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The following update is a supplement to the original Jefferson Township Scenic Byways Corridor Management Plan, adopted in 2003. This is the first addendum to that plan.

Summary of Changes and Additions to the original plan:
- Defined Mission Statement
- Defined Vision Statement
- Update to Corridor Conditions and Outstanding Issues
- Update to Funding Sources
- Update to Action Plan
- Development of a series of Short-term and Long-term Goals
- Establishment of Benchmarks to measure success by
- Creation of a Public Participation Plan
- Creation of a Marketing Plan
In 1996, Township leaders and residents embraced a conservation development approach that rewarded preservation and conservation of the existing rural atmosphere, historic character, and natural resources of Jefferson Township. In addition to a new comprehensive zoning plan, the Township adopted the Jefferson Township Core Values to articulate the community’s vision for the future.

- Build upon and retain the “Green Community” character that makes Jefferson Township an exceptional community within Central Ohio;

- Protect, promote, and preserve the abilities and activities of the Jefferson Water and Sewer District, financially and otherwise, because of its integral and vital role in ensuring that the Township is and will continue to be a sustainable Green Community with the desired community character;

- Continue to make sure that the Community is a Visioning and Planning community, which through consensus of its leaders and residents, understands, embraces and then uses innovative land use and preservation concepts, such as performance zoning, to retain the desired character of the Township;

- Safeguard the Township’s significant special resources, such as scenic streams, farmland, rural streetscapes, healthy business community and unique residential opportunities, along with its cultural and historical heritage;

- Build relationships with the neighboring communities by recognizing and building on mutual goals;

- Become a “Sustainable Community” with resources sufficient to achieve the Community’s goals; and

- Adhere to the following principles:
  1. Protect and nurture the Township’s exceptional natural landscape.
  2. Prevent inappropriately located, poorly planned and/or extremely high density development because of its negative impact on Jefferson Township’s rural beauty, natural resources, infrastructure and “Green Community” character.
  3. Identify areas where growth is likely and provide the means to accommodate that growth in ways that do not diminish the Green Community Character of the Township.
  4. Promote and enhance the Township’s economic viability.
Jefferson Township is located in Franklin County, Ohio. Situated on the northeast edge of the metropolitan area, the Township is uniquely decorated with alluring landscapes. However, these intrinsic qualities are under threat from development that is typical of suburban areas. In 1996, Township leaders and residents decided to turn away from conventional approaches that commonly lead to suburban sprawl, and instead embraced a conservation development approach that rewards preservation and conservation of the existing rural atmosphere, historic character, and natural resources. In addition to a new comprehensive zoning plan, the Township adopted the Jefferson Township Core Values in 1996. This community direction has been very effective and resulted in an oasis of rural and natural character amid sprawling suburbs. Jefferson Township has been recognized throughout Franklin County for this vision.

In 2003, obtaining Ohio scenic byway status for the roadways in the township that most exemplify the natural beauty and character of the township became an obvious and widely accepted next step in the continued pursuit and accomplishment of the Township’s Core Values. Now, in 2015, Jefferson Township seeks to further preserve and enhance these scenic routes for the enjoyment of its residents and visitors for years to come.

The Jefferson Township Scenic Byways Program helps achieve the Core Values because it preserves the rural character, protects and nurtures the Township’s exceptional natural landscape, safeguards rural streetscapes, and continues to build upon the “Green Community Character” vision so important to the residents and community leaders.

In total, the Jefferson Township Scenic Byways corridor covers nearly fifteen miles. This Management Plan provides a long-term strategy to preserve and enhance the roads making up the scenic corridors of Jefferson Township. It is also a tool to be used to assist the Township to guide development in a way that continues to maintain the Community’s rural character.

**Mission:** The Jefferson Township Scenic Byways Management Plan strives to protect the character and nature of major corridors in Jefferson Township, giving particular emphasis to the protection of scenic vistas and wildlife for the benefit of all Byways travelers.

**Vision:** To protect the character and spirit of the Jefferson Township Scenic Byways by monitoring the condition of the Byways, reviewing development plans that effect the Byways, and illustrating the history and significance of the Byways for future generations.
Corridor Conditions

In recent years there have been several subdivisions developed along scenic byways roads. However, the Jefferson Township Zoning Resolution protects the rural character of the scenic byways by giving the Zoning Commission authority to approve development plans. This ensures that trees, bodies of water, and open space are preserved and that minimum setbacks, fencing and the placement of homes are respectful of the character of the scenic byways corridor.

Outstanding Issues

A growing community, Jefferson Township is a sought-after location for residential development and the Jefferson Township Scenic Byways Committee has been added as a technical review body in the 2015 update of the Jefferson Township Zoning Resolution. This allows the Scenic Byways Committee to be a recognized voice in the process of development review for future residential developments.
The information shown on this map is compiled from various sources available to us which we believe to be reliable.

JUN-2015
The overall objective of the Jefferson Township Scenic Byways Management Plan is “to protect the character and nature of major corridors in Jefferson Township, giving particular emphasis to the protection of scenic vistas for the benefit of all byways travelers.” To that end, the Scenic Byways Committee has identified several objectives that should be achieved to ensure continued success well into the future.

2015 OBJECTIVE: Revisit discussion of renaming the Byways to avoid referring to a political boundary
   1. Revisit past suggestions or identify new name to describe the character of the Byways.
   2. Present name to Jefferson Township Trustees for feedback.
   3. Present name change to Ohio Department of Transportation (ODOT).

2015 OBJECTIVE: Establish means of outcome assessment
   1. Determine optimal location for Ohio Scenic Byways guest log; signage to inform users of its existence. Possible locations: Township Hall, Clark State Road Pull Off, Jefferson Park.
   2. Build Scenic Byways website and use Google Analytics (or similar) to monitor traffic.
   3. Partner with ODOT to monitor website traffic on the Ohio Scenic Byways Program page.
   4. Examine possibility of developing a mobile application.

2016 OBJECTIVE: Revise and retool 2003 Jefferson Township Scenic Byways Corridor Management Plan
   1. Re-establish regular monthly or quarterly Scenic Byways Committee meetings.
   2. Discuss changes to original document.
   3. Create template for designed document.
   4. Prepare text changes and additions.
   5. Obtain updated seasonal photographs of the Scenic Byways.

2016 OBJECTIVE: In celebration of the Jefferson Township Bicentennial, establish an educational signage program focusing on the historical and cultural significance of elements on the Byways; from its architecture to its vistas
   1. Revise and update the vistas named in the original Corridor Management Plan and identify 5-10 sites to consider for educational signage - possible features to start: scenic vistas, archeological/historic sites, cemeteries and mounds.
   2. Work with Jefferson Township Zoning and Franklin County Planning to identify locations outside of the rights-of-way to install such signage.
   3. Work with Ohio Historical Society and other historians to research and prepare text and photographs related to the sites.
   4. Seek funding for the creation and placement of educational signage along the Byways.
   5. Install educational signage.

2017 OBJECTIVE: Prepare Jefferson Township Scenic Byways for local marketing
   2. Establish an educational signage program that educates users on the historical and cultural significance of elements on the Byways; from its architecture to its vistas.
   3. Develop a website for Jefferson Township Scenic Byways and monitor web traffic.
   4. Establish a “Scenic Spotlight“to contribute to the Jefferson Township newsletter.
   5. Develop a brochure for Realtors to help inform potential homebuyers about the Scenic Byways and other characteristics that make Jefferson Township an exceptional place to live.
To accurately measure success, we must set achievable outcomes. The following outcomes will inform us as to the success of the program:

- Once a Jefferson Township Scenic Byways website is established, website traffic should increase steadily year-after-year
- Sign-ins to Jefferson Township Scenic Byways visitor’s log should increase year-after-year
- Survey Township residents for awareness bi-annually
- Increase number of Community Events along the Byways
The Jefferson Township Scenic Byways belong to the Jefferson Township community, and are to be celebrated! To create a sense of community ownership, the Byways Committee seeks to hold more regular public involvement and outreach events:

**Potential Involvement Events:**

- Yearly public forums to review and set goals
- Open call for interested individuals to join the Scenic Byways Committee or a Subcommittee

**Potential Outreach Events:**

- Participate in the Jefferson Township Bicentennial Celebration in 2016
- Photo / Instagram Scavenger Hunt - ongoing with an award given for completion
- Classic Car Show at Jefferson Community Park - Date TBD
- Establish an annual 5k Run or bicycle route along the Byways
- Participate in the annual State of the Township Address
- Create a Letterbox / Geocache Program
Until now, the Byways have been promoted in cost-effective ways at events within the Township, and on Township media. Additionally, improvements for the Byways have been donated or included to achieve a joint purpose with another project in an effort to be fiscally efficient. As we set new goals for improvements and potentially increased marketing and promotion, we anticipate a greater need for funding.

There are a number of grants and funds that can assist with components and strategies discussed herein. Included is a partial list of related assistance. Additionally, we consider the Jefferson Township community itself as a great resource; not just for fund-raising, but also for efforts and services in kind. Dedication, involvement, and sweat equity are truly the keys to successful implementation.

The following is a list of potential funding mechanisms for projects related to the Scenic Byways:

**Greenworks** - Through the Ohio Department of Natural Resources (ODNR), Division of Forestry, the Greenworks grant is a useful funding source. The money must be used for a community action involving youth or young adults. The maximum funding is one thousand dollars ($1000). Check with ODNR for applications and deadlines.

**Clean Ohio Fund** - There are a number of programs under the Clean Ohio Fund, including the Clean Ohio Trails Fund (COTF), the Clean Ohio Easement Purchase Program, and the Clean Ohio Conservation Fund. The COTF funds trail acquisition and development costs, and up to seventy-five percent (75%) of project costs are eligible through this program. The Mid-Ohio Regional Planning Commission (MORPC) administers the program. On an annual basis, the deadline dates change and should be checked through MORPC.

**Land and Water Conservation Fund (LWCF)** - Through ODNR, Division of Real Estate and Land Management, the federally funded Land and Water Conservation Fund (LWCF) finances outdoor recreation projects. This fund is administered by the State in cooperation with the National Park Service, and provides fifty percent (50%) reimbursement with a proposal deadline of May 1st every year.

**NatureWorks** - Through ODNR, Division of Real Estate and Land Management, the NatureWorks Parks and Recreation fund provides seventy-five percent (75%) reimbursement for acquisition, development, or rehabilitation of public park and recreation areas. The project must be completed within two years. Applications are due on May 1st every year.

**Recreational Trails Program** - Through ODNR, Division of Real Estate and Land Management, the Recreational Trails Program provides up to eighty percent (80%) matching federal funds for projects like: the development of urban trail linkages, trail head and trailside facilities; maintenance of existing trails; restoration of trail areas; improving access for people with disabilities; acquisition of easement and property; and development and construction of new trails. Generally the proposed project application is due on February 1st of each year.

**Wetland Restoration** - Through ODNR, Division of Wildlife, the Wetland Restoration fund provides funding for costs associated with wetland restoration projects on private land in Ohio.
The Committee’s vision for the Jefferson Township Scenic Byways is to “protect the character and spirit of the Jefferson Township Scenic Byways by monitoring the condition of the Byways, reviewing development plans that affect the Byways, and illustrating the history and significance of the Byways for future generations.”

To this end, the Scenic Byways Committee wishes focus marketing efforts to a concentrated target market of Jefferson Township and the adjacent jurisdictions of New Albany, Gahanna, and Reynoldsburg in an effort to lessen the impact of traffic on the Scenic Byways.

Our marketing objectives include:

- The development of a Scenic Byways website
- The creation of a pamphlet that can be used as Township events and as literature for Realtors to distribute to prospective homebuyers
- The implementation of more outreach events, including running and bicycling, cruise-in events and other community-focused events at Jefferson Community Park
The mission of the Jefferson Township Scenic Byways Management Plan is to protect the character and nature of major corridors in Jefferson Township, giving particular emphasis to the protection of scenic vistas and wildlife for the benefit of all Byways travelers. The following is a list of goals that have been accomplished by the Scenic Byways Committee in partnership with Jefferson Township and the Franklin County Engineer’s office for the good of the Byways.

Goals Accomplished Since Implementation

- Jefferson Township Scenic Byways Plan was adopted by Jefferson Township Trustees in 2003
- Jefferson Township Scenic Byways Plan was adopted by Franklin County Commissioners in 2003
- Inclusion into the Ohio Scenic Byways Program website as one of 27 scenic byways in Ohio
- Placement of Ohio Byways signage along corridors
- Achieved grant funding for the installation of a pull-off for visitors to enjoy a peaceful view of Rocky Fork Creek at the intersection of Havens Road and Clark State Road
- Received a donation for fencing at the Clark State Road pull-off from the Jefferson Township Historical Society
- Obtained grant funding for the planting of trees to screen the view of an AEP substation on Headley Road
- Installation of wood guardrails to replace metal guardrails on Shull Road to enhance the view from the byway
- Completion of a speed limits study for Byways roads