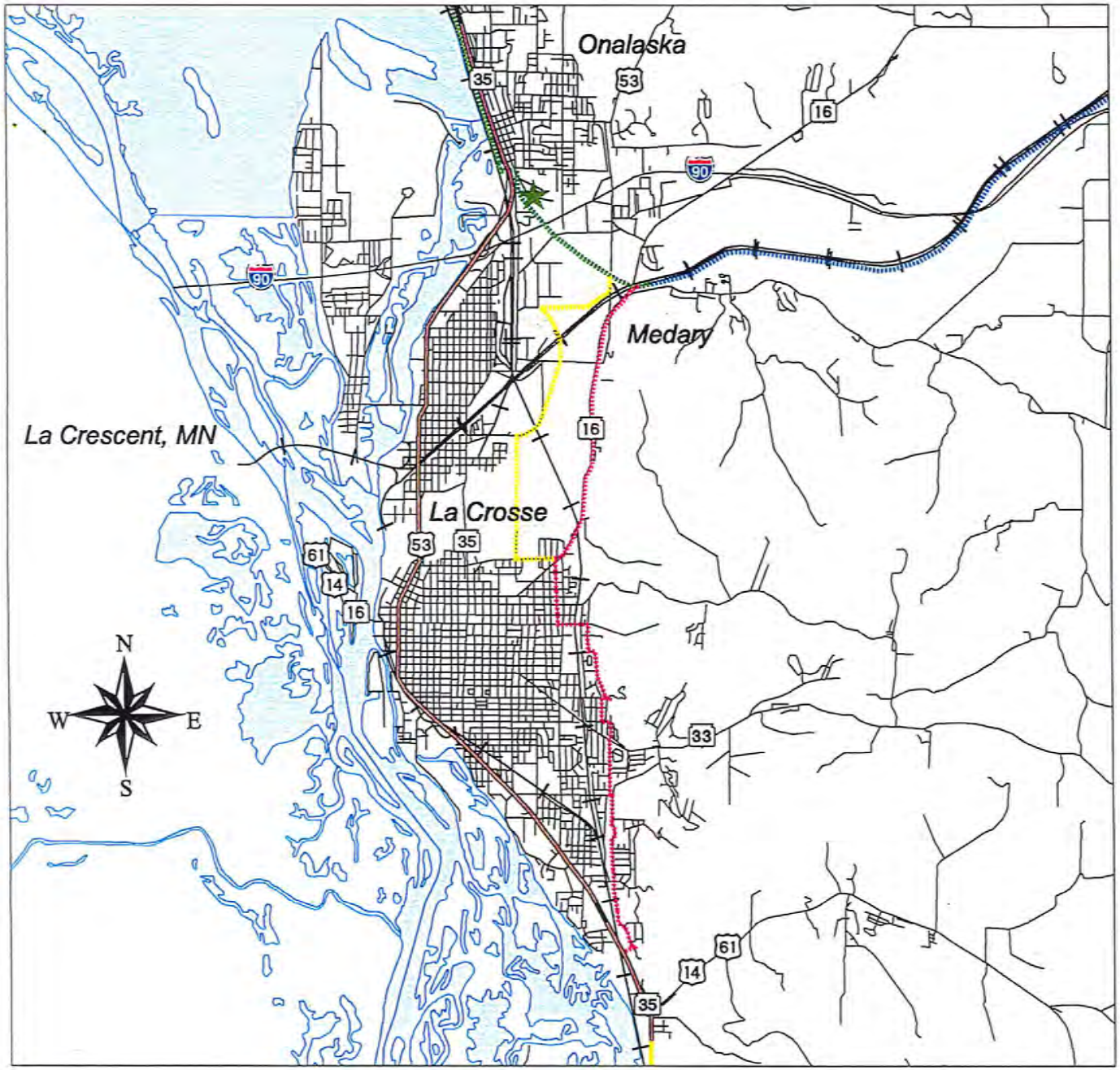
Map A3. Great River Road Alternate Bicycling Option
Communities of Buffalo and Cochrane



Map A4. Fountain City to Onalaska



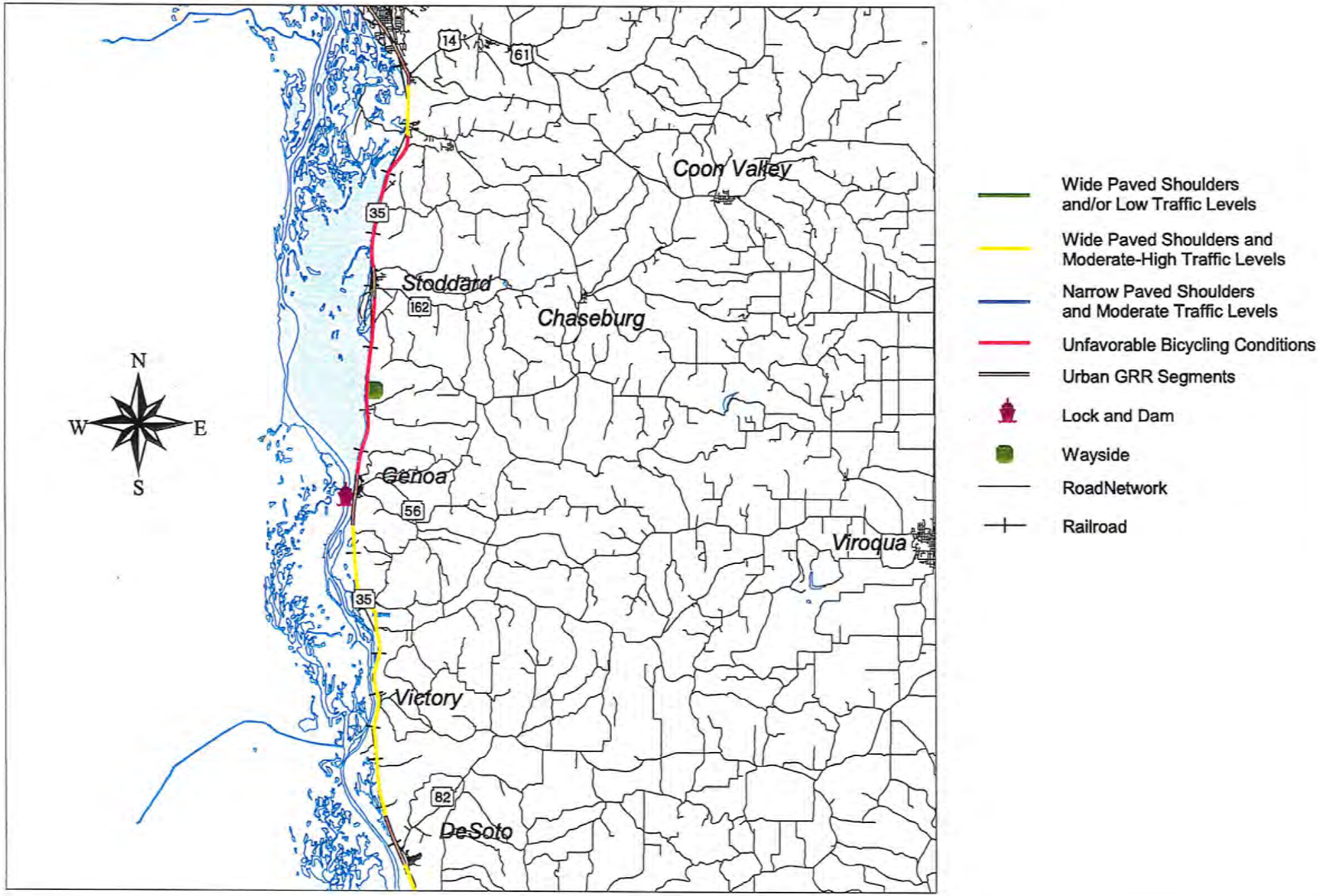
Map A5. La Crosse Area Great River Road Bikeway Connections



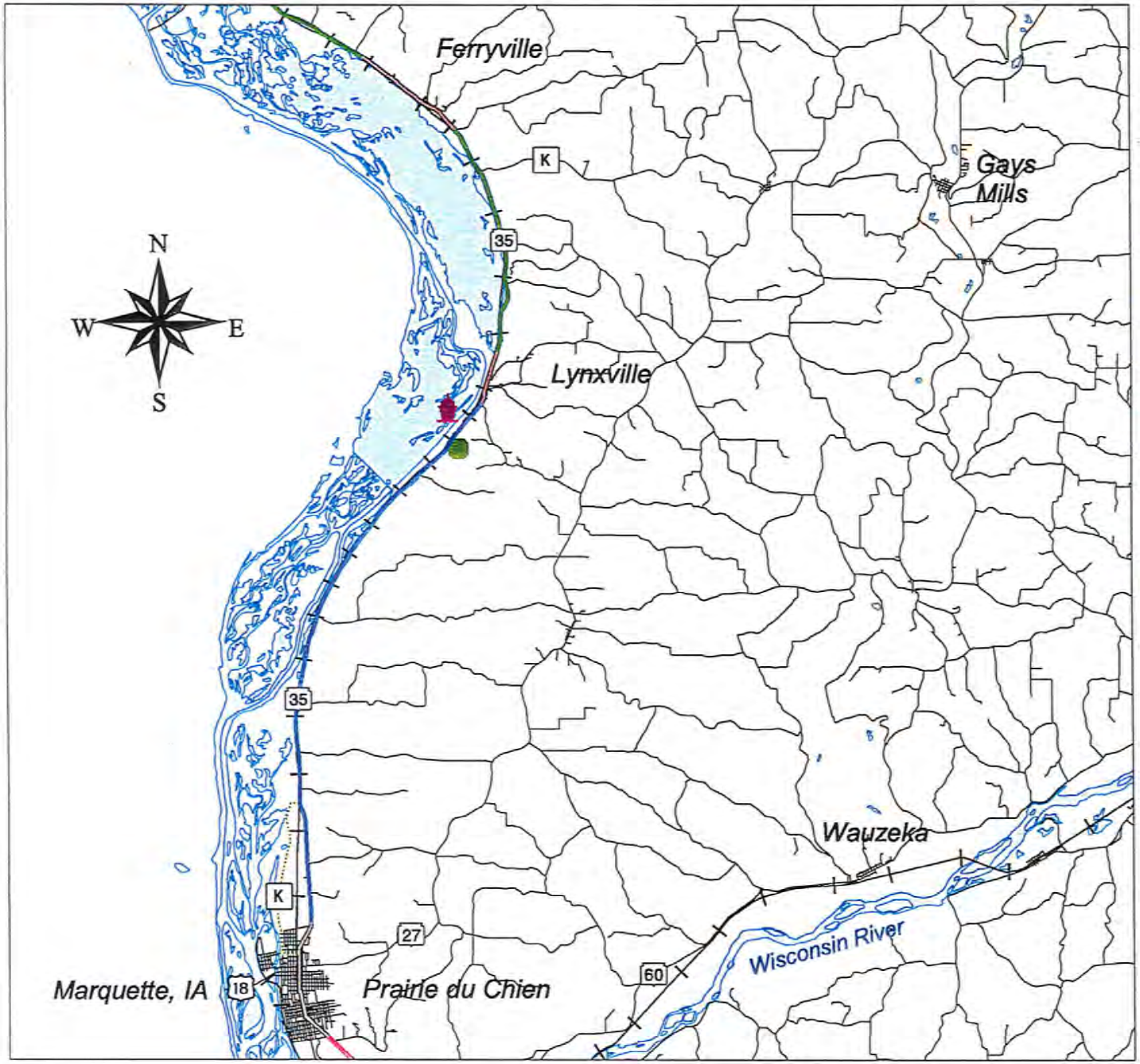
- Wide Paved Shoulders and/or Low Traffic Levels
- Wide Paved Shoulders and Moderate-High Traffic Levels
- Narrow Paved Shoulders and Moderate Traffic Levels
- Unfavorable Bicycling Conditions
- Great River State Trail
- La Crosse River State Trail
- Short-term GRR Bikeway Connection
- Long-term GRR Bikeway Connection
- Urban GRR Segments
- Great River Trail Visitor Center
- Road Network
- Railroad

Note: Long-term Great River Road Bikeway connection to Downtown La Crosse not indicated; preferred route to be identified.

Map A6. South La Crosse to DeSoto

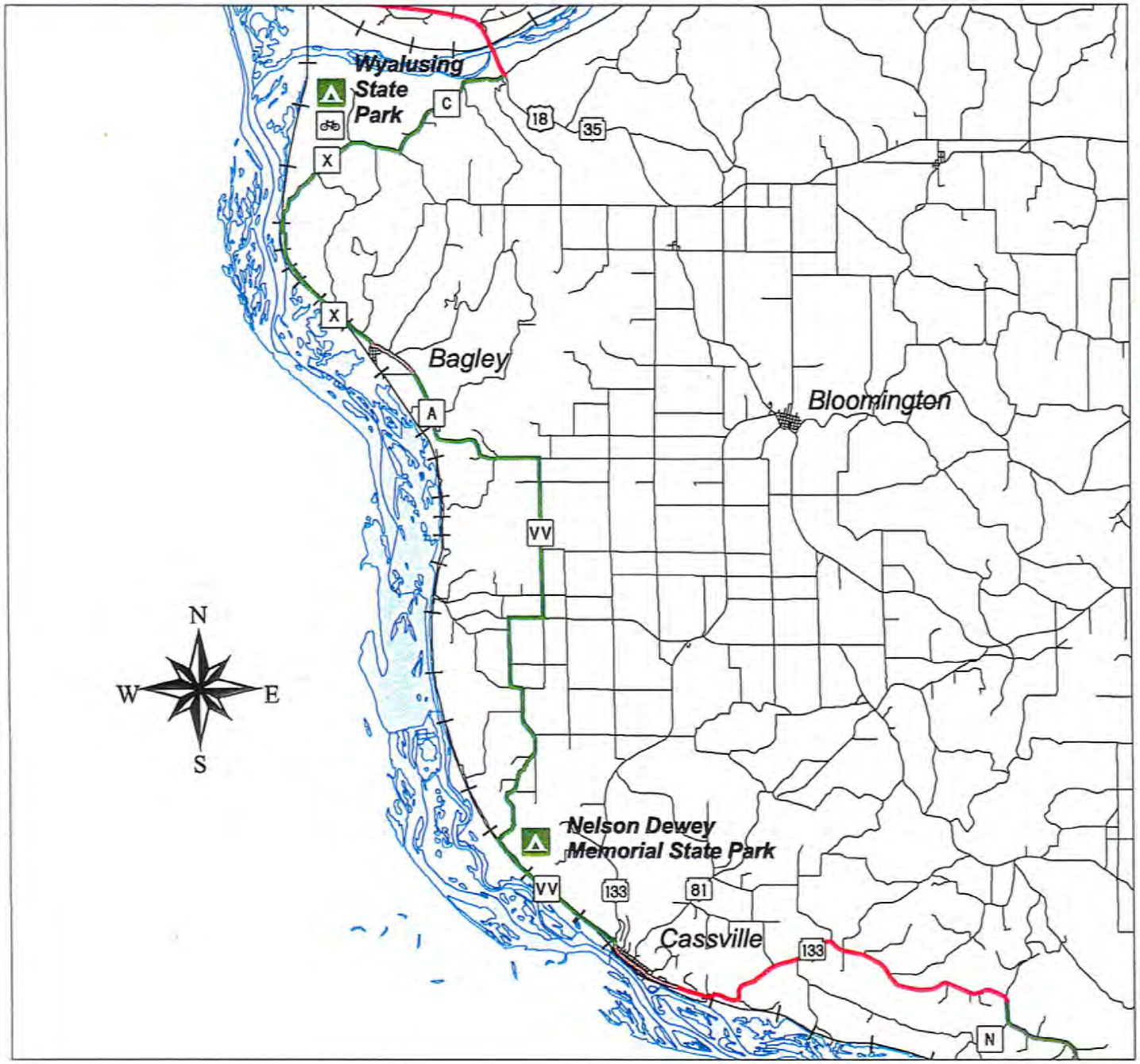


Map A7. Ferryville to Prairie du Chien



- Wide Paved Shoulders and/or Low Traffic Levels
- Wide Paved Shoulders and Moderate-High Traffic Levels
- Narrow Paved Shoulders and Moderate Traffic Levels
- Unfavorable Bicycling Conditions
- Alternate Bicycle Route
- Urban GRR Segments
- Lock and Dam
- Wayside
- RoadNetwork
- Railroad

Map A8. Wisconsin River to Cassville



Wide Paved Shoulders and/or Low Traffic Levels

Wide Paved Shoulders and Moderate-High Traffic Levels

Narrow Paved Shoulders and Moderate Traffic Levels

Unfavorable Bicycling Conditions

Urban GRR Segments

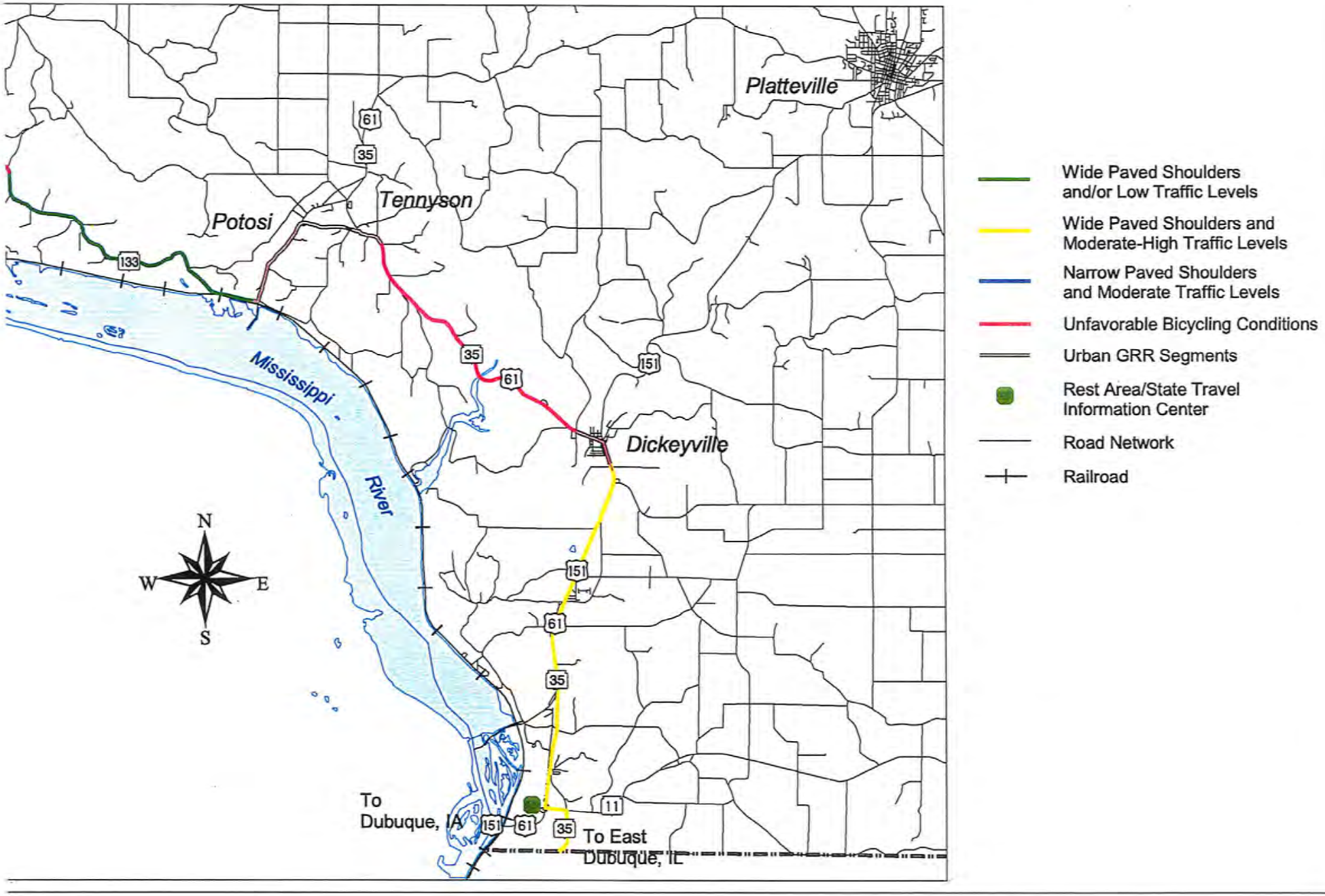
State Park

Mountain Bike Trail

RoadNetwork

Railroad

Map A9. Potosi to Illinois Border



Map 2.
Great River Road Corridor Bikeway Prescott to La Crosse

Roadway Suitability for Bicycling

Map 3.
Great River Road Corridor Bikeway Stoddard to Illinois Border

Roadway Suitability for Bicycling

- Urban GRR Segments
- Least Favorable Bicycling Conditions
- Wide Paved Shoulders and Moderate-High Traffic Levels
- Narrow Paved Shoulders and Moderate Traffic Levels
- Wide Paved Shoulders and/or Low Traffic Levels
- Possible Alternate Bikeway Routes
- State Trunk Highway Network
- Great River Road Communities

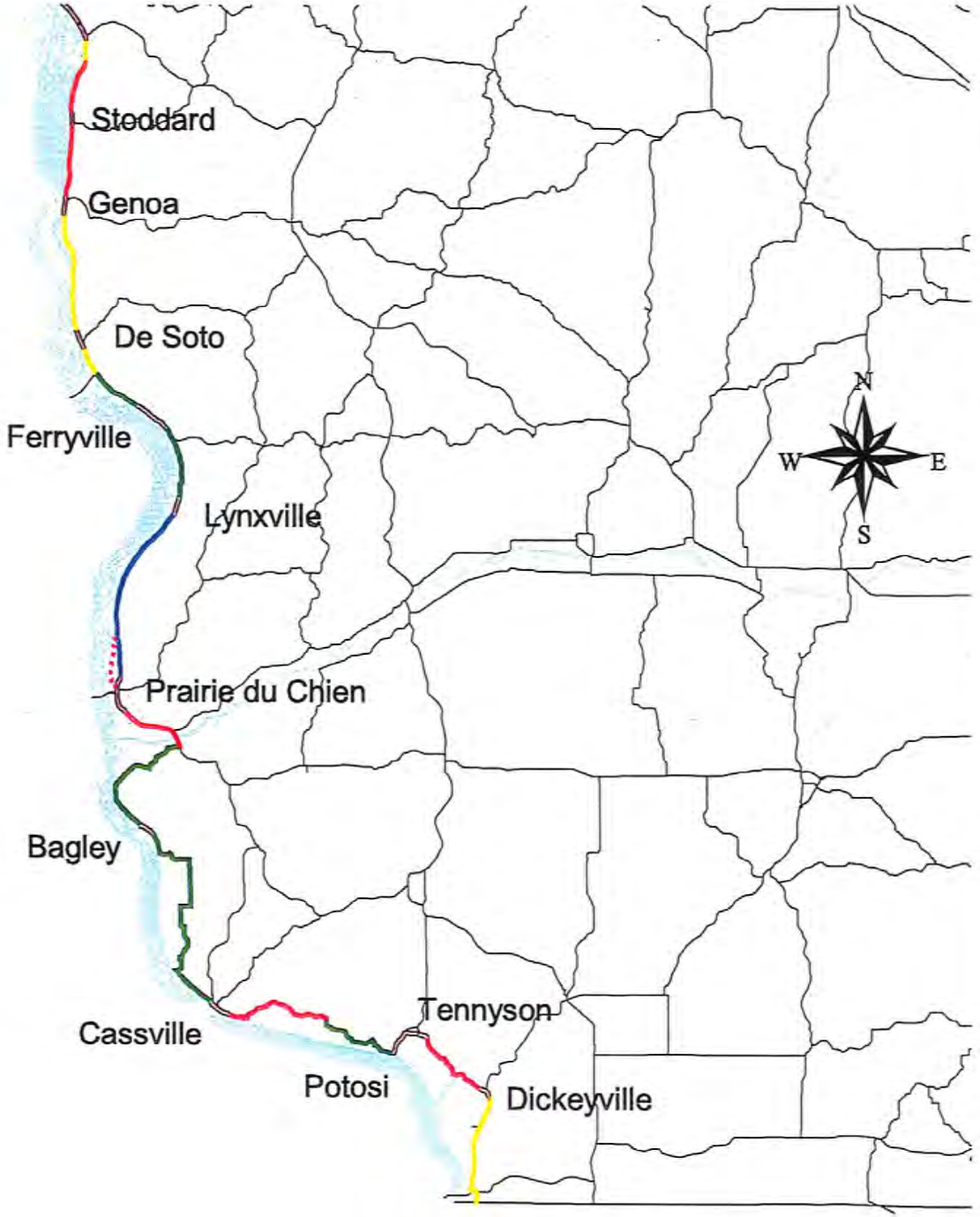


Table 2. Other Roadway Recommendations

Location	County and Responsible Agency	Deficiency/Problem Description	Addressed in DOT 6-yr contract schedule? If yes, how & when?	Bikeway Plan Recommended Improvement
STH 35 N. side of Alma	Buffalo Co. DOT Dist. 5	Very narrow, long bridge for bicyclists, shoulder on E. side only	Yes, replacement, 2001	Construct modern bridge with adequate bicycle accommodation on both sides of roadway (at least 5 ft. paved shoulder)
Great River State Trail, trailhead off STH 35 at Marshland	Buffalo Co. DNR	Trailhead not easily visible	N/A	Improve marking and signage of trailhead both to direct bicyclists and to market the trail to vehicular traffic
City of La Crosse	La Crosse Co. City and DOT	Need for Great River Road Bikeway connections through city and to DNR state trails, including signage	N/A	Work with the City of La Crosse to identify and provide on-road signage needs for bikeway connections
Many towns and cities along the corridor	All DOT districts, counties and cities	In many of the rivertowns the Great River Road becomes quite narrow and/or bicyclists need to deal with heavier vehicle traffic	N/A	Recommend policy of including bicycle accommodations in improvements to GRR within urban areas
All future alternate routes and loop routes	To be determined	Alternate and loop routes off of Great River Road will need to be signed to provide direction to bicyclists	N/A	Work with communities and counties to identify best alternate and loop routes and signage needs
Entire length of bikeway corridor	State DOTs and river communities	Opportunities for cyclists to cross the Mississippi River are scarce	N/A	Work with the Minnesota and Iowa DOTs and river communities to improve accommodations for bicycling across the river.
All future Great River Road bridge and road projects	All DOT districts and counties	Need to maintain and enhance the Great River Road Bikeway	N/A	Recommend policy of including and enhancing bicycle accommodations in improvements to GRR throughout the entire corridor

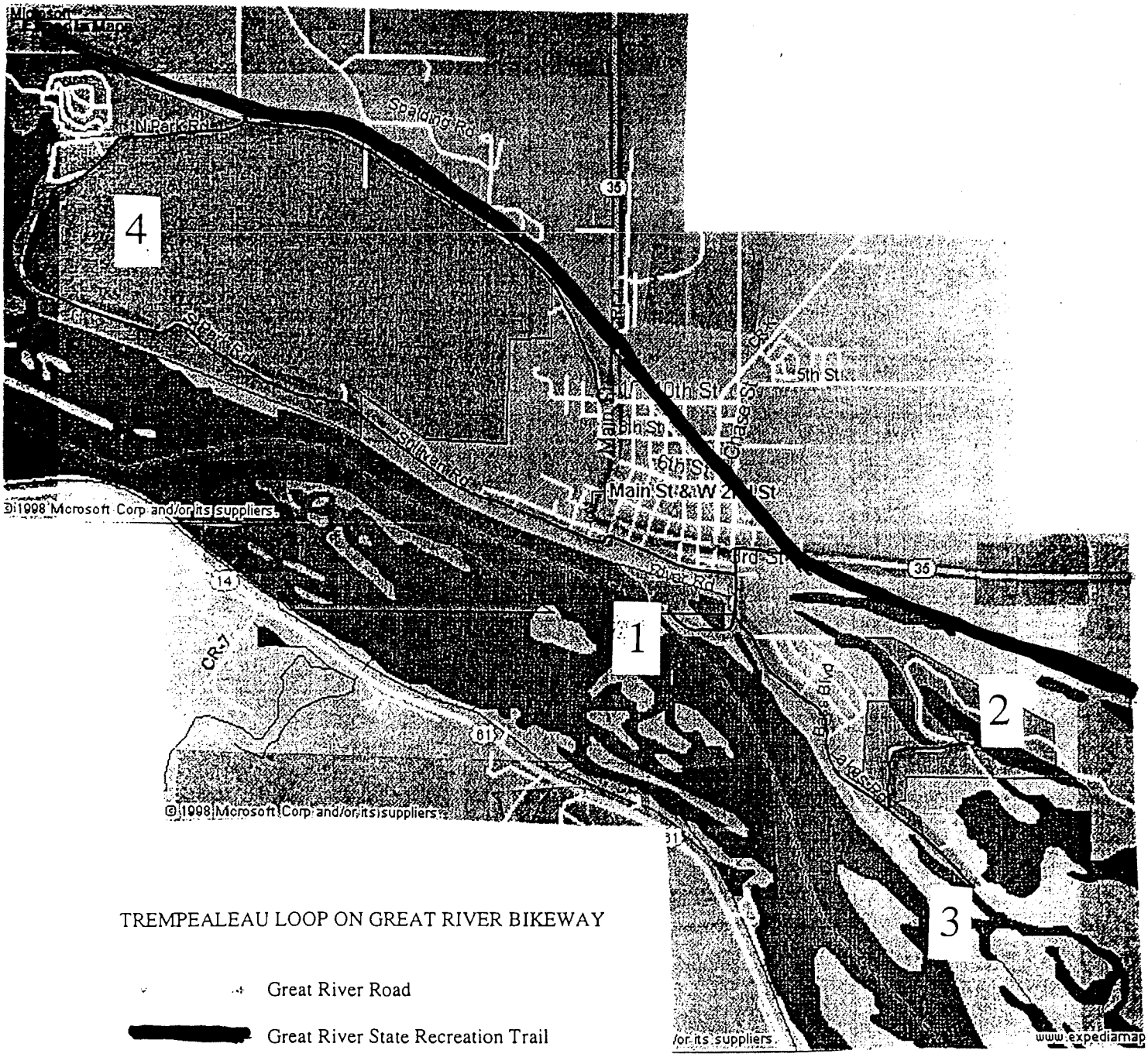
Table 3. Other DOT Projects Scheduled on Wisconsin Great River Road

Location	County and DOT Dist.	Project Description and Year	Potential Impact on Bikeway
STH 35 in City of Alma	Buffalo Co. Dist. 5	Resurfacing, 1999 (currently under construction)	Improved surface for bicycling
STH 35 from STH 37 to Merrick State Park	Buffalo Co. Dist. 5	Pavement Replacement, 1999	Improved surface for bicycling
STH 35 2 miles N. of Prairie du Chien	Crawford Co. Dist. 5	Bridge Replacement, 2000	Wider paved shoulder on bridge
STH 35 in Village of Cochrane	Buffalo Co. Dist. 5	Reconstruction, 2001	Limited since the primary route at this segment is off of STH 35 through City of Buffalo
STH 35 from La Crosse/Vernon county line to US 14	La Crosse Co. Dist. 5	Reconstruction, 2003	Improved surface for bicycling
STH 35 from Pepin/Pierce county line to limits of Stockholm	Pepin Co. Dist. 6	Resurfacing, 2004	Improved surface for bicycling
CTH C 1 mile W. Of STH 35/US 18	Grant Co. Dist. 1	Bridge Replacement, 1999	Improve narrow, dangerous bridge for bicyclists
STH 35 from STH 11 to Illinois border	Grant Co. Dist. 1	Resurfacing, 2000	Improved surface for bicycling

Table 4. Possible Great River Road Loop Routes

	Location	WisDOT District	Routes	Rideability Index (from Wisconsin State Bike Map)	Comments
1.	Grant Co. From Bagley to N	1	CTHs P and X	Both green	Better to go in counter-clockwise direction due to elevation changes, although either way is fine. Take CTH P to/from STH 35. Very good loop near Wyalusing State Park.
2.	Crawford Co. Prairie du Chien to N	5	STH 27 and CTH N, or 27 to CTH D (along creek)	Both green	Good, although CTH N to STH 35 steep downhill. STH 27 is also steep out of Prairie du Chien, although not as steep as CTH N. 27 is Priority Corridor in state bike plan.
3.	Crawford Co. Around Ferryville	5	CTH C to STH 27 to Rising Sun, then CTH B west to STH 35	CTHs C and B green; 27 blue (short distance)	CTHs B and C steep downhill near STH 35.
4.	Vernon Co. Between Genoa and Stoddard	5	CTHs K and O	Both green	Both CTH K and O moderately steep. Expand: O, K to Chaseburg to CTH KK to CTH B (S) thru Esofea to CTH Y (W) back to O.
5.	Buffalo Co. Between Marshland and Fountain City	5	CTH P	Green	Across from Winona. Steep at Fountain City (better from Marshland to Fountain City). Goes through Dodge.
6.	Buffalo Co. Fountain City - Cream - Alma	5	STH 88 and CTH E	88 blue and green, CTH E green	STH 88 is a Priority Corridor in state bike plan. 88 has little or no shoulder, winding, poor sight distance. CTH E to 35 very steep and winding. CTH E leads to Buena Vista Park overlook of Mississippi River and Lock and Dam at Alma. Would probably be for more advanced/experienced cyclists.
7.	Buffalo Co. Between Bluff Siding and Fountain City	5	CTHs M and YY	Both green	CTH YY steep at Fountain City; CTH M moderately steep at Bluff Siding. CTH M at STH 35 is near trailhead of Great River State Trail to Onalaska.

8.	Buffalo Co. Between Alma and Nelson	5	CTHs I and D	Both green	Good: Neither is very steep (CTH I is along creek).
9.	Pepin and Pierce Co. Between Pepin and Maiden Rock	5 and 6	CTHs CC, H, and S	All green	Good: Moderate climb to top of bluffs through Lund, where land is rolling hills; long loop.
10.	Pepin and Pierce Co. Between Stockholm and Maiden Rock	5 and 6	CTHs E and AA	Both green	Shorter loop than above (9). CTH E steep out of Stockholm.
11.	Pierce Co. Around Bay City	6	CTHs D, V, and C	All green	Good; but straight and flat. Red Wing nearby.



TREMPEALEAU LOOP ON GREAT RIVER BIKEWAY

Great River Road

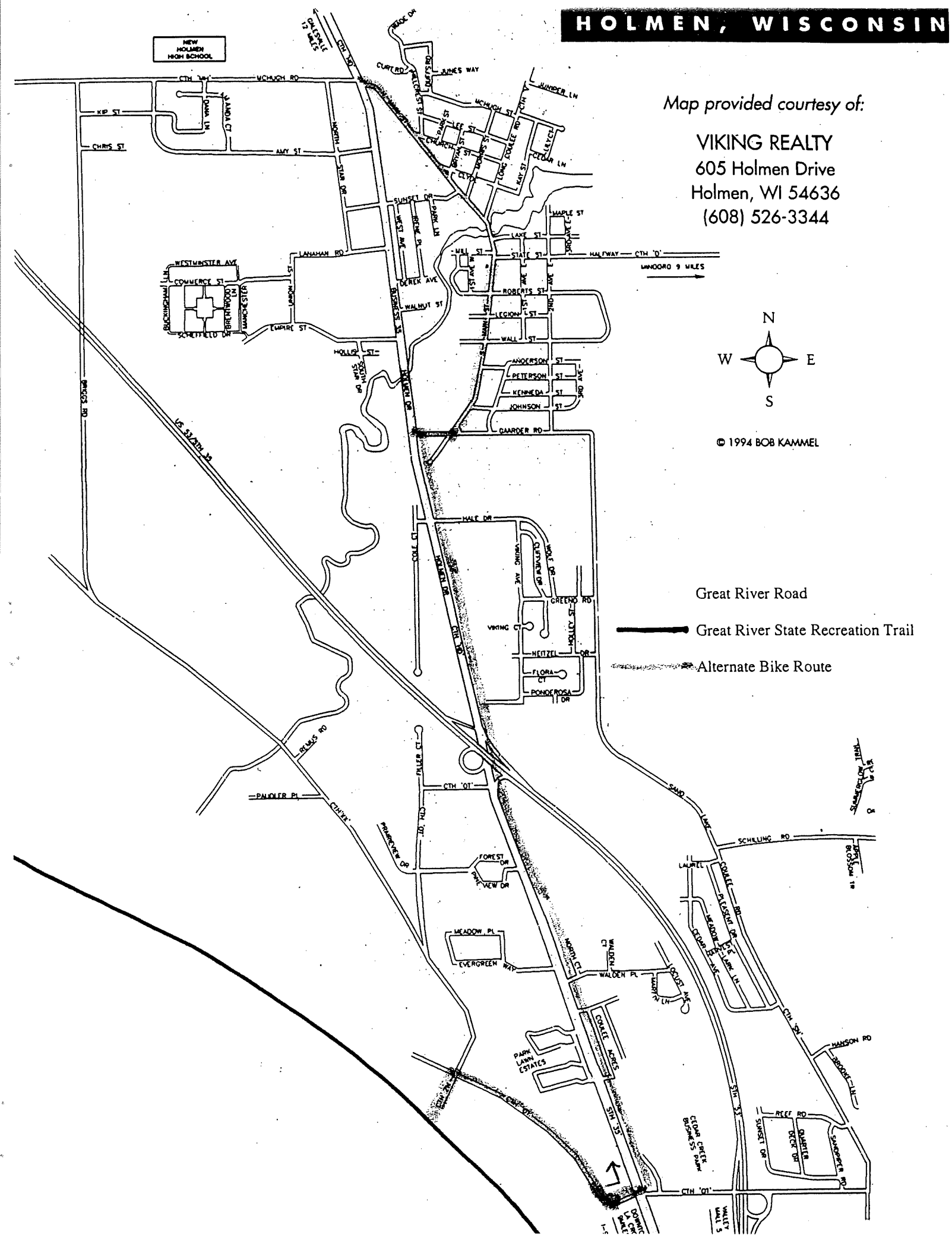
Great River State Recreation Trail

Alternate Bike Loop

Alternative loop at Trempealeau of about 10 miles length.

1	Lock and Dam #6:	Observation deck, public restrooms
2	Lakes Recreation Area:	DNR public fisheries area, toilets, fishing pier, boat landings
3	Long Lake canoe landing:	Canoe trail head, boat landing
4	Perrot State Park:	Public restrooms, observation deck, hiking trails, off-road bike trail, campground, canoe rentals, interpretive programs, nature center, river vistas

HOLMEN, WISCONSIN

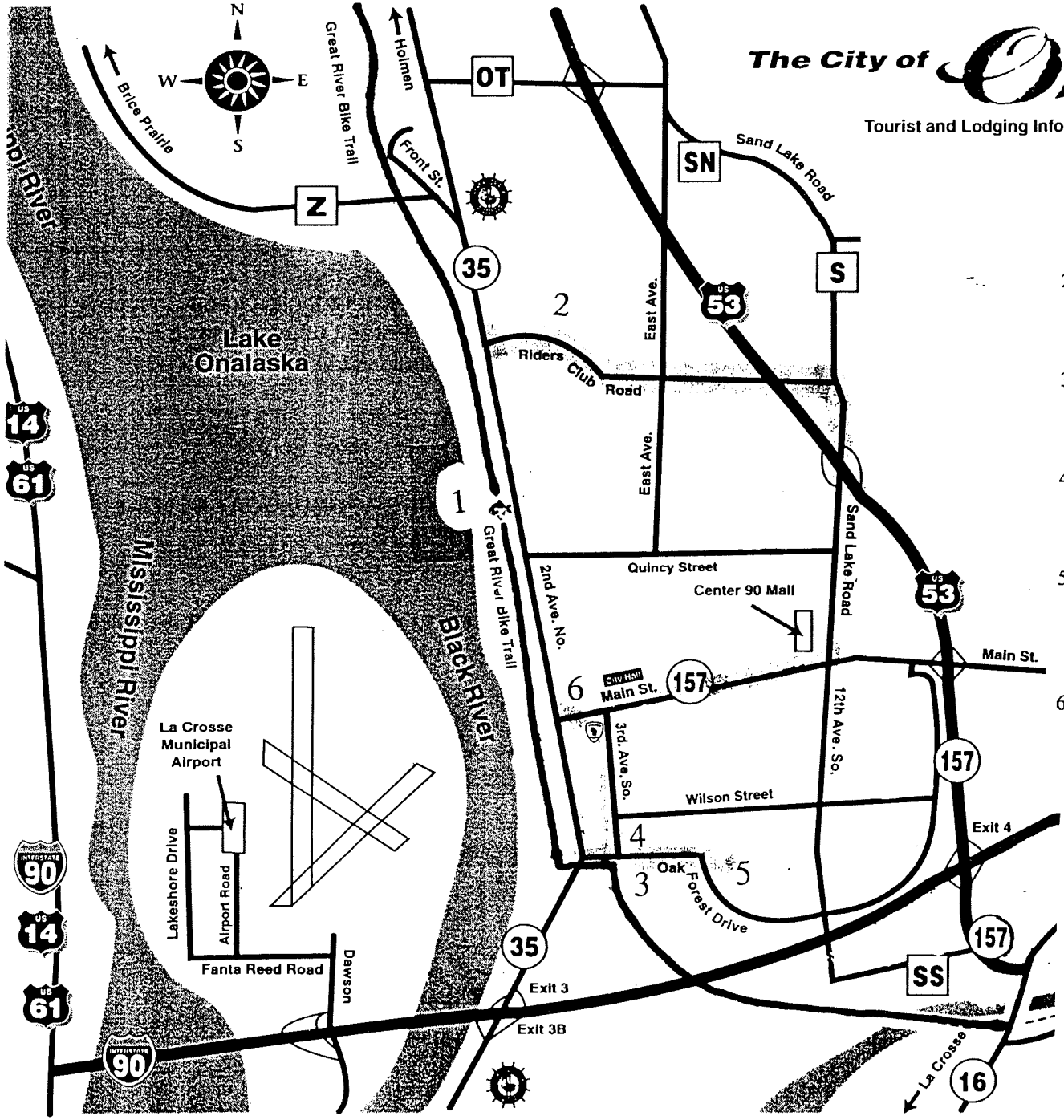


Map provided courtesy of:

VIKING REALTY
605 Holmen Drive
Holmen, WI 54636
(608) 526-3344

The City of Onalaska

Tourist and Lodging Information (608) 781-9570 or 1-800-873-1901



1. See "Sunny the Sunfish" and enjoy a view of Lake Onalaska and the Mississippi River Valley.

2. Take a break and enjoy Van Riper Park. Water, bathrooms, playground equipment, and picnic tables are available.

3. Stop by the Onalaska Center for Commerce and Tourism and get all the information you need about this area.

4. Visit the Onalaska Area Historical Society Museum located in the Onalaska Public Library.

5. Enjoy Rowe Park named after the founder of Onalaska. Water, bathrooms, playground equipment, and picnic tables are available.

6. Visit Historic Downtown Onalaska located on Main Street and 2nd Avenue. Enjoy old-fashioned malts and ice cream at Monsoor's. Experience the revival of this historic city.

Great River Road

Great River State Recreation Trail

Alternate Bike Route

Great River Road Corridor Bikeway Implementation Plan

- Role of the Commission, the communities/counties, and the "Consultants"

- Importance of input from river communities/counties
  - Loops, project prioritization, alternate routes

- Heart of the plan: state highway part
  - ¾ of bikeway mileage
  - DOT commitment to on-road bike accommodations; minimal additional costs
  - Project schedule
  - Retrofitting possible when identified as priority by communities/counties; more costly

- Other facilities elements
  - Alternate routes
  - Routes through La Crosse
  - Loop routes
  - Signage issue

Great River Road Corridor Bikeway Implementation Plan

- Trails element
  - Possible extension toward Winona?
  - Improved trailhead visibility
  - Connections between GRR bikeway and other amenities (e.g. state parks)

- Promotion element
  - Cross-promotional opportunities
  - Short-distance bicycling v. Long-distance
  - Strip map—possible partnerships

- Implementation strategies
  - Public outreach/plan approval
  - MRPC coordination/at-need assistance from state agencies
  - WisDOT commitment
    - Will assist MRPC in implementation of plan as it relates to state highway system
    - Priority bikeway corridor—FDM guidelines
    - Possible strip map partner

ATTACHMENT 12.

CORRESPONDENCE/MEMORANDUM State of Wisconsin

Date: January 14, 1998

To: Mississippi River Parkway Commission

From: Department of Transportation - Districts 1, 5 & 6

Subject: Annual Maintenance Activity Report

During the past year, and as the result of recommendations set forth from planning studies for the Wisconsin Great River Road Corridor various communications have taken place between WisDOT and the MRPC. It is intended that this memo respond, at least in an initial sense, to one of those recommendations namely, "...that WisDOT inform the MRPC annually of maintenance activities planned for the Great River Road....".

We need to be mindful that funds for maintenance are limited and that expenditures undergo intensive prioritization (statewide), on the other hand, this exercise of identifying/describing an annual maintenance program for the Great River Road provides an opportunity for MRPC input and awareness; provides a "global" (entire 8 county) prospective; and hopefully evokes new ideas within confines of budget and policy. It need also be noted that the county highway segment of the GRR in Grant County is under the maintenance authority of the county – not DOT. For the purposes of this memo maintenance is as defined/discussed in the following: (For information purpose the 1999 improvement projects are listed in attachment A.)

(1) Pavement, Shoulder, Ditch, i.e. activities such as extensive crack filling, patching, shouldering and ditch maintenance while these activities will be sporadically undertaken in 1999 – there is nothing foreseen as extensive or beyond the routine.

(2) Mowing, Vegetation Control

- The Departments statewide mowing policy of mowing 15 feet out from the shoulder or to the bottom of the ditch – which ever is left (summer and fall) applies to the GRR.

- Noxious weeds within the right of way and beyond the 2 mowing passes will be combated.

- It is policy to selectively employ a "brush wacker" to control brush growth within the clear zone (i.e. extending 30 ft. out from edge of traveled way).

- Chemically retarding the growth of the vegetation along guard rails will be tested in some counties this year – as substitute to the difficulty of mowing.

- Selective clearing and brushing at vistas will be undertaken in Pierce and Pepin Counties. It is proposed that the merits of this activity will be field reviewed in the remaining counties.

- Over -

(3) Waysides, Overlooks, Parking Areas, Picnic Appurtenances, etc.

As mentioned in previous correspondence and as recommended by aforementioned study, the Department intends to undertake a "global" review of off road facilities. In the interim, critical maintenance needs will be undertaken – including the following 1999 calendar year activities:

Pierce

- Picnic table added

Pepin

- Remove toilet

Buffalo

-

Trempealeau

-

LaCrosse

-

Vernon

-

Crawford

-

Grant

-

(4) Special Planting

Special plantings require special and timely maintenance and should be based on a plan. It is the intentions of the Department to consciously field review the existing plantings at the off road facilities. Also, selective consideration of wild flowers will be explored. We ask MRPC Commissioners, as ambassadors of the Great River Road to encourage the river towns to consider special plantings and proper maintenance of existing plantings. (Activities on highway right of way require permits). Grant County is also encouraged to consider these concepts on their segment of the GRR.

(5) Scenic Easements, Access Requests, Setbacks

The Department will continue to solicit MRPC input as issues involving these matters arise.

We trust the aforementioned provides the MRPC background and insights into the Department's projected maintenance activities and 1999 improvement projects for the Wisconsin Great River Road. If you have specific questions, you are encouraged to contact your District DOT representative.

Attachment 13
Wisconsin Submittal
Great River Road

Mississippi River Pa

NewsInBrief

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Web site: http://mississippi-river.com/mrpc e-mail: mrpc@mississippi-river.com

December 1999

The Mississippi River Parkway Commission (MRPC) is a multi-state organization which works collectively to preserve, promote, and enhance the scenic, historic, and recreational resources of the Mississippi River, to foster economic growth in the corridor, and to develop the national, scenic and historic parkway known as the Great River Road.

Each state and province has its own separate commission which is established by state statute or Governor's Executive Order. Membership consists of state legislators, state and local officials and general members appointed by the governors, or state agency directors of the individual states and province.

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573-651-2555

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ON MRPC Chair
605 4th Street
Keewatin, Ontario P0X 1C0
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807-547-3229

MRPC Gears Up for Mid-Winter Meeting 2000

The MRPC Mid-Winter Meeting is slated for February 3-5, 2000 at the charming Hotel St. Marie in New Orleans, Louisiana. Meeting check-in begins at 5 p.m. on February 3, with a welcome reception beginning at 8 p.m. The full realm of meeting sessions ensues on Friday and Saturday, February 4 and 5 with a Board of Directors Meeting, three General Sessions, Technical Committee Breakouts, State Commission and Committee Breakouts, and delegate and spouse luncheons. New to the agenda this year is a series of workshops on Non-Profit Fund Raising, Increasing Community Involvement and Measuring Outcomes. Led by area experts, these sessions are designed to bring delegates together to learn, brainstorm and provide support for collective and individual efforts on behalf of the Commission. Headlining the social agenda will be the Saturday evening dinner event with cuisine and hospitality served up "Louisiana style." Dress for evening and social functions is casual. Business attire is suggested for meetings.

All members and delegates should have received detailed registration material by mail. Please note that you need to register separately for your hotel and the meeting itself. The deadline for both is Wednesday, January 5.

The hotel rate for a three-night stay, double occupancy, is $125 plus tax per person; two-night stay, double occupancy, is $145 plus tax per person. There is a $20 fee for each additional person per room. To make hotel reservations, call the Hotel St. Marie directly at 504-561-8951 and identify yourself as a member of the Mississippi River Parkway Commission to receive the special rates listed above.

Meeting registration runs $85 for delegates and $35 for spouses/guests. A late fee will apply to registrations made after January 5. For more information on any aspect of the Mid-Winter Meeting or to make meeting reservations by phone, call the MRPC National Office at 612-212-2560. ✲

In This Issue:

- Pilot Enke Looks to the Future
- MRC Sets International Marketing Plan for 2000
- New Faces at National MRPC Office and More...

New MRPC Pilot Talks About His Goals and Priorities for the Coming Year

In a recent interview with "News In Brief" (NIB) staff, new MRPC Pilot, Gene Enke reveals a bit about his link to the MRPC and his hopes for the coming year. Here's an excerpt:

NIB: *How long have you been involved with the MRPC?*

Enke: I was first appointed by Governor Branstad six years ago and was re-appointed this year by Governor Vilsac.

NIB: *What other positions have you held on the Board during your tenure?*

Enke: I served four years as the Iowa MRPC chair until being elected the National Pilot Pro-tem two years ago. As a state Chair, I also served on the National MRPC Board.

NIB: *Are you a native to Iowa? And if so, have you always lived on the Mississippi River?*

Enke: Yes, I'm quite proud to be a native of Iowa. I was educated at the University of Iowa and, indeed, have always lived near the River.

NIB: *What are some of the major initiatives you'd like the MRPC to undertake during your term as Pilot?*

Enke: Several come to mind. We are currently working toward designation of the entire Great River Road as a National Scenic Byway. Several states have already completed the first step: securing their individual state scenic byway designations. It is my goal to continue that work so that, by the year 2002, the entire Great River Road route will be preserved on a national level for generations to come. Working to meet that goal will be a top priority for me.

Gene Enke, New National MRPC Pilot

We are also working to complete a series of Great River Road Development Studies in each state which will enable us to plan for and market our assets to their fullest. Of course, securing investments for highway and amenity projects will continue to be a focus for me, as well as linking and promoting our newly created network of Mississippi River Interpretive Centers along the Great River Road. And finally, I want to expand regional tourism efforts domestically and internationally through the highly successful Mississippi River Country, U.S.A. International Marketing Program.

The Mississippi River is important to all of the MRPC states for economic development, recreation, tourism and agriculture. It is part of who we are, and binds us together in a very special and unique way. One of the great responsibilities of the MRPC is to raise the level of importance of our mighty river, its communities and the Great River Road throughout the nation and around the world. I am proud to lead this Commission into the new century and look forward to working with you all to preserve and promote this precious national treasure. ✲

Mississippi River Country Conducts Fall Sales Mission to Japan

Seven members of Mississippi River Country, U.S.A. traveled to Tokyo, Nagoya and Osaka, Japan, for six days of meetings and special events with travel industry trade and media in September. The Sales Mission itinerary included a briefing at the U.S. Embassy in Tokyo, an interview with *Visit USA*, and meetings with travel industry giants such as Nikko Travel, Tabix Japan, OTOAA, the Global Youth Bureau, JTB World Vacation Chubu, Kinki Nippon Tourist, JALPAK, Japan Amenity Travel, Nippon Travel Agency and Hankyu Express International. Its purpose: to promote, encourage and bolster Japanese tourism to Mississippi River Country in the United States.

Members of the 1999 Japan Sales Mission team represented the entire Mississippi River Country, U.S.A. region. In addition, representatives from the states of Minnesota, Missouri and Tennessee took part answering questions specific to their states. The 1999 Japan Sales Mission team included: John Edman, Executive Director, Mississippi River Country, USA; Rob Imrie, Asia Marketing Manager, Minnesota Office of Tourism; Debra Lee, Asia Marketing Manager, Missouri Division of Tourism; Carolyn Mears, Director of Sales, Graceland Division – Elvis Presley Enterprises, Inc.; Sheri Monroe, International Sales Manager, Memphis Convention & Visitors Bureau; Scott Pauley, Outdoor Marketing Specialist, Missouri Division of Tourism and Kazunori Takikawa, Vice President Sales & Marketing, Access Inc., MRC Japan Office. ✲

During the Japan Sales Mission, the MRC unveiled the 4th edition of its Japanese Language Guide which features individual state highlights and attractions, travel information, calendar of events and more. Published by Nikkei, the Guide was distributed to the travel trade and media during the sales mission and is now available at all Northwest Airlines offices, American Centers and through Nikkei's distribution channels.

Mississippi River Country, U.S.A. Sets Sights on International Marketing for 2000

The MRC International Marketing Committee laid the groundwork for its 2000 marketing initiatives in November. Here are its plans at a glance:

- Japan, Australia/New Zealand and Mexico will remain target market priorities, with tour wholesalers, travel retailers and consumers as its specific target audiences.
- Travel Show and Trade Show Events on the 2000 Calendar include: TIA Pow Wow, World Travel Fair in Tokyo, Visit U.S.A. Japan Travel Fair and Visit U.S.A. Australia Seminars, Expo Vacaciones U.S.A. in Mexico City, Active America Travel Summit and NWA Travel Trade Destination Seminars.
- Familiarization Tours will be created for Japanese Wholesalers, as well as media from Japan, Australia and Mexico.
- Sales Missions will be conducted in Japan and Mexico.
- Travel and Trade Show Events and Promotions include: dinner event at Pow Wow, reception or event at Active America, raffle for Australia Visit U.S.A. seminars, development of a Japanese travel agent specialist program, Japan travel and trade seminars with Northwest Airlines and special promotions with regional marketing organizations as they arise.
- Collaterals, videos and the web site will be updated and offered in Japanese and Spanish as budgets allow.
- Research will continue on overseas arrivals, and economic impact and product assessment studies will be conducted.
- Advertising and Public Relations activities will continue on a regional basis throughout the year.
- The services of Access, Inc., the MRC representative in Japan, have been retained for 2000.

For more details or to find out how you can participate in these efforts, contact the MRPC National Office. ✲

Briefly...

• Executive Committee Meets in November

The MRPC Executive Committee met November 8 in St. Paul, Minn. Reviewing financial reports and setting overall Commission and committee budgets for 2000 were among a variety of topics addressed at this day-long powwow. Other topics included: bolstering committee activity, state commission status, plans for a 2nd Quarter MRPC presentation to the Mississippi River Congressional Caucus and current activity on the National Scenic Byways designation process.

• New faces in the National MRPC Office

MRPC Executive Director, John Edman, has realigned his Minneapolis office staff to better manage the needs of the Commission. Please note the new roles of the following personnel and their phone numbers for future reference:

Danielle Elbert, Marketing Coordinator, 612-212-2558. Danielle is responsible for organizing MRPC participation in trade and consumer travel shows, sales missions, workshops, special events, familiarization tours and the administrative activities of MRPC standing and technical committees.

Jean Anne Kucera, Administrative Assistant, 612-212-1257. Jean Anne will continue to provide overall administrative support to Edman and the Commission, coordinating all business meetings, travel, telecommunications, data base maintenance, financial reporting, invoicing and fulfillment of consumer requests.

Sue Ryan, Media Specialist, 612-212-2231. Sue will continue to work on a variety of MRPC promotional materials, assuming the role of editor for *News In Brief*.

• 1999 MRPC Awards Presented

At the annual MRPC meeting in August, Pilot Gene Enke presented the 1999 Mississippi River Parkway Commission Award to the State of Wisconsin for its efforts to promote and enhance the resources of the Mississippi River and, specifically, for its work in securing Wisconsin's first scenic byway designation for the entire length of its portion of the Great River Road. For individual achievement, the MRPC bestowed the 1999 Distinguished Service Award to Minnesota's Andy Golfis, a 16-year veteran of the Minnesota MRPC. Congratulations to all.

• In Memoriam

George Koenigsaecker, age 83, of Muscatine, Iowa passed away in September. Koenigsaecker served on the MRPC for many years as an officer in the National Commission, a member of the state parkway commission, a member of the National Heritage Corridor Study Commission, and President of the Great River Road Association. He is survived by two sons, three daughters and 10 grandchildren.

Ken Beck, age 60, Genoa, Wisconsin, passed away suddenly in November. Beck, an 11 year veteran of the Wisconsin MRPC will be remembered for his enthusiastic commitment to promoting the Great River Road and the Mississippi River Valley. He is survived by three sons, Jonathan, James and Joseph, all of Genoa; two sisters and two brothers.

States Continue to Make Headway on Scenic Byways Designation

The National MRPC has set a goal of attaining National Scenic Byway designation for the entire, 10-state, Great River Road by the year 2002. Though, up front, it may seem like an application process that could be neatly packaged and easily submitted, the reality is it's dependent on individual state efforts — and that will take time.

The first step in the federal designation process is for each state to individually attain State Scenic Byway designation. Next, there's a series of required studies and plans that must be completed and in place for each state before the federal application can be submitted. Because so much of the designation process is unique to each state, the National MRPC is assuming a support role to the state commissions as they plan for, carry out and finalize each step.

Thus far, the majority of states have completed the first steps of securing State Scenic Byway designation. Four states have completed all requirements for the federal application and will be collectively submitting their proposal in January 2000. Four other river states are on course to submit their federal application by the year 2001. We will keep you informed as progress on this exciting project continues, and you can be sure it will be a hot topic at the Mid-Winter Meeting. For updates or more information, call the National MRPC Office. ✲

Happy Holidays

Representatives of Mississippi River Country traveled to Tokyo in late November to participate in the Japanese Association of Travel Agents (JATA) trade show.

Nearly 1,000 contacts were made during the five day event, which included meetings with travel trade, media and consumers. Pictured are Yumiko Mitsui, Access Inc. and Rob Imrie, Minnesota Office of Tourism.

Upcoming Meetings & Events

Mid-Winter Meeting, New Orleans	February 3 – 5
Visit USA Seminars, Australia/New Zealand	February 7 – 15
Expo Vacaciones USA, Mexico City	March 22 – 24
Active America Travel Summit, Seattle	April 11 – 13
Pow Wow, Dallas	May 13 – 17

NewsInBrief

Mississippi River Parkway Commission
P.O. Box 59159
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55459-8257

Marty Beekman
Department of Transportation
718 West Clairmont Avenue
Eau Claire, WI 54701

Attachment 14
Wisconsin Submittal
Great River Road

MISSISSIPPI RIVER COUNTRY U.S.A.

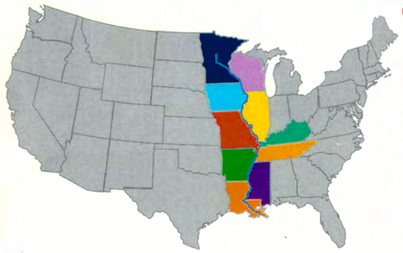
Mississippi River Country, USA offers a wealth of attractions to meet any traveler's interest. Big cities and small towns, open spaces and recreation, value and safety - Mississippi River Country, USA has it all. Mississippi River Country, USA stretches 2,552 miles through ten states from the headwaters of the Mississippi in Lake Itasca to where the river empties into the Gulf of Mexico. Friendly people and exciting places await you at one of the most important new recreational areas in North America's heartland - Mississippi River Country, USA.

The Mississippi River Country, USA program is guided by the state tourism directors of the ten river states and is organized through the non-profit Mississippi River Parkway Commission. The Commission coordinates fam tours for media and travel agents, develops itineraries, maps, and foreign language brochures, and offers tour planning and media assistance. For more information contact: Mississippi River Country, USA, Pioneer Building, Suite 1513, 336 Robert Street, Saint Paul, Minnesota 55101. Phone 612-224-9903. Fax 612-224-9413.

MISSISSIPPI RIVER COUNTRY U·S·A

Mississippi River Parkway Commission,
Pioneer Building, Suite 1513, 336 N.Robert Street
St. Paul, Minnesota 55101, U.S.A.
612-224-9903 (FAX 612-224-9413)

MISSISSIPPI RIVER COUNTRY U·S·A



MINNESOTA

The river begins its 2,552-mile journey to the sea from its headwaters in Itasca State Park. From its ankle-deep source, the mighty Mississippi winds its way through Minnesota- from the northern wilderness through contemporary, cosmopolitan cities to rich farmlands and plains. Each bend of the river offers something new in the land of 15,000 lakes. From professional baseball thrills in the Metrodome, to the Mall of America - the nation's largest fully enclosed shopping and entertainment complex, to more than 500 beautiful golf courses, the good times flow like the river. For more information contact: Minnesota Office of Tourism, 100 Metro Square, 121 Seventh Place East, Saint Paul, Minnesota 55101. Phone: 612-296-5029; Fax: 612-296-7095.

IOWA

Smile! You are in Iowa. The midwest's friendliest people and hospitality unmatched, anywhere. Millions of smiling faces can't be wrong.

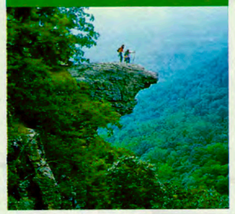
International Iowa welcomes you with the hospitality of many cultures. Explore Old World ways in Cedar Rapid's Czech village and Decorah's Vesterheim Norwegian Museum. German hospitality greets you in the Amana Colonies; Pella "blooms" its Dutch Welcome at Tulip Time; and Tama introduces you to the Mesquakie Indians. Wherever you go, Iowa will make you smile. For more information contact: Iowa Division of Tourism, 200 East Grand, Des Moines, Iowa 50309. Phone: 515-242-4705, Fax: 515-242-4749.

MISSOURI

Missouri greets visitors with an amazing variety of vacation fun. From modern cities like St. Louis and Kansas City to historic river towns like Mark Twain's Hannibal, there's a wide choice of things to see and do.

Choose from professional sports, lively nightlife, theme parks, water sports, shopping centers, museums, wineries and zoos. Whether you look at this scenic heartland state from the top of the Gateway Arch or from its Ozark mountain country, from a Pony Express stable or a presidential library, you'll see diversity is Missouri's appeal. For more information contact: Missouri Division of Tourism, P.O. Box 1055, Jefferson City, Missouri 65102. Phone: 314-751-4133; Fax: 314-751-5160.

ARKANSAS



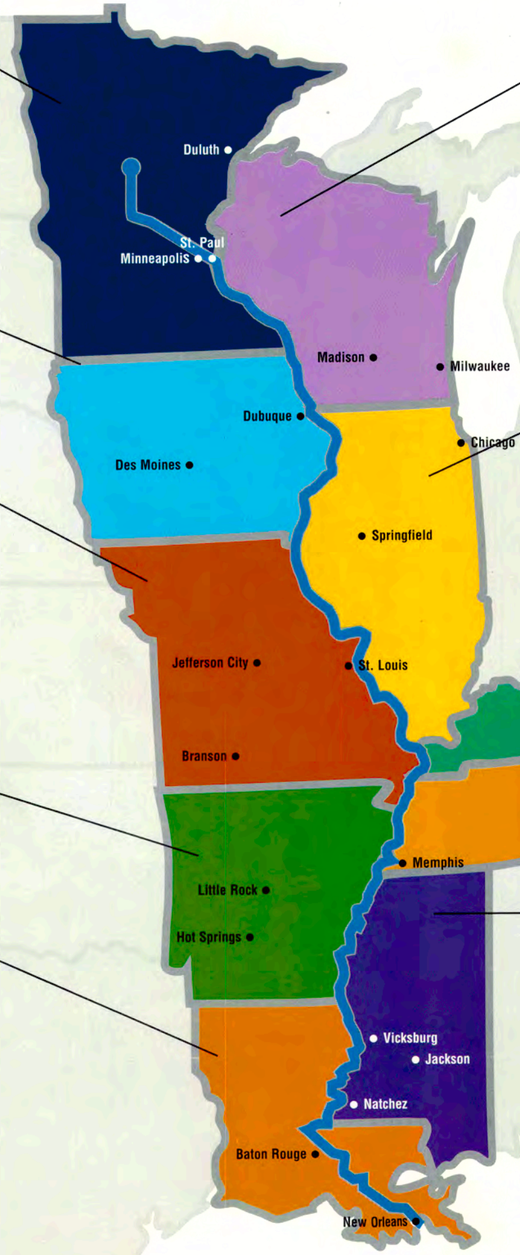
Arkansas is The Natural State for visitors seeking the great out-of-doors. It combines the charm of the old South with the spirit of the Pioneer West.

Over 60 percent of the state is forested, and 500,000 acres of lakes dapple its northern and western mountains, the Ozarks and the Ouachitas. In contrast, eastern Arkansas, bordering the Mississippi River, is fertile Delta country where rice, soybeans and cotton flourish. The nation's only diamond mine, a folk cultural center, and world-famous thermal spa are among its proud possessions. For more information contact: Arkansas Department of Parks and Tourism, One Capitol Mall, Little Rock, Arkansas 72201. Phone: 501-682-1120; Fax: 501-682-1364.

LOUISIANA

Louisiana is called the "exotic sister" in the family of American states. A cultural gumbo, Louisiana is a wonderful mix of English, French, Spanish, and other international influences.

Visitors discover a travel experience that is rich in depth and variety. Each culture guarantees an enjoyable experience because hospitality is more than second nature in Louisiana. No wonder most visitors return to the birthplace of jazz, world-famous cuisine, and colorful celebrations. Louisiana is the state where enjoying life is a full-time occupation. For more information contact: Louisiana Office of Tourism, 1051 North Third Street, Capitol Annex, P.O. Box 94291, Baton Rouge, Louisiana 70804. Phone: 504-342-8100; Fax: 504-342-8390.

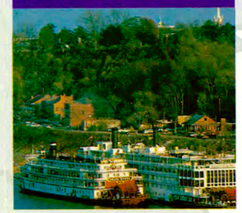


ILLINOIS

No trip to Illinois is complete without a stay in Chicago, the big, lake-shore city World neighborhoods, internationally acclaimed museums, performing arts, professional sports, world-class shopping, and the world's tallest building. History buffs must also see Springfield, Abraham Lincoln's home and burial site; Galena, a charming Victorian city; and the Greater Alton area. All known for their antique stores and resort activities.

The Mississippi River winds for 450 miles from the northern border to the southern tip of Illinois, past places reminiscent of America's riverboat days. Today's riverboat gaming casinos add new entertainment to Illinois. For more information contact: Illinois Bureau of Tourism, 100 W. Randolph, Suite 3-400, Chicago, Illinois 60601. Phone: 312-814-4732; Fax: 312-814-6175.

MISSISSIPPI



The romantic past and dynamic present meet in the Deep South state that shares its name with the big river. Mississippi takes its tourists past the silent cannons of the nation's best-preserved Civil War battlefield in Vicksburg, to the engine-testing site of space shuttles at the Stennis Space Center.

Mississippi invites you to: indulge in Gulf Coast seafood; celebrate the Delta Blues; tour a working cotton plantation; visit the birthplace of Elvis; and step back in time at "Gone With the Wind" style mansions. For more information about "Mississippi — The South's Warmest Welcome!" contact: Mississippi Division of Tourism Development, P.O. Box 1705, Ocean Springs, Mississippi 39566-1705. Phone 1-800-WARMEST or 601-359-3297 Fax: 601-359-5757.

WISCONSIN

Located in America's heartland, Wisconsin is a four-season travel destination offering the best of city and country. Much of Wisconsin's popularity is due to its natural beauty: two Great Lakes, the famous Mississippi River; 15,000 inland lakes; extensive stands of forests; and the best natural golf course landscape in the country. Wisconsin is also a state where the cultures of northern Europe and Native America have met and married. It is full of rich cultural, historical and urban experiences. For more information, contact: Wisconsin Division of Tourism, P. O. Box 7970, Madison, Wisconsin 53707. Phone: 608-266-2161; Fax: 608-266-3403.

KENTUCKY

Kentucky is world-famous for bourbon distilleries, Appalachian folk art, bluegrass music, and thoroughbred horses. Race fans travel to the horse capital of the world for the most exciting two minutes in sports: the Kentucky Derby.

Kentucky invites you to explore a World Heritage Site - Mammoth Cave, the world's longest known cave system. And with more miles of running water than any other state except Alaska, Kentucky is a water sportsman's paradise. The fresh, natural beauty of the lake areas throughout the state draws millions of visitors each year. For more information contact: Kentucky Department of Travel Development, 500 Mero Street, 2200 Capital Plaza Tower, Frankfort, Kentucky. Phone 502-564-4930; Fax 502-564-5695.

TENNESSEE

Tennessee is singing your song! From the folk ballads and bluegrass music of the Appalachian Mountains to the country music of Nashville's Grand Ole Opry or the blues of Beale Street to the rock 'n' roll of Elvis' Graceland in Memphis - it all sounds great!

Tennessee is downhome fun and uptown excitement from log cabins to plantation mansions to skyscrapers, from Smoky Mountain heights to white-water adventure. Here you can tour the homes of legendary frontiersmen and three U.S. Presidents; visit Civil War battle sites at four national military parks; tour the world-famous Jack Daniel's Distillery; or ride the monorail to Mud Island, a park dedicated to life on the Mississippi River. For more information contact: Tennessee Department of Tourism Development, P.O. Box 23170, Nashville, Tennessee 37202. Phone: 615-741-2159; Fax: 615-741-7225.

WISCONSIN GREAT RIVER ROAD CORRIDOR MANAGEMENT

Introduction

The planning and development of the Wisconsin Great River Road has been underway since the 1930s, by numerous governmental agencies at federal, state, regional levels as well as public/private sectors. In recent history (June 1999) the entire length of the Great River Road was declared as Wisconsin's first State Scenic Byway.

The Mississippi River Parkway Commission has been the main coordinating agency in cooperation with state, regional, local agency associates. The management initiatives that have evolved over this extended history are revealed in many documents and actions - not conveniently confined to a single summation. The desertion that follows provides background and a summary itemization of ongoing and new key management elements as relates to intrinsic qualities germain to the advancement of the Wisconsin Great River Road as an All American Highway. The All American Highway designation will bestow deserving recognition on the Wisconsin Great River Road as a truly unique feature in mid America.

The plan carries with it no new regulations or infringement on private property. Nor does it require adoption of any new local ordinances; prohibit new construction or development; or require participation in corridor programs. On the otherhand the designation will instill new tourism opportunities and at the same time begs increased corresponding responsibilities and partnerships of all entities in the corridor.

Location and Description of the Wisconsin Great River Road

The Wisconsin Great River Corridor boundaries, location and description of its many intrinsic qualities and land uses are illustrated on maps contained in Attachment 1 - "Historical and Archeological Interpretation Report - Seeing History on the Wisconsin Great River Road (section 3)", in Attachment 2 - "Planning Framework for Visitor Facilities Along the Wisconsin Great River Road", and in Attachment 3 - "Wisconsin's Great River Road (map)". The corridor boundaries are generally defined as the viewshed from the roadway.

The Wisconsin Mississippi River Parkway Commission as lead byway agency.

The many facets of corridor management are a cooperative effort between the **Wisconsin Mississippi River Parkway Commission** (WI MRPC) state and regional agencies, local governments and public/private interests.

The Wisconsin Mississippi River Parkway Commission is established by Wisconsin State Statute 14.85 (refer to page 5 of the WI MRPC Annual Report, Attachment 5). Subsection 5 of the Statutes states:

(5) the commission shall:

- **a)** Assist in coordinating the development and preservation of the great river road in Wisconsin and its embellishments, such as scenic easements, roadside parks, and scenic outlooks.
- **b)** Assist other state agencies in all efforts to create a unified development of the great river road in Wisconsin and any of its collateral features.
- **c)** Cooperate with similar committees or commissions in other states and Canadian provinces in the furtherance of the ultimate development of the Great River Road from Canada to the gulf of Mexico.
- **d)** Consult with appropriate Regional Planning Commissions regarding the Mississippi river parkway.
- **e)** Assist in promoting as an attractive travel destination the great river road in Wisconsin and the unique historical, cultural, aesthetic and recreational features along the route of the great river road, such as local communities, off-road parks and forests, and water related facilities.

Furthermore the statutes establishes that the Commission shall consist of 1 representative from each of the 8 river counties plus two members each from the State Senate and House respectively. In accordance with the statute ex official **members include the Secretaries of Transportation, Natural Resources, Tourism, Commerce, and the State Historical Society**. There is established a Technical Advisory Committee made up of representatives from the aforementioned state agencies plus the two **Regional Planning Commissioners** whose jurisdiction includes the 8 river counties. The listing of the commission and their technical committee responsibilities and a review of past years accomplishments; future year goals and objectives are outlined in the WI MRPC Annual Report (Attachment 5). The Commission and TAC meet a minimum of quarterly one of which is in the Capital City with state agency administrators represented to enhance program coordination and input. In addition Wisconsin Mississippi River Parkway Commission members participate in the **National Organization of the 10-State Mississippi River Parkway Commission** which meets semi annually (Attachment 6).

Recognizing the need for comprehensive and coordinated planning.

It was the consensus of the Wisconsin Mississippi River Parkway Commission and its state and regional associates that there was a need for a **coordinated strategy** for enhancing existing, developing new, and preserving the many intrinsic qualities of the Wisconsin Great River Road corridor. Specialized consultant services were obtained to develop three comprehensive reports:

Attachment 1) "Historical and Archeological Interpretation Report - Seeing History on the Wisconsin Great River Road."
Attachment 2) "Planning Framework for Visitor Facilities Along the Wisconsin Great River Road."
Attachment 7) "Great River Road Design Guide."

The planning and implementation framework and processes presented in these reports provides guidance for the **assessment of and recommendations for preservation, interpretation and enhancement of the wealth of the intrinsic qualities** in this magnificent corridor - and furthermore to inspire federal, state, county, river town governments and private sector to work in partnership toward coordinated advancement. The ultimate goal is to provide the Wisconsin Great River Road visitor a meaningful experience of the history, recreation, natural beauty, and river town charm along the corridor of one of the world's truly great rivers.

General strategies for preserving, interpreting, and enhancing the intrinsic qualities and the commitments/participation of agencies and local governments: (key elements highlighted)

SCENIC - Approximately 165 miles of the Wisconsin Great River Road (except within City/Village limits) are flanked by **scenic easements** generally extending 350 feet from the roadway center line. These scenic easements (administered by WI DOT) address building type and spacing, deforestation, excavations, signage, junkyards, etc. (sample easement document, Attachment 8). Furthermore, **regulation of outdoor advertising** along the entire length of Wisconsin's GRR is governed by Wisconsin State Statute 84.30(1) - for which legislative findings states: "To promote the safety, convenience and enjoyment of public travel, to preserve the natural beauty of Wisconsin, to aid in the free flow of interstate commerce, to protect the public investment in highways, and to conform to the expressed intent of congress to control the erection and maintenance of outdoor advertising signs, displays and devices adjacent to the national system of interstate and defense highways, it is hereby declared to be necessary in the public interest to control the erection and maintenance of billboards and other outdoor advertising devices adjacent to said system of interstate and federal-aid primary highways and the Great River Road".

The narrow confines of the corridor with the steep bluffs on one side and a railroad and Mississippi River on the other in itself precludes development in many of the scenic areas. The narrow corridor width has necessitated the Wisconsin Department of Transportation to employ **special design considerations** to blend the roadway and its appertenses, including bike accommodations, into the landscape as well as special streetscapes as the GRR passes through urban areas. The special design techniques and visual evaluations as presented in the Design Guide (Attachment 7) are also consciously employed. Attachment 9 entitled Reopening the Great River Road illustrates design and construction techniques employed on a Great River Road improvement project in Wisconsin.

ARCHEOLOGICAL - **Archeological surveys** have been completed for large segments of the Mississippi River Corridor. These surveys have been completed as part of planning studies for the development of highway projects and also as part of research undertaken by the University of Wisconsin-Madison, UW LaCrosse and other work funded and **sponsored by the State Historical Society of Wisconsin**. As a result, many significant sites have been discovered and **33 archeological sites** along the Mississippi River are currently listed in the national Register of Historic Places.

As a result of planning efforts by the Mississippi River Parkway Commission the State Historical Society of Wisconsin has just initiated a two-year ISTEA Enhancement grant funded project to identify **prehistoric Native American Burial Mound sites** along the Mississippi River that are amenable for public interpretation; to identify and protect other burial mound sites located along the river; and to develop materials that will enhance the scenic and heritage tourism values of this corridor.

Attachment 1 - section 2 suggests **other archeological sites** that are worthy of identification and interpretation. Continuing enhancement of selected sites are under the guidance of the State Historical Society.

CULTURAL - The residents of the corridor are proud to **display their heritage** thru local museums, by returning the early architecture of homes and storefronts, many festivals, brochures (Attachment 10), and by individual and the Wisconsin Great River Road web pages (http://mississippi-river.com/mrpc).

The pride of their culture and for the Great River Road has lead communities to undertake formal planning studies to incorporate **aesthetic designs** in the renovation of their downtowns such as the Rivertown theme in Prescott.

RECREATIONAL - A comprehensive **Bikeway Plan** for the entire length of the Wisconsin Great River Road was recently completed by the State Bike/Pedestrian Coordinator staff in cooperation with the WI MRPC. (Attachment 11). The report concluded that 215 miles of the Great River Road provide adequate accommodation

for bikers and makes recommendations for the remaining miles. The report also suggests a strong partnership with the rivertowns, in terms of hosting, providing services, and advertising.

The Department of Natural Resources **(DNR) is committed** to participation on the Wisconsin Mississippi River Parkway Commission and to managing a large number and wide variety of amenities that contribute to the Great River Road Experience (see inventory map contained in Attachment 2).

Amenities include the Lower St. Croix National Scenic Riverway, six Wildlife or Natural Areas, and seven State Parks/Trails/Historic Sites.

Access to the Mississippi River, provided by public and private sites, is very good. The DNR maintains several sites and coordinates feasibility, design, and funding for new sites.

DNR management has a strong presence on the Mississippi in the areas of resource monitoring, regulatory protection, and cooperative planning and funding of many large habitat improvement projects. High quality natural resource and habitat improvement projects provide the foundation for fish and wildlife which in turn support a billion dollar recreation industry annually.

The **Regional Planning Commissions (RPCs) prepares/updates**, on a cyclical basis, **Outdoor Recreation Facility Plans** for counties, townships, cities and villages along the Great River Road. These plans establish eligibility for State Stewardship Grants and Federal LAWCON funds as administered by the Wisconsin Department of Natural Resources. As well as encouragement to local governments to apply for TEA 21 Enhancement Grants. The RPCs have provide a listing of potential amenities improvements for the Great River Road Corridor.

Four Wisconsin Great River Road Communities, namely, Trempealeau, Onalaska, Lacrosse, and Potosi are included in the **Upper Mississippi American Rivers Initiative program.**

Attachment 2 provides an **updated inventory and automated database** for the many and varied recreational facilities along the entire length of the corridor. Planning guidelines are provided for the GRR Bikeway. Also, included is an analysis and guidance relative to **visitor facilities** placement and improvements. As well as a visual analysis of the corridor.

HISTORICAL - Literally thousands of buildings and structures possessing some historical or architectural interest have been identified by the Historic Preservation Division of the State Historical Society in its ongoing survey and evaluation efforts. 97 of these properties have been evaluated and formally listed in the **National Register of Historic Places**. This number is somewhat misleading as it includes many historic districts which may contain dozens of individual buildings. In addition,

many counties and local units of government have established their own preservation programs through the enactment of local historic preservation ordinances and the establishment of landmarks commissions. The report entitled "Seeing History on Wisconsin Great River Road" (Attachment 1) verbalizes (by Historian) **interpretation of the historical sites and the river towns** along the Wisconsin Great River Road. The Historian's research dossiers that are on file provide detailed information on counties, communities, and themes. The **prototype travel guide** (section 3 of Attachment 1 presents interpretation in context of five themes: Landscape, People, Transportation, Occupations, and Architecture. The format enhances readability and creates links between individual properties while organizing them in a manageable manner to promote clear, comprehensible interpretation. It is proposed that **kiosks** be erected at appropriate sites in each community relating its history as presented in the prototype travel guide. Also, this information is (can be) utilized in the WI MRPC, as well as in individual community **web sites, and in promotion and marking brochures**, etc. Text and graphics for **Gateway Kiosks** proposed to be located at each end (or beginning) of the Wisconsin Great River Road and recommendations for modifications to some existing and identification of additional **State Historical Markers** are presented in Attachment 1. The grant applications submitted to FHWA for implementation for both Gateway Kiosk and the Historical Marker update have been approved. These projects are generally described as follows:

1. Gateway markers at each end of the Wisconsin Great River Road are envisioned to be side by side markers - one presenting the viewer geographic information superimposed on a relief background. The other side to present text summaries of the 5 historical themes re Environmental, Transportation, People, Occupations, and Architecture. Furthermore, the City of Prescott has recently expressed interest in expanding this concept to include perhaps a "learning center" on the bluff top in Freedom Park in a setting that provides a panoramic view of the Mississippi and St. Croix River confluence.

2. Upgrading of the existing 33 Historical Markers in text and form - along with adding additional markers.

Public Involvement is continuous - While each meeting of the Mississippi River Parkway Commission and their TAC meetings are publicly announced - it is the resolve of the MRPC to undertake a series of up to 5 local meetings along the length of the Great River Road to inform and solicit input concerning the implementation recommendations set forth in Attachments 1, 2, and 11, and the virtues and responsibilities of being designated an All American Highway.

230 of the 250 mile Wisconsin Great River Road is State Trunk Highway 35 - the remaining 20 miles is routed over Grant County highways. The GRR distinctive green and white **Helmsman Wheel route marker** is employed along the entire route. There are **no obvious, unusual safety problems** or difficulties of

ATTACHMENT 16

Attachment 16
Wisconsin Submittal
Great River Road

Slides
State of Wisconsin
Great River Road

Barns along WI's Great Road

SNAPSHOT 1 HR PHOTO 1

Bow/Arrow Historical Marker

DUPLICATE 2

British Hollow as viewed today

SNAPSHOT 1 HR PHOTO 3

Alma's Historic Mainstreet

DUPLICATE 4

Prescott - The WI GRR Gateway City

SNAPSHOT 1 HR PHOTO 5

Dams on the Upper Mississippi

6

Sentinel Ridge

DUPLICATE 7

Lake Pepin

DUPLICATE 9

Maiden Rock Historical Marker 8

DUPLICATE 10

"Little House in the Big Woods"

DUPLICATE 11

View from Old Settlers Overlook 9a

SNAPSHOT 1 HR PHOTO 12

Tremplealeau Mountain

Church designs

SNAPSHOT 1 HR PHOTO 14

Helmsman Wheel

DUPLICATE 17

Waterfowl Flyway

SNAPSHOT 1 HR PHOTO 18

Looking for Chert

DUPLICATE 20

Aesthetics in Roadway Design

SNAPSHOT 1 HR PHOTO 21

The Old Brewery

DUPLICATE 22

Stockholm's Quaint Mainstreet

DUPLICATE 23

Eye Catching Architecture

SNAPSHOT 1 HR PHOTO 24

"Old Man River" at Wyalusing State Park

DUPLICATE 25

Waterfowl at Rest Trempealeau

26

Backwater Splendor Upper Mis. Rvr. refuge

Natural

DUPLICATE 27

Swimming Beach Mississippi River

SNAPSHOT 1 HR PHOTO 28

River Walk at Prescott

DUPLICATE 29

Boating the Mississippi

SNAPSHOT 1 HR PHOTO 30

Sunset Mississippi

Recreational 3

SNAPSHOT 1 HR PHOTO 31

29

Archaelogical Exacavation

DUPLICATE 32

Culture Revealed by Storefront

DUPLICATE 33

Quaint Rivertowns

SNAPSHOT 1 HR PHOTO 34

Prescott Welcome & Heritage Center

SNAPSHOT 1 HR PHOTO 35

Kit Home

SNAPSHOT 1 HR PHOTO 36

Barges on the Mississippi

DUPLICATE 37

State Historical Markers

DUPLICATE 38

Scenic Vista

DUPLICATE 39

Fitting Road & Amenities into Landscape

DUPLICATE 40

Bluffs at Dusk

41

Amber Colors of Autumn

42

Riverboats

43

Winding thru the Valleys

Winding thru THE VALLEYS

44

Scenic 1

45

The WI GRR

Wisconsin Department of Transportation

Tommy G. Thompson
Governor

Charles H. Thompson
Secretary

OFFICE OF THE SECRETARY
P. O. Box 7910
Madison, WI 53707-7910

June 24, 1999

Mr. Robert Draper
Manager of National Scenic Byways Program
Federal Highway Administration
HEP-10, Room 3222
400 7th Street SW
Washington, D.C. 20590

Dear Mr. Draper:

As Secretary of the Wisconsin Department of Transportation, I Charles H. Thompson, administratively establish an interim State of Wisconsin Scenic Byways program with the expectation that the Wisconsin State Legislature will enact the program as part of the 1999-2001 Biennial Budget bill in July,1999. The interim program Wisconsin State Scenic Byways program is established on June 24,1999.

Under interim designation, the Wisconsin Department of Transportation may designate portions of the state highway system as a scenic byway when the highway corridor possesses unusual, exceptional, or distinctive scenic, natural, historic, recreational, cultural, or archaeological features. After legislative enactment, the department shall adopt and promulgate rules and regulations establishing the procedures and criteria to be used in making scenic byway designations.

There is internal Wisconsin Department of Transportation consensus and local and national recognition that the Great River Road (STH 35) which traverses the Mississippi River corridor, possesses such a high degree of unusual, exceptional, and distinctive scenic, natural, historic, recreational, cultural features, that it would meet and most likely surpass all criteria. Given this support and recognition, I hereby designate the Great River Road as Wisconsin's first scenic byway in both the interim and final program.

Sincerely,

C. H. Thompson

Charles H. Thompson
Secretary

CHT:jvc

cc: Mary Ann McNamara, FHWA

Hill Farms State Transportation Building, Room 120B
DT81

4802 Sheboygan Avenue, Madison, Wisconsin

Telephone (608) 266-1113
FAX (608) 266-9912

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Signature: M. L. Beekman	Date: 1-18-00

Caption	Copyright Date
Barns along Wisconsin's Great Road	1/18/00
Bow and Arrow State Historical Marker	1/18/00
British Hollow as viewed today	1/18/00
Alma's Historic Mainstreet	1/18/00
Prescott - The Wisconsin Great River Road Gateway City	1/18/00
Dams on the Upper Mississippi	1/18/00
Sentinel Ridge	1/18/00
chitecture in Fountain City	1/18/00
Beautiful Lake Pepin	1/18/00
Maiden Rock Historical Marker	1/18/00
"Little House In The Big Woods"	1/18/00
A view from Old Settlers Overlook	1/15/00
Tremplealeau Mountain	1/18/00
Church designs	1/18/00
Villa Louis	1/18/00
Coulee Region Of Western Wisconsin	1/18/00
Helmsman Wheel	1/18/00
Heron at the National Wildlife Refuge	1/18/00
Waterfowl Flyway	1/18/00
Looking for Chert	1/18/00
Aesthetics in Roadway Design	1/18/00
he Old Brewery	1/18/00
Stockholm's Quaint Mainstreet	1/18/00

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Signature: M. L. BEEKMAN	Date: 1-18-00

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Eye Catching Architecture	1/18/00
"Old Man River" at Wyalusing State Park	1/18/00
Waterfowl At Rest - Trempealeau National Widlife Refuge	1/18/00
Backwater Splendor In the Upper Misissippi River Refuge	1/18/00
Swimming Beach On The Mississippi	1/18/00
River Walk At Prescott	1/18/00
Boating The Mississippi	1/18/00
nset on the Mississippi	1/18/00
Archaelogical Excavation	1/18/00
Culture Revealed By Storefronts	1/18/00
Quaint Rivertowns	1/18/00
Presott Welcome and Heritage Center	1/18/00
Kit Home	1/18/00
Barges On The Mississippi	1/18/00
State Historical Markers	1/18/00
Scenic Vista	1/18/00
Fitting Road and Amenities Into The Landscape.	1/18/00
Bluffs At Dusk	1/18/00
Amber Colors Of Autumn	1/18/00
Riverboats	1/18/00
Winding Thru The Valleys	1/18/00
ow! The Wisconsin Great River Road	1/18/00