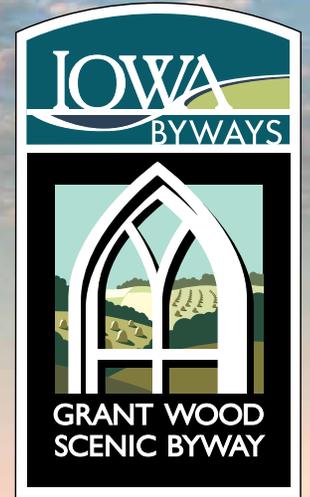


# GRANT WOOD SCENIC BYWAY

## INTERPRETIVE MASTER PLAN



March 2017

*Front cover: Grant Wood Scenic Byway north of Springbrook (Copyright 2011 by Kenneth G. West Jr., [www.sweetlightgallery.com](http://www.sweetlightgallery.com))*

*Facing page: The byway begins (and ends) just south of the Mississippi River town of Bellevue.*

# GRANT WOOD SCENIC BYWAY INTERPRETIVE MASTER PLAN



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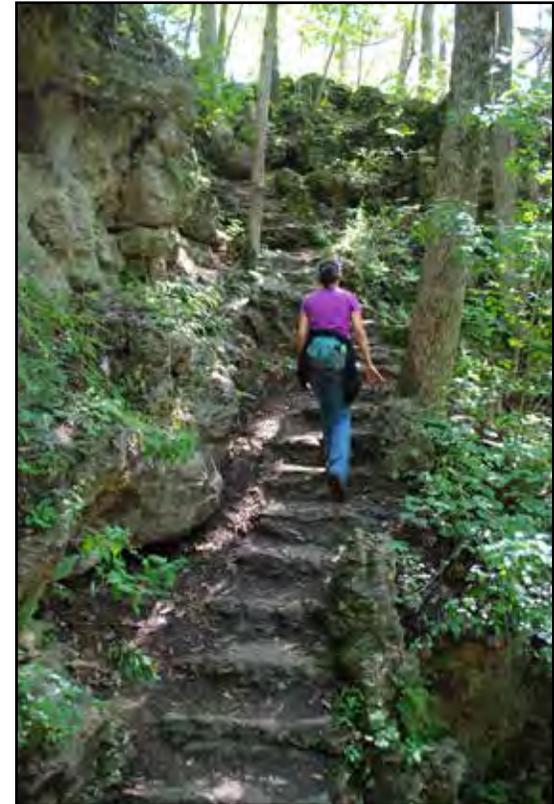
*Crossing the Wapsipinicon River in Stone City.*



*Flowers buzz with bees at the Hurstville Interpretive Center.*

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*Hiking the trails at Maquoketa Caves State Park.*



*Spider webs jeweled with early morning dew on the Hale Bridge in Wapsipinicon State Park.*



*Ice wagon on display during the 2015 Stone City Festival.*

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# CHAPTER 1

# INTRODUCTION

*Bellevue State Park offers panoramic views of the Mississippi River Valley.*



The Hurstville Lime Kilns near Maquoketa are a tangible connection to 19th century industry.



Iowa State Penitentiary in Anamosa is noted for its Gothic Revival architecture constructed with locally quarried Anamosa Limestone.

## INTRODUCTION

The Grant Wood Scenic Byway immerses travelers in the landscape that inspired native son, Grant Wood, to paint his iconic images of rural life in Iowa. Rolling hills are blanketed by a colorful mosaic of fields, pastures, and woodlots. Farm towns retain an authentic charm, and one-room schools still stand along the byway. Visitors can experience Grant Wood's rural school and walk the site of the Stone City Art Colony that he co-founded.

The byway traverses 80 miles through rolling farmland in Jones and Jackson counties. This rolling countryside can be easily explored. Maquoketa Caves State Park lures adventurers to learn the secrets of the karst geology that shapes the region's character. Rivers with names like Maquoketa and Wapsipinicon hint of a rich cultural history. The Mississippi port town of Bellevue holds an ambiance of genuine river charm felt by even casual travelers. The county seat cities of Anamosa and Maquoketa are byway anchors with art galleries and historic sites that invite exploration.

This byway offers an Iowa experience that has an authentic feel and a genuine sense of place.

### A Rich Cultural Heritage

Monumental buildings such as the Iowa State Penitentiary in Anamosa and numerous other structures on the byway are testament to the many quarries that supplied limestone products beginning in the 1850s. Stone City has several historic edifices built with the renowned Anamosa Limestone. This town on the Wapsipinicon has a charm captured by Grant Wood in his painting *Stone City, Iowa* (1930).

Byway travelers can explore historic sites such as the Hurstville Lime Kilns, which are interpreted at the nearby Hurstville Interpretive Center; the Clinton Engine Museum in Maquoketa; Anamosa State Penitentiary Museum; Antioch School that Grant Wood attended; Andrew Jail; Calkins Square in Wyoming; Potter's Mill in Bellevue; or the historic ambiance of Bellevue's Mississippi waterfront.

Historic collections await discovery at the National Motorcycle Museum in Anamosa; Jackson County Historical Museum in Maquoketa; and the Hotel Williams/Wyoming Historical Museum.





*Maquoketa Caves State Park invites exploration.*

## The Rural Landscape

Agriculture along the byway is influenced by the karst landscape that limits tillable land. Travelers on the byway enjoy a beautiful mosaic of contoured cropland interspersed with pastures and woodlots.



*The Dyas Hexagonal Barn, built in 1921, is listed on the National Register of Historic Places. It is located on the byway near Bellevue.*

## A Haven for Nature

Grant Wood Scenic Byway intersects with the Wapsipinicon, Maquoketa, and Mississippi rivers, which have carved through the land to expose limestone bluffs laced with caves. Three state parks—Bellevue, Maquoketa Caves, and Wapsipinicon— showcase the region's scenic beauty and natural history. The Wapsipinicon and Maquoketa rivers invite exploration by canoe or kayak. Several recreation and natural areas administered by the Jones and Jackson County Conservation Boards provide opportunities to camp, hike, hunt, fish, and enjoy nature.

# ESTABLISHING THE BYWAY

The Iowa Byways program began in 1993 when the Iowa Department of Transportation designated four routes as Iowa Scenic Byways to encourage tourism. Six additional state byways were added later. The byways are:

- **Grant Wood, 1993**
- River Bluffs, 1993; additional segments, 2000
- Western Skies, 1993
- Woodlands (renamed Historic Hills), 1993
- Iowa Valley, 1998
- Loess Hills, 1998 (designated a National Scenic Byway, 2000)
- Driftless Area, 2000
- Glacial Trail, 2000
- Delaware Crossing, 2002
- Lincoln Highway, 2006 (designated as an Iowa Heritage Byway)

Initially, uniform Iowa Scenic Byway signs were placed along these routes.

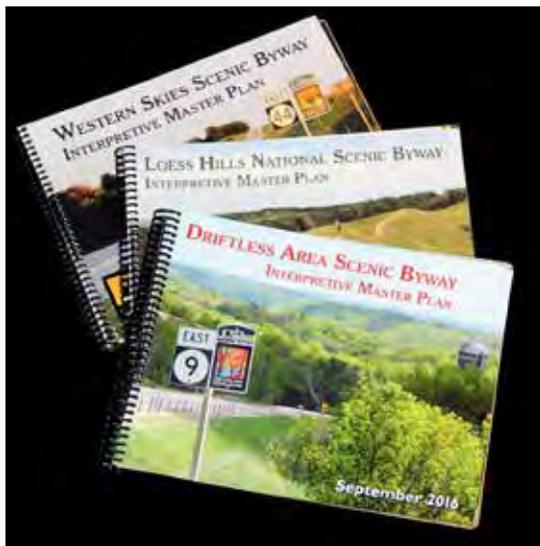
However, the byways lacked local support and promotion. There was little or no information provided to tourists about what to see and do.

The Iowa Byways Sustainability Project (IBSP) began in 2008 as a response to this need. The IBSP is a collaborative effort between the Iowa Department of Transportation and Resource Conservation and Development Councils (RC&D) across Iowa to preserve, protect, interpret, and promote Iowa's scenic byways. Northeast Iowa RC&D serves as the lead entity for the Grant Wood, Driftless Area, River Bluffs, and Delaware Crossing scenic byways. In the intervening years, much has been accomplished in this mission to interpret and promote the byways.

Three additional byways were designated in 2016: Bridges Byway in Madison County, Jefferson Highway Heritage Byway, and White Pole Road Byway.



*These Iowa Scenic Byway signs marked the byways from 1993 to 2011.*



The Grant Wood Scenic Byway Interpretive Master Plan is part of a series of 10 master plan publications for the Iowa Byways.

## SCOPE OF WORK

In January 2012, Golden Hills RC&D, based in Oakland, Iowa, was awarded a Transportation Enhancement Grant through the Iowa Department of Transportation to complete interpretive master plans for ten Iowa byways. Additional funds were awarded for the Loess Hills National Scenic Byway plan and the Western Skies Scenic Byway plan through the Iowa West Foundation.

A request for proposals was issued in early 2013, seeking interest from firms to provide professional services to develop long-range interpretive master plans for Iowa's byways. Four firms were interviewed in August 2013. In February 2014, a professional services agreement for the ten interpretive master plans was entered into between Golden Hills RC&D and Schmeckle Reserve Interpreters, University of Wisconsin-Stevens Point.

Schmeckle Reserve Interpreters agreed to develop one interpretive master plan for each of the following scenic and historic Iowa Byways: Delaware Crossing, Driftless Area, Glacial Trail, Grant Wood, Historic Hills, Iowa Valley, Lincoln Highway, Loess Hills, River Bluffs, and Western Skies.

The work is divided into three phases, with Loess Hills and Western Skies completed in the first phase. Phase one interpretive master plans were delivered in 2015. Phase two includes interpretive master plans for Driftless Area, River Bluffs, Grant Wood, Delaware Crossing, and Iowa Valley scenic byways. These plans will be delivered in 2017.

Each interpretive master plan is based on the following tasks:

- Task 1: Inventory and Analysis of Byway Resources
- Task 2: Stakeholder Coordination and Public Input Process
- Task 3: Development of Interpretive Themes and Conceptual Interpretive Plan
- Task 4: Finalize Interpretive Plans with Recommendations and Design of Interpretive Elements
- Task 5: Reporting

# THE PLANNING PROCESS

**Interpretation** is defined as a communication process that guides visitors in their search for meanings in objects, places, and landscapes. We adhere to the philosophy that interpretive planning is a process of consensus development—of achieving a shared perspective by all stakeholders of why interpretation is needed, who it will serve, and what significant stories it will tell. Effective planning answers the following questions, which can be illustrated by the Planning Triangle:

## Who?

Determine who the byway visitors are and the experiences that they are seeking. This includes activities and visitor groups that are not currently being targeted.

**Chapter 3:** Byway Travelers

## Why?

Confirm and/or further define the purpose, vision, and goals of developing a master plan for the Grant Wood Scenic Byway.

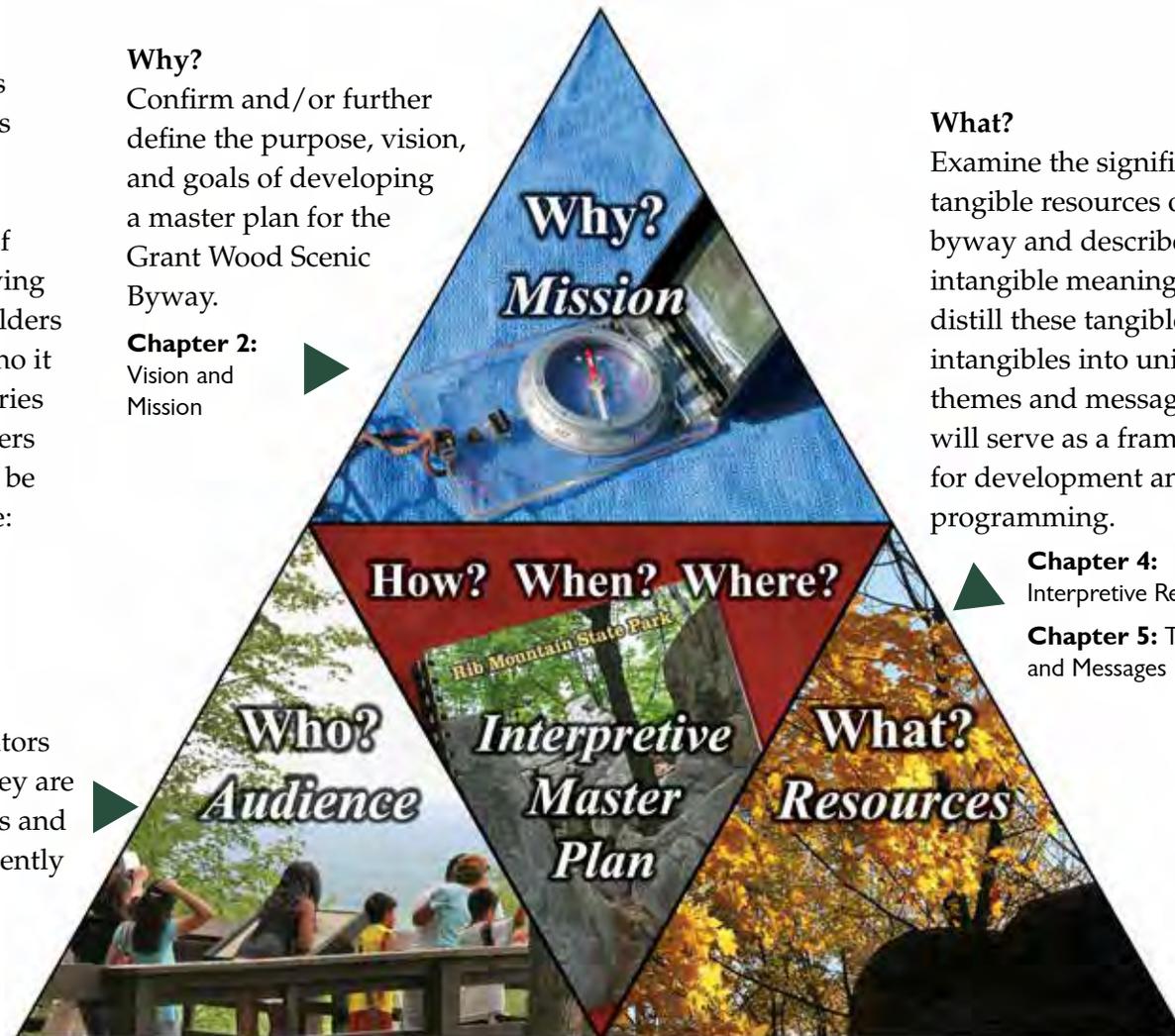
**Chapter 2:** Vision and Mission

## What?

Examine the significant tangible resources of the byway and describe their intangible meanings. Then, distill these tangibles and intangibles into unifying themes and messages that will serve as a framework for development and programming.

**Chapter 4:** Interpretive Resources

**Chapter 5:** Themes and Messages



## Where? When? How?

Based on the why, who, and what, develop a plan for interpretive facilities, media, and programs that best facilitate visitor-resource connections within the parameters of the mission and vision of the Grant Wood Scenic Byway.

**Chapter 6:** Interpretive Media



The Weber Stone Company in Stone City produces building stone, an industry that began in 1850.

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- ▶ Sayre, R. F. (Ed.). (1989). *Take this exit: rediscovering the Iowa landscape*. Wiley-Blackwell.

# CHAPTER 2

# VISION AND MISSION

*Contoured farms cloak the rolling hills of the East-Central Iowa Drift Plain.*

# VISION AND GOALS

A strong vision and mission statement supported by established values and goals is necessary to guide the future planning, management, and implementation efforts for the interpretation of the Grant Wood Scenic Byway.

## Vision

A vision statement answers two fundamental questions:

1. **What are the values or beliefs about the significance of this place that inform your work?**

The significance of the byway is expressed in the introduction to this Interpretive Master Plan (pages 2–4).

2. **What do you ultimately hope to accomplish as a result of your efforts?**

## Vision Statement

Interpretive media and programs will be developed to enhance the byway experience for all travelers. Concerted efforts to market this improved byway experience will increase tourism and result in economic vitality for the byway communities. Increased knowledge and a heightened awareness of the Grant Wood Scenic Byway by residents will engender a strong sense of place and recognition that their scenic, cultural and recreational resources are central to their quality of life. Citizens will be encouraged to maintain and preserve their unique scenic, natural, recreational, historical and archaeological resources.



*A blacksmith demonstrates his iron work during the 2015 Stone City Festival.*

## Mission

The mission statement answers two questions:

1. **How do you plan to work toward this broad vision?**
2. **For whose specific benefit does the organization exist?**

### Mission Statement

Implementation of the interpretive and corridor management plans developed for the Grant Wood Scenic Byway will engender collaboration across government boundaries, enhance the experience of visitors, and improve the quality of life for residents and the economic vitality of the byway communities while preserving and improving the corridor's unique scenic, natural, recreational, historic, archaeological, and cultural resources.



*Natural Bridge is a prominent feature at Maquoketa Caves State Park.*

## Interpretive Goals and Actions

Goals support the vision and mission. They are ambitious, broad statements of desired conditions. The goals are meant to be translated into actions (programs and projects) that the byway organization, partners, and supporters will strive to implement.

To understand the interpretive vision of the Grant Wood Scenic Byway,

Schmeckle Reserve Interpreters conducted an Interpretive Master Plan Visioning Meeting on July 8, 2015, at Hurstville Interpretive Center near Maquoketa. Stakeholders from throughout the byway were invited to participate. Seven board members and byway staff attended. The meeting results are included in the Appendix.



*Schmeckle Reserve Interpreters held an interpretive master plan visioning meeting with byway stakeholders in July 2015 at the Hurstville Interpretive Center.*

One of the questions asked of the participants was: **“What is your vision of success for improving the visitor experience on your scenic byway?”**

Responses to this question have been grouped into three broad interpretive goals:

### Interpretive Goal 1

**Develop effective interpretive media that guides visitors in their search for meaningful experiences along the byway.**

#### Responses related to Goal 1:

- “What may be obvious to locals needs interpretation for visitors, e.g. agriculture, geology”
- “Develop a website that helps people plan their trip [on the byway]”
- “Provide better interpretation: kiosks telling specific stories and history; kiosks located at overlooks like Bellevue State Park”
- “Develop an interpretive overlook at Stone City”

- “Develop an interpretive overlook at a Highway 64 pull-out near Highway 38, eight miles west of Anamosa”

### Goal 1 Actions:

- Secure grants and other sources of funding to implement this interpretive master plan
- Establish partnerships with existing groups like the Stone City Foundation to develop interpretive media

## Interpretive Goal 2

**Enhance wayfinding to improve the visitor experience and assist travelers in finding attractions and information along the byway.**

### Responses related to Goal 2:

- “Need some way to improve public access to museums that are open infrequently”
- “Provide interactive kiosks that help visitors develop itineraries; people need information”
- “Trail signage is needed to improve wayfinding”
- “Stone City is hard to find, easy to miss turn from Highway 151”

- “Enlist more educated ambassadors, so everyone along the byway knows about the rest of the byway”
- “Work with businesses to improve their available information such as phone numbers and addresses”

### Goal 2 Actions:

- Work with the Iowa Department of Transportation (DOT) to improve signage to the west byway entrance from Highway 151

- Work with the DOT to add directional/informational signage to the bottom of byway signs
- Change signage to the loop road that circles past Maquoketa Caves State Park to identify it as an official Grant Wood Scenic Byway Loop
- Partner with other organizations for wayfinding and interpretive signage



*Courtesy of Northeast Iowa RC&D*

*Two Conservation Innovation Grant (CIG) interpretive panels, including this one at Baldwin Marsh, have been installed on the byway.*



The Grant Wood Scenic Byway connects three state parks: Bellevue (shown above), Maquoketa Caves, and Wapsipinicon.

### Interpretive Goal 3

Provide technical and financial support for high-quality marketing of the Grant Wood Scenic Byway at the local, state, national, and international level.

#### Responses related to Goal 3:

- “Conduct market research that explores what people are spending their money on while visiting”
- “Provide cross-marketing from one byway to another”
- “Key in on the Parks to People momentum, a pilot program to link everything in a three-county region from Dubuque to Bellevue to Stone City; primary driver is state parks and Mines of Spain. Will include bike, water, and ATV trails”

#### Goal 3 Actions:

- Work with the Grant Wood Mississippi River Region (gwloop.com) and Travel Iowa (traveliowa.com) to market regional attractions and ensure that Grant Wood Byway travelers have access to high-quality planning tools
- Make better use of social media to provide information about the Grant Wood Scenic Byway

Grant Wood’s American Gothic is among the most parodied paintings in the world. It is an image related to the byway that is recognized by almost everyone.



# CHAPTER 3

## BYWAY TRAVELERS



BE THE  
GOTHIC  
COUPLE

*Byway travelers posed as the American Gothic pair at the Stone City Festival in 2015.*



*Clinton Engines Museum in Maquoketa engages visitors with interactive exhibits.*



*Hurstville Interpretive and Visitor Center has a range of family-friendly exhibits and activities.*

## BYWAY TRAVELERS

Grant Wood Scenic Byway meanders through landscapes in Jackson and Jones counties that inspire artists and photographers and captivate tourists from Iowa and beyond. Anchored at the Mississippi River town of Bellevue in the east and the historic quarry and artist community of Stone City in the west, the byway offers an abundance of cultural, historical, natural, and recreational experiences.

### Jackson County Visitors

According to the study, “The Economic Impact of Travel on Iowa Counties 2015,” visitors to Jackson County added more than \$31 million to the local economy. The **Jackson County Welcome Center** in Sabula, a replica of an old-fashioned schoolhouse, is open between April and October. They reported nearly 1,650 visitors in 2013 and 2,000 in 2014. Visitors come from many states and several countries including New Zealand, Ireland, Slovenia, Japan, and South Africa. Visitor guest book comments portray their visit as “picturesque, loved it here, Beautiful...so good to see history and beautiful Jackson County.”

The **Jackson County Historical Society** in Maquoketa sponsors the **Jackson County Historical Museum** and the **Clinton Engines Museum**. The **Ergon Penningroth Machine Shed**, a 2015 addition to the Jackson County Historical Museum, includes pre-1920 farm equipment, a renovated blacksmith shop, and an exhibit on seed corn history. The Historical Society welcomes tour groups including car clubs and schools. All second-graders in the area visit the sites, and the historical society has hopes of increasing exposure to older age groups as well.

**Jackson County Conservation** provides outdoor recreation and education opportunities by managing 37 sites for public use, including wildlife viewing areas, campgrounds, historic sites, trails, and the **Hurstville Interpretive Center**. According to the Jackson County Conservation office manager, over 9,000 people visited the interpretive center in 2014.

**Maquoketa Caves State Park** is a major regional attraction. According to a 2011 “Economic Value of Outdoor Recreation Activities in Iowa” report, this site had a

visitation of 137,905 that year. Limestone formations, caves and rugged bluffs provide a unique geological experience. Visitors can explore caves, hike trails, camp, and picnic. A park ranger reported that their visitors are primarily non-locals, with half of those being repeat users. The other half he describes as “scenic drivers,” or those visitors driving through during particular times of the year, such as for fall colors.

Bellevue is French for “beautiful view.” The Chamber of Commerce markets their community as a “True Riverfront Experience.” The town’s rich history is revealed at over 20 historic sites and antique shops. **Bellevue State Park** affords panoramic views of the town and river valley. This 780-acre park offers trails, a nature center, camping, biking, birding, and picnicking. According to a 2011 “Economic Value of Outdoor Recreation Activities in Iowa” report, 83,300 visitors enjoyed the park that year.

## Jones County Visitors

According to the study “The Economic Impact of Travel on Iowa Counties 2015,” visitors to Jones County contributed over \$21 million in expenditures in the county. Jones County offer a range of heritage and cultural experiences. The **National**

**Motorcycle Museum and Hall of Fame** in Anamosa attracts approximately 20,000 motorcycle enthusiasts each year. The **State Penitentiary Museum** in Anamosa conveys compelling stories of this 142-year-old maximum security prison. A museum volunteer stated that many local residents bring out-of-town guests to see this attraction. The **Grant Wood Art Gallery** showcases the works of artist Grant Wood and features photos and memorabilia from the nearby Stone City Art Colony that he founded in 1932. The Iowa Wine Trail along the Upper Mississippi Valley wine region includes **Daly Creek Winery and Bistro** in Anamosa and **Tabor Winery** in Baldwin.

The **Jones County Tourism Office** reports that about 30% of tourist information requests are related to the Grant Wood byway. One of the main interests is Stone City and the connection to Grant Wood. Travelers also want to know about scenic overlooks, museums, restaurants, and antique shops. Both retired people and family groups travel the byway; visitors are primarily from Iowa, but a significant number are from Wisconsin, Illinois, and Missouri.



Seasonal interpreters at Maquoketa Caves State Park give a white-nose syndrome briefing required of all visitors before they enter the caves. The short program is aimed at preventing spread of the disease among bats.



The National Motorcycle Museum in Anamosa has a vast collection of vintage motorcycles and memorabilia, like this simulated hill climb, all of which are used to tell the story of motorcycling in America.



The Anamosa State Penitentiary Museum showcases the 140-year history of this Iowa prison. Displays connect visitors to compelling stories of daily life, prison guards, and notorious inmates.

## Visitor Demographics and Interests

Four recent Iowa tourism surveys provide demographic information and insight into visitor interests:

- **Travel Iowa 2015 Welcome Centers Survey Report:** Provides data from eleven Iowa welcome centers collected in 2015. The nearby Dubuque Welcome Center surveyed 214 of its 14,510 visitors (a minimum of 200 were required from each center).
- **Iowa Great River Road 2013 Visitor Survey:** Provides data from surveys conducted between June and October 2013 from visitors at selected locations or participating in selected events on the Great River Road. Iowa residents completed 428 surveys and out-of-state visitors completed 430.
- **Iowa Tourism Office 2015 Trip Planning Survey:** Provides data from an online survey completed by 15,659 individuals who ordered an Iowa Travel Guide. About 3,489 respondents were Iowans and 5,384 were from the surrounding states of Illinois, Kansas, Minnesota, Missouri, Nebraska, South Dakota, and Wisconsin.

- **Iowa Tourism Office 2015 Follow-up Surveys:** Provides data from 1,074 individuals who ordered the Iowa Travel Guide. Data includes whether the individual took a trip, how long the trip was, their spending in Iowa, their state of origin, and how they arrived at the website.

### Key Findings of the 2015 Iowa Welcome Center Survey Report

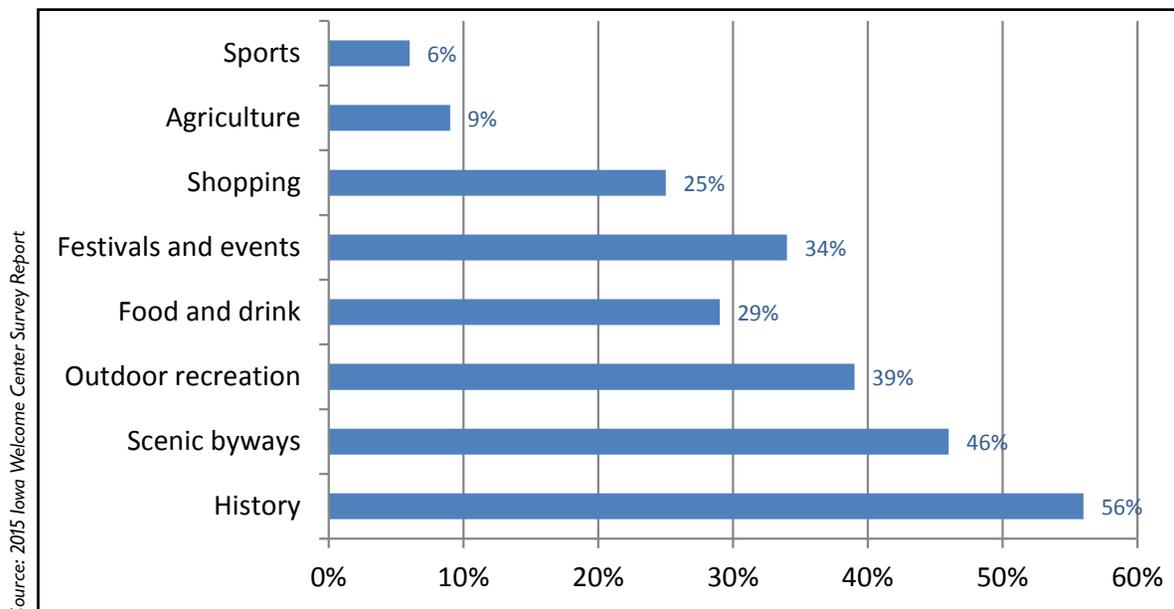
- Travelers spent an average of 3.6 days in Iowa and made an average of 3.1 trips to Iowa.
- The travel counselors influenced 36% of the travelers to stay longer; 63% of those travelers stayed an additional day or longer.
- The average travel party size was 2.5 people.
- The average spending per day by travel parties was \$276.20.
- The welcome centers served out-of-state travelers from Minnesota (11%), Illinois (5%), Missouri (4%), Nebraska (4%), and Wisconsin (4%). Only 15% of travelers were Iowa residents.
- The traveler's primary destination was Iowa (39%), followed by Minnesota (10%), Nebraska (7%), and South Dakota (5%).

- Iowa Welcome Centers primarily served adult travel parties (75%) with the average age of 57. The vast majority were on vacation, taking a leisure trip (54%), or visiting family or friends (30%).
- Over half of the travelers were interested in history (57%). Other popular interest areas were scenic byways (53%), outdoor recreation (42%), food and drink (35%), festivals and events (32%), shopping (31%), agriculture (20%), and sports (10%).
- Specific to the Dubuque Welcome Center survey results, 46% of visitors listed scenic byways as their main interest. Other primary interests include historical attractions (56%), outdoor recreation and parks (39%), festivals and events (34%), and agricultural attractions (9%).

### Key Findings of the 2013 Iowa Great River Road Survey

- The average age of respondents was 65.3.
- 67% are either retired or work in management/professional fields.
- Scenery and scenic views ranked highest in importance of various factors in their decision to visit the area.

### Main Area of Interest at Dubuque Welcome Center



- 75% plan to stay overnight along the river.
- 52% were couples.
- 97% report their trip met or exceeded their expectations.
- From the 24% of visitors and 55% of residents who felt additional tourism services or visitor amenities were needed, the most requested were: guide signs and attractions signs; bicycle trails and paths; maps; expanded advertising and marketing of local attractions; and public restroom facilities.

### Key Findings of the 2015 Trip Planning and Marketing Follow-up Surveys

- 60% travel during June, July, and August, with July the peak month.
- At the time of ordering, 93% of Iowans and 81% of travelers from surrounding states say they are “already planning a trip,” or are “very likely” to take a trip to Iowa.
- 74% of trip planners were female.
- 78% of travel parties were adults without children.
- Average age of travelers from Iowa was 55; surrounding states was 58.



Older visitors enjoy exploring places like the Jackson County History Museum.



Grant Wood Scenic Byway stakeholders hope to target families as a potential audience. The Stone City Festival is an event along the byway that offers activities that engage children.

## Target Audiences

Schmeckle Reserve Interpreters conducted a Grant Wood Scenic Byway interpretive master plan visioning meeting on July 8, 2015, at the Hurstville Interpretive Center near Maquoketa. Grant Wood Scenic Byway board members and staff at this meeting identified the following five visitor categories in response to the question, **“Who are the primary target audiences for interpretive media on this byway?”**

- Retired people
- Young families
- Travelers from within a 100- to 150-mile radius
- Local families on day trips
- The Chicago suburb connection: 1-million-plus potential visitors less than 3 hours away

Note that these are perceived as current and potential target audiences. These perceptions are supported by visitor surveys described in this chapter.

## Implications of the Survey Data for Target Audiences

The typical Grant Wood Scenic Byway traveler is older, affluent, and educated. This visitor group has a high level

of interest in Iowa scenic byways in general, and historic attractions, outdoor recreation opportunities, festivals, and events offered on the byway. Grant Wood Scenic Byway offers much of what this demographic is seeking.

Marketing approaches for Grant Wood Scenic Byway should focus on satisfying traveler’s needs. The existing tear sheet byway map includes a list of attractions, but is limited in detail. Well-crafted booklets, like the byway guidebook, touch-screen exhibits at visitor centers, experience hub kiosks, websites, and Facebook connections are better suited to provide the detailed information travelers require. Travel Iowa, the official tourism website for the state of Iowa, is key to promoting the byway in the region and could easily include a downloadable copy of the Grant Wood Scenic Byway guidebook.

Families with children make up a smaller audience segment—it will require special marketing efforts to identify and promote family-oriented byway excursions. This might include a focus on pursuits such as fishing, camping, hiking, and canoeing. Other recommendations for meeting the interests of children are provided in Chapter 6: Interpretive Media.

## Staging Experiences

In their book *The Experience Economy*, B. Joseph Pine II and James Gilmore argue that in the “progression of economic value,” the American economy has progressed as follows:



As an example, they describe the four-stage evolution of the birthday cake:

“In an agrarian economy, mothers made birthday cakes from scratch, mixing farm commodities (flour, sugar, butter, and eggs) that together cost mere dimes. As the goods-based industrial economy advanced, moms paid a dollar or two to Betty Crocker for premixed ingredients. Later, when the service economy took hold, busy parents ordered cakes from the bakery or grocery store, which, at \$10 or \$15, cost ten times as much as the packaged ingredients. Now, in the time-starved new millennium, parents neither make the birthday cake nor even throw the



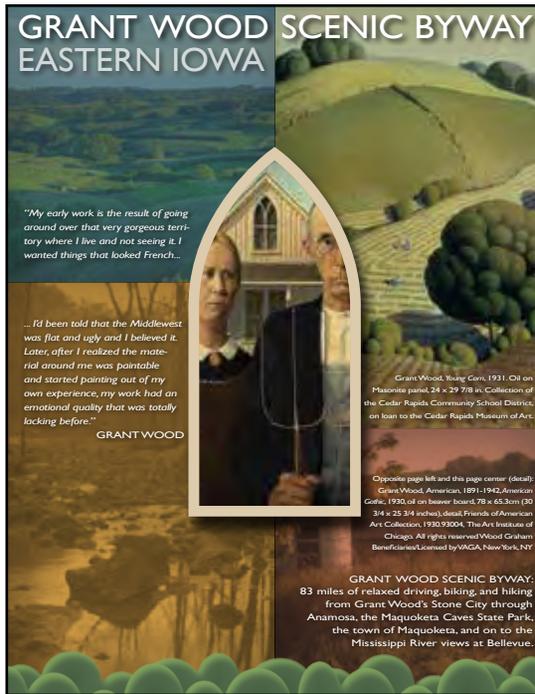
Hands-on activities at the Stone City Festival engage visitors of all ages.

party. Instead, they spend \$100 or more to “outsource” the entire event to Chuck E. Cheese’s, the Discovery Zone, the Mining Company, or some other business that stages a memorable event for the kids, and often throw in the cake for free.

The implications of this economic progression are clear for Grant Wood byway travelers: if planners stage themed immersion experiences, the road will grow as a popular tourist getaway.

It is important to distinguish between experiences and services. As Pine and

Gilmore point out, “Experiences are a distinct economic offering, as different from services as services are from goods.” The idea is to intentionally use services as the stage, goods as props, to engage tourists in a way that creates a memorable event. Goods are tangibles, services intangible, and experiences memorable. Goods and services are external to the tourist. Experiences are inherently personal, existing only in the mind of an individual who has been engaged on an emotional, physical, intellectual, or even spiritual level.



The booklet created for the Grant Wood Scenic Byway provides a portfolio of experiences in the parks and towns along the byway and identifies themed itineraries related to nature, history, and art.

### Pine and Gilmore's Nine Keys to Staging Experiences and Applications to the Grant Wood Scenic Byway

Pine and Gilmore offer nine keys to staging experiences. A concerted effort to apply these keys to the Grant Wood Scenic Byway will result in increased visitor satisfaction, return visits, and word-of-mouth marketing of the byway experience.

1. Create a rich portfolio of experiences—create a series of related experiences that flow one from another.

Develop descriptions of attractions, activities, and events that incorporate the resources of the corridor and its communities. Organize these experiences into categories of related experiences. Market the experiences through electronic, print, and on-site



Byway experience hub kiosks are proposed for several sites along the byway.

interpretive media so visitors can easily choose those that provide the experiences they seek.

2. **Use experience hubs in locations where people naturally congregate.**

Place experience hub kiosks at strategic locations and attractions on the byway that motorists frequent. Ideally, experience hubs should be placed in the major communities of Bellevue, Stone City, Anamosa, and Maquoketa.

3. **Create a flagship location—a singular place where you stage the very best, most dynamic experience.**

Develop visitor centers that have rewarding media experiences. They should have state-of-the-art audiovisual programs and exhibits and quality personal services that feature the unique attractions of the byway and provide orientation and incentives to visit specific sites and attractions on the route.

For example, the American Gothic House replica in Stone City is an ideal location to develop a byway visitor center. It currently houses the vintage ice wagons used by Grant Wood's art colony as residences. An expansion of this facility should include a byway kiosk that interprets



*A visitor center at the American Gothic House in Stone City, the western end of the byway, could interpret Grant Wood as well as the entire route.*

the corridor and its attractions. A window cut into the building would allow viewing of the wagons. A wayside exhibit would interpret the art colony, the history of the wagons, the Stone City Festival, and the iconic Grant Wood painting *Stone City, Iowa*.



*A window cut-out in the Gothic building would allow year-round viewing of the ice wagons used as housing during Grant Wood's Stone City Art Colony of the early 1930s.*



A “Searching for Grant Wood” themed experience would honor the legacy of this byway’s namesake and would interpret the vintage ice wagons that were part of the art colony.



Tangible connections to Grant Wood’s life are evident on the byway, such as the Antioch School he attended, but interpretation can help visitors connect with these sites.

#### 4. Integrate physical and virtual experiences.

Use the website as an interactive venue for holistically exploring the byway and its experiences, and to help people plan their getaway on the route. The website design should be responsive to mobile devices so visitors can get information while on the road. Promote the website on all media. Develop mobile apps and other interactive multimedia/audio tours.

#### 5. Theme the experience. The theme must drive all design elements and staged events of the experience toward a unified story line that wholly captivates the customer.

Use the interpretive themes developed in this plan (Chapter 5: Themes and Messages) to create thematic experience packages that integrate tours (self-guided or conducted), interpretive media, special events and festivals, programs, shopping, dining, and lodging. Feature the sites that are already providing meaningful experiences related to the theme.

For example, a “Searching for Grant Wood” themed app experience would honor the legacy of the

byway’s namesake. The Stone City Festival showcases the vintage ice wagons used as housing for the Stone City Art Colony in 1932–33. Regular access to and interpretation of the ice wagons and art colony would provide a memorable experience as part of this package.

#### 6. Harmonize impressions with positive cues—render the experience with indelible impressions. Impressions are the “takeaways” of the experience.

Create a strong identity for byway communities, which might include murals and sculptures that celebrate the history and culture of each community, and thematic kiosks that interpret the human stories, buildings, and artifacts found there.

Grant Wood’s gravesite, the Grant Wood Art Gallery, and Antioch School that Wood attended are tangible connections to the “Searching for Grant Wood” theme, but compelling stories about Wood’s life told by a knowledgeable guide are necessary to fulfill the theme. This interpretation could be conveyed by a living person, a booklet, or a web-based audio-visual production.

7. **Eliminate negative cues. Ensure the integrity of the customer experience by eliminating anything that diminishes, contradicts, or distracts from the theme.**

Each community must be committed to enhancing the visual character of the corridor. Enhancing wayfinding to principal attractions must be a priority. All interpretive and wayfinding media should use unified graphics and other visual cues.

8. **Mix in memorabilia and photo opportunities. Certain goods have always been purchased primarily for the memories they convey—a physical reminder of the experience.**

A range of theme-related memorabilia should be sold at tourist attractions. Patches, buttons, books, local crafts, local foods, and other goods help reinforce the experience. Photo opportunities should be provided so visitors can record their own memories. For example, a durable *American Gothic* cut-out with a place for visitors to put their heads could be provided year-round at the replica house in Stone City.

9. **Engage the five senses.**

Plan exciting areas for travelers to experience. Create “get-out-of-the-car” sensory immersion activities such as walking woodland trails, exploring caves, or discovering hands-on museum exhibits.



*The Hurstville Interpretive Center near Maquoketa has a variety of indoor and outdoor exhibits and activities that engage the senses.*



The Butterfly Garden in Bellevue State Park is the largest in Iowa. It is maintained by 100 volunteers.

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### Personal Communication (email or phone):

- ▶ Jackson County Conservation: Pam True, office manager
- ▶ Jackson County History Museum
- ▶ Jones County Tourism Office, Anamosa Chamber of Commerce: Bob Hatcher, executive director
- ▶ Jackson County Welcome Center: Julie Bainbridge, tourism director
- ▶ Maquoketa Caves State Park: Scott Dykstra, park ranger
- ▶ National Motorcycle Museum

# CHAPTER 4

# INTERPRETIVE RESOURCES



*Antioch School near Anamosa, which Grant Wood attended.*

*(Copyright 2011 by Kenneth G. West Jr., [www.sweetlightgallery.com](http://www.sweetlightgallery.com))*

# INTERPRETIVE RESOURCES

This inventory of interpretive resources documents the natural and cultural attractions along the Grant Wood Scenic Byway, which serves as the foundation for the interpretive themes and messages in Chapter 5 that connect the tangible resources with their intangible meanings. Interpretive media are then developed from these themes and messages to engage visitors in meaningful experiences along the byway.

The interpretive planning team invited input during a two-hour visioning session on July 8, 2015 at the Hurstville Interpretive Center in Maquoketa. Results from this session are included in the Appendix. The group was asked to respond to the following questions:

- What are some important attractions along this byway that visitors should experience?
- What compelling stories and messages can visitors experience that make your byway unique?
- Who are key people we should interview and what are some documents we should acquire to learn about your byway?

The planning team used the information gathered in this visioning session and from other publications and documents. The team also visited each resource to personally experience the byway. Staff and stakeholders associated with many of the resources were interviewed.

The following inventory of resources is sequential from west to east along the byway corridor.

## Resource Categories

The U.S. Department of Transportation Scenic Byways Program identifies six intrinsic qualities that define and describe a scenic byway. This plan lists each core interpretive resource in these categories, combining Scenic and Natural, and Historic and Archaeological. Intrinsic quality categories are:

### Scenic and Natural

Resources related to geology, nature, or overlooks with scenic views.

### Historic and Archaeological

Resources with artifacts or other tangible evidence of prehistoric or historic people and events.

### Cultural

Resources that provide insight into the Grant Wood region culture and sense of place.

### Recreational

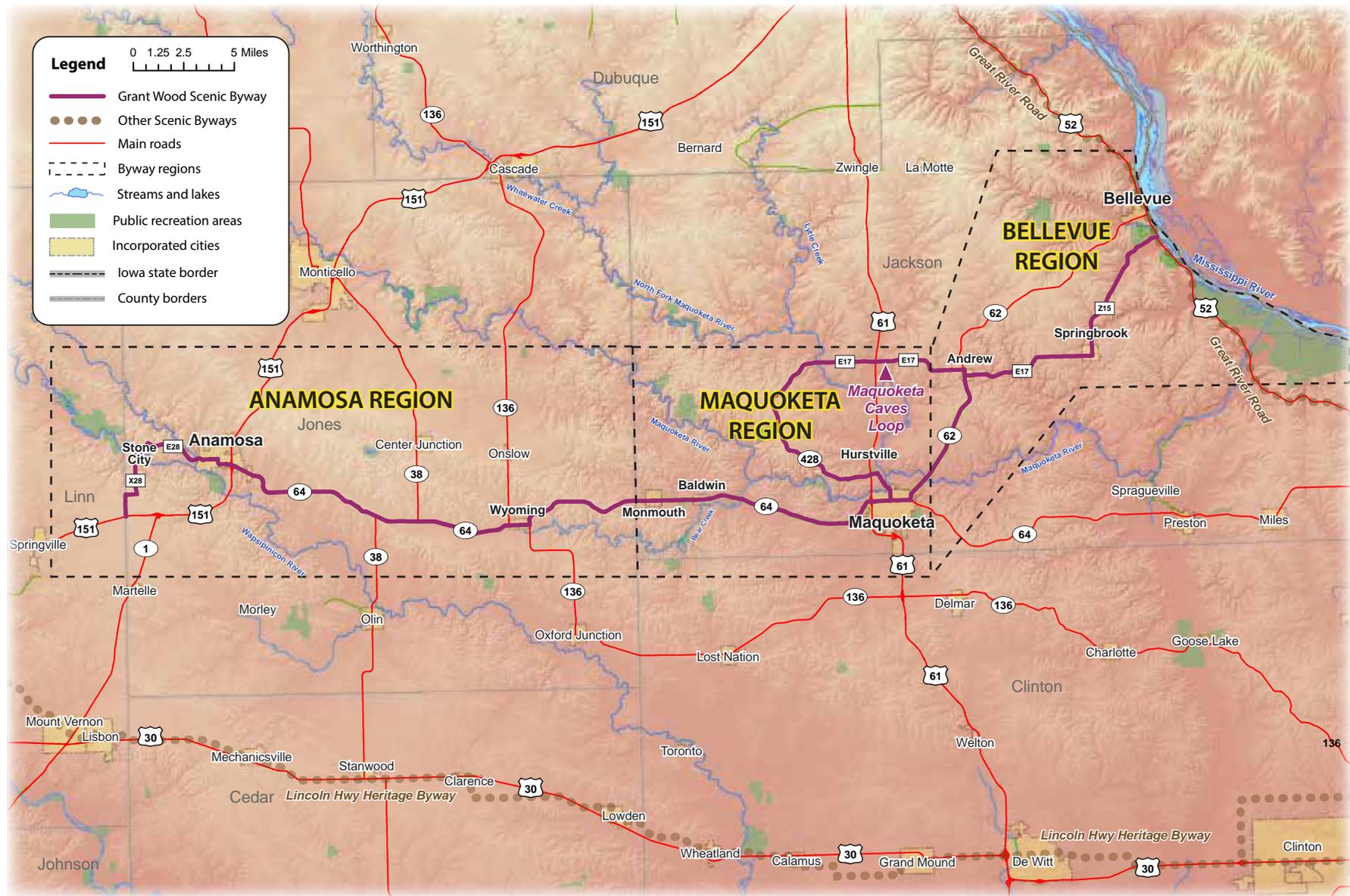
Resources for camping, picnicking, hiking, fishing, or paddling.

## Byway Regions

This resource inventory is organized into three regions, which provides a framework for presenting the interpretive resources. The regions are (from west to east):

- **Anamosa Region:** Stone City, Anamosa, Wyoming
- **Maquoketa Region:** Monmouth, Baldwin, Maquoketa, Hurstville
- **Bellevue Region:** Andrew, Springbrook, Bellevue

# GRANT WOOD SCENIC BYWAY REGIONS MAP





Stone City General Store Pub

## ANAMOSA REGION

### Jones County

Jones County was named after George Wallace Jones, a U.S. surveyor who became a delegate to Congress from the Wisconsin Territory, and later a U.S. senator from Iowa. The byway towns of Anamosa and Stone City lie along the Wapsipinicon River. Wapsipinicon State Park features bluffs and caves and two historic bridges that span the river to Anamosa.

### Stone City

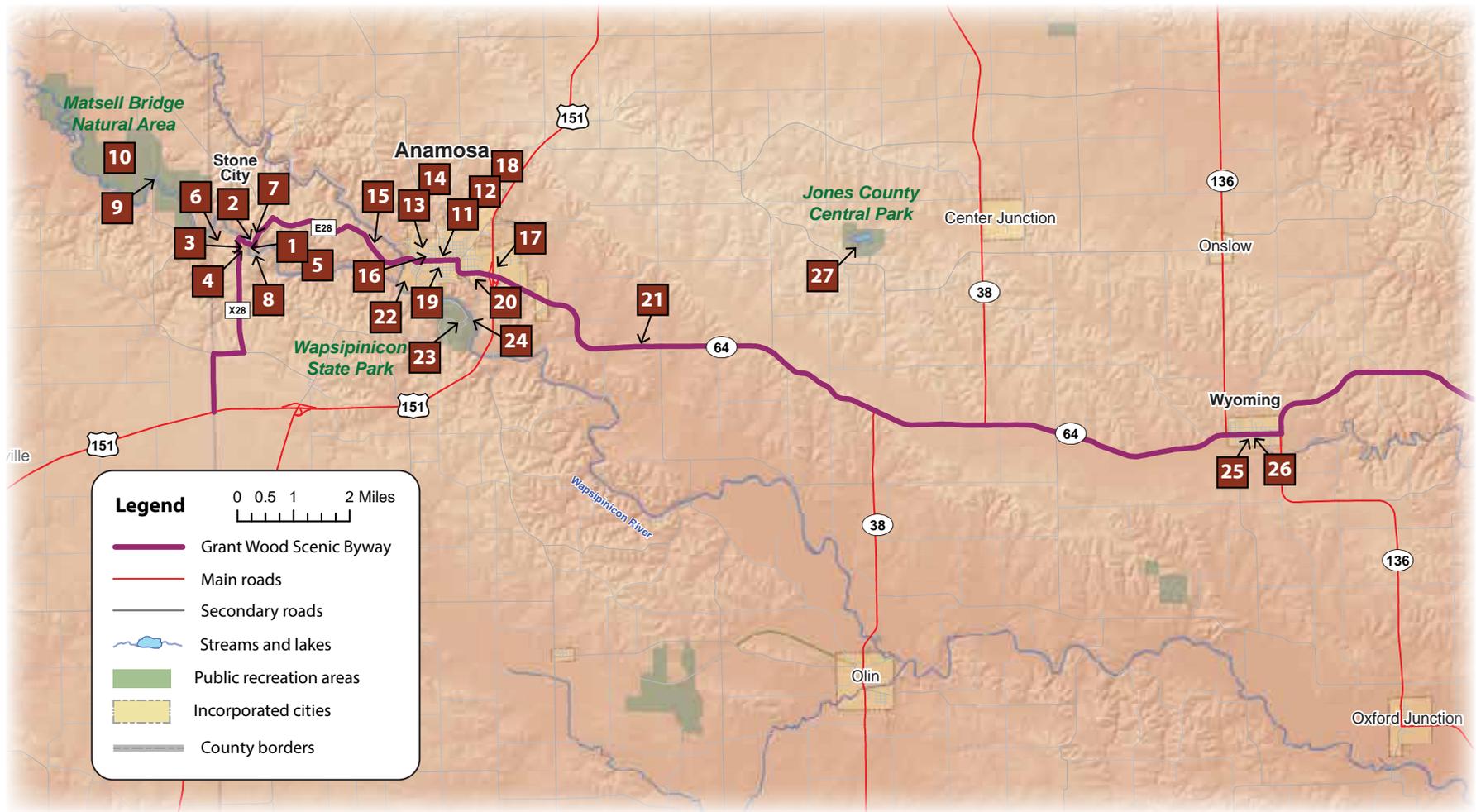
Stone City was developed in 1850 when large limestone deposits were discovered along the banks of the Wapsipinicon River. In the late 1800s three developers—Henry Dearborn, John Green, and John Ronen—each opened quarries. The city expanded as a result of the flourishing quarry business. In the early 1930s, the town became notable for hosting Grant Wood’s summer art colony, and it also served as the inspiration for Grant Wood’s 1930 painting *Stone City, Iowa*.

#### 1 Stone City General Store Pub

This limestone structure on the banks of the Wapsipinicon was built in 1897 by Stone City quarry owners Henry Dearborn and John Green. At one time it was the general store and post office. In 1930, Grant Wood painted his first major landscape, *Stone City, Iowa*, and the General Store is part of the scene. Today the building serves as a pub for guests to enjoy entertainment and dining.



*Grant Wood's 1930 painting Stone City, Iowa depicts several buildings still present today, including the General Store Pub, St. Joseph's Church, and the limestone quarry.*



- |  |                                       |   |                                      |  |
|--|---------------------------------------|---|--------------------------------------|--|
| <b>1</b> Stone City General Store Pub  | <b>7</b> Weber Stone Company          | <b>13</b> Anamosa State Penitentiary            | <b>19</b> Walworth Booth House       | <b>25</b> Hotel Williams & Wyoming Historical Museum |
| <b>2</b> Blacksmith Shop               | <b>8</b> Stone City River Access      | <b>14</b> State Penitentiary Museum             | <b>20</b> Col. William T. Shaw House | <b>26</b> Calkins Sqaure                             |
| <b>3</b> American Gothic House Replica | <b>9</b> Matsell Bridge               | <b>15</b> State Penitentiary Cemetery           | <b>21</b> Antioch School & Church    | <b>27</b> Jones County Central Park                  |
| <b>4</b> St. Joseph's Catholic Church  | <b>10</b> Matsell Bridge Natural Area | <b>16</b> Jones County Courthouse               | <b>22</b> Riverside Cemetery         |  |
| <b>5</b> Stone City Historic District  | <b>11</b> Grant Wood Art Gallery      | <b>17</b> National Motorcycle Museum            | <b>23</b> Wapsipinicon State Park    |  |
| <b>6</b> John A. Green Estate          | <b>12</b> Daly Creek Winery & Bistro  | <b>18</b> Anamosa Main Street Historic District | <b>24</b> Hale Bridge                |  |



**2 Blacksmith Shop**  

The blacksmith shop, built in 1851, is among the earliest structures in Stone City. Located at the entrance to Henry Dearborn’s quarry, the shop provided shoes for the quarry horses. It has been restored by the Stone City Foundation and includes a working forge for blacksmith demonstrations.



**3 American Gothic House Replica** 

This replica of the American Gothic house includes informational signage

and a photo opportunity for visitors. The original house, which is actually located in Eldon, inspired Grant Wood’s famous painting *American Gothic* (1930).

**4 St. Joseph’s Catholic Church**  

This Late Gothic Revival style church was constructed in 1913, with the first mass held in 1914. Dubuque architect Guido Beck designed at least five Catholic churches in the area, including St. Joseph’s. Local quarries donated the limestone used to build the church as well as the labor. This church is depicted in Grant Wood’s painting *Stone City, Iowa*



and is listed on the National Register of Historic Places.

**5 Stone City Historic District** 

This district is listed on the National Register of Historic Places and conveys a sense of time and place of Stone City as a company town based on the limestone industry. More than 23 historic buildings and structures were constructed of Anamosa limestone and date from a period of significance for the district extending from 1850 to 1933. The district includes the John A. Green Estate, St. Joseph’s Church, and the General Store, among others.



**6** John A. Green Estate 

Quarry owner John Green built his mansion in 1882. Fire destroyed it in 1963, but eight other structures remain, all built of local limestone. Grant Wood's art colony of 1932 and 1933 also gathered at the Green Estate. Several of the estate buildings remain because of George Nissen, an Iowa gymnast famous for inventing the trampoline who had a vision to save the estate. The estate is listed on the National Register of Historic Places and is not open to the public.

**9** Matsell Bridge 

Matsell Bridge, built in 1939, crosses the Wapsipinicon River at the entrance to the Matsell Bridge Natural Area. It is listed on the National Register of Historic Places as the longest steel plate girder bridge in Iowa.



**7** Weber Stone Company 

Weber is the only remaining active quarry in Stone City. Visitors can make an appointment for a one-hour tour, which allows them to see stone blocks removed from the quarry and crushed, and products created through sawing, shaping, polishing, and engraving.



**8** Stone City River Access 

Providing access to the Wapsipinicon River, this one-acre site is located in Stone City, just east of the General Store. The site includes a boat ramp and parking lot.

*Photo by ArtisticAbode, CC BY-SA 3.0*



**10 Matsell Bridge Natural Area** 

Matsell Bridge Natural Area, managed by Linn County (located just upriver from Stone City), is more than 1,800 acres and includes shooting ranges, primitive cabins, equestrian camping, trails, and a boat ramp on the Wapsipinicon River.

The natural area is named after George Matsell, a New York City police chief from 1845–1857 who moved to Iowa because he fell in love with the land. A few remnants of his estate, such as an ice house and entrance gates, are still visible in the natural area.



Photo courtesy of Cornell, ftwiowa.blogspot.com

**Anamosa**

Anamosa was originally called Buffalo Forks and later Lexington, causing mail delays with other towns of the same name. According to town legend, the name was later changed to Anamosa after a Native American girl who visited the village with her father, Winnebago Chief Nas-i-nus. The name is said to mean “white fawn.” The city features an annual Pumpkinfest and is named Iowa’s Pumpkin Capital. The city was platted in 1838 and several historic buildings are on the National Register of Historic Places. Grant Wood attended school at Antioch School and is buried at Riverside Cemetery. The Wapsipinicon River runs through town.

and lithographs, collections of *American Gothic* parodies, and videos of Grant Wood’s life and art.

Photo courtesy of Daly Creek Winery and Bistro

**11 Grant Wood Art Gallery** 

This gallery in downtown Anamosa showcases Grant Wood prints, posters,

**12 Daly Creek Winery & Bistro** 

This winery and eatery in downtown Anamosa is part of the Iowa Wine Trail. It offers samples in a tasting room, which has windows to observe winemaking operations. An enclosed patio features a large mural of Grant Wood’s *Stone City, Iowa* painting.

**13 Anamosa State Penitentiary**  

When the penitentiary in Fort Madison became overcrowded after the Civil War, a second state penitentiary was established in 1872 in Anamosa. The prison was built in a Romanesque Revival style with Gothic Revival influences. Its imposing edifice was built by prisoners using locally quarried limestone, and prisoners even worked in the quarries. The penitentiary, other prison-related structures, and farms just outside town that are all part of the complex are listed on the National Register of Historic Places.

*Photo by Grant Rogers*



**14 Anamosa State Penitentiary Museum** 

The museum, located in a former 1916 prison barn that was later turned into a cheese making facility, interprets prison life and the role of prison guards through the years. Other features include dioramas of quarrying and construction

technique and a full-size replica of a cell. The prison has housed some infamous inmates, including serial killer John Gacy.

**15 Anamosa State Penitentiary Cemetery** 

This cemetery sits on a hill overlooking the prison and town. Deceased prisoners unclaimed by relatives or not turned over to a state medical college are buried here. Mass graves mark the site where 35 prisoners were reinterred in 1914 from a previous cemetery.



*Anamosa State Penitentiary*



Photo by KingHawkFan, panoramio.com



### 16 Jones County Courthouse

The courthouse was built in 1937 and is listed on the National Register of Historic Places. It is among 10 county courthouses built in Iowa during the New Deal Era as part of the Public Works Administration. A memorial honoring Jones County residents who died while serving our country is on the east lawn of the courthouse.

### 17 National Motorcycle Museum

This museum targets strong interest in motorcycle history and culture, and showcases motorcycles, vintage pedal cars, bicycles, toys, memorabilia, and antiques. Visitors will see a 1908 Indian racer and a restored 1920s Shell gas station. The museum is open year-round.

### 18 Anamosa Main Street Historic District

Local leaders Col. William T. Shaw and journalist Edmund Booth worked to develop a unified business district in Anamosa. Many of the historic buildings were constructed of brick or local limestone and were built in an Italianate style. The district, featuring 42 structures, is on the National Register of Historic Places.



Photo by Jon Roanhaus, CC BY-SA 3.0



Photo by J.R. Manning



**19** Edmund and Mary Ann Walworth Booth House 

The Booths constructed their house on 125 South Ford Street in 1870. Edmund Booth, who was deaf, was a leader in advocating for the education and advancement of the deaf in Iowa. After joining the California gold rush, he returned to Anamosa and became editor of the local newspaper, the *Anamosa Eureka*. The Booth home is on the National Register of Historic Places and is not open to the public.

**20** Col. William T. and Elizabeth Shaw House 

This historic home was built by Col. William and Elizabeth Shaw in 1872. Shaw was instrumental in the development of Anamosa, including the construction of two railroads. He served as a Colonel of the 14th Iowa Volunteer

infantry during the Civil War. He also was the first mayor of Anamosa. The home design is an example of the Italian Villa style and is listed on the National Register of Historic Places. It is not open to the public.

**21** Antioch School and Church 

Antioch School, a one-room school east of Anamosa, was built in 1872 and was used for education until 1959. Artist Grant Wood, who lived on a nearby farm, attended the school from 1897 to 1901. The school has been restored as a Grant Wood memorial site. A nearby building houses the Anamosa Paint n' Palette Art Gallery. Antioch Church, a nondenominational community church, is a half-mile east of the school.

**22** Riverside Cemetery 

This cemetery, located across from Wapsipicon State Park, is the final resting place for the town's founders, Col. William Shaw and Edmund Booth, and also contains the grave and headstone for Grant Wood (1891-1942) and his family.



**23 Wapsipinicon State Park**  

This beautiful 400-acre state park is located along the Wapsipinicon River just south of Anamosa. Dedicated in 1923, it is one of Iowa's oldest state parks. Wildflowers abound on the moss-covered sandstone and limestone bluffs that line the river and quiet Dutch Creek. The bowl-shaped Horse Thief Cave and the cool temperatures of Ice Cave encourage discovery. The park features picnicking, boating, camping, hiking, fishing, and golfing. Bicyclists can enjoy the Northeast State Park Bike Route, a 130-mile trail system along county highways that connects to Pikes Peak and Backbone state parks.



Wapsipinicon State Park

**24 Hale Bridge** 

This historic wrought-iron bridge in Wapsipinicon State Park was built in 1879 near Hale and was important in allowing farmers to move equipment and goods across the Wapsipinicon River. It was moved by the Army National Guard to its new home in the park and is open for walking or biking.



## Wyoming

Wyoming is a small town that is lit up during the holidays and calls itself “Christmas City.” The town features two historic museums that highlight an authentic Midwest country doctor’s office and cultural artifacts.



### 25 Hotel Williams & Wyoming Historical Museum

This hotel was built in 1878 and ended its operation as a hotel in 1932. It was named for its owner, Royal Seneca Williams, a local brick maker. Williams built many of the town’s brick buildings, including the hotel. In the 20 renovated hotel rooms, museum visitors can view a display of pharmaceutical items used as far back as the Civil War, an old-fashioned ice cream parlor, and an 1872

pump organ. The museum is open by appointment.



### 26 Calkins Square

This historic home is located on a twelve-lot block on Main Street/Highway 64 in Wyoming and was built in 1858. The home contains many original items that belonged to Dr. Martin Calkins. Calkins and his wife moved to Iowa

from New York, and when the town was incorporated, he was unanimously voted in as the first mayor. He worked as a doctor for 50 years. The doctor’s office is one of the last intact in the Midwest from the 1800s. Calkins also served in the Civil War. He ordered a bronze plaque to commemorate Wyoming men who served, and the plaque can still be viewed outside. Listed on the National Register of Historic Places, the home is open by appointment only.

### 27 Jones County Central Park

Located north of the byway near Center Junction, this 300-acre park features a 25-acre lake, camping, and trails that meander through the property. The Jones County Nature Center attracts thousands of visitors annually with weekend programs. The park is managed by the Jones County Conservation Board.



Central Park photo courtesy of Jones County Tourism



Canton School

# MAQUOKETA REGION

## Jackson County

This county is named for Andrew Jackson, seventh President of the United States. The Mississippi River borders on the east and the Maquoketa River bisects the county, flowing into the Mississippi. Noted for dramatic caves and bluffs, the county includes two state parks, Maquoketa Caves and Bellevue.

## Maquoketa River

The Maquoketa River is a popular and scenic 150-mile long river that flows east to the Mississippi. The North Fork Maquoketa River flows 96 miles and meets with the main river channel just north of the town of Maquoketa. The river is a coldwater trout stream upstream of Backbone State Park, and a walleye-smallmouth bass fishery downstream.

Maquoketa River Water Trail in Maquoketa



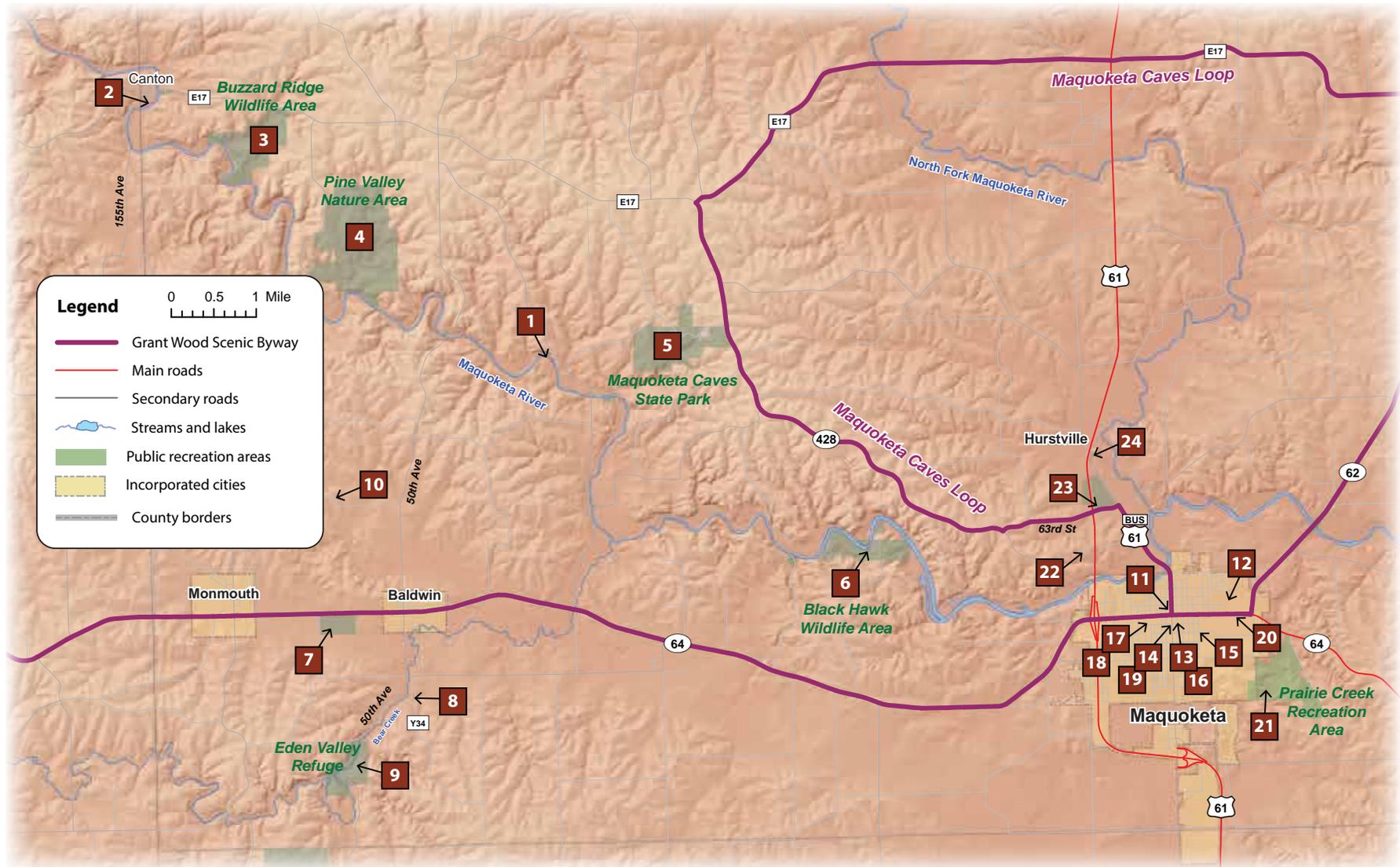
Photo courtesy of Mary Fairchild

### 1 Maquoketa River Water Trail

The two forks of the Maquoketa River meander about 50 miles through Jackson County, offering numerous canoe/kayak access points for exploring the river.

### 2 Canton School

This one-room schoolhouse was built in 1877 near the banks of the Maquoketa River in the unincorporated community of Canton, north of Monmouth. It is listed on the National Register of Historic Places. Unlike the thousands of one-room schools in Iowa, most of which are quite plain, Canton School was built with details that include window hoods and delicate wooden trim. The building is currently used as a community center.



- |                                      |                                   |                                       |  |  |
|--------------------------------------|-----------------------------------|---------------------------------------|--|--|
| <b>1</b> Maquoketa River Water Trail | <b>6</b> Black Hawk Wildlife Area | <b>11</b> Decker Hotel                | <b>16</b> Mitchell-Maskrey Mill                  | <b>21</b> Prairie Creek Recreation Area  |
| <b>2</b> Canton School               | <b>7</b> Baldwin Marsh            | <b>12</b> Jackson Cty. History Museum | <b>17</b> J.E. Squiers House                     | <b>22</b> Iowa Grape Vines Winery        |
| <b>3</b> Buzzard Ridge Wildlife Area | <b>8</b> Millrock School House    | <b>13</b> Old City Hall Gallery       | <b>18</b> West Pleasant Street Historic District | <b>23</b> Hurstville Interpretive Center |
| <b>4</b> Pine Valley Nature Area     | <b>9</b> Eden Valley Refuge       | <b>14</b> Hotel Hurst                 | <b>19</b> Maquoketa Art Experience               | <b>24</b> Hurstville Lime Kilns          |
| <b>5</b> Maquoketa Caves State Park  | <b>10</b> Tabor Home Winery       | <b>15</b> Clinton Engines Museum      | <b>20</b> Ohnward Fine Arts Center               |  |

Photo courtesy of Gullex at i.imgur.com/r1SPW2w.jpg



### 3 Buzzard Ridge Wildlife Area

This 273-acre Jackson County property is along the South Fork of the Maquoketa River, north of Baldwin and Monmouth. Visitors can hike to the top of limestone bluffs for incredible views, watch for wildlife, camp, fish, and hunt.

Photo courtesy of temess.wordpress.com



### 4 Pine Valley Nature Area

This 676-acre Jackson County Conservation recreation area north of

Monmouth has diverse natural features along the south branch of the Maquoketa River. Multi-use hiking trails traverse the property.

### 5 Maquoketa Caves State Park

Created in 1921, this unique 270-acre park preserves geologic features along Raccoon Creek including 13 caves, limestone formations, and rugged bluffs. Visitors are encouraged to explore the caves, some large enough to walk through, but many requiring crawling. Highlights include the lighted 1,100-foot long Dancehall Cave that leads under the park road, and Natural Bridge, a 50-foot

high stone archway. Visitors can camp, picnic, and explore six miles of trails. Many park facilities were built in the 1930s by the Civilian Conservation Corps and the Works Progress Administration, including a stone lodge, picnic shelters, and the stone walkway through Dancehall Cave. The oldest portion of the park is on the National Register of Historic Places.

### 6 Black Hawk Wildlife Area

This 180-acre public hunting area west of Maquoketa along the South Fork of the Maquoketa River includes a former Boy Scout camp. Trails are open for hiking and equestrian use.

Maquoketa Caves State Park





## Monmouth & Baldwin Area

**Monmouth** was platted in 1855 by W. F. Douglass and named for the Monmouth Township. It was on the daily stagecoach route between the Mississippi River and Anamosa. It grew slowly until the Midland Railway was built in 1871. Today it is a small farming community.

Originally called Fremont, nearby **Baldwin** was platted by Edward Baldwin in 1871 when the Midland Railway was constructed. This was once a bustling community with numerous businesses serving area farmers. It is now home to about 100 residents.

Iowa. Visitors are invited to explore the hiking trail. This natural area is managed by Jackson County Conservation. A Conservation Innovation Grant wayside exhibit that interprets the benefits of wetlands for water, soil, and wildlife habitat was installed here in 2016.



### 8 Millrock School House

Located just south of Baldwin, this one-room limestone schoolhouse was built in 1867. The school served the town of Mill Rock until 1910. Period items can be found inside such as desks, chairs, books, lunch pails, an antique Victrola, and a wood burning stove. Tours are available by appointment through Jackson County Conservation.

### 9 Eden Valley Refuge

This 200-acre refuge located south of Baldwin is nestled along Bear Creek. Visitors can enjoy five miles of hiking



trails, camping, wildlife viewing opportunities, and a nature center. The refuge features beautiful limestone bluffs, sinkholes, and rock outcroppings.

### 10 Tabor Home Vineyards and Winery

Located northwest of Baldwin, this winery is known as Iowa's first estate winery and is on an 1860s farmstead. Wines are made from grapes grown in the Upper Mississippi River Valley viticulture area.



### 7 Baldwin Marsh

Located on the byway between Monmouth and Baldwin, this 67-acre marsh includes wetlands, prairies, and an upland marsh, a habitat once common in



Decker Hotel

Photo courtesy of Old City Hall Gallery



Old City Hall Gallery

## Maquoketa

Maquoketa derives its name from the Sauk and Fox Indian word signifying the “Bear River.” Maquoketa was incorporated in 1853 and in the 1870s became the government seat for Jackson County. The city, the only Maquoketa in the world, is on the banks of the Maquoketa River, an art hub for the region. It features several art galleries, city parks, historic homes, and one of the last remaining drive-in theaters in Iowa. Maquoketa can boast that nearly 40 National Register of Historic Places are located in the area.

### 11 Decker Hotel

New York entrepreneur James Decker (1808-1881) bought up a variety of agricultural and town properties in the Maquoketa area in the 1850s. Once Maquoketa was declared the county seat in 1873, Decker capitalized on the increased number of travelers to town by building a big brick hotel, said to be the most elegant and substantial hotel in the community. It was added to the National Register of Historic Places, and today still hosts visitors in its hotel rooms and restaurant.



### 12 Jackson County History Museum

This two-floor museum, located in the Jackson County Fairground, features local-history exhibits, including period rooms, a country school, a bootmaker shop, and a general store. The recently opened Penningroth Machine Shed houses an outstanding collection of horse-powered farm machinery, 1914 Case steam engine, and an authentic log cabin among thousands of other items. The museums are open daily except Mondays.

### 13 Old City Hall Gallery

This gallery in Maquoketa’s 1901 former city hall features the work of Rose Frantzen and her husband, Charles Morris. The building was purchased in 1991 by Frantzen and her parents and converted into the art gallery. Frantzen is best known for her exhibition *Portrait*

of Maquoketa. In 2005-06, Frantzen painted 180 12"-by-12" oil portraits of Maquoketa's residents. *Portrait of Maquoketa* was on display for eight months at the Smithsonian's National Portrait Gallery in Washington, D.C.

**14** Hotel Hurst 

This three-story hotel was built in 1897 as the Delmonico Hotel by a group of local investors and features a Second Empire style and design. The building was listed on the National Register of Historic Places in 1989 and was converted into an apartment building.



**15** Clinton Engines Museum 

In 1950, Don Thomas moved his Clinton Engines company from Clinton, Michigan, to Maquoketa. The small-engine manufacturer was the 10th largest employer in Iowa and distributed engines to more than 90 countries before it closed in the 1980s. Jackson County Historical Society opened the Clinton Engines Museum in the factory's former Administration Building. The museum features interactive exhibits that tell the story of engine history and its role in Maquoketa.



**16** Mitchell-Maskrey Mill 

This three-story flour mill on Pleasant Street was built in 1886. It is a good example of the brick buildings constructed in Maquoketa in the 1880s. It was placed on the National Register of Historic Places in 1991. The Mitchell family has operated it as a feed mill for multiple generations, today doing

business as Maquoketa Feeds, with the headquarters moved to East Platt Street.





**17 J.E. Squiers House** 

This brick Queen Anne style mansion was built in 1882 for prominent local businessman James Emery Squiers. The home was renovated into the Squiers Manor Bed and Breakfast, which has been in operation for more than 25 years. The house was added to the National Register of Historic Places in 1995.



*The Maquoketa Public Library anchors the east entrance of the West Pleasant St. Historic District.*

**18 West Pleasant Street Historic District** 

This historic district is located on Pleasant Street between Second and

Prospect and includes 50 buildings and sites. The Maquoketa Public Library serves as the eastern entrance to the district. The collection of 26 residences for prominent residents was built between the late 19th century and the early 20th century.

*Maquoketa Art Experience facade remodeling design*



**19 Maquoketa Art Experience, Maquoketa Area Chamber of Commerce & Welcome Center** 

Occupying four storefronts in downtown Maquoketa, the nonprofit Art Experience hosts art classes, demonstrations, performances, and events. Visitors can enjoy rotating exhibits. The Welcome Center is open seven days a week and offers information on area attractions and the byway. The facade of the building is currently under renovation.

**20 Ohnward Fine Arts Center** 

This community fine arts center opened in 2004 built entirely with private

donations and volunteer labor. It includes the Kopel Theater with more than 800 seats and the Drew Art Gallery, which has rotating exhibits.

*Photo by Doug Melvold*



**21 Prairie Creek Recreation Area**  

This 273-acre property is Jackson County's newest park and is located on the southeast edge of Maquoketa along Prairie Creek and the Maquoketa River. Trails traverse rolling hills and bluffs cloaked in oak savanna and dense woodlands. Plans for the park include a shelter, a campground, cabin sites, and a pond for public fishing.

**22 Iowa Grape Vines Winery** 

This winery is a small family-operated site located just north of Maquoketa. The winery produces a range of dry to sweet wines. Patrons can enjoy a wood-fired pizza while sipping a glass of wine.

## Hurstville Area

Brothers Alfred and William Hurst came to the area in the 1870s and eventually built four limestone kilns against the face of a bluff. The company town of Hurstville sprang up around the industry. The Hurstville Historic District, on the National Register of Historic Places, is divided into three areas: the former lime kilns, the farmstead, and the town. All that remains today are the kilns and an old warehouse.



with observation deck, a fishing pond, a butterfly garden, a chimney swift tower, and resident trumpeter swans. Hands-on exhibits inside the center interpret wetlands, prairies, wildlife, and historic Hurstville. An outdoor natural playscape encourages families to jump on rocks, catch frogs and bugs, splash in water, and roam through a prairie maze.

early 1870s to produce powder lime used in masonry and construction. Fires were kept burning with local timber around the clock for most of the year. By the company's peak, the kilns produced 8,000 barrels of lime a day and employed 50 people. The arrival of Portland cement in the 1920s shuttered the industry. In the 1980s, the kilns were restored and management turned over to the Jackson County Historical Society and Jackson County Conservation Board. Interpretive signs describe the kilns and the company town. Steps lead to the top of the kilns for a unique perspective.

### 23 Hurstville Interpretive Center

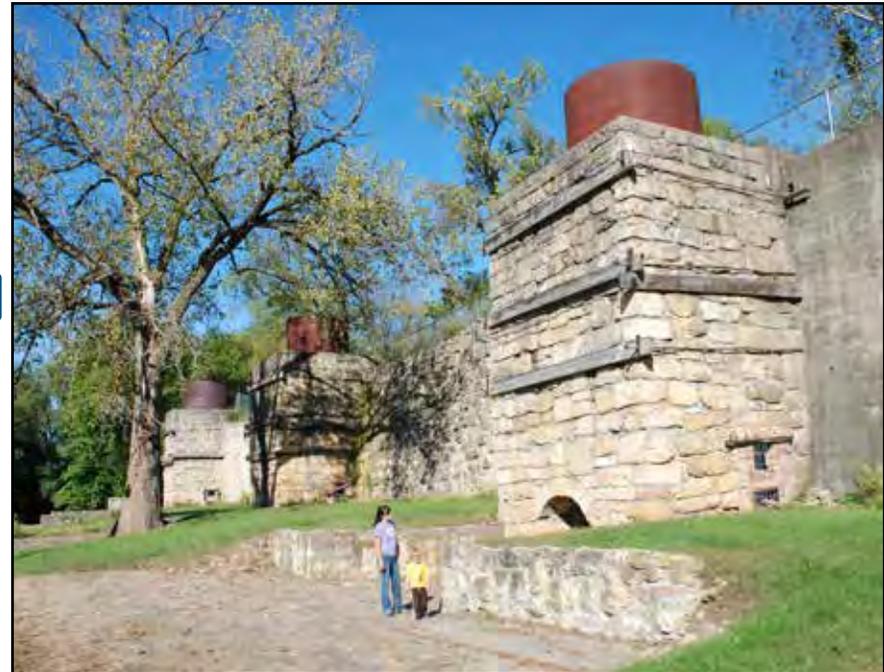


Operated by Jackson County Conservation, this environmental education center provides numerous opportunities for visitors to connect with the natural and cultural history of the Hurstville area. Visitors can explore trails, a restored tallgrass prairie, a wetland

### 24 Hurstville Lime Kilns Historic District



Four limestone kilns are all that remain of the Hurstville company town. The kilns were built in the





Ansel Briggs Monument

## BELLEVUE REGION

### Andrew

Like Jackson County, Andrew was also named for Andrew Jackson, seventh president of the United States. This small town was home to the first governor of Iowa. Ansel Briggs settled here in 1841, and served as county treasurer and county sheriff and in the Iowa Territorial House of Representatives before becoming governor in 1946. The Jackson County seat switched back and forth between Bellevue and Andrew for many years before Maquoketa secured the title in 1873.

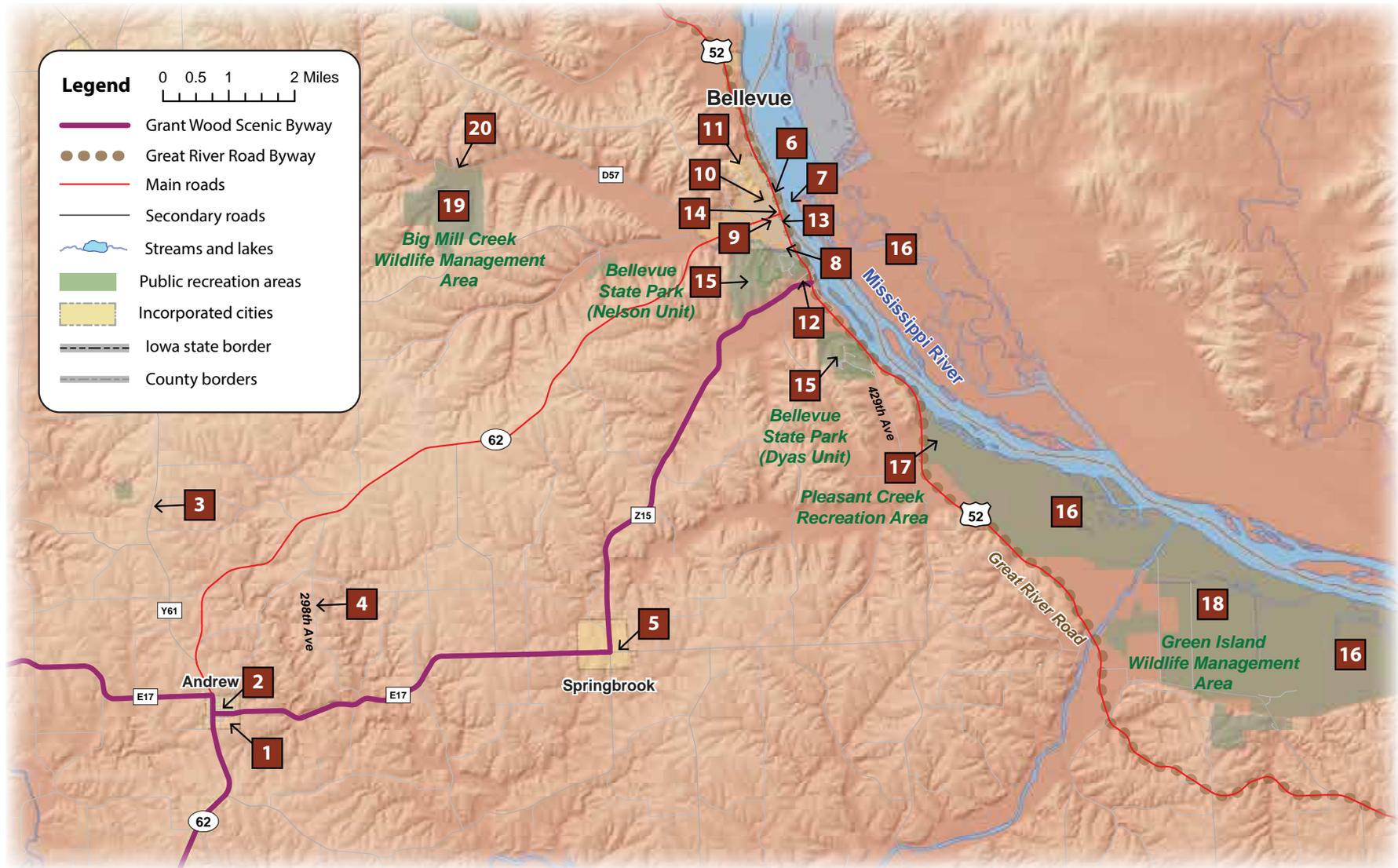
#### 1 Ansel Briggs Monument

This stone monument was erected in 1909 in honor of Ansel Briggs, Iowa's first governor (1846-50). His gravesite and this monument are located in the Andrew Cemetery.

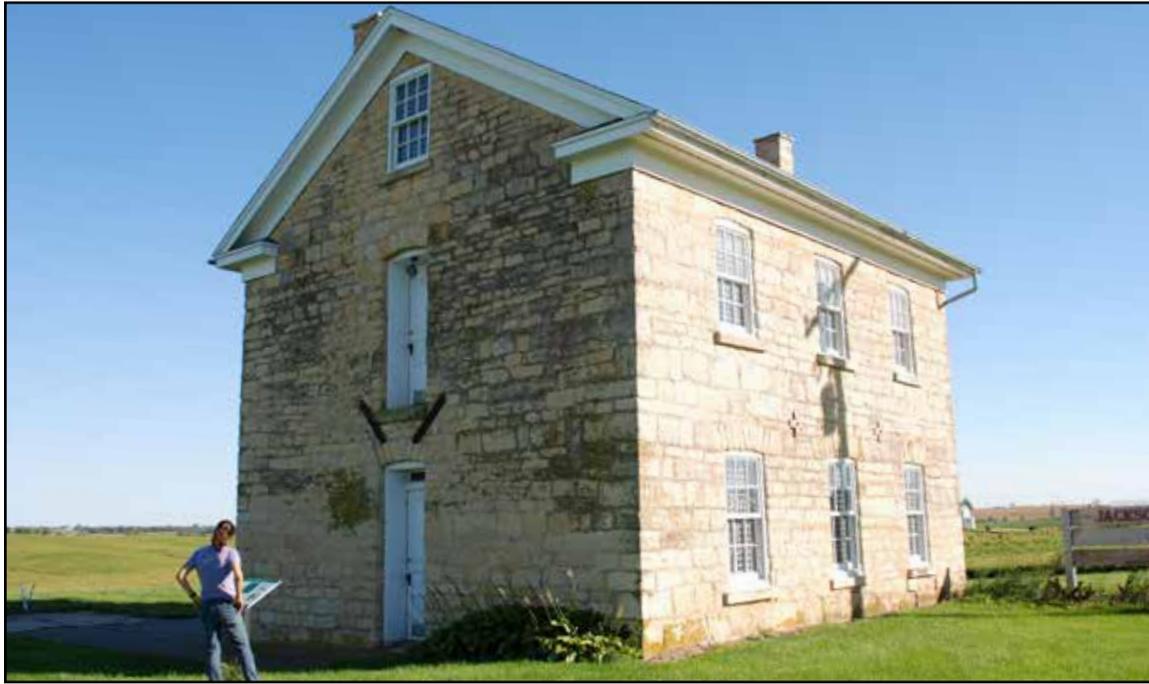
#### 2 Jackson County Jail

This three-story jail built of local limestone was in use between 1871 and 1896 and is a reminder that Andrew was once the county seat. Today visitors can explore a cell room, women's lockup, the sheriff's office and living quarters, exercise yard, and kitchen. Artwork sketched on cell walls by prisoners was recently discovered.





- |  |                                      |                                      |  |   |
|--|--------------------------------------|--------------------------------------|--|---|
| <b>1</b> Ansel Briggs Monument               | <b>5</b> Kegler-Gonner General Store | <b>9</b> Jackson County Courthouse   | <b>13</b> Bellevue War Monument/Mural                      | <b>17</b> Pleasant Creek Recreation Area              |
| <b>2</b> Jackson County Jail                 | <b>6</b> Bellevue's Riverfront Path  | <b>10</b> Mont Rest Historic House   | <b>14</b> River Ridge Brewery                              | <b>18</b> Green Island State Wildlife Management Area |
| <b>3</b> Jackson County Asylum and Poor Farm | <b>7</b> Lock and Dam No. 12         | <b>11</b> Spring Side Historic House | <b>15</b> Bellevue State Park                              | <b>19</b> Big Mill Creek State Wildlife Area          |
| <b>4</b> Brush Creek Winery                  | <b>8</b> Potter's Mill               | <b>12</b> Dyas Hexagonal Barn        | <b>16</b> Upper Mississippi River National Wildlife Refuge | <b>20</b> Big Mill Homestead                          |



### 3 Jackson County Asylum and Poor Farm

Located several miles north of Andrew, this 160-acre farm was purchased in 1858 to provide aid to those who could not support themselves. In 1870, a two-story limestone structure was built to house “incurably insane” people. A larger building was constructed in 1876 to house both insane residents and paupers who lived and worked on the farm. The smaller limestone building and a cemetery are all that remain. It is on the National Register of Historic Places. Interpretive panels funded by the Silos & Smokestacks National Heritage Area tell the story of the asylum and poor farm.

### 4 Brush Creek Winery

Located northeast of Andrew near Brush Creek, visitors can explore a country experience that offers free wine tasting, picnic sites, fishing, and wildlife viewing.



Photo courtesy of Brush Creek Winery

## Springbrook

Founded in 1872, Springbrook is a crossroads community of fewer than 200 residents and features scenic views from Springbrook City Park. St. Peter’s Catholic Church was built here in 1864, but was replaced by the current brick building in 1937.



### 5 Kegler-Gonner General Store

This 1864 limestone landmark is listed on the National Register of Historic Places. For years it was the site of the town’s post office. Christian Kegler was a successful farmer and operator of the general store. Until recently it housed Springbrook Country Dining, but is currently listed for sale.

## Bellevue

Bellevue, which means “beautiful view,” is nestled between the Mississippi River and impressive limestone bluffs. Founded in 1835 by John D. Bell (who originally spelled the town “Bellview”), it was the first settlement in Jackson County and one of the five oldest cities in Iowa. Over 20 buildings in Bellevue are listed on the National Register of Historic Places. Grant Wood Scenic Byway travelers can connect with the Great River Road here. Several festivals are held annually, and visitors can enjoy the various shops, galleries, and restaurants.



### 6 Bellevue's Riverfront Path

A tree-lined brick path meanders along the banks of the Mississippi River,

providing spectacular views and access to picnic tables, gazebos, Riverview Park, and Lock and Dam No. 12.

of the 1920s, and it created employment as part of New Deal programs of the 1930s. The project converted a free-flowing river into a series of interconnected reservoirs with 36 lock and dam sites to ensure enough water for fully loaded boats and barges to navigate. Today, visitors can watch barges and boats move through the lock and dam from a fenced grassy park area, which originally served as the esplanade for the lockmasters' houses. This is an excellent place to watch for pelicans in the summer and bald eagles in winter as they feed from the open waters below the dam. The 100-acre site was added to the National Register of Historic Places in 2004.

*A barge makes its way down the Mississippi River after moving through Lock and Dam No. 12 in Bellevue.*



### 7 Lock and Dam No. 12 Historic District

The lock and dam in Bellevue is part of the Nine-Foot Channel Project (1927-1940), an effort to improve navigability of the Upper Mississippi River between the mouth of the Missouri River and Minneapolis, Minnesota. The project arose in response to the farm crisis



**8** **Potter’s Mill/Historic Buildings**  

Over 20 buildings in Bellevue are listed on the National Register of Historic Places, preserving unique architecture of the region.

Potter’s Mill, built in 1843, is the oldest grist mill remaining in Iowa. It was originally called Jasper Mill because



it made flour for Jasper Flour Co. The bright red, three-story mill is on Mill Creek and anchors the southern end of Bellevue. Three long-term millers were associated with the mill’s operation, the most notable of which was E. G. Miller. During Potter’s tenure, the mill’s products enjoyed a regional if not a national reputation. The mill now houses Flatted Fifth Blues & BBQ and The Inn at Potter’s Mill.

**9** **Jackson County Courthouse** 

Built in 1845, this former courthouse for Jackson County is among the oldest courthouses in the state. It was built in the Greek Revival style. Bellevue and

Andrew were alternately the Jackson County seat until Maquoketa secured that title in 1873. The courthouse was converted into a school in 1861 and still serves that purpose.



**10** **Mont Rest Historic House**  

Mont Rest, called “The Castle” by early Bellevue residents, was built in 1893 by Seth Luellyn Baker, a wealthy developer who owned hotels and paddle boats on the Mississippi River. It is built into a wooded bluff overlooking the town and the Mississippi River. The round room at the top of the home was said to be used for high-stakes poker games attended by professional gamblers who rode the steamboats up the Mississippi River. Today the historic home is a bed and breakfast.

**11 Spring Side Historic House** 

Another landmark of Bellevue, Spring Side is located on a hill overlooking the Mississippi on the north side of town. The ornate limestone residence was constructed in 1848 for William Wynkoop, a merchant. It was built in a Gothic Revival “cottage” architectural style, and represents the only pure form of this style remaining in the Midwest. A young Abraham Lincoln stayed here in its early days. It is privately owned and not open to the public.

Photo courtesy of Bellevue Herald-Leader



**12 Dyas Hexagonal Barn** 

The 1921 Dyas Hexagonal Barn, just south of Bellevue and viewable from the byway, is one of four known round barns with an original flat or near-flat roof in Iowa. The flat-roof design with a central silo makes the barn unique. It is privately owned and not open to the public.



**13 Bellevue War Monument and Mural** 

A bronze plaque on the Bellevue riverfront relates the story of an 1840 gun-battle between a sheriff’s posse and the associates of W.W. Brown, owner of a hotel and grocery across the street from the marker. A mural depicting the event is painted on a nearby wall.



**14 River Ridge Brewery** 

Craft beers are produced in this “nano-brewery,” which is a scaled down microbrewery using just a one barrel system. All four founders were born and raised in Bellevue. The taproom features their unique brews.



## 15 Bellevue State Park



This impressive 785-acre park is split into two tracts.

The 470-acre **Nelson Unit**, located just north of the byway on Highway 52, sits atop a 300-foot limestone bluff with spectacular views of Bellevue and the Mississippi River. The South Bluff Nature Center houses displays on wildlife, Native Americans, and Bellevue history. A diverse Butterfly Garden

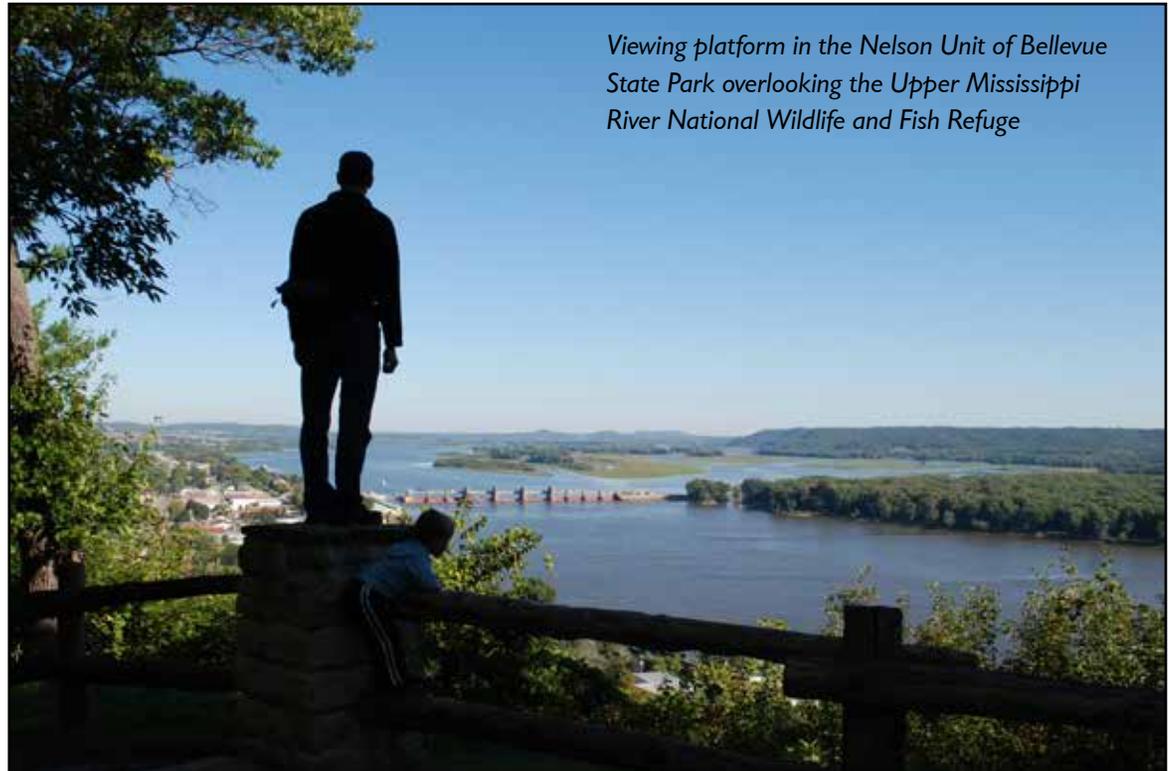


near the nature center, composed of 148 individual plots, is one of the largest in Iowa and attracts about 60 butterfly species. A 3-acre restored prairie is adjacent to the garden. Trails lead past Indian mounds and to an old quarry and lime kiln.

The 315-acre **Dyas Unit** is located just south of the byway on Highway 52. It harbors a campground, picnic shelters, overlooks, and about 4 miles of wooded trails.

## 16 Upper Mississippi River National Wildlife and Fish Refuge

This 240,000-acre refuge in the Mississippi River floodplain extends 261 miles through Wisconsin, Minnesota, Iowa, and Illinois, and encompasses eastern Iowa. Established in 1924 as a refuge for fish, wildlife, and plants, it offers fishing, boating, canoeing, hiking, and panoramic views from bluffs above the river.



*Viewing platform in the Nelson Unit of Bellevue State Park overlooking the Upper Mississippi River National Wildlife and Fish Refuge*

Photo courtesy of U.S. Army Corps of Engineers



**17 Pleasant Creek Recreation Area** 

This U.S. Army Corps of Engineers recreation area south of Bellevue offers a Mississippi River boat launch, picnicking, and camping. Trails are available for hiking, snowmobiling, bicycling, cross-country skiing, and horseback riding.

Photo courtesy of Iowa DNR



**18 Green Island State Wildlife Management Area**  

Located eight miles southeast of Bellevue on the Mississippi River, this state facility

manages more than 3,600 acres for wildlife. It is surrounded by the Upper Mississippi River National Fish and Wildlife Refuge. Recreational opportunities include hunting, fishing, and wildlife watching.

Three scenic overlooks and restroom facilities are provided.

**19 Big Mill Creek State Wildlife Area** 

This nearly 700-acre area site five miles west of Bellevue is managed by the Iowa Department of Natural Resources. Big Mill Creek is stocked with catchable rainbow and brook trout. Hunting is allowed.

**20 Big Mill Homestead** 

This circa 1845–50 two-story limestone house, located on the north edge of the Big Mill wildlife area, was likely a part of Paradise Farms owned by E. G. Potter. It was placed on the National Register of Historical Places in 1991 and is preserved by Jackson County Conservation. This building is inset on the north edge of the Big Mill Creek State Wildlife Area.



Big Mill Creek State Wildlife Area

Photo courtesy of Iowa Department of Natural Resources

Photo courtesy of BCKRVUE.blogspot.com



# REFERENCES

## Marketing/Tourism Materials

- ▶ Andrew, IA jail house artwork postcard
- ▶ Bellevue on the Mississippi Area Visitors Guide
- ▶ Brush Creek Winery brochure
- ▶ Bellevue, IA brochure
- ▶ Eden Valley Refuge brochure
- ▶ Grant Wood Scenic Byway guidebook (funded by Silos & Smokestacks National Heritage Area and Northeast Iowa Resource Conservation and Development
- ▶ Historic Treasures: Andrew, Ia. brochure
- ▶ Hurstville Interpretive Center brochure
- ▶ Iowa Wine and Beer “Savor Unexpected Flavors” brochure
- ▶ Jackson County Historical Society brochure
- ▶ Jackson County Welcome brochure
- ▶ Jones County map
- ▶ Maquoketa Iowa Area Chamber of Commerce Guide
- ▶ Maquoketa, Iowa brochure
- ▶ Passport Tourism Opportunities; Jones County, Iowa brochure
- ▶ Penitentiary Museum- Anamosa, IA brochure
- ▶ Potter’s Mill brochure
- ▶ Spruce Creek Park brochure
- ▶ Stone City, Iowa “The place that refuses to die” brochure

# CHAPTER 5

# THEMES AND MESSAGES

*Wapsipinicon River at Wapsipinicon State Park*

## THEMES AND MESSAGES

A framework of themes and messages is essential for planning interpretive media and places interpretive resources into a meaningful context for visitors. Themes are the important ideas that organize the messages that we wish to communicate about the Grant Wood Scenic Byway. Once these important concepts are identified, decisions can be made about what site resources and media are most appropriate to tell these stories.

The theme statement, which is the main idea of an interpretive opportunity, should contain universal concepts. A

universal concept is an intangible meaning that has significance to almost everyone but may not mean the same thing to all people. Universal concepts are the ideas, values, challenges, relationships, needs, and emotions that speak to the human condition.

Compelling interpretive themes link a tangible resource to visitors'

interests. Interpretation is most effective when media and other interpretive opportunities allow visitors to grasp the meanings expressed in themes and relate them to their own lives. Visitors may not be able to repeat the themes we write, but if they are provoked, inspired, or can relate the information to something within their experience, we have succeeded.

### Organization of Themes and Messages

- A **primary theme** expresses the main idea that ties together the stories of the Grant Wood Scenic Byway. To provide a cohesive visitor experience, all interpretation should relate to this holistic theme.
- **Sub-themes** split the primary theme into several more specific and workable ideas. These broad story lines guide visitors to discover deeper meanings and relationships with the byway's resources.
- **Messages** break down the broad sub-themes into specific, discrete stories that can be told with interpretive media and programming.

*Spelunkers at Maquoketa Caves State Park*



## PRIMARY THEME

Art and landscape overlap on the Grant Wood Scenic Byway, an 80-mile route that winds through scenery traversing three rivers that course past limestone bluffs, caves, wooded hillsides, and historic towns—a landscape that inspired artists such as Grant Wood and which continues to enchant artists and visitors.



*East end of the byway near Bellevue*

Courtesy of the Figge Art Museum, Davenport, Iowa



Grant Wood, 1941

## SUB-THEME 1

Grant Wood Scenic Byway celebrates Grant Wood, whose paintings of rural Iowa influenced the American art world and inspired an appreciation for Iowa's landscapes and culture that continues among today's artists.

### Messages:

- 1.1 Several landmarks from Grant Wood's life are located in the Anamosa area. He was born on his family farm just east of Anamosa in 1891, attended Antioch School, and was buried in Riverside Cemetery in Anamosa.
- 1.2 Wood's paintings showcase a movement he helped develop called American Regionalism, a realist style that was at its height during the Great Depression of the 1930s. Anti-modernist Regionalism reflected a renewed emphasis on rural landscapes and a desire to depict everyday life. In his 1935 manifesto "Revolt Against the City," Wood argued that inspiring subjects and great art are not limited to cities:

“As for my own region—the great farming section of the Middle West—I find it, quite contrary to the prevailing

*Eastern impression, not a drab country inhabited by peasants, but a various, rich land abounding in painting material. It does not, however, furnish scenes of the picture-postcard type that one too often finds in New Mexico or further West, and sometimes in New England. Its material seems to me to be more sincere and honest, and to gain in depth by having to be hunted for.*

- 1.3 The American Gothic House in Eldon (on the Historic Hills Scenic Byway) inspired Grant Wood's best known painting *American Gothic* (1930). The painting has become an American icon and is on display at the Art Institute of Chicago. It is among the most reproduced paintings in the country and is the subject of endless parodies. The Eldon home was listed on the National Register of Historic Places in 1974. A replica of the house is located on the byway in Stone City.

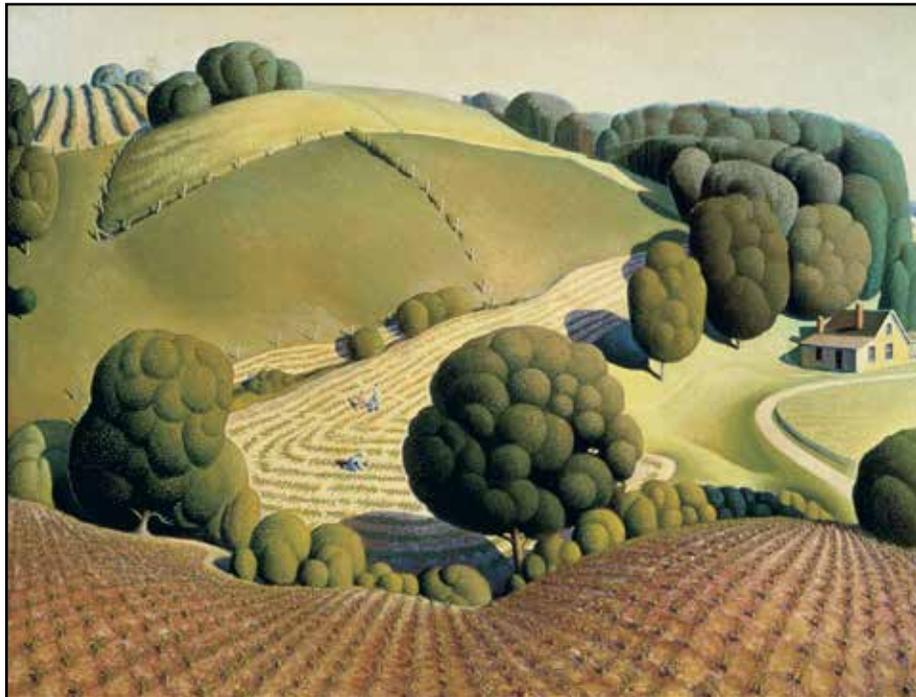
1.4 In 1932, Grant Wood, along with Edward Rowan and Adrian Dombush, established a summer art colony in Stone City. The men leased 10 acres of the former estate owned by quarry operator John Green, turning some rooms of the limestone buildings into classrooms, studios, and residences. When the dormitory filled, ice wagons were hauled in from Cedar Rapids and fitted with bunks to provide more housing. The artists gave their own creative touch to the wagons by painting them. This mecca for artists in the Midwest



drew 120 students, who offered tours of their work to the public on Sundays. The art colony continued in the summer of 1933 but was never financially self-sustaining and ended after its two-year run.

1.5 Wood led a colorful life. During World War I he served in the Army as a camouflage designer. He described his time in Europe in the 1920s as his “bohemian years” when he grew a beard and painted impressionist works. He had a brief marriage to Broadway performer and opera singer Sara Maxon. To promote his Regionalist art, even though he left the farm at age 10, he played the role of a simple farmer by wearing bib overalls for photos and saying that he got “all his best ideas for painting while milking a cow.”

1.6 Grant Wood’s life and artwork can be explored at the Grant Wood Art Gallery in Anamosa. This gallery showcases Grant Wood prints, posters, lithographs, collections of



*The rolling scenery along the byway inspired Grant Wood’s landscape paintings, such as Young Corn (1931).*



Grant Wood Art Gallery, Anamosa

Maquoketa artist Rose Frantzen is renowned for her portraits, featured in Old City Hall Gallery.



Photo courtesy of Iowa Public Radio

*American Gothic* parodies, historic photos, and videos of Grant Wood's life and art.

- 1.7 Like Grant Wood, artist Rose Frantzen also finds inspiration in the everyday scenes and people of Iowa. Frantzen, who works out of The Old City Hall Gallery in Maquoketa, is best known for her painting *Portrait of Maquoketa*, which was exhibited in the Smithsonian's National Portrait Gallery in Washington, D.C. The large artwork displays the landscape of Maquoketa on a series of individual panels on one side, with painted portraits of Maquoketa residents on the other side of each panel.

- 1.8 Several galleries along the byway allow visitors to view local art and even create their own art, including the Maquoketa Art Experience and the Drew Art Gallery in the Ohnward Fine Arts Center in Maquoketa, the Old City Hall Gallery in Maquoketa, and the Grant Wood Art Gallery in Anamosa.
- 1.9 Grant Wood is buried in the Riverside Cemetery with his grandparents, mother, father, sister, and brother who all had a profound effect on his life and his work as an artist. The early death of his father, who was a stern but hardworking masculine figure, forced the family to move in with relatives. Grant bonded with his mother and younger sister who appear in several of his most famous paintings.



Riverside Cemetery

## SUB-THEME 2

The Grant Wood Scenic Byway traverses the East-Central Iowa Drift Plain, where the karst landscape has been carved by the Mississippi, Maquoketa, and Wapsipinicon rivers into bluffs laced with caves.

### Messages:

2.1 The Grant Wood Scenic Byway lies in the East-Central Iowa Drift Plain, spanning the southern tip of the Driftless Area. The rugged topography of Jones and Jackson counties closely resembles that of the Driftless Area. The massive ice sheets that created the East-

Central Iowa Drift Plain covered the landscape hundreds of thousands of years ago. Over time, rivers have carved deeply into the land surface exposing the limestone bedrock.

2.2 The bedrock of Jones and Jackson counties is predominantly dolomitic limestone formed in shallow, warm Silurian seas about 420 million years

ago. Shell and coral fossils embedded in the limestone are evidence of the marine organisms that created the deep calcium carbonate (limestone) and calcium magnesium



Towering bluffs line this trail in Maquoketa Caves State Park

carbonate (dolomite) beds over a 25-million-year period.

2.3 The region evolved over millions of years as water dissolved the dolomite and limestone bedrock into what is known as a karst landscape. This geologic process formed sinkholes, caves, and underground streams. These streams surface as cold-water springs and run into streams that flow to the Mississippi River.



Map courtesy of Iowa Department of Natural Resources

- 2.4 Pleistocene (Ice Age) streams of rushing glacial meltwater carved deep valleys into the bedrock, leaving resistant limestone, dolomite, and sandstone cliffs, pinnacles, ledges, and bluffs.
- 2.5 Anamosa limestone, quarried out of Stone City, is prized as an architectural stone because of its color, fine-grained texture, banding, and durability. It is claimed that there are only three places where fossil-free dolomite exists, one in

Russia, one in Italy, and one in Stone City. This stone was formed in the youngest Silurian strata in Iowa. It has been quarried since the 1850s and used in the construction of iconic buildings for more than a century, including the Anamosa State Penitentiary (1872) and Walt Disney Concert Hall (2003).

- 2.6 The Stone City quarries produced and shipped over 150,000 train-car loads of limestone block between 1859 and 1895. The stone was used

to build railroad bridges, bridge piers, and the foundations for big buildings.

- 2.7 By 1905, Portland Cement, produced in Waterloo, Iowa, began to replace stone building blocks and the quarries started to close. Most of the quarries were gone by the 1950s, but the Weber Stone Company in Stone City is still going strong.

*The Weber Stone Company quarry in Stone City is world-renowned for its fine dolomite.*



*The Walt Disney Concert Hall in Los Angeles was built in 2003 of limestone quarried from Stone City.*



*Image courtesy of Lando47, CC BY-SA 4.0*

## SUB-THEME 3

The deeply cut river valleys of the Grant Wood Scenic Byway, rich in natural diversity and scenic beauty, have been ideal for establishing state and county parks, recreation areas, and wildlife areas.



*Bellevue State Park offers an expansive view of the Mississippi River and Lock and Dam No. 12.*



*One of the entrances to Dancehall Cave at Maquoketa Caves State Park.*

### Messages:

- 3.1 Maquoketa Caves State Park contains 13 limestone caves, more than any other state park in Iowa. Evidence of Native Americans having lived in the area includes pottery, tools, and projectile points. Settlers discovered the caves in the 1830s. Park development in the 1930s used the workforce of the Civilian Conservation Corps and Works Progress Administration for building trails, shelters, and other improvements.
- 3.2 There once were beautiful stalactites and stalagmites in the caves but most were removed by souvenir hunters. New formations are beginning to grow in some of the caves.
- 3.3 Maquoketa Caves State Park is monitoring the deadly bat disease White Nose Syndrome. Visitors must attend a short ranger program about the disease before entering the caves, as White Nose Syndrome can be spread by people.
- 3.4 The Mississippi River borders Iowa for more than 300 miles. Bellevue State Park presents magnificent views of the Mississippi River valley and Lock and Dam 12. White pelicans and other waterfowl are often seen from the Bellevue riverfront in Pool 12 and Pool 13 of the Upper Mississippi River National Fish and Wildlife Refuge.
- 3.5 The Maquoketa River travels about 150 miles through northeastern Iowa, emptying into the Mississippi River south of Bellevue in Jackson County. Some of the best smallmouth bass and trout fisheries in Iowa are found along this river. The Maquoketa River Water Trail includes the North Fork of the river.

- 3.6 The Wapsipinicon River starts its 255-mile journey in Minnesota and empties into the Mississippi River near Clinton, Iowa. Locals refer to this river as the “Wapsie.” The translation of the Native American name for the river means “White Potato River” or “Swan Apple River.” Wild artichokes are known as swan-potatoes and were once found along the riverbanks.
- 3.7 The Wapsipinicon River is a state-designated Protected Water Area because it is the longest continuous stretch of natural and scenic river corridor in the area and possibly in the entire state. The river above Independence is also a designated Bird Conservation Area for its great diversity of birds. Abundant gamefish, riverine birds, and other wildlife draw boaters and canoeists to the river.
- 3.8 Below Independence, the Wapsipinicon flows through bottomland forests and oak-dominated bluffs. The section between Wapsipinicon State Park and Newport Mills is noted for its natural beauty.
- 3.9 Wapsipinicon State Park has stone staircases, crevices, and caves, including Horse Thief Cave where according to legend two horse thieves used the cave for their camp. In the Ice Cave, visitors can crawl back into cool temperatures during the height of summer’s heat. The park is carpeted in spring woodland flowers and cloaked in colorful fall foliage.
- 3.10 The Jones County Conservation Board features the Maquoketa and Wapsipinicon Rivers as two main outdoor recreation resources. The Jones County Conservation Board manages 3,230 acres encompassing seventeen parks, wildlife areas, trails and river accesses throughout the county. Central Park is an attraction near the byway.
- 3.11 The Jackson County Conservation Board features the Maquoketa River and its tributaries as recreational resources.

The board manages 2,200 acres encompassing 38 individual parks, natural areas, timber preserves, historic sites, river accesses, and campgrounds. Sites near the byway include Millrock School House, Baldwin Marsh, Buzzard Ridge Wildlife Area, Black Hawk Wildlife Area, and Prairie Creek Recreation Area. The Hurstville Interpretive Center, operated by Jackson County Conservation, is a major attraction for byway travelers.

*Spring flora blanket the limestone bluffs in Wapsipinicon State Park.*



## SUB-THEME 4

Business owners, developers, farmers, and political figures from the mid- to late-1800s shaped the culture along the Grant Wood Scenic Byway, resulting in strong communities, growing economies, and monumental structures left as evidence of their success.



Historic photo of the Stone City General Store built in 1893.

St. Joseph's Catholic Church rises above a field in Stone City



### Messages:

- 4.1 Stone City provides an opportunity for visitors to experience the rich community legacy because so many well-constructed dolomite stone buildings remain in this scenic landscape. In addition, a thriving stone quarry is still operating in town. Many impressive structures, like the Anamosa prison, are reminders of how prolific Stone City has been historically. The success of these quarries were dependent on early railroad construction to transport heavy stone blocks to growing cities. Structures still standing in town were immortalized in Grant Wood's painting of *Stone City, Iowa* (1930).
- 4.2 Stone City experienced a resurgence for a limited period of time when the Stone City Art Colony was created in the summers of 1932–33 following the decline of the stone quarries due to competition from the newly developed Portland cement industry. An annual community festival celebrates this history.
- 4.3 Frank Nissen purchased 200 acres of the John Green Estate in 1920 in an effort to save the Green Mansion, the enormous horse barn, the stone water tower, and the massive Columbia Hall, among other iconic structures. Frank's son George, who invented the trampoline, had the vision to preserve the Green estate by converting the buildings



Colonel William T. Shaw



Dr. Martin Calkins

to private homes, which can still be observed from the exterior by visitors to the community.

- 4.4 George Nissen's sister, wife of poet and author Paul Engel, and her two daughters made the Green Mansion their summer home. In 1959, two escaped Anamosa Penitentiary inmates held the Engels hostage, creating a news sensation in Iowa. The mansion was damaged by a fire in 1963 and was eventually razed.
- 4.5 St. Joseph's Roman Catholic Church is a prominent Stone City structure that has been restored and is tangible evidence of the rich community legacy. Constructed in 1913, the stone was donated by the three quarry owners. It was depicted in Grant Wood's *Stone City, Iowa* painting.
- 4.6 Colonel William T. Shaw was born in 1822 in Maine. In 1846, he enlisted in the Army and fought in several battles in the Mexican War. He arrived in Anamosa in 1855, becoming a prominent figure in banking and real estate, and was instrumental in establishing the railroads that connected Anamosa to Dubuque, Clinton, and Keokuk.

He served as a colonel of the 14th Iowa Volunteer infantry during the Civil War. As colonel he led his regiment in the 1862 Battle of Shiloh where his regiment was assailed by overwhelming numbers and forced to surrender. During the 1864 Red River Campaign in Louisiana, his regiment lost one third of its men due to the incompetence of his superior officers. When he reported this incompetence, he was unjustly relieved of his command. In an effort to clear Shaw's name, in 1898 the State Historical Society published in the *Annals of Iowa* a detailed account of his service describing him as "the bravest of the brave, and the idol of his men." In 1875 he was elected as a member of the House of the Sixteenth General Assembly.

- 4.7 Dr. Martin Calkins came to Wyoming from New York with his wife, Lucinda, in 1856. At the time only about a dozen homes existed but the town was growing rapidly. Dr. Calkins practiced medicine in Wyoming for about 50 years. In 1862, acting as mustering officer, he administered the oath of allegiance and mustered into the state militia a company of 89 men, who afterward

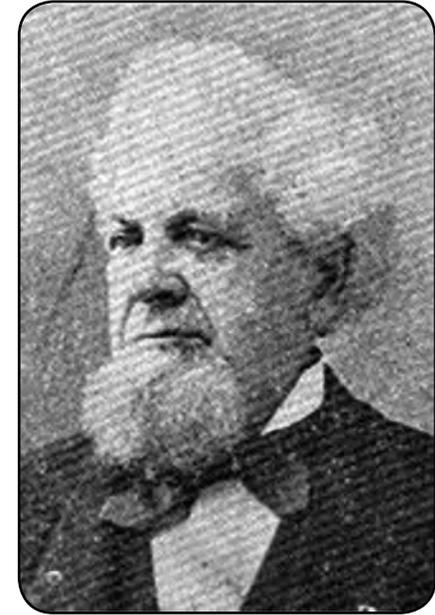
formed Co. K of the 24th Iowa Infantry, and served their country during the Civil War. He also acted as one of the state commissioners in the years 1862–63 to go to the southland and take the vote of the soldiers then in the field. When the town incorporated in 1873, Dr. Calkins was appointed the first mayor. Calkins died in 1909. His home still contains many original items, and the 1880s doctor's office is one of the last remaining intact in the Midwest.

4.8 Royal S. Williams came to Wyoming in 1859. Williams served with Company K, 24th Iowa Regiment during the Civil War and was twice wounded. Williams was the first known brick maker in the area and used native clay found in the Wyoming area. At the same time he began erecting brick buildings, which he rented. The majority of the brick and stone structures now standing in the city are the result of his work. He owned seven buildings and the Commercial Hotel, which later became known as the Hotel Williams. In 1874, he added an

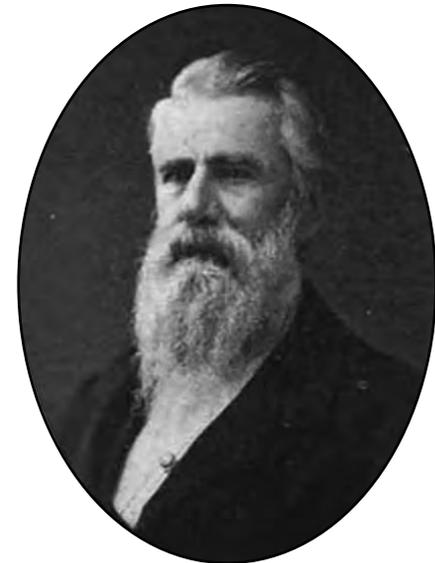
extensive lumber trade. He operated his businesses until 1891, when he sold out. Williams died in 1900.

4.9 Mill Rock School is a one-room schoolhouse built in 1869 in Monmouth Township. In 1872, the Midland Railroad was built and the town of Baldwin was created. The town of Mill Rock declined as a result and by the 1890s only a few homes and the schoolhouse remained.

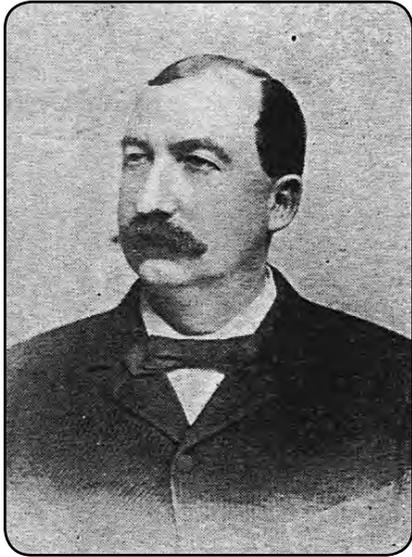
4.10 James Decker of Watertown, New York, began building a frame hotel in 1856, finishing it in 1857. Ulysses S. Grant, a hardware and leather dealer from Galena, Illinois, often traveled to Maquoketa on business, staying in the Decker House. Decker hired New York architect W. W. Tucker to design a new brick hotel next door. Made of only the best materials, the Italianate hotel opened in 1877. John Deere is listed among the many prominent guests who stayed in the hotel, which was considered the finest in the area. The Decker House Hotel was placed on the National Register of Historic Places in 1978.



*Royal S. Williams*



*James Decker*



*Alfred Hurst*



*Ansel Briggs, first governor of Iowa*

- 4.11 Clinton Engines was once the leading producer of small gasoline engines, distributing in 91 countries. It opened in 1950 and became the 10th largest employer in Iowa, with over 5,000 employees. Changing economics led to its closure in 1985. The administration building is the only remaining structure and in 2008 was developed into the Clinton Engines Museum, interpreting the company's history through interactive exhibits.
- 4.12 Alfred Hurst arrived in the Maquoketa area in 1870, after hearing about the limestone formations along the Maquoketa River. He realized that the limestone made a high quality powder lime, so he constructed a kiln to produce the lime. At their height, his lime kilns produced up to 8,000 barrels of lime a day, which was quite labor intensive. Horses and mules were used to drag the limestone out of the rock quarry. The kiln fires were kept burning 24 hours a day year-round. Compensation for the workers was considered good in 1899; they earned \$1.35 a day when rent was only \$3 a month. The four Hurstville lime kilns were fired for the last time

in 1920 due to competition from Portland cement producers.

- 4.13 The Mitchell-Maskrey mill, listed on the National Register of Historic Places, was built in 1881 by Edward Maskrey. In 1907 the Mitchell family purchased the Maskrey mill and named it the Mitchell-Maskrey Company. Local farmers brought corn or oats to be ground with Mitchell supplements to be fed to livestock and poultry. Today four generations have operated the mill.
- 4.14 Ansel Briggs was the first governor of Iowa, serving from 1846 to 1850. In 1839 he and his wife moved to what was then called Andrew Jackson County (later to become Jackson County) in the Territory of Iowa. He moved to Andrew in 1839 and operated a stagecoach and mail transport business serving much of eastern Iowa. Briggs helped make town improvements with roads and commercial buildings. He entered politics as a member of the Iowa Territorial Assembly and sheriff of Jackson County. When he was elected governor, he sold his stagecoach business just as he had promised when running for governor to avoid conflict of interest.

Following his term as governor, he returned to his home in Andrew. After the death of his wife, he and others became involved in gold mining in Colorado and Montana. He settled in Omaha-Council Bluffs, where he died in 1881. Briggs was reinterred in Andrew in 1909, and the Iowa General Assembly erected a monument in his honor.

4.15 The Kegler-Gonner Store and Post Office was built as a general store in 1874 in Springbrook. Christian Kegler arrived from Germany in 1853 and was the storekeeper and postmaster. In 1884, the rural village of Springbrook included a wagon maker, two shoe and boot makers, a blacksmith, a plow manufacturer, two saloons, the Kegler general store and creamery, and a flour mill. By 1908 John Gonner owned the store and it was known as Gonner's Store until the mid-1980s.

4.16 The former Jackson County courthouse in Bellevue was built in the Greek Revival style in 1845. A conflict developed over which town should be the county seat. Initially it was voted back and forth between Andrew and Bellevue. A vote in 1873 finally settled the issue with

Maquoketa chosen as the county seat. The courthouse was converted into a school in 1861 and currently serves pre-K through fifth-grade elementary students. The site was placed on the National Register of Historic Places in 1981.

4.17 Mont Rest, a residence built in 1893 by Seth Baker, overlooks the Mississippi River in Bellevue. Baker was a wealthy developer who owned gold mines, steamboats, and hotels on the Mississippi. The home

was referred to as "The Castle" due to its architecture and location overlooking town. Baker built the "round room" on top of the house for high stakes poker games. In 1895, Baker lost the house when he used the deed to call a \$6,000 bet with a St. Louis doctor.

*Historic photo of Mont Rest*





A millstone displayed outside of Potter's Mill in Bellevue.

4.18 The "Bellevue War" is a story of frontier justice that took place on April 1, 1840. The conflict was between W. W. Brown, owner of the Brown Hotel and Grocery in Bellevue, and a posse led by territorial legislator Col. Thomas Cox and Sheriff William A. Warren. The sheriff was attempting to deliver a warrant for Brown and his men accusing them of thievery and counterfeiting. A gun battle erupted. Brown and two of his men and six men from the posse were killed. The remaining Brown men were captured. Townsmen were asked to

vote on their fate by casting beans, with 42 voting red beans to flog them and send them downriver, and 38 voting white beans to hang them. They were administered 39 lashes and dispatched to the river.

4.19 Potter's Mill in Bellevue is considered the oldest gristmill in Iowa. In 1843, Elbridge Gerry Potter arrived in Bellevue from Illinois. Potter and John Gammel built the mill along Big Mill Creek using limestone from nearby bluffs. The mill began operating in 1845 to produce flour. Potter's Mill is on the National Register of Historic Places.

*"Storming of the Bellevue Hotel by the Citizens."*  
This is the only image of the Bellevue War or Brown's Hotel known to exist.



Image courtesy of *The Loyal West*, 1865

# SUB-THEME 5

The Grant Wood Scenic Byway traces the evolution of transportation from riverboats to stage lines to railroads and highways.

## Messages:

- 5.1 Steamboats were the common mode of transportation on the Mississippi River and on many of the major tributaries.
- 5.2 Iowa is the only state with four border rivers, the Mississippi, the Missouri, the Big Sioux, and the Des Moines, which all provided early

access into the interior of the new territory prior to railroads.

- 5.3 The Mississippi River was a natural travel route even in winter, when walking or riding in a horse-drawn sled allowed access to river cities like Bellevue.
- 5.4 Local investors ordered the Maquoketa City steamboat, built in

Pittsburgh in 1860, for navigation on the Maquoketa River. Maquoketa investors hoped that it would spur development. It steamed up the Ohio to the Mississippi to within walking distance of Maquoketa, but was too big to navigate the rocks



A Chicago, Milwaukee, St. Paul & Pacific Railroad car displayed in Stone City.

below the city. Smaller steamboats operated between 1862 and 1868, when the Iowa legislature and U.S. Congress declared the river unnavigable to allow bridges to cross the river. By 1872, railroads had all but replaced boats transporting people and products in and out of Iowa.

- 5.5 Stagecoaches were the public overland transport prior to the advent of the railroad in Iowa. Iowa's first governor, Ansel Briggs, operated a stage line when he lived in Andrew, Iowa, beginning in 1839.
- 5.6 Stagecoach companies sought U.S. Mail contracts. Ansel Briggs obtained a government contract



Excursion boat J. W. Hill arriving at Bellevue

while operating his line in Iowa. He operated several mail routes in eastern Iowa. He gave up his stage company to avoid a conflict of interest when he was elected Governor in 1846.

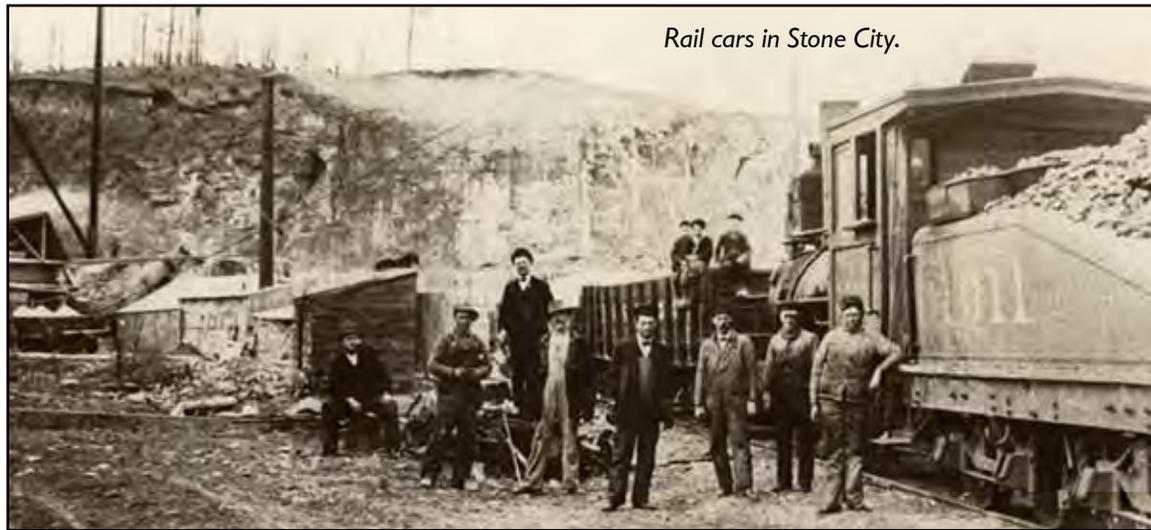
- 5.7 Stagecoach routes often followed the best ridges and valleys for travel corridors, so many highways later followed the same routes.
- 5.8 Stagecoach travel was sporadic and physically challenging with seasonal mud holes, winter snowstorms, and dusty summer droughts. Passengers waited eagerly for railroads to lay track in Iowa.



- 5.9 Railroads were a motivating force in shaping the settlement of Iowa because track rights-of-way determined where the network of trade and commerce would be located. Roads for automobiles followed these routes.
- 5.10 A corporation formed to build a rail line from Dubuque to Keokuk, passing through Anamosa. Col. William T. Shaw of Anamosa was a leader of the corporation. Upon completion of this line to Anamosa, the following notice appeared in the Anamosa Eureka:

“ Friday evening, 9th of March, year of grace 1860, was a joyous time in Anamosa. Punctual to the hour of 8 o'clock, came in the first train of cars from Dubuque. A crowd was at the depot, and the welcome was deep and cordial.

- 5.12 In March 1870, the Midland Company organized at Des Moines, to build a road from Clinton to Maquoketa, with the probability that it would go farther west. The cars were running into Maquoketa in December 1870. William T. Shaw was president until March 1871, at which time the road passed under complete control of the Chicago & North Western Company. The company immediately pushed on from Maquoketa to Anamosa, with completion in October 1871. The towns of Monmouth and Baldwin thrived as farm-to-market centers after the railroad passed through.
- 5.13 Many existing communities died or moved when a rail line bypassed their town. Other towns materialized almost overnight when tracks came to their location. Baldwin was established in 1871 when the railroad came through. The town of Mill Rock, south of Baldwin, died after the railroad passed it by.
- 5.14 The rail lines were instrumental in the development of the limestone industry in and around Anamosa. Stone City quarry owners shipped thousands of carloads of limestone



Rail cars in Stone City.

on these lines to eight Midwestern states between 1860 and 1900.

- 5.15 Iowa was a logical route for a transcontinental railroad route because of its proximity to Chicago, which was a major city and hub of transportation.
- 5.16 Automobile routes developed across Iowa early in the 20th century. By 1915, transcontinental highways such as the coast-to-coast Lincoln Highway were routed through Iowa. Early roadways often followed the railroad routes.
- 5.17 Portions of Highway 1, which passes through Anamosa, date back to the late 1830s when Martin Van Buren was president, making it one of the

oldest routes in the state, pre-dating the current primary highway system by nearly 80 years.

- 5.18 Automobiles replaced the last remaining stagecoach lines in the first years of the 20th century.
- 5.19 The National Motorcycle Museum in Anamosa exhibits some historic cycles that are part of the history of motor transportation and recreation in Iowa. Motorcycles were popular and dependable when early roadways were being developed across the state.



National Motorcycle Museum in Anamosa.

Clay Mills, on the Maquoketa River northwest of Maquoketa, was a thriving community in the 1860s. When the railroads bypassed it, the town began to die. The post office closed in 1902.



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# CHAPTER 6

# INTERPRETIVE MEDIA



*An sign at the Hurstville Interpretive Center describes the restoration program of Trumpeter Swans in Iowa.*



*An exhibit at the Hurstville Interpretive Center describes how the historic lime kilns operated.*

## INTERPRETIVE MEDIA

Heritage interpretation is a communication process that guides visitors in their search for meanings in objects, places, and landscapes.

The Grant Wood Scenic Byway has a rich natural and cultural heritage. The stories associated with the byway are expressed in greater detail in Chapter 5: Themes and Messages. The techniques used to communicate interpretive messages to byway visitors are referred to as interpretive media.

Well-planned interpretive media can open windows of revelation to visitors who seek to find their own personal connections and meanings in these resources. Part of the reward in traveling a beautiful scenic byway is the sense of discovery in exploring a new and exciting place and the feeling of growing emotionally and intellectually in the process of this discovery.

Interpretive media takes many forms. Wayside exhibits, trail signs, brochures, websites, audio tours, apps, and visitor center exhibits are some of the ways we attempt to help visitors find their way and enjoy their experiences. Visitors' lives are enriched as they discover personal meanings regarding these resources.



*Wayside exhibits interpret the history of the Hale Bridge in Wapsipinicon State Park.*

# EXISTING INTERPRETIVE MEDIA

## Welcome/Visitor Centers

Several visitor information centers currently exist along or near the Grant Wood Scenic Byway:

- Anamosa—Jones County Tourism and Grant Wood Art Gallery /Tourist Information (adjacent facilities)
- Maquoketa—Maquoketa Area Chamber of Commerce Visitor Center and Maquoketa Art Experience (shared facility)
- Hurstville Interpretive Center
- Bellevue—Bellevue Chamber of Commerce Visitor Center
- Sabula—Jackson County Welcome Center

These facilities are typically staffed during regular hours to answer travelers' questions and distribute byway publications. A byway exhibit associated with these facilities could garner more visitor interest and provide better planning tools for travelers—a concept is presented on page 113.

**Stone City** is at the west entrance to the byway, and visitors entering the byway there would benefit from expanded

interpretive and information services. The American Gothic replica building is an ideal location for these services. The building sets the Grant Wood theme of the byway, a large parking lot is available, and existing interpretive panels on Stone City are on the side of the building, next to the parking lot.

## Museums and Interpretive Centers

The **Hurstville Interpretive Center** is a modern facility with professional quality interpretive media that illuminates the natural and cultural history of the region. This 70-acre complex includes a wetland, restored prairie, walking trails, fishing pond, and natural playscape. This center is open daily throughout the year.



*Exhibits interpret the natural and cultural history of the Hurstville region.*



*The Grant Wood Gallery (above) and Hurstville Interpretive Center (below) host friendly staff and volunteers who provide information to byway travelers.*





The Jackson County Historical Society museum in Maquoketa features such oddities as a two-headed calf.



Etchings drawn by prisoners on the walls of the former Jackson County Jail in Andrew are tangible connections to the lives of the inmates.

The **Jackson County Historical Society** sponsors two historical museums at the county fairground plus the **Clinton Engines Museum**, all in Maquoketa. These museums have regular hours throughout the year. The collections and exhibits are significant attractions for byway visitors. Staff could also provide information and answer questions about the byway.

The **Anamosa State Penitentiary Museum** is another significant byway attraction. The exhibits engage visitors with compelling stories about the 145-year-old prison. It is open only Friday through Monday afternoons during the summer or upon request.

The **National Motorcycle Museum** in Anamosa is a strong draw for motorcycle enthusiasts. The museum has extensive collections and exhibits to engage visitors. The facility is open daily from 9 a.m. to 5 p.m.

Other facilities are open only upon request. The **Jackson County Jail** in Andrew, built in 1870, exhibits restored rooms and cells. A guided tour reveals compelling stories supported by prisoner wall etchings. The **Hotel Williams and Wyoming Historical Museum** in

Wyoming has extensive themed exhibits in 20 renovated hotel rooms.

Nature centers, open seasonally, are also available along the byway. The **South Bluff Nature Center** in Bellevue State Park interprets the natural and Native American history of the Bellevue area. The **Maquoketa Caves Interpretive Center**, formerly Sager's Museum, interprets the geology of cave formations and history of the park. The **Jones County Nature Center** in Central Park offers numerous educational programs during the summer. The **Eden Valley Nature Center** in Eden Valley Refuge (Clinton County) houses live snakes and wildlife displays.



The South Bluff Nature Center interprets common wildlife found in Bellevue State Park.



*Kiosk in Bellevue State Park*

## Kiosks and Wayside Exhibits

Several sites along the byway currently display interpretive panels and kiosks that interpret the natural and cultural history of specific resources. The style of the materials, design, and messages vary from site to site. Unified design and

messaging for future byway kiosks and wayside exhibits will help to visually tie the media together for travelers, while organizing the diverse stories into holistic themes.



*Interpretive panel on the replica American Gothic building in Stone City.*



*Kiosk in Maquoketa Caves State Park*



*A series of wayside exhibits interpret historic Hurstville and the lime kilns.*



*A metal historic plaque describes the 1840 "Bellevue War" along the riverfront in Bellevue.*

CIG wayside exhibit installed at Cornelius Seed between Andrew and Springbrook.



CIG wayside exhibit installed at Baldwin Marsh between Monmouth and Baldwin.



## Conservation Innovation Grant Panels

Wayside exhibits were developed in 2015 through a Conservation Innovation Grant (CIG) interpretive panels project. The goal of the project was to develop a cohesive, statewide set of interpretive panels along 10 of Iowa's byways to describe how Iowa's agricultural producers are utilizing conservation systems.

Panel designs for the wayside exhibits were based on concept designs that Schmeckle Reserve Interpreters created as part of its Iowa Byways Interpretive Master Plans project.

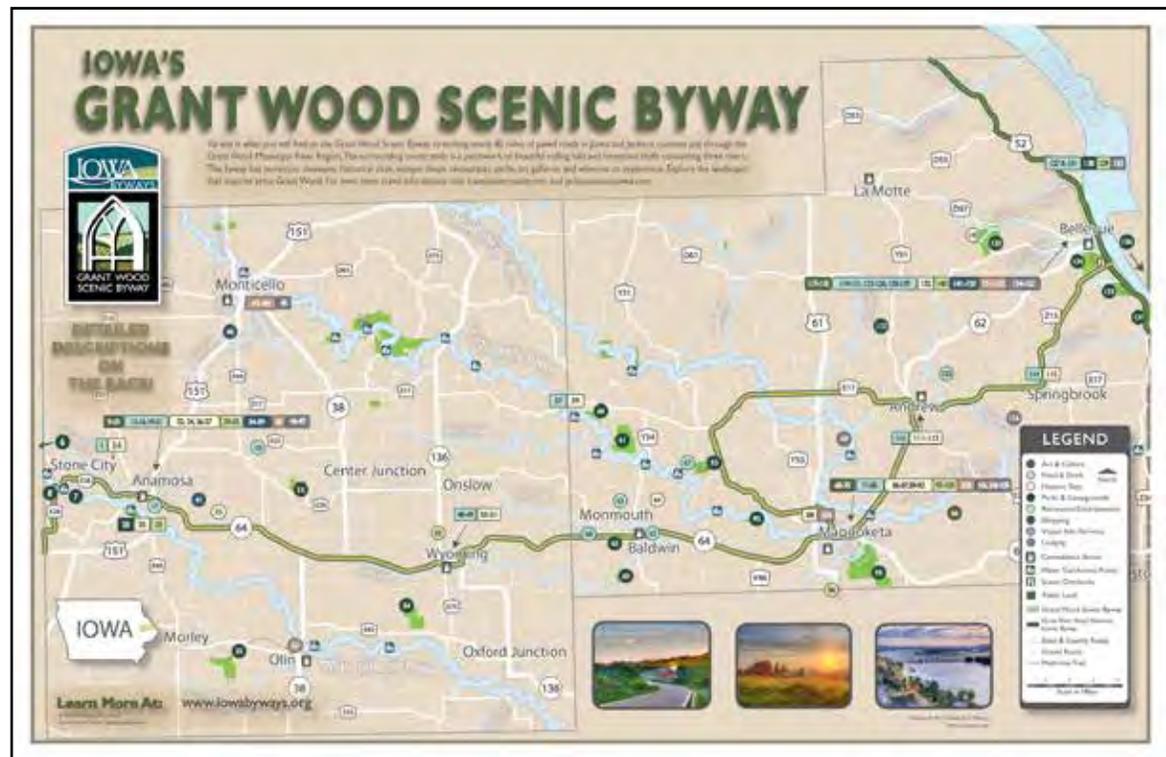
Two CIG wayside exhibits were developed and installed along the Grant Wood Scenic Byway. The "Generations of Family Pride" panel, installed at Cornelius Seed between Andrew and Springbrook, interprets the Cornelius family's tradition of using agricultural conservation practices. The "Baldwin Marsh Wildlife Area" panel, installed at Baldwin Marsh between Monmouth and Baldwin, interprets the benefits of wetlands to soil and water.

## Byway Publications

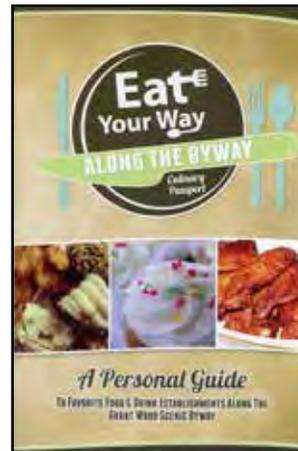
The Northeast Iowa RC&D has developed several publications to market and provide information about the Grant Wood Scenic Byway. Pages 131–140 offer recommendations for additional publications.



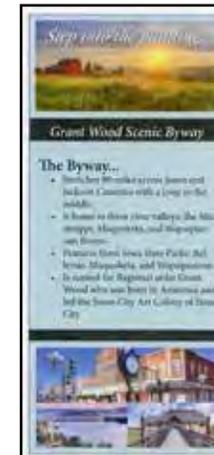
Funded in partnership with Silos & Smokestacks National Heritage Area, a 20-page Grant Wood Scenic Byway guidebook offers information on major byway attractions, maps, stunning photos, and interest-based itineraries.



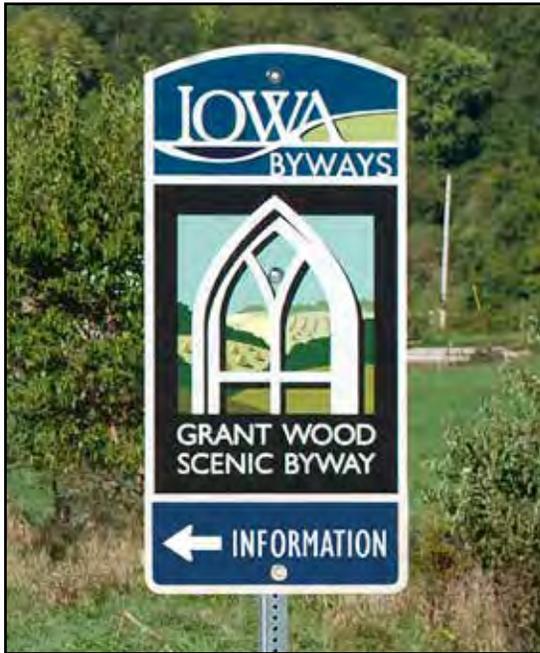
A easy-to-use tear-sheet map of the byway, with color-coded descriptions of attractions on the back side, is available at several information centers along the byway.



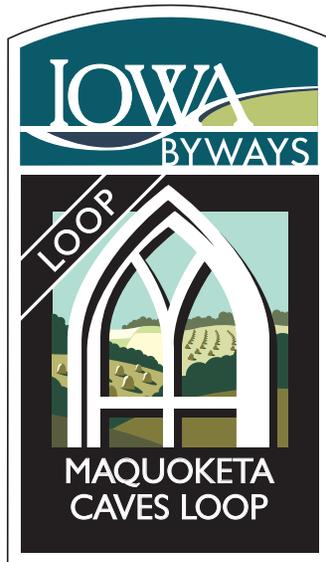
The Grant Wood Scenic Byway Culinary Passport encourages travelers to collect stamps at 16 restaurants and shops along the byway.



A two-sided rack card promotes the byway with a basic map and a description of the route.



Information signs direct travelers to important interpretive sites along the byway.



A clearly designated loop for the Maquoketa Caves segment makes navigating the byway more logical.

## IMPROVE WAYFINDING

Wayfinding, a traveler's ability to follow the byway and find destinations, is the foundation of a positive visitor experience. Without effective wayfinding, travelers will not be able to access interpretive messages and may become frustrated with their entire trip.

Travelers look for directional signs, but also navigate using other visual cues along the roadway. A thorough analysis of the entire byway with an eye to trouble spots and opportunities for assisting travelers should be undertaken every few years as the route changes.

### Recommendations for enhancing Grant Wood Scenic Byway Wayfinding

- Add "**Information**" signs to the bottom of byway road signs to direct travelers to information centers, experience hubs, wayside exhibits, and other sites where they can find more information or interpretation about the byway. Principle sites on the byway include the four proposed experience hubs, the proposed Highway 64 overlook east of Anamosa, and Baldwin Marsh.
- Designate the portion of the byway that travels to Maquoketa Caves State

Park as "**Maquoketa Caves Loop.**" Clearly mark the southern entrance of the loop in Maquoketa at the intersection of Platt Street (Highway 64) and Main Street (Hurstville Road). Mark the northern entrance to the loop in Andrew at the intersection of Highway 62 and County Road E17.

- Designate "**Official Grant Wood Scenic Byway Information Centers**" at the Jones County Information Center and/or Grant Wood Gallery (Anamosa), the Maquoketa Chamber of Commerce Information Center, the Hurstville Interpretive Center, and the Bellevue Chamber of Commerce Information Center. Provide signage to direct travelers to these centers.
- Include directional information and maps in **online media** such as websites, mobile websites, and apps.
- Develop an **expanded travel guide** that includes detailed maps and directional information to attractions.
- Place the **byway website address and QR code** on all media such as experience hubs, wayside exhibits, brochures, and travel guides.

# BUILD ON THE SENSE OF PLACE

**Sense of Place**, is defined as “either the intrinsic character of a place, or the meaning people give to it, but, more often, a mixture of both. Places said to have a strong sense of place have a strong identity and character that is deeply felt by local inhabitants and by many visitors” (Oxford Dictionary of Geography).

The Grant Wood Scenic Byway has a strong sense of place characterized by:

- The steeply rolling landscape that Grant Wood incorporated in his stylized paintings.

- Agriculture that accommodates the landscape with pastureland and contoured fields surrounding historic farmsteads.
- The wide Mississippi River limestone gorge that borders the byway, with Bellevue as a quintessential historic river town.
- Grand old limestone buildings that in many byway towns are tangible evidence of the quarrying that began in the 19th century and continues in Stone City today.

*Photo copyright Ken West, [www.sweetlightgallery.com](http://www.sweetlightgallery.com)*



- The Maquoketa and Wapsipinicon rivers that cut through the limestone bedrock, revealing forested bluffs laced with caves. These river corridors, with much preserved as parkland, invite exploration surrounded by scenic beauty.

This sense of place should be reflected in the development of interpretive media and the “streetscape” that visitors experience along the corridor. Streetscape refers to the visual elements of the byway, including the road, buildings, art, and landscape that combine to form its character.

A conscious effort should be made to build on this sense of place along the byway. Murals and sculptures can artistically reveal these aspects. Scenic overlooks can be developed to immerse travelers in the landscape. Interpretive media proposed in this chapter will reveal the historical, cultural, and natural meanings people give to this unique and special place.



The Hurstville Interpretive Center features hands-on activities, such as pumping a water pump.

## PLAN MEDIA HOLISTICALLY

A trip on the Grant Wood Scenic Byway is an opportunity to discover meaningful cause-and-effect relationships between natural and cultural events that have influenced the land and people. While most visitors enjoy their casual journey, many more appreciate understanding the forces and stories that create the sense of place found in this region of Iowa.

By their physical presence, media such as signs and other structures along a roadway command attention. They offer

immediate information and orientation. Several things should be considered in order to develop a comprehensive approach to media:

### **Brand and Unify the Experience:**

Visually coordinate the color palette, type fonts, and other design elements to create immediate recognition by travelers. All media should be cross-referenced so a reader can access information that will connect them to related stories, resources, and media. For instance, publications should direct readers to websites, wayside exhibits, and audio tours.

**Diversify Delivery Techniques:** Multiple delivery approaches are required to communicate successfully with travelers of many ages, interests, backgrounds, and motivations. Weather and seasons require that alternative forms of media be offered.

**Be Accessible:** To communicate with the greatest number of people, incorporate a full spectrum of learning styles such as auditory, visual, and tactile. Media should be developed to connect with a variety of travelers including tourists, bus tours, resident commuters, and families.



In addition to kiosks and visitor center exhibits, staff at Maquoketa Caves present interpretive programs about the wildlife, geology, and history of the park.

# CREATE A DISTINCTIVE VISUAL IDENTITY

The complex landscape of any road corridor has conflicting visual components that distract travelers from the byway experience. To be successful, interpretive efforts should capitalize on the recognizable icons and strong features of the area's sense of place.

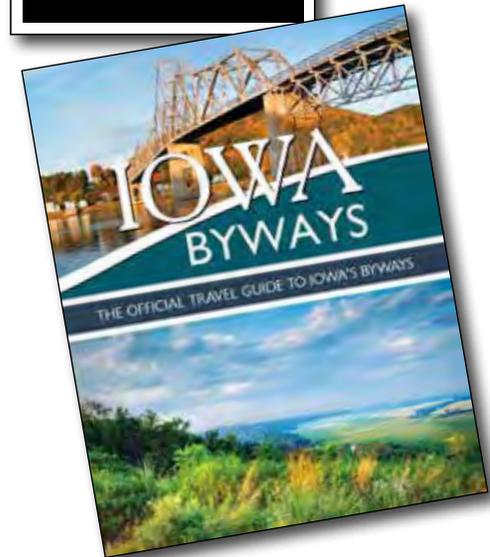
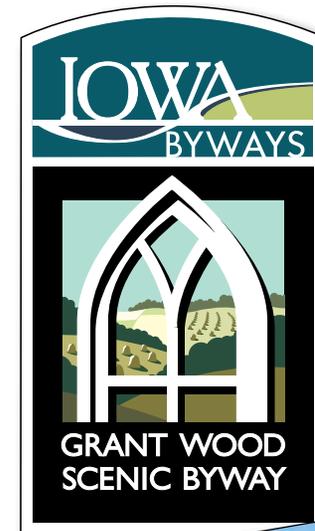
The colors and curves of the media graphics, the selected construction materials, and even the type fonts of the messages need to be unified to each other and reflect the character of the ridges, valleys, and villages of the byway. What may seem like redundant design

elements to the planning team will be reassuringly familiar to a byway traveler.

The Iowa Department of Transportation already has developed a strong identity for the Grant Wood Scenic Byway and the Iowa Byways program. New road signs installed a few years ago are unified across the state in their artistic style. An accompanying Iowa Byways guide creates a unified family of byways. The media recommendations that follow aim to build on the pre-existing design work to further the byway's interpretive goals.

## Visual Identity Through Design

- The colors used on the byway logo should serve as the palette for other media.
- The Grant Wood Scenic Byway and Iowa Byways logos should be replicated on all publications, interpretive signs, and online media for optimal exposure and recognition.
- Apply unified design standards for all frames and supports for signs, experience hubs, and wayside exhibits.
- Apply consistent graphic elements such as type style and sizes, color palette, and artistic approaches.



*Following a set of design guidelines, as has already been done for the Iowa Byways, creates a family of media that is instantly recognizable as belonging to the state's scenic routes.*

## Unified Design Standards

To increase recognition and to provide a more cohesive experience for travelers, all media should be graphically and visually unified. The use of unified and repeated colors, fonts, logos, and other graphic elements will combine media into a family of recognizable byway features. The following suggestions should be considered in the design of future media.

### Color Palette

A standard set of colors unites media, highlights important messages, and evokes feelings about a site or an organization.

In 2010, the Iowa Department of Transportation Office of Media and Marketing established logos and color palettes for all Iowa byways and for the overall Iowa Byways brand. Brand descriptions and regulations are described in the “Iowa Byways Brand Guidelines” documents prepared for each byway. “The brand is ultimately the program’s public identity intended to create awareness of the program and its benefits and to encourage and enhance the visitor’s experience on Iowa’s scenic byways,” according to the document.

### Grant Wood Scenic Byway: Media Color Palette

|  |  |  |  |                                      |                                      |
|--|--|--|--|--------------------------------------|--------------------------------------|
| <b>Green 6</b><br>CMYK=<br>100,80,100,0        | <b>Green 4</b><br>CMYK=<br>80,70,100,0 | <b>Green 3</b><br>CMYK=<br>60,50,100,0 | <b>Yellow 2</b><br>CMYK=<br>0,0,20,0   | <b>Black</b><br>CMYK=<br>70,20,0,0   | <b>White</b><br>CMYK=<br>70,20,0,0   |
| Curved headers, footers, drop caps, tint boxes | Subheadings, tint boxes, borders       | Curved header accent lines             | Curved header accent lines, tint boxes | Main text, captions, credits         | Text over dark colors, photo borders |
| <b>Blue</b><br>CMYK=<br>30,0,20,0              | <b>Green 1</b><br>CMYK=<br>20,0,50,0   | <b>Green 2</b><br>CMYK=<br>30,20,70,0  | <b>Green 5</b><br>CMYK=<br>70,50,80,0  | <b>Yellow 2</b><br>CMYK=<br>0,0,10,0 |                                      |
| Backgrounds, accent lines                      | Additional family colors               |  |  |                                      |                                      |

The color palette established as part of the logo designs should be repeated in byway media. The subdued green, yellow, and blue of the Grant Wood Scenic Byway palette reflect the colors that Grant Wood often painted in his landscapes. The palette offers a good variety of contrasting colors that can be used to unify media. If other colors are needed, they should complement this family of colors.



*Grant Wood's Fall Plowing (1931), courtesy of the John Deere Art Collection*

## Typography

The design and selection of letter forms creates the personality and readability of blocks of type on interpretive media. Each typeface expresses personality and sets a tone that reflects the organization or the message that is being interpreted, so it should be selected purposefully.

Combinations of various styles can add an interesting hierarchy to the media design and help create specific personalities for each message. Fonts can appear lighthearted and fun, informal, businesslike, old-fashioned, rustic, or legalistic. They can seem difficult to wade through or look easy to read.

Stylized fonts attract attention for titles and short headings but can be burdensome to read in longer texts.

On the Iowa Byways logo, the typeface for “IOWA” is a derivative of Cheltenham BT set in all caps. The original typeface was manipulated to blend with the abstract graphic representations of hills and valleys. The recommended font for main titles and headings on most byway media is **Cheltenham BT Bold**, evoking the timeless nature of the Grant Wood region and creating consistency between media.

**BrushTip Travis** is an informal script font that provides contrast to the more formal fonts. It serves a similar purpose as the “Genuine Iowa Spirit” font used alongside the curving line in the Iowa Byways guide. These types of fonts welcome viewers and invite them to explore interpretive media. BrushTip Travis is recommended for some titles and headings, such as on wayside exhibits, for subheadings, and to emulate handwriting. It can add an informal handwritten style to photographs or quotes.

Simple, familiar fonts work best for longer text that require more reading. **Garrison Sans** is recommended for the main text on byway media. Garrison Sans is used in the Iowa Byways publication, and it is also similar to Gill Sans, which is the font used on the byway logos. It is a sans serif font that is easy to read. Garrison Sans also works well for photo captions and credits.

A **hierarchy of type sizes** is also important to emphasize the relative significance of various messages. Typically, a main title is the largest size, followed by subheadings, main text, captions, and credits.

## Grant Wood Scenic Byway: Recommended Typography

### CHELTENHAM BT

Main titles and headings

*BrushTip Travis*

Headings and subheadings, handwriting  
(quotes, photos)

### Garrison Sans

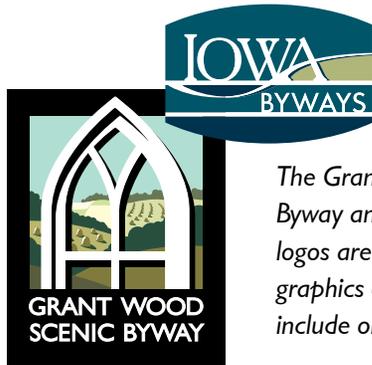
Main text

*Garrison Sans Italic*

Photo captions

*Garrison Sans Italic*

Photo credits



*The Grant Wood Scenic Byway and Iowa Byways logos are essential graphics elements to include on all media.*

*Curved header with faded blue background.*



*Exploring Maquoketa Caves State Park.*

*Snapshot photo effect with white feathered borders, caption, tilt, and shadow.*

## Repeating Graphic Elements

Another important factor that contributes to a unified design style is the use of repeating graphic elements. These elements, in combination with the color and typography schemes, develop a unique identity for the byway.

The Grant Wood Scenic Byway and Iowa Byways logos are essential graphic elements that should be included on all byway media, from interpretive signs and publications to digital websites and apps. They provide a unified brand for the byway and for the Iowa Byways program.

According to the Iowa DOT, “the colors and curves in the Iowa Byways logo are an abstraction of the undulating Iowa landscape. Individual logos for the individual byways in the Iowa Byways program were developed in an intentionally simple graphic style so as to appear as a recognizable and memorable graphic theme, descriptive of the character and experience of the byway, and as a safe and effective wayshowing tool when displayed on signage.”

Other repeated graphic elements on future interpretive media will reinforce the already existing design identity. These may include:

- Curving header bars comprised of gently interwoven contrasting dark, medium, and light colors from the Grant Wood Scenic Byway color palette. The curve is reminiscent of the wave pattern in the Iowa byways logo.
- Faded light blue backgrounds with a gradient on interpretive media.
- White, snapshot-style borders for photos, tilted slightly, and with drop shadows.
- Tint boxes with rounded corners and drop shadows.
- Large focal point images to draw attention.
- Byway website addresses and QR codes that link to the Iowa Byways website.

# INTERPRETIVE EXPERIENCE HUBS

The Grant Wood Scenic Byway can be accessed through multiple entry points. It is important to welcome and orient travelers at various places along the route.

Experience hubs are thematic kiosk structures designed to orient travelers to the attractions and stories of a byway. They consist of multiple signs that provide maps, information, and interpretation. Unlike staffed visitor centers, they are available 24 hours a day year-round. Experience hubs present an opportunity to introduce the byway to motorists who pass by serendipitously.

Although visitors rely on navigation devices or maps to assist them in orientation, unified kiosk structures that are easily seen on the landscape are reassuring guides. They have enough mass and character to attract attention and to support the byway identity. The most successful hubs are prominently sited at key byway entry points and at areas of high traveler use such as welcome centers, visitor centers, and significant attractions.



*The most effective experience hubs are those installed in highly visible areas where visitors naturally gather, like this one on the Green Circle Trail (Schmeckle Reserve Interpreters design).*

## Experience Hub Design

The experience hub structures and signage are an opportunity to create an artistic repetition that unifies and identifies the byway experience. The experience hub should represent the byway's landscape with graceful curves and subdued colors. Each kiosk structure should:

- Exhibit a unified design with all other interpretive media.
- Reflect regional themes through unique graphics cut into the steel frame and through the messages included on each panel.
- Be highly visible to travelers, but not overpower existing agency and site entry signs at welcome centers, parks, and attractions.
- Appear rustic and durable in rural sites, but be formal enough to fit into urban settings.
- Appear elegant, but be economically produced.
- Be easily replaced, modified, or repaired.
- Be vandal-resistant.

### Materials

Construction elements, such as wooden timbers, weathering steel, and limestone block, bring a substantial feel and authenticity to the structure. The strong combination of wood and metal appears organic, while being vandal-resistant and low-maintenance. The limestone base connects to prominent bedrock and bluffs of the Grant Wood byway region.

### Curved Steel Header

A curved steel header at the top of the hub presents a graceful rustic look and provides a surface for cut-out symbols and scenes to interpret the stories of the Grant Wood Scenic Byway. Each hub can have its own unique cut-out designs, such as rolling hills and rows of crops, caves, artists painting, rivers and kayaks, ice wagons, bridges, and country schools.

### Interpretive Signage

Each experience hub will exhibit four interpretive panels—two panels on each side of the structure:

1. **Byway Overview:** The first panel introduces the byway and explains what makes it unique. It includes a map of the byway, photos, and brief

text that reveals the character and uniqueness of the byway.

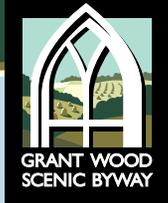
2. **Community Attractions:** The panel adjacent to the Byway Overview features a map of the community where the hub is located, including nearby byway attractions. Photos with captions describe the significant local resources.
3. **Natural Wonders:** Located on the second side of the hub, this panel describes the natural and recreation-based attractions of the byway and includes a map and photos of key resources.
4. **Cultural Treasures:** Also located on the second side adjacent to Natural Wonders, this panel interprets the historic and cultural resources of the byway and includes a map and photos of key attractions.

The panels are sized at 36"-by-36" and would be produced with ½"-thick high-pressure laminate installed on weathering steel backing. This affordable material allows for full-color, high-resolution signs that are resistant to damage and vandalism. A 10-year warranty against fading and delaminating is standard.

# Experience Hub Concept Design: Front Side (Maquoketa)



# GRANT WOOD SCENIC BYWAY



Grant Wood, famous for his American Gothic painting, developed an American style of art that celebrated the rural life of the Midwest.



Stone City, Iowa by Grant Wood, 1930

## Discover Grant Wood Country

Travel this 80-mile byway through a rolling landscape that inspired artist Grant Wood. The road winds through the countryside between the Maquoketa and Wapsipinicon Rivers. Streams cut through limestone bedrock revealing scenic bluffs and caves where water trails, parks, and wildlife areas beckon. Historic byway towns share the stories that have shaped this region of Iowa.



www.iowabyways.org

## Experience Hub

### Overview Panel Concept (Maquoketa)

The main panel of each experience hub will provide an overview of the Grant Wood Scenic Byway and its unique characteristics. A short caption answers a basic question: who is Grant Wood? A map displays the entire byway with an obvious "You are here" symbol. Major communities, roads, and streams are identified.

## Experience Hub

### Community Panel Concept (Maquoketa)

Adjacent to the Overview Panel, this panel will interpret the particular community in which it is located, including its unique characteristics and some of the “must-see” attractions with photos and captions. An enlarged map of the community and surrounding area shows the primary resources and uses a “You are here” symbol. Additional roads are included to aid in navigation. This panel would be unique on each experience hub.

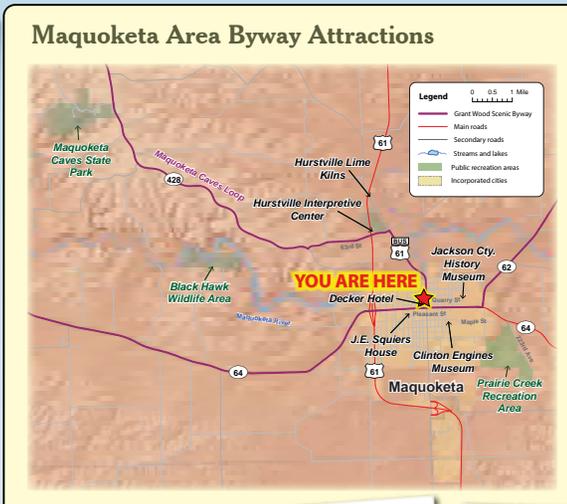
# Explore Maquoketa



**Maquoketa Caves State Park**  
A cave explorer's delight, this state park features 13 caves, a 50-foot high stone arch, and miles of trails.

Maquoketa is a Sauk and Fox Indian name for the river that courses through town. Incorporated in 1853, Maquoketa became the Jackson County Seat in 1870. Visitors can explore art galleries, history museums, and historic sites and buildings. Nearby parks and wildlife areas offer recreation and scenic beauty.

### Maquoketa Area Byway Attractions



**Decker Hotel**  
This elegant 1875 hotel once hosted Ulysses S. Grant and John Deere. It still serves guests in its hotel and restaurant.

**J.E. Squires House**  
Built in 1882, this is one of 26 residences of prominent community members featured in the Pleasant Street Historic District.

**Clinton Engines Museum**  
This museum features interactive exhibits that chronicle the history of this major small engine manufacturer.

**Maquoketa Art Experience**  
Maquoketa is a hub for the arts, including the Maquoketa Art Experience, Old City Hall Gallery, and Ohnward Fine Arts Center.

**Jackson County Historical Museum**  
This museum features a collection of horse-powered machinery, period rooms, a country school, and a general store.

**Hurstville Lime Kilns Historic Site**  
Visit the remains of towering lime kilns to learn the story of an industry that operated from 1870s to the 1920s.

**Hurstville Interpretive Center**  
This center features hands-on exhibits and outdoor playscapes that interpret the natural and cultural history of the region.

**Legend**  
0 0.5 1 Mile  
Great Wood Scenic Byway  
Main roads  
Secondary roads  
Streams and lakes  
Public recreation areas  
Incorporated cities

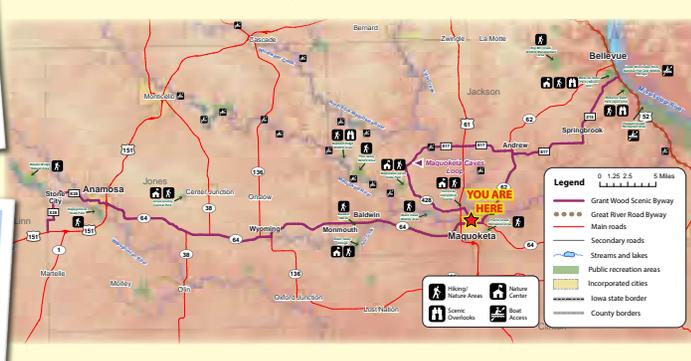
# Natural Wonders

The Maquoketa, Wapsipicon, and Mississippi rivers, along with numerous smaller streams, cut through limestone bedrock revealing rolling hills and forested bluffs laced with caves. Explore these river corridors, much preserved as parkland, surrounded by scenic beauty.



**Maquoketa River Water Trail**  
This scenic paddling route meanders 50 miles through Jackson County. Canoe and kayak enthusiasts can access the trail at many points, including Maquoketa (pictured).

## Natural Attractions along the Byway



## Experience Hub

### Natural Wonders Panel Concept (Maquoketa)

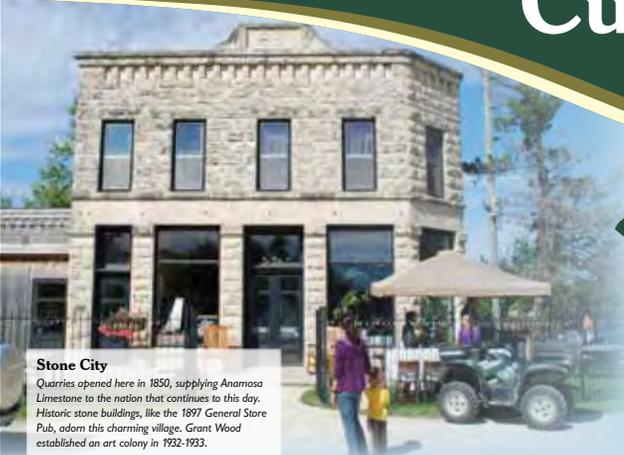
Located on the second side of the kiosk, this natural history panel interprets the geological, ecological, and outdoor recreation themes of the byway, with a map identifying scenic overlooks, trails, streams, wildlife areas, parks, and preserves where visitors can explore the outdoors. This panel would be repeated on each experience hub.

## Experience Hub

### Cultural Treasures Panel Concept (Maquoketa)

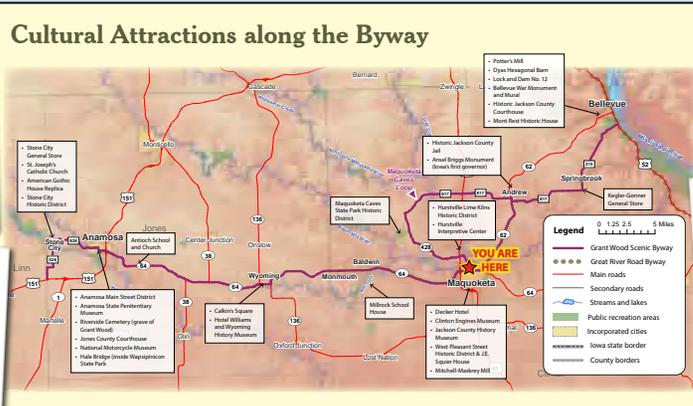
Adjacent to the Natural Wonders panel on the second side of the kiosk, the cultural resources panel interprets the communities, historic sites, archaeological sites, and the sense of place experiences along the byway. The map lists the significant attractions in each community. This panel would be repeated on each experience hub.

# Cultural Treasures



**Stone City**  
Quarries opened here in 1850, supplying Anamosa Limestone to the nation that continues to this day. Historic stone buildings, like the 1897 General Store Pub, adorn this charming village. Grant Wood established an art colony in 1932-1933.

Museums, art galleries, historic sites, and timeless stone structures reveal the rich history and culture of Grant Wood Scenic Byway towns. Experience the charm of rural communities that have retained their traditions and character.



**Anamosa**  
Founded on the Wapsipicon River in 1838, Anamosa features numerous historic buildings, including the castle-like State Penitentiary, and the burial place of Grant Wood.

**Antioch School**  
Grant Wood attended this rural one-room school house as a boy from 1897 to 1901, walking here from his family's nearby farm.

**Wyoing**  
The small town of Wyoing preserves Calkins Square, the 1864 home of pioneer Dr. Martin Calkins, and the 1878 Hotel Williams, now the Wyoing Historical Museum.

**Millrock School House**  
Located just south of Baldwin, this one-room limestone school was built in 1867 and served the town of Mill Rock until 1910.

**Maquoketa**  
Known as a regional center for art and history, the city has nearly 40 historic buildings and three museums. The 1875 Decker Hotel once hosted Ulysses S. Grant and John Deere.

**Bellevue**  
Founded in 1835 along the Mississippi, Bellevue is the fifth oldest town in Iowa and has over 20 historic buildings. The 1845 Poters Mill is the oldest gristmill in Iowa.

**Andrew**  
Hoping to become the Jackson County seat, Andrew locators erected a courthouse and jail. The historic 1871 jail still remains. Ansel Briggs, Iowa's first governor, is buried in the cemetery.

**Hurstville**  
This historic site was the site of a company town from 1871. Four impressive lime kilns are all that remain. A nearby interpretive center describes the story of Hurstville and the lime business.



*The American Gothic House replica in Stone City is a natural stopping place for travelers who can't resist a photo opportunity—a perfect place for an experience hub.*

## Recommended Experience Hub Sites

Experience hubs dispersed across the byway will serve the greatest number of travelers. Highly visible sites with adjacent parking are essential. Ideal locations are in conjunction with a visitor information center where travelers can get personalized information to assist them in exploring the byway. It is essential that directional road signs be installed to alert travelers as they approach the hubs.

Five locations are suggested for the installation of full-size experience hubs, representing the major regions of the byway.

### 1. Stone City

This is the first community encountered from the western end of the byway. The American Gothic House replica is an attraction that invites investigation. A kiosk in the parking lot between the house and Saint Joseph's Church would introduce travelers to the byway and its natural and cultural attractions. A community panel will feature the attractions in Stone City and Anamosa.

### 2. Anamosa

Anamosa is the largest community on the western portion of the byway. A staffed Chamber of Commerce and Grant Wood Art Gallery are located directly along the byway in downtown Anamosa. While an experience hub would be ideally located near these traveler information centers, very little open space exists along Main Street. Other locations to consider include the southern lawn of the Jones County Courthouse near the Veterans Memorial (4 blocks to the west on Main Street), or the Anamosa Library and Learning Center (3 blocks east and 1 block south) on Scott Street.

*Image courtesy of Google Street View*



*The south lawn of the Jones County Courthouse (left in photo) along Main Street would be a good location on the byway for an experience hub.*

### 3. Wyoming

Located at the intersection of Highways 64 and 136, Calkins Square occupies an entire block in Wyoming that includes the Calkins historic house and Calkins Barn community center facility. A white three-rail fence encloses the perimeter of the square. The best location for an experience hub would be outside the fence on Jefferson Street near the intersection of Main Street (Highways 64 and 136) across from the Casey's Store. A parking pullover is available here. A community panel would feature the attractions between Anamosa and Maquoketa.



An experience hub located at the intersection of Main Street and Jefferson Street in Wyoming (shown above), adjacent to Calkins Square, would be visible to byway travelers and offers street parking.

### 4. Maquoketa

The Maquoketa Art Experience and Maquoketa Area Chamber of Commerce is a staffed welcome center open seven days a week in downtown Maquoketa. It is located just a half block south of the byway on S. Main St. A green space directly across the street to the east is the location selected for a public art piece funded through the byway program by the National Endowment for the Arts. This small park would also be an ideal site to install an experience hub. A community panel would feature the attractions in Maquoketa and the vicinity.



The green space (right in photo) across the street from the Maquoketa Art Experience (left in photo) is ideal for an experience hub site.



Green space along the Riverfront Path in Bellevue, visible from the road, would be an ideal experience hub location.

### 5. Bellevue

This is the first community encountered near the eastern end of the byway. While the specific location for an experience hub has yet to be identified, a site along the popular Riverfront Path would be ideal. The site should be visible from Riverview Drive (Great River Road byway), where ample parking is located. The kiosk would introduce travelers to the byway and its natural and cultural attractions. A community panel will feature the attractions in Bellevue and the vicinity.

## TWO-PANEL KIOSKS

Several nature and outdoor recreation attractions are located directly on the byway. These are ideal sites to provide a two-panel kiosk that introduces the Grant Wood Scenic Byway and alerts travelers to other nature and outdoor recreation opportunities. A two-panel kiosk, constructed as a “half” version of an experience hub, provides an attractive and economical means for providing this information.

Like the experience hubs, the kiosk will be constructed with wooden timbers, weathering steel headers with thematic cut-out figures, and 36"-by-36" high-pressure laminate interpretive panels installed onto weathering steel backing. The limestone base can be eliminated to save on cost.

Each kiosk will feature the “Byway Overview” panel on one side (see page 94) and the “Natural Wonders” panel on the other (see page 96).

The “Natural Wonders” panel could be substituted with other signs based on the site, such as the “Community” panel recommended for the Highway 64 Overlook and the Hurstville Interpretive Center (see page 95).

### Two-Panel Kiosk Concept Design



## Recommended Kiosk Sites



### Wapsipinicon State Park

One of three state parks on or near the byway, a two-panel kiosk placed near the park entrance will introduce park visitors to the byway and other nature-outdoor recreation opportunities.



### Highway 64 Overlook

A developed overlook is proposed for an existing Highway 64 turnout near the intersection with Highway 38. Since Highway 38 is a byway entry point, this overlook should introduce the byway. On the front side, reproduce the Experience

Hub Kiosk “Byway Overview” panel. On the back, reproduce the Wyoming area “Community” panel.



### Baldwin Marsh

This site, located directly on the byway route, is an opportunity to introduce the byway and inform travelers of all of the nature and outdoor recreation opportunities nearby.



### Hurstville Interpretive Center

This center is the primary interpretive facility on the byway. This kiosk would feature attractions in Maquoketa and those on the Maquoketa Caves Loop.



### Maquoketa Caves State Park

One of three state parks on or near the byway, a two-panel kiosk placed along the driveway into the CCC-era visitor center at the park entrance is an ideal location for the kiosk.



### Bellevue State Park

One of three state parks on or near the byway, a two-panel kiosk placed near the Highway 52 Nelson Unit of the park will introduce park visitors and Great River Road travelers to the byway and its natural attractions.



This wayside exhibit along a trail at Lorraine Creek Nature Center in Arkansas involves visitors through push-button audio clips of frog calls.

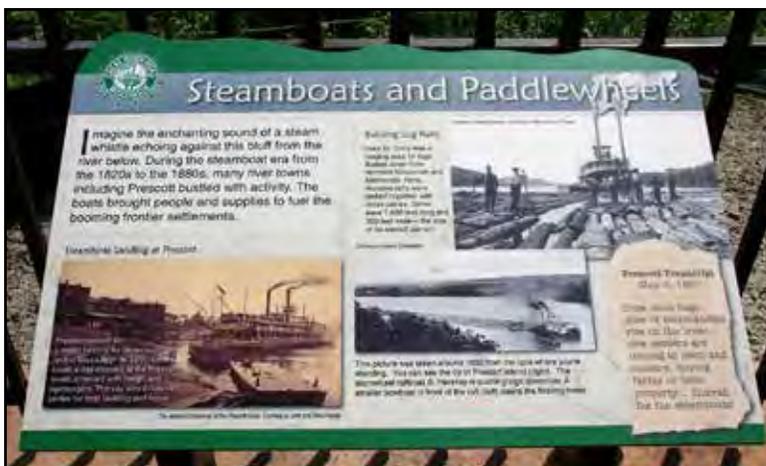
## WAYSIDE EXHIBITS

Wayside exhibits are interpretive panels placed along roads and trails to help visitors understand stories and meanings behind a resource or landscape. Photos, illustrations, and concise messages attract and hold a viewer's attention as they learn the stories of a site.

Wayside exhibits are an effective medium to communicate with travelers because they are always available regardless of time of day or weather. When installed next to the objects or sites that they interpret, they can immediately answer a viewer's questions. They are a straightforward, non-intimidating way to connect visitors with significant stories on the byway.

Wayside exhibits can visually convey a byway's personality. Historic photos show what a place looked like in the past. Wayside exhibits share site-specific stories of a community, placing them into a broader context and connecting with universal meanings. They can show views from space or magnify tiny objects. They can showcase flowers blooming through a prairie summer or rarely seen wildlife.

Today's technology offers a range of opportunities to enhance interpretive panels. Panels can be cut into different shapes. Digital audio recordings can be incorporated to add dramatic first-person stories, bird calls, or other audio. Touchable and interactive elements can be affixed to the panels for added visitor involvement. QR codes can connect visitors to websites, video, and audio.



Wayside exhibits, like this one on the Great River Road in Prescott, Wisconsin, can connect visitors to site-specific stories. (Schmeckle Reserve Interpreters design)

## Wayside Exhibit Design Recommendations

Wayside exhibit panels developed for the Grant Wood Scenic Byway should incorporate the following design elements:

**Unified design:** Structures should match the same style of the experience hubs and two-panel kiosks so they are readily identified as part of the byway's family of signs. This should include:

- Weathering steel supports with thematic cut-out graphics similar to the experience hubs. The Iowa Byways logo should be used on the supports to unify these wayside exhibits with those installed as part of the Conservation Innovation Grant panels project fabricated in 2015.
- Grant Wood Scenic Byway and Iowa Byways logos.
- Replication of colors, font styles, and graphic elements used on experience hub and site orientation sign panels.
- Website addresses and QR codes to connect visitors to online content.

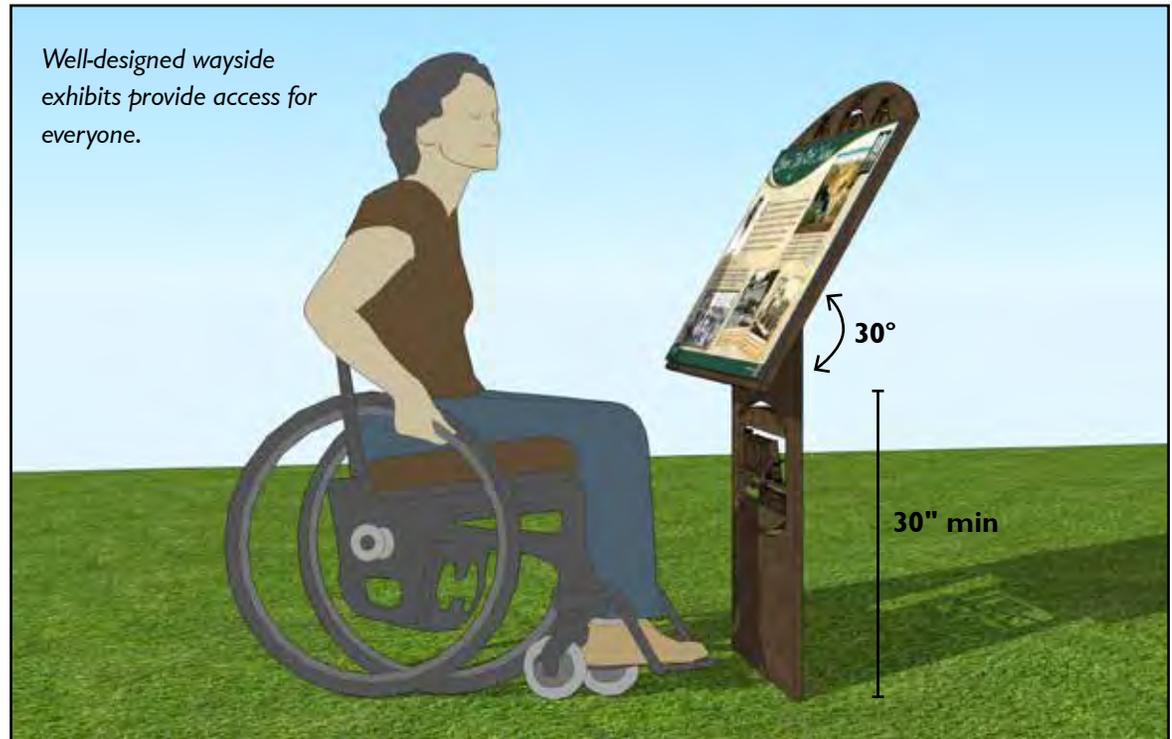


**Keep messages short:** As a rule of thumb, use no more than 60 to 70 words for the main message of a panel. See the “Creating an Effective Message” tips at right for more recommendations for interpretive writing.

**Panel materials:** High-pressure laminate (HPL) material is a durable plastic material that allows for full-color, high-quality images and text. It is resistant to graffiti and scratches. Fabrication companies typically offer a 10-year warranty against fading and delaminating.

**Size:** Wayside exhibit panels should be large enough to be noticeable and easily read but not too large that they detract from the landscape. A recommended size of 24"-by-36" can be used with either non-framed or framed support styles.

**Installation:** Wayside exhibit panels should be installed at a 30 degree angle to the ground, which offers the best view to a standing or sitting person. They should be placed high enough above the ground, a minimum of 30 inches at the lowest edge, to allow a person in a wheelchair to get close.



### Creating an Effective Message

1. Communicate visually with photos and graphics.
2. Most visitors will look at an interpretive panel for only a few seconds. Apply the 3-30-3 Rule, a hierarchy that provides 3-second, 30-second, and 3-minute message levels.
3. Use simple words, concise sentences, and short paragraphs.
4. Describe with concrete nouns and active verbs. Avoid adverbs and adjectives.
5. Relate to the reader with familiar terms, personal pronouns, metaphors, and quotes.
6. Provide multisensory involvement with tactile and audio devices.

## Wayside exhibit concept design (Stone City)

# Stone City Art Colony

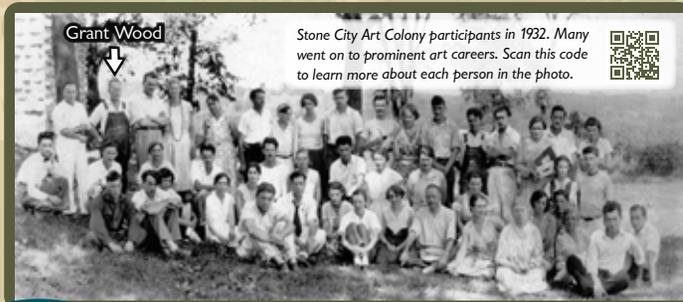


Grant Wood, 1941

Grant Wood dreamed of creating a summer art colony in Iowa where artists lived, learned, and collaborated with masters. His Stone City Art Colony began at the height of the Great Depression in 1932. Over 100 artists gathered here on the John Green Estate. While the colony produced many of Iowa's prominent artists, it lasted only two years due to financial difficulties.

### Living in the Colony

The colony attracted students and art lovers from around the country. Participants were encouraged to paint outdoors rather than in studios. Some residents, including Grant Wood, lived in ice wagons purchased from the Hubbard Ice Company in Cedar Rapids.



Grant Wood

Stone City Art Colony participants in 1932. Many went on to prominent art careers. Scan this code to learn more about each person in the photo.



Grant Wood Art Gallery, Anamosa, Iowa

Grant Wood Art Gallery, Anamosa, Iowa

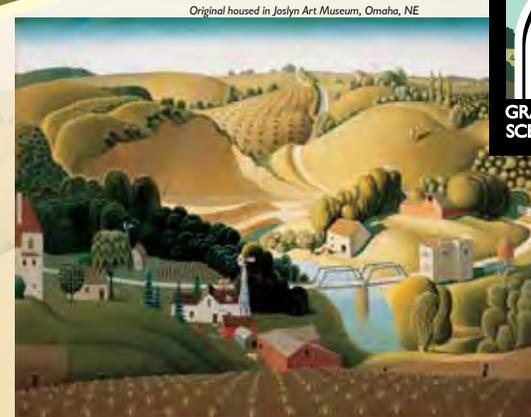


Ice wagons parked in the background served as homes for Art Colony residents. You can view ice wagons restored by the Stone City Foundation in the window to your left.

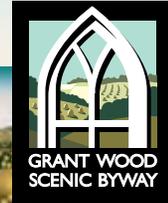


Grant Wood painted his ice wagon residence in the summer of 1932. Sadly, this ice wagon was never found after the colony dispersed in 1933.

[www.iowabyways.org](http://www.iowabyways.org)



Original housed in Joslyn Art Museum, Omaha, NE



Grant Wood's *Stone City* (1930) exemplifies the American Regionalism Movement. Spawned in the Great Depression, this style conveyed realism, nationalism, and romanticism in depictions of American life. Many of the features depicted in the painting still stand today. Can you find them?

24"

36"



Existing wayside exhibit at the Jackson County Insane Asylum and Poor Farm



Stone City Art Colony students

## Existing Wayside Exhibits

Several sites along the Grant Wood Scenic Byway have existing wayside panels:

- The **Stone City Foundation** placed a 3-panel exhibit on the side of the replica American Gothic House that interprets the historic stone buildings of the town.
- **Wapsipinicon State Park** has two panels interpreting the history of Hale Bridge.
- **Hurstville Lime Kilns Historic Site** and the **Jackson County Insane Asylum and Poor Farm** have panels interpreting the history of these sites, sponsored by Silos and Smokestacks and the Jackson County Historical Society.
- The **Hurstville Interpretive Center** has a variety of panels interpreting nature and conservation themes.
- Two **Conservation Initiative Grant** panels as described on page 82.

These panels are professionally designed and fabricated and most are installed in standard cantilevered metal supports. With the exception of the CIG panels, the sign designs are unique to those sites. Future panels installed along the byway

should apply standardized Iowa Scenic Byway designs to brand the byway and reassure travelers that these are relevant interpretive encounters.

## Recommended Wayside Exhibit Sites

Not all byway attractions and resources lend themselves to having wayside exhibits. Attractions located too far from the byway route or dispersed throughout the communities are better suited for digital or print media.

The following sites are recommended for development of wayside exhibits that connect visitors with important stories and meanings:

### Stone City Gothic Building Replica

This is proposed as a main interpretive hub for Stone City and the Grant Wood Scenic Byway. A byway experience hub is proposed for this site, it is a stop on the “Searching for Grant Wood” proposed app, and the location offers photo opportunities as souvenirs of the byway experience.

1. **Stone City Art Colony:** Although the art colony only existed for two summers, it was significant in the influence it had for a generation of

Iowa artists. Grant Wood dreamed of such a colony to promote art celebrating the region. A panel concept is developed on page 105.

2. **The Quarries:** A large selection of historic photos exist of the old Stone City quarry operations. A sidebar could tell the story of J.A. Green who operated three quarries: "Champion 1," "Champion 2", and "John Allen." Green envisioned a city made of stone for the 500 people working the quarries in 1880. When Portland cement replaced stone as the favored building material, the town declined and some of the grand buildings were demolished.
3. **St. Joseph's Catholic Church:** Built in 1913, this panel will interpret the church history with early photos, and will include interior photos that cannot be seen when the church is closed. The stained glass windows were imported from Munich, Germany, and the white marble altar from Carrara, Italy (donated by the Green family in memory of their son killed in a train accident). A 10-foot tall stone fireplace is the focal point of the basement.

### Stone City Historical District

1. **Stone City General Store Pub:** This building was the general store and post office during the heyday of the quarry operations. At that time, Stone City boasted a population of almost 1,000.
2. **Stone City Blacksmith Shop:** One of the earliest structures in Stone City, the shop provided shoes for quarry horses. It has a working forge that is used for demonstrations during the annual Stone City Festival.

### Anamosa State Penitentiary

Visitors find this to be a curious attraction and are eager to learn about its history. Compelling stories about prisoners working in the quarries, the construction of the prison, infamous inmates, and prison life can humanize this imposing institution. Visitors should be encouraged to visit the prison cemetery and museum.



*Historic photo of the Stone City quarry*



*Interior of St. Joseph's Catholic Church*



*Stone City Blacksmith Shop*



Riverside Cemetery, Anamosa

Grant Wood's Arbor Day (1932)



### Riverside Cemetery—Anamosa

This is a stop on the proposed “Searching for Grant Wood” app. An interpretive panel placed next to the stone at the entrance (Riverside—Burial Site of Grant Wood) would tell the stories of Wood’s family who are buried near his grave. A map to the gravesites should be included.

### Antioch School—Anamosa

Another stop on the proposed “Searching for Grant Wood” app, a panel at Antioch School would provide interpretation of Grant Wood’s elementary school days, how he developed his interest in art, and include photos of Antioch schoolchildren

from his years in attendance.

### Highway 64 Overlook (proposed)

This site is presently a Highway 64 turnout near the Highway 38 (southbound to Olin) intersection where a byway overlook is proposed. A two-panel kiosk is also recommended here. See page 110 for more information.

1. **Geology/Geography:** This panel will interpret the Wapsipinicon River valley in the context of the East-Central Iowa Drift Plain and include a Landforms of Iowa map. The rivers have cut deeply into the limestone landscape, exposing unique karst features.
2. **Agriculture:** This panel will interpret agriculture and how it accommodates the East-Central Iowa Drift Plain and karst landscape. The crops grown in this viewshed will be described.

### Millrock School—Baldwin

A bulletin board provides information about this historic school using news clippings and typed pages. An accompanying byway wayside panel would condense and interpret this information and, with additional historic photos, make the story of this school come alive.

### Decker Hotel—Maquoketa

The historic 1875 Decker Hotel is a landmark in Maquoketa. A wayside exhibit would tell the history of the hotel with photos of some of its famous guests, such as Ulysses S. Grant (namesake of Grant Wood) and John Deere.

## Jackson County Jail—Andrew

The Jackson County Jail requires wayside exhibits to interpret this historic structure. Tours are available on request, but most byway travelers would not take the time or effort to schedule a tour. As of December 2016, the building is closed to the public until renovations are made.

### 1. Jackson County Seat/Andrew

**Briggs:** The jail is the only reminder that Andrew was once the Jackson County seat. This panel would interpret the early history of the county and the battle over the county seat waged between several towns. A sidebar will tell the colorful story of Ansell Briggs, who moved to Andrew in 1839 and participated in the development of the town and in county governance. Historical photos will illustrate this early history.

### 2. Jackson County Jail: Interior photos

will show the restored-to-period first floor and the second floor inmate quarters. Interpretation will bring this 19th century jail to life with stories of inmates (for example, women could be jailed for wearing trousers), and feature photos of the wall drawings done by inmates.

## Kegler-Gonner General Store—Springbrook

This stone commercial building, built by German immigrant Christian Kegler, dates to 1874. It served the community as a post office and sold general merchandise. An 1878 directory described it as one of the “finest stores in the county.” The panel should include historical photos, if available.



*Kegler-Gonner General Store, Springbrook*

*Interior of the former Jackson County Jail, Andrew*





*This viewing platform on Cheyenne River National Scenic Byway in North Dakota is a good model for the proposed Highway 64 overlook.*

## SCENIC OVERLOOKS

Scenic overlooks are popular attractions for byway travelers. Presently, there are no existing scenic overlooks on the Grant Wood Scenic Byway. Two sites were identified in the Visioning meeting for development as overlooks:

### Highway 64 Overlook

An existing turnout on Highway 64, nine miles east of Anamosa and just northwest of its intersection with Highway 38, provides a vista toward the Wapsipinicon River. A viewing platform cantilevered over the hill crest will open up the panorama to the south and provide a

base for one or more wayside exhibits. Interpretive media proposed for this site include:

- Railing-mounted wayside exhibit panels that interpret the geology of the Wapsipinicon River valley and agricultural practices seen on the landscape.
- A two-panel kiosk, with a Byway Overview panel on one side and an Anamosa Community panel on the other. This should be installed near the parking area so as not to obstruct the view.



*Image courtesy of Google Street View*

## Stone City Overlook/American Gothic House Replica Hub

The area around the American Gothic house replica is proposed as a primary visitor hub for the Grant Wood Scenic Byway. Several interpretive encounters are recommended for this site:

- An Experience Hub kiosk (page 98)
- Three wayside exhibits—Quarries, Stone City Art Colony, St. Joseph’s Catholic Church (pages 106-107)
- An American Gothic photo opportunity (page 116)
- A window into the building to view the ice wagons
- Weathering steel statues of artists posing and painting on the hillside (page 117)
- An interpretive stop on the “Searching for Grant Wood” app (page 129)

The hill that St. Joseph’s Catholic Church sits on, just south of the American Gothic House replica, provides a stunning view of the Wapsipinicon River valley and historic Stone City that is much the same as it was in Grant Wood’s 1930 painting, *Stone City, Iowa*.

An overlook development of this site could include a short paved trail from the replica American Gothic house parking lot to the top of the hill. The Experience Hub kiosk would be constructed next to the parking lot. The artist statues would be placed along the trail on the slope of the hill. And a viewing bench with the three wayside exhibits would be installed at the top of the hill.



*View of the surrounding landscape from atop the hill near St. Joseph’s Catholic Church.*



*A path can be constructed from the replica American Gothic house parking area (right in the photo) to the top of the hill where St. Joseph’s Church stands. An overlook here would be a natural gathering place for visitors.*



Welcome center touch-screen computer exhibits with associated printed media, like at the Great River Road Visitor Center in Prescott, Wisconsin, provide trip planning and interpretive opportunities for byway travelers.

## WELCOME/VISITOR CENTER EXHIBITS

Welcome and tourist information centers are important sites to display byway information. In addition to brochures and booklets, a touch-screen computer and associated display can alert travelers to the existence of the byway and help them plan trips to byway attractions.

Grant Wood Scenic Byway tourist information centers that could host this exhibit include:

- Anamosa Chamber of Commerce and Jones County Tourism Office, 118 E. Main St., Anamosa
- Maquoketa Chamber of Commerce Visitor Center, 124 S. Main St. Suite 2, Maquoketa
- Hurstville Interpretive Center, 18670 63rd St. (north of Maquoketa)
- Bellevue Chamber of Commerce and Tourist Information Center, 210 N. Riverview Dr., Bellevue
- Jackson County Welcome Center, 60488 IA-64, Sabula

The purpose of the byway exhibit is to:

- Make visitors aware of the byway and its attractions.

- Facilitate impromptu planning for visitors.
- Heighten people's expectations with dramatic visuals of scenic attractions and dynamic events such as festivals and parades.
- Introduce the "byway brand" through its logo and characteristic fonts and colors. This prepares travelers to recognize attractions like experience hubs and wayside exhibits as they drive the byway.

A touch-screen computer is an ideal tool to achieve these purposes because:

- They take up little space in already crowded information centers.
- They are easy to use. Reaching out and touching symbols on a screen comes naturally to many people. This empowers visitors to seek their own information rather than asking staff who may be busy or simply aren't informed about the entire byway.
- Touch-screens offer a durable, widely used technology.
- Information is presented using icons and symbols that are more universally understood than words.

## Design Recommendations

The exhibit will be designed small enough to fit inside welcome centers where space is limited, yet large enough to attract attention.

- The exhibit will be topped with sculptural metalwork similar to the experience hub kiosks.
- A large map of the byway can be placed below the color header and logo to introduce the byway and its main attractions. The map should welcome travelers to the byway and include a “You are here” symbol. Iconic photographs of landscapes and attractions with short captions encourage further discovery.
- A rack installed next to the map will hold byway brochures and travel guide booklets.
- Below the map, a durable touch-screen computer housing will provide digital information about the byway that can be updated easily. For a unique perspective, the byway route can be placed over an air photo, and users can press arrows to fly over the landscape and discover more about attractions.





A steel silhouette on Route 66 in Elkhart, Illinois, re-creates the day when child star Shirley Temple stopped for lunch. A wayside exhibit interprets this notable event. (Schmeckle Reserve Interpreters design)



Existing “Bellevue War” mural in Bellevue, painted by David Eischeid in 2013.

## BYWAY ARTWORK

Public art can be created for many reasons: to express civic values, beautify communities, or to inform the public about local history and culture. Public art is for everyone, as it is a form of collective community expression. Public art is placed strategically, both inside and outside buildings, for viewing by a large number of people. It tends to be large-scale and visible from a distance.

The media may be three-dimensional such as a sculpture, or two-dimensional such as a mural. Public art is usually made to last but may be ephemeral to celebrate a community event or simply a form of artistic expression like a chalk or sand painting.

Scenic byways invite visitors into their region and communities. Public art can offer visitors insights into the history and culture of those communities and provide a welcoming aesthetic quality to town and village streetscapes.

### Grant Wood Byway Art

The Grant Wood Scenic Byway and its communities already display many public art pieces, and more will be developed in the future. In 2015,

Northeast Iowa RC&D was awarded a \$75,000 grant from the National Endowment for the Arts to support the development and construction of public art in communities along Iowa scenic byways. This grant is a great incentive for Iowa byway communities to invest in public art. Anamosa, Maquoketa, and Bellevue on the Grant Wood Scenic Byway have been selected to receive public art under this grant.

### Murals

Many towns and villages have historic buildings with blank walls, either on the end of a block or where an adjoining structure was torn down. These large exteriors can be converted to artistic expressions of the community’s sense of place.

Murals can provide simple decoration, but more often they illustrate local history or provide social commentary. These “through-the-windshield” interpretive pieces are a creative way to make the past come alive or to introduce the personality of a community.

### Existing Byway Murals

Painted in 2013 by David Eischeid, the “Bellevue War” mural in Bellevue illustrates the story of an 1840 gun-battle between a sheriff’s posse and the associates of W.W. Brown, owner of a hotel and grocery. A bronze plaque on the Bellevue riverfront across the street from the marker presents the narrative story.

### Mural Recommendations

Grant Wood Scenic Byway communities should be encouraged to identify “canvas” walls for murals and stories. For example, in Dr. Calkins’ history of the settlement of Wyoming, Iowa, he wrote that the first pioneers traveled in a wagon with four men, three women, seven children, and three dogs, and that at one point they dragged a log behind the wagon to mark a return route in the prairie grass, should they need it. This distinctive image could be painted as a dramatic mural on a building, such as the blank walls that flank either side of the green space directly across the street from the Wyoming Historical Museum. The mural would create a visual connection to the community’s birth and the early settlers’ determination to find a home. A wayside exhibit in association with the mural could include quotes from Dr. Calkins’ history.

The historic Decker Hotel in downtown Maquoketa has a huge south facing wall that would invite a historic rendering of some of its famous guests, such as Ulysses S. Grant and John Deere. Ironically, Grant Wood was named after Ulysses Grant, an extremely popular male role model in the 1890s.



South wall of the Decker Hotel, Maquoketa.

### Mural Concept Design (*Pioneers Arriving in Covered Wagon, Wyoming*)





*Installed in front of the replica house in Stone City, a durable, weather-resistant cut-out of the American Gothic pair encourages travelers to stop for a photo opportunity, while introducing the themes of the byway.*

## Sculptures

Because sculptures occupy space in much the same way as humans occupy space, we interact with sculpture in a different way than with two-dimensional art. Sculpture is tactile—one can touch it and feel its various textures and forms. Looking at a sculpture is a dynamic activity: the work changes as the viewer moves around it or at different seasons and time of day.

Sculptural pieces can be realistic or abstract concepts that express a community's sense of place. They can even be utilitarian such as a bike rack adorned with a metal eagle's nest.

### Sculpture Recommendations

Develop sculptural pieces that encourage participation and interaction by the traveler. At Stone City, for example, the replica American Gothic house would become a year-round photo opportunity if a permanent facsimile of the famous pair in the painting were anchored, headless, in front of the building, inviting poses by visitors who could stand behind them.

These figures can be rendered in a high-pressure laminate reinforced with an iron back plate that would be substantial

enough to withstand weathering and resist removal and most vandalism. This lamination process allows for replication of the color and details of the painting.

### Weathering Steel Silhouettes

Life-size silhouettes made of weathering steel are unique sculptural elements that help to humanize a landscape, attract the attention of motorists, and call attention to the interpretive themes of a byway.

Stone City, for example, is "ghost-like" because of the beautiful setting with magnificent stone structures and the relative absence of people. Silhouettes of youthful artists engaged in painting the landscape can create the sense of the vibrant 1932–33 Stone City Art Colony. A nearby wayside exhibit would interpret the colony with historic photographs and colorful old newspaper quotes.

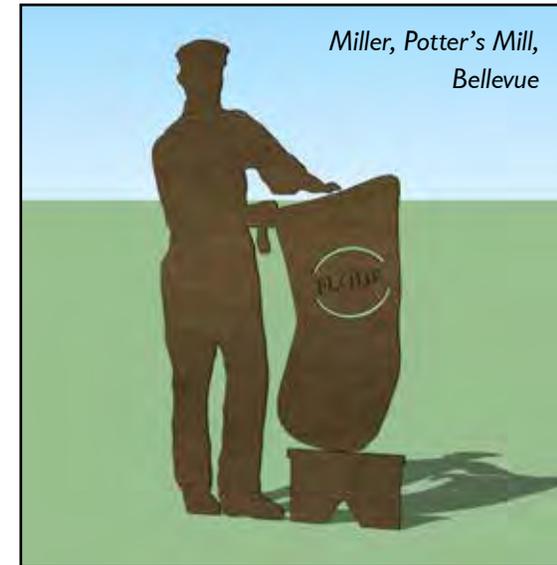
The Antioch School is a significant site where visitors can learn the story of Grant Wood's childhood and the importance of one-room schools in Iowa. It is well restored, but empty and unused. Some figures of children and their teacher on the playground will create a sense of exuberance and liveliness. It is also prelude to a wonderful story on

a wayside exhibit that tells how young Grant sounded the false alarm that a tornado was on the horizon, only to get a spanking by his beloved teacher.

The Hurstville Lime Kilns historic site would appear more dynamic with the addition of a life-sized figure of a worker

poised dramatically on the top of the kiln as he pours in chunks of fresh limestone for processing.

At Potter's Mill in Bellevue, a life-size steel cutout of a miller handling a sack of flour would add a human element to the historic gristmill story.

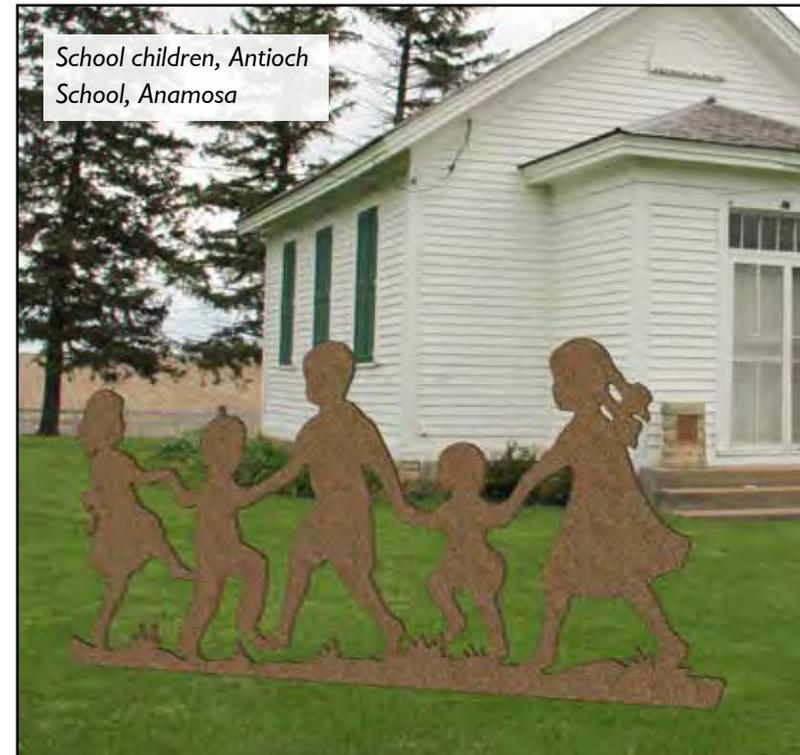


*Miller, Potter's Mill,  
Bellevue*

## Weathering Steel Silhouette Concept Designs



*Artist Colony Students, American  
Gothic House Replica, Stone City*



*School children, Antioch  
School, Anamosa*



As part of the Travel Iowa website, the current Grant Wood Scenic Byway web pages have a clean and modern design that unify with the rest of the Travel Iowa pages. However, they do not reflect the branding of the Iowa Byways program, which reduces the overall visual identity that ties byway media together.

## ONLINE MEDIA

Most travelers begin researching online when deciding where to visit. A strong, well-developed online presence is imperative for sharing information and interpretive messages about the Grant Wood Scenic Byway.

### Grant Wood Scenic Byway Website

The Grant Wood Scenic Byway has an online presence through the statewide Iowa Byways website ([iowabyways.org](http://iowabyways.org)) that now redirects to a Travel Iowa website focused on the state's scenic byways ([www.traveliowa.com/asp/getinspired.aspx?id=12](http://www.traveliowa.com/asp/getinspired.aspx?id=12))

The Travel Iowa website has a clean and modern design that works on both desktop browsers and mobile devices. Stunning photographs entice prospective visitors to tour the byways. Communities along the byway are identified with their own web pages that include contact information, a Google Map, and links to nearby attractions in the Travel Iowa database. A link to a PDF version of the tear sheet is also included.

From a traveler's perspective, the existing website does have some limitations.

It does not share the unified design standards established for the byways program that would give it a sense of identity. Many of the byway attractions are not included in the Travel Iowa database. It also doesn't link to existing social media sites about the byway.

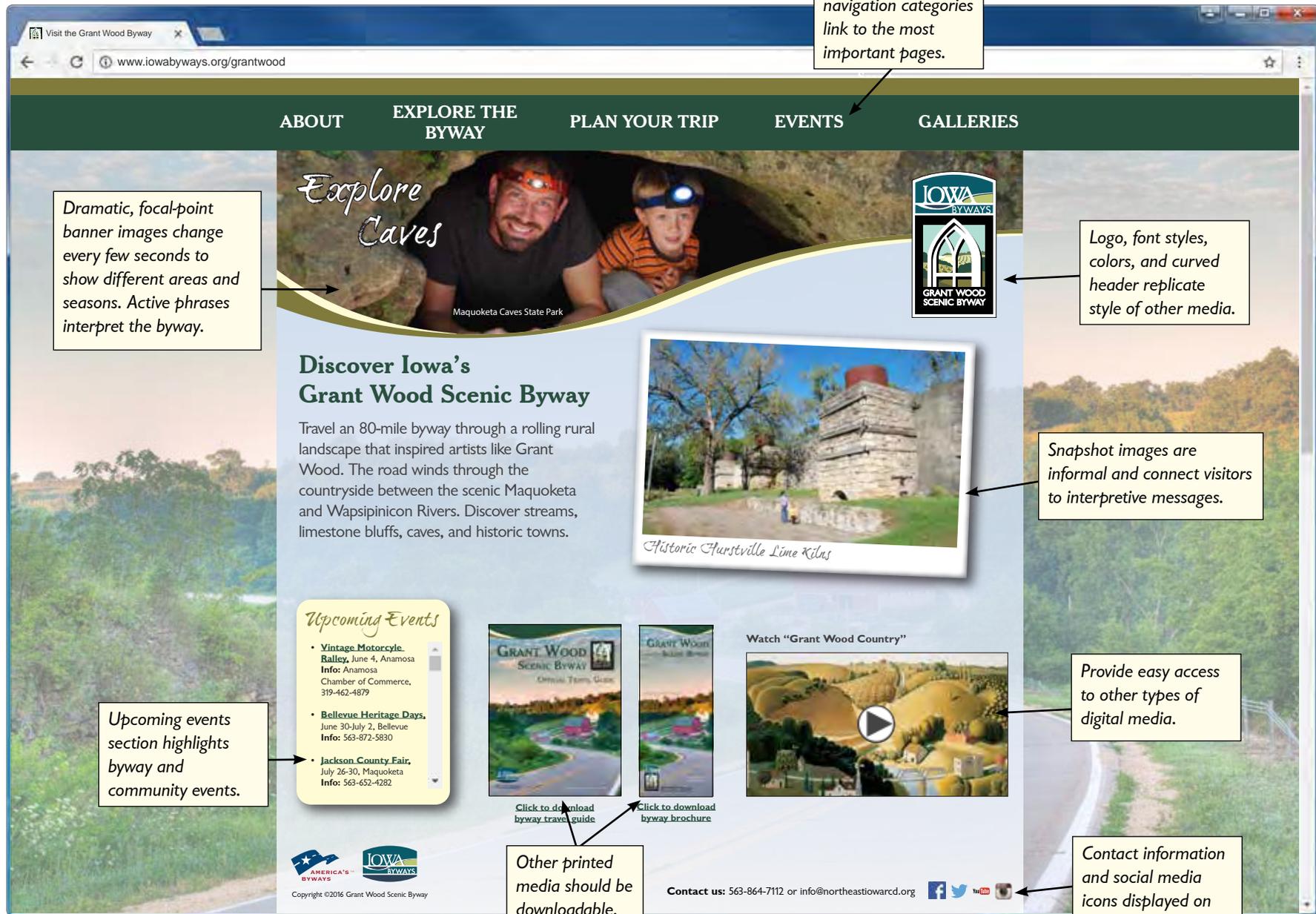
The Grant Wood Scenic Byway—in conjunction with Iowa's other byways—should consider redesigning its Iowa Byways web page. A redesign could enhance the web page navigation and create opportunities to interpret the cultural and natural stories of the byway, using the overall theme and sub-themes in this master plan.

### Website Design Recommendations

The **website design** should be updated to encourage discovery and to reflect the unified design standards recommended in this plan. This would include:

- Unified font styles, colors, and graphic elements (like the curved header) reinforce the visual identity of all byway media.
- Incorporate dramatic and engaging photographs of byway scenery and attractions.

# Grant Wood Scenic Byway Website Concept Design



Clear and obvious navigation categories link to the most important pages.

Dramatic, focal-point banner images change every few seconds to show different areas and seasons. Active phrases interpret the byway.

Logo, font styles, colors, and curved header replicate style of other media.

Snapshot images are informal and connect visitors to interpretive messages.

Upcoming events section highlights byway and community events.

Provide easy access to other types of digital media.

Other printed media should be downloadable.

Contact information and social media icons displayed on every page.



The Grant Wood Scenic Byway website should accommodate mobile devices' smaller screens. The messages and photos are reduced to a single column. To reduce clutter, the navigation menu is hidden under the green and white icon in the upper left, which is familiar to smartphone users. Clicking that icon brings up a menu with large buttons showing different navigation categories.

- On the home page, a rotating banner can switch photos every few seconds, representing different communities and seasons along the byway. An active phrase superimposed over each image can reinforce the interpretive themes.
- Social media options, such as Facebook, Twitter, YouTube, and Instagram, should be available in the same place on each web page on the site. This encourages sharing and interaction.
- Contact information should also be available on every page of the site, providing opportunities for travelers to ask questions.
- Other engaging media, such as videos, experience hub locations, and travel guides should be highlighted to encourage exploration.
- Design for viewing on mobile devices, which are increasingly used by travelers, both at home and on the road.
- **About:** Drop-down menu items can include a **general overview** of the byway, a **brief history** of its development, a list of **byway board members**, and **contact information** for more information.
- **Explore the Byway:** Drop-down menu items can include links to explore more about each of the **byway communities** and the **resource categories** (scenic and natural attractions, historic and archaeological attractions, cultural attractions, and recreational destinations).
- **Plan Your Trip:** Includes an interactive **byway map** to be used for planning and while driving the byway. Different icons can show the location of attractions and categorize them by topic—when a user clicks on an icon, they see a concise description and photo of the attraction, with a link to a more detailed description. This section also can include **suggested itineraries** based on topics (attraction categories). It also should offer options to **Download the Byway Guide, Request Information, Iowa Road Conditions, Iowa Welcome Centers, Lodging Options** (hotels, motels, cabins, camping), and **Dining Options**.

### Website Navigation Recommendations

The **website navigation** should be obvious and include links to pages that are most important to visitors planning their trip. Main navigation links include:

- **Events:** Includes news stories and events that are specific to the byway or its communities. It is important to keep this updated to show that the byway is actively supported.
- **Gallery:** This heading links to various **photo albums** showcasing the byway's communities and attractions by category.

## Social Media



Along with using more traditional travel websites to research destinations, tourists also are turning to social media.

In a 2014 Google travel survey, about 83 percent of respondents said they use social networking, video, and photo sites to be inspired about travel destinations.

An active social media presence allows the Grant Wood Scenic Byway to spread the word about current events and to interpret the byway's resources, while also serving as an information-gathering tool for the byway board and staff to stay in tune with travelers' needs.

The Grant Wood Scenic Byway has a social media presence on Facebook and

Pinterest (allows users to "pin" images to boards). Other opportunities exist with Twitter (sharing text messages limited to 140 characters), YouTube (sharing videos) and Instagram (sharing square photos with filters applied).

The major challenge with social media sites is keeping them updated and pertinent, but they can be well worth the time invested. They are inexpensive to communicate through, are instantaneous, and are easy to change or alter.



The Grant Wood Scenic Byway Facebook page includes regular postings and updates.



Trail users on a bike trail in Rapid City, South Dakota use smartphones to scan QR codes on interpretive panels.



Cell phone tour for “Looking for Lincoln” sites in the Springfield, Illinois area.

## MOBILE DIGITAL MEDIA

The number of people who own mobile devices such as smartphones and tablet computers continues to increase in the U.S. According to a 2015 Pew Research Center survey, nearly two-thirds of adults (64%) own a smartphone, up from just 35% in 2011. For people ages 18 to 29, 85% own a smartphone. About 45% of adults own a tablet computer, up from 10% in 2011.

Travelers expect to stay connected and find information through social media sites, Internet searches, GPS navigation, apps, and other technologies that are constantly evolving. Scenic byways like the Grant Wood should plan innovative solutions for connecting with visitors who are using mobile technologies. The proliferation of personal mobile devices opens up a vast world of opportunities for sharing interpretive messages.

### Audio Tours

Audio tours have always been an effective method for interpreting messages along a scenic byway. Interpretive audio provides short clips of narration, sound effects, and music themed to specific sites along the byway.

Benefits of audio tours include:

- Hearing a human voice adds a personal character to the tour, something difficult to accomplish with other forms of media.
- Music and sound effects are powerful connections to different places and times.
- Travelers on scenic byways often have long stretches of time driving from one point to another, an ideal situation for listening to interpretive audio messages.

Audio tours have evolved from cassette tapes and CDs, with the Internet now providing a means for sharing audio (and even video) tours with a much wider audience through the use of mobile devices. Several forms of distribution are available, each with its own advantages and disadvantages.

### Cell Phone Audio Tours

Developed before the increase in smartphone ownership, a traditional cell phone tour is a system where visitors call into a centralized phone number, enter a specific tour code, and listen to the interpretive message.

### Benefits of a cell phone tour:

- The vast majority of U.S. adults today own a cell phone, 92% according to the 2015 Pew Research Center survey. The technology is very accessible to most people.
- It is easy to update audio messages in a centralized database as resources and events along the byway change.
- It allows for tracking visitors for marketing purposes. How many people are accessing messages? Which messages are they accessing? Where are they accessing them from?

### Limitations of a cell phone tour:

- It requires a cell phone signal in order to work. Rural areas away from cell towers are not the best places for inclusion in the tour.
- Requires monthly hosting fees.
- May cost the user minutes depending on their cell phone plan.

### Podcasting/Downloadable Tours

A less expensive method for distributing audio tour files is offering them online for users to download. This can be done through a podcasting feed (a user subscribes for automatic downloads

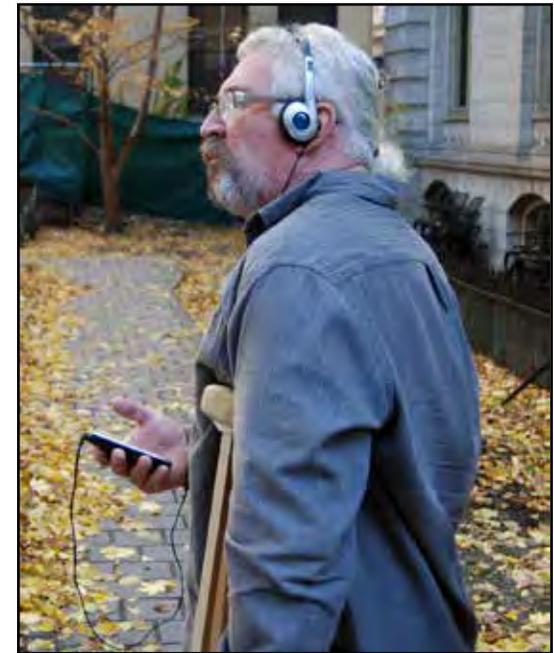
and updates of the files) or posted on a website for manual downloading. These audio files are then transferred to a personal audio device, like an iPod, MP3 player, smartphone, or tablet.

### Benefits of a downloadable audio tour:

- Messages can be downloaded before the trip for planning purposes.
- Depending on the size, files can usually be provided on an existing website for free (no monthly maintenance fee beyond normal web-hosting costs).
- Messages can be recorded in-house and easily updated on the website.

### Limitations of a downloadable tour:

- Users must be knowledgeable about how to download and transfer files from a computer to the device.
- Audio and video files can take up large amounts of precious space on a mobile device, which may limit their use.
- Users typically will need advance planning to download the files prior to the trip; not a good choice for serendipitous travelers.



*The Freedom Trail Audio Tour in Boston, Massachusetts can be downloaded to a mobile device prior to the visit.*



The Illinois River Road mobile tour website at [illinoisriverroad.org/mobile](http://illinoisriverroad.org/mobile) includes customizable searches for interests by community and a GPS-enabled “What’s Near Me?” feature.



Alabama’s Coastal Connection Scenic Byway has a free app that includes videos, events, a list of attractions, and a byway map.

## Audiovisual Tour Apps

Using the power of personal smartphone and tablet devices, audiovisual tours combine sound, images, video, text, and interactive components to create rich and diverse interpretive experiences. They are ideally suited to byways, providing directions to nearby attractions and offering interpretation during long drives.

### Mobile Tour Websites

Mobile websites are similar to regular websites but designed specifically for the smaller touch screens of mobile devices. As tours, they can incorporate text, visual, audio, and interactive components (like buttons and links) that provide an engaging experience.

Benefits of a mobile tour website:

- Encourages interactive participation.
- Works with all brands of web-enabled mobile devices; just requires an Internet browser.
- Does not require any downloading of files; all pages, sound, and video are streamed directly through the Internet when viewed.
- Easy to create and update using common website editing tools.

- Services can be added to the website to track visitor usage.

Limitations of a mobile website tour:

- Requires access to the Internet; a strong cellular signal or Wi-Fi connection is needed.
- Website programming has some limitations in terms of visual layout, responsiveness, and tools. They don’t look or react as slick as apps.
- Must design for multiple Internet browsers, as some will display content differently than others.

### Native Tour Apps

Native device apps are small digital programs distributed through online stores like the Apple App Store or Google Play Store. An app is downloaded to a mobile device, providing quick and easy access to content. Like mobile websites, apps incorporate text, visual, and audio components and encourage interaction. An app can tell a story through photos, narration, music, video, games, demonstrations, and other techniques.

Benefits of a native tour app:

- Encourages interactive participation.
- Provides nearly unlimited options for design and techniques.

- Can use the GPS feature of a mobile device to automatically trigger site-specific messages or show attractions near the user’s current location.
- Typically much faster and responsive than web-based media.
- Does not require Internet access to run (although some features of the app may require this).

#### Limitations of a native tour app:

- Apps must be downloaded and installed onto mobile device. Depending on content, this may take up a considerable amount of space.
- Multiple apps must be developed to reach the largest number of users. They are specific to a mobile device’s operating system.
- Apps must be updated every time a mobile device’s operating system is updated; high maintenance costs.

## QR (Quick Response) Codes

QR (Quick Response) codes are matrix bar codes that quickly link mobile devices to online media such as websites, audio clips, and videos. They can be incorporated into publications, interpretive panels, and even artifacts along the byway. A traveler uses the

camera on their mobile device to scan the QR code with an app, which decodes the information and uses other apps on the device to show the interpretive content.

#### Benefits of QR Codes:

- Quickly connects mobile devices to online resources without needing a URL.
- Can be created and printed on media for free.
- Online resources can easily be developed, changed, or updated at minimal cost.
- Different QR codes can be generated to link to different messages. A wayside exhibit might have one QR code for adults and one for children.

#### Limitations of QR Codes:

- QR codes require access to the Internet (cellular signal or Wi-Fi).
- Traditional QR codes are composed of black and white squares, often an unattractive design for media.
- Once created, a QR code will always link to the URL address that it is encoded with. If the online address changes, the QR code on all media will also need to be changed.



Visitors to J.N. “Ding” Darling National Wildlife refuge scan QR codes on signs to view videos along an innovative “iNature Trail.”



Each iNature Trail panel at J.N. “Ding” Darling National Wildlife Refuge is thematic and features two QR codes: one that links to a video geared toward adults and the other geared toward children.



Conceptual rendering of a “Searching for Grant Wood” tour app that would provide a flexible way of sharing audio and visual interpretive messages with byway travelers.

## Mobile Digital Media Recommendations

The byway has great potential for tapping into mobile devices that most travelers bring with them on their byway journey. Cellular coverage can be spotty in some rural areas along the byway. Fortunately, there are digital media options that can be downloaded prior to the trip that do not require on-demand Internet access.

### 1. Create an audiovisual byway tour

An audiovisual tour is an ideal way to introduce travelers to the stories of the byway. Once developed, it can be distributed in multiple ways to reach the largest audience. Some ideas for development include:

- **Set a clear theme for the tour**, which assists in the collection of stories and interviews. For example on the west end of the byway, Grant Wood lived as a boy and later opened his dream art colony at Stone City. Perhaps one tour could simply concentrate on... “the forces that drove Grant Wood to dedicate his life efforts to creating a regional Iowa art style.”
- **Edit the messages down to their essence.** Choose messages that relate to universal concepts, those beliefs

and ideas that mean something to everyone (love, family, tragedy, survival, etc.). These make the most interesting and engaging stories for visitors. For example, Grant Wood was greatly influenced by his relationship with his passive but supportive mother, his masculine and authoritative father, his brothers and younger sister. Many of these relationships are reflected in his paintings. A visit to the beautiful family cemetery plot presents an opportunity to bring these personal stories into a meaningful context that visitors can relate to.

- **Keep the messages short.** Leave the listener wanting more. Travelers will seldom listen to anything more than 3 minutes. Short, intriguing messages will encourage visitors to engage in additional messages.
- **Record oral histories and interviews** with people who lived and worked along the byway, and those who have special expertise based on the theme. High-quality video recordings will provide the most flexibility for producing an audiovisual tour. As an example, a current quarry manager at Stone City could tell the history of

the old industry or why the stone is so desirable for buildings. A serious art critic or art historian can address Wood's contributions with more credibility than a mere commentator.

- **Find music and sounds that will help bring the stories of the byway to life.** These make the tour more interesting and engaging. The sounds of tugboats pushing barges up the Mississippi, or of a stage coach and a team of horses arriving in Andrew after a long run from Dubuque, adds a dynamic element that supports the narrative story. Sounds of crowds, wind, rain, and even insects can add elements of realism to a story.
- **Create a narrative storyline.** Narrators are often necessary to tell the story in a concise way and introduce the various oral histories and interviews.

## 2. Develop a Native Tour App

A native app provides a great deal of flexibility for presenting the audiovisual tour. Messages can be offered in an audio or video format. If only audio is available, photos can be shown to enhance the message (for example, historic photos of the community such as a photo of Grant Wood as a child when

he attended the Antioch School). The app should provide a map with tour locations indicated and be linked to the user's current GPS location. It can also be programmed to read a GPS location and automatically offer site-specific messages.

See pages 128–130 for a concept narrative outline of a “Searching for Grant Wood” app.

## 3. Develop a Mobile Tour Website

To maximize the audience base, a mobile tour website also should be created. Once an app is developed, it will be easy to take the text, audio, photos, and video from specific messages and make them available in other formats. A web page with links to the audio or video files provides options for users to either download the tour before their trip onto a mobile device or stream the messages while traveling (as long as a cellular signal is available).

## 4. Add QR Codes to media

Once a mobile tour website is up and running, QR codes can link directly to specific online attraction web pages and audio/visual tour files. A user can simply scan a QR code with their

mobile device, and interpretation will be streamed automatically to the device (again dependent on a cellular signal). QR codes can be added to experience hub or wayside exhibit panels, travel guide and map publications, or welcome center exhibits to provide a more in-depth and interactive experience.



QR codes, like the sample above, can be added to existing media or made into separate signs. They link directly to the byway tour website.

## “Searching for Grant Wood”—A conceptual outline of an audio-visual tour of four sites near Anamosa

A mobile app can be developed to guide users on a tour of four byway sites that relate to the development of Grant Wood’s life and art. The storyline must be applicable for use at each site regardless of where a user begins or ends their trip.

It would be desirable to liven the audio track by using both male and female voices to tell stories. When appropriate, other sound effects should be used as background such as laughter and excited voices at the Stone City Art Colony or children’s voices at Antioch School.

Visual images should be used such as historical photographs and many of Grant’s paintings that relate to people and places that will be encountered on this tour.

The following descriptions are a rough suggested outline for the development of a script.

### Site #1: Riverside Cemetery in Anamosa

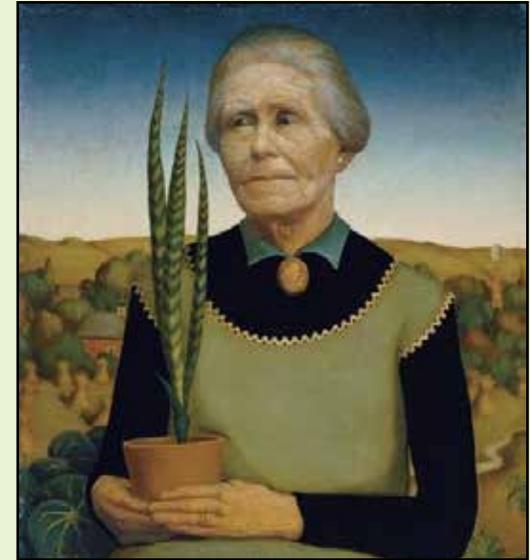
The Wood family plot is ideal for telling the story of the forces that shaped Grant Wood’s personality and life philosophy.

Each member of the Wood family had an influence on his artwork. Photographs and Grant Wood paintings of his relatives could humanize his body of artwork for visitors.

His father, Francis Maryville Wood, died of an apparent heart attack when Grant was only 10, forcing the family to move in with relatives. The son of strict Quakers, Grant’s father was firm but fair. He was an extremely hard working farmer who considered visual arts to be women’s pursuit and not suitable for men, as masculinity was highly valued at this period in America. Grant’s preoccupation with lowa farm life probably originates from his first 10 years on his father’s farm. Some



Riverside Cemetery, Anamosa



Hattie D. Weaver Grant, Grant Wood’s mother

art critics have suggested the male figure in *American Gothic* is a rendition of Grant’s stern and lanky father. Photographs of Francis, the farmhouse, and his one-room Antioch School are a great way to bring these facts to life.

His mother Hattie D. Weaver Grant was passive and seemingly protective of Grant. She encouraged his love of creating art. She lived with Grant until her death in 1935.

Nan Wood Graham was Grant’s younger sister and shared a close bond with her brother throughout his life. She requested to be buried next to him and had her



Sister Nan was the model for *American Gothic*. Grant's dentist served as the accompanying father image, a substitute face for his own father in the painting.

body shipped back from her California home to this cemetery. Interestingly, Nan was the model for the female figure in *American Gothic*. She remained a loyal advocate for Grant after his death.

Grant's younger brother John and his older brother, Frank, were more physical and according to some, they considered him a mama's boy. Jack became a mechanic and Frank, an automobile dealer.

## Site #2: Stone City

Grant Wood's dream of creating an art colony was realized here in Stone City. The former Green Estate, purchased by Frank Nissen in 1920, contained buildings that could house the participants, and the overflow of male students could sleep in 10 donated ice wagons. Stone City was "frozen in time," having been all but abandoned when the quarries closed. Wood and two other men shared the leadership for this school. It lasted for only two summers but inspired many participants to go on to successful careers in art. The numbers of participants was good, and it was seen as universally successful in every way, except financially. Grant Wood soon became a faculty member of the State University of Iowa at Iowa City and the summer of 1933 was the



St. Joseph's Catholic Church, Stone City

last session of the Stone City Art Colony. The dream of an Iowa-based school for regional art died along with the dream of resuscitating the community of Stone City.

Photographs of students at work on art projects or recreating at Stone City bring life to the stories. *The Stone City Foundation* has an excellent collection of historic photographs as well as access to a website titled, *When Tillage Begins: The Stone City Art Colony and School*.



Students in Grant Wood's Stone City Art Colony

Wood was an experienced artist prior to being the Artist in Residence at Stone City. After high school he attended the Arts and Crafts Guild in Minneapolis and then became a professional craftsman. He then worked as a farm laborer and simultaneously obtained a teaching license. He attended life-drawing classes at the

University of Iowa and spent time at the Art Institute of Chicago in 1913. While in the Army in WWI he painted camouflage on cannons. He studied art in France in the 1920s. In 1927 he traveled to Munich and became involved in the Realism style of painting, which influenced his new style of Regionalism for which he is famous.

The Colony is a good place to tell the story of Grant Wood's bib overalls, since newspaper reporters can be quoted about how non-Bohemian and down to earth and normal he seemed compared to eastern elitist artists. It is indicative of the Iowa farm boy persona that he purposely cultivated.

### Site #3: Antioch School

It was a safe and beloved place in Grant Wood's memory. He attended this school until he was 10 years old. His 1932 painting *Arbor Day* would be an ideal



Antioch School, Anamosa



Grant Wood with his *Arbor Day* painting, a remembered view of Antioch School from his youth.

visual to represent his memory of the school. Visitors will hear the story of little Grant falsely alarming the crying schoolchildren that a tornado was coming, only to be spanked behind the school by his teacher, Miss Linden, whom he admired.



Grant Wood at the age of 10

The Wood family farmhouse was nearby but no longer exists. There are photographs of it, however, which would add an image to the story of how Wood sketched his first drawing in the cellar when he was sent there as a punishment.



Photo of Grant Wood's childhood home near Anamosa, prior to being demolished.

### Site #4: Grant Wood Art Gallery

Located on Main Street in Anamosa, this visitor center and art gallery displays historical photos of Wood and his art colony, a changing exhibit of *American Gothic* caricatures, videos, books, prints, and posters of Grant Wood's work and life. The audio message here could focus on the legacy of Grant Wood and his relevance to modern-day life.

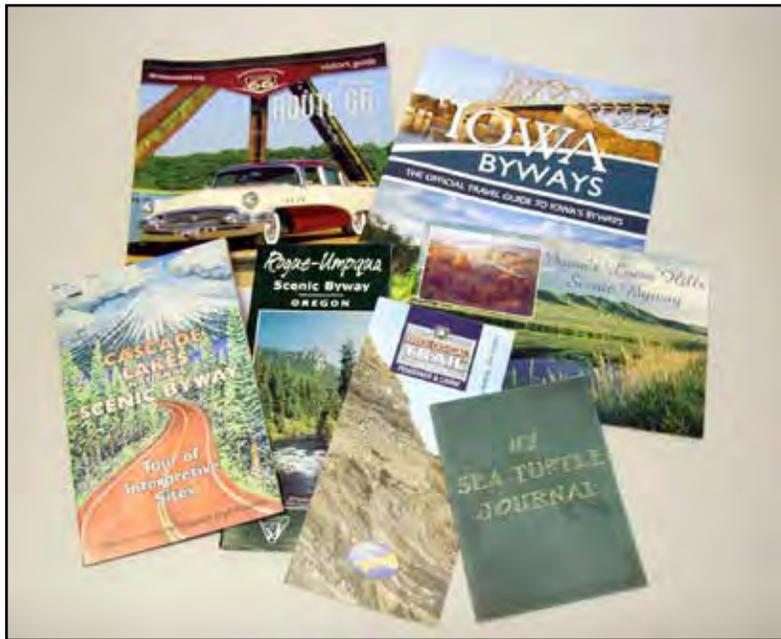


Grant Wood Art Gallery, Anamosa

# PUBLICATIONS

While many travelers prepare for their trips using the Internet, there are many reasons to develop printed publications.

Although smartphone use is increasing, not everyone has one or prefers to use one as their primary means of planning a trip and navigating. A significant number of people like to have a printed publication that can be tucked in their pocket and is not limited by spotty cell phone coverage or low batteries.



Interpretive publications can take many different formats, including brochures, maps, travel guides, and kids' activity booklets.

Publications have take-home value and serve as placeholders and keepsakes of an adventure. They often are shared with others and have a longer life than digital media that pass fleetingly over a screen.

## General Byway Brochure

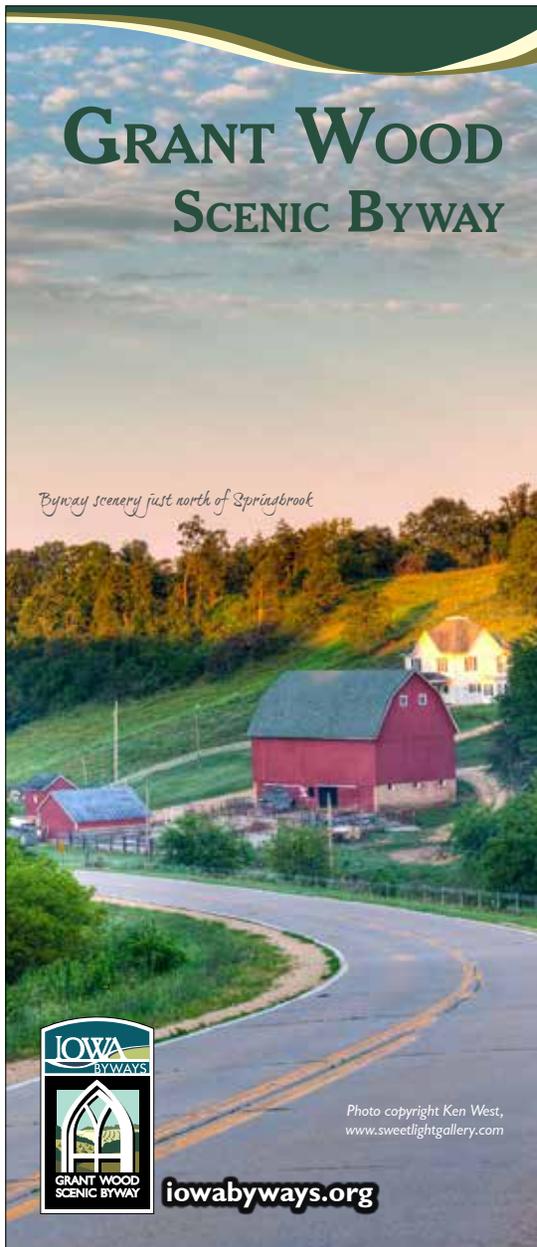
Brochures are a cost-effective marketing tool for byways because they reach casual travelers who are unaware of the byway. There are many travelers who do not plan a road trip in advance but look forward to a serendipitous adventure as they travel a new route.

A basic byway brochure should not attempt to do more than stimulate people to access more in-depth information online or at welcome centers. It should be bold and concise with a simple, clean design and dramatic images that highlight significant attractions and other byway media.

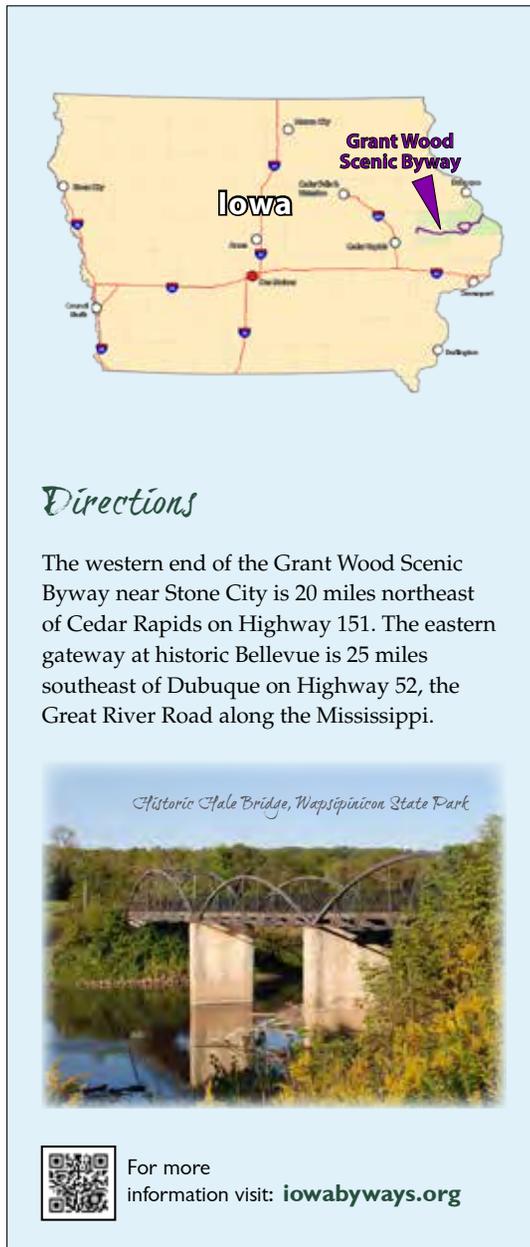
## Design Recommendations:

- **Size and folds:** an 11"-by-17" panel leaflet brochure is an effective layout for introducing the byway.
- **Design elements:** Colors, font styles, and graphic styles should be unified with other byway media (see "Unified Design Standards").
- **Front Cover:** Needs to be designed to be noticed in a rack with other brochures. An obvious "Grant Wood Scenic Byway" title should be visible above the rack holder. A dramatic focal-point photograph that represents the byway, like the Ken West landscape photo of the farm near Springbrook, encourages readers to open the brochure. The byway logo unifies with other media.
- **Back Cover:** The back cover would be an ideal place to include a map of Iowa showing the location of the byway. Contact information will also be important here.
- **First Reveal:** When a reader first opens the brochure, another dramatic image draws the eye to a concise and active description of the byway.

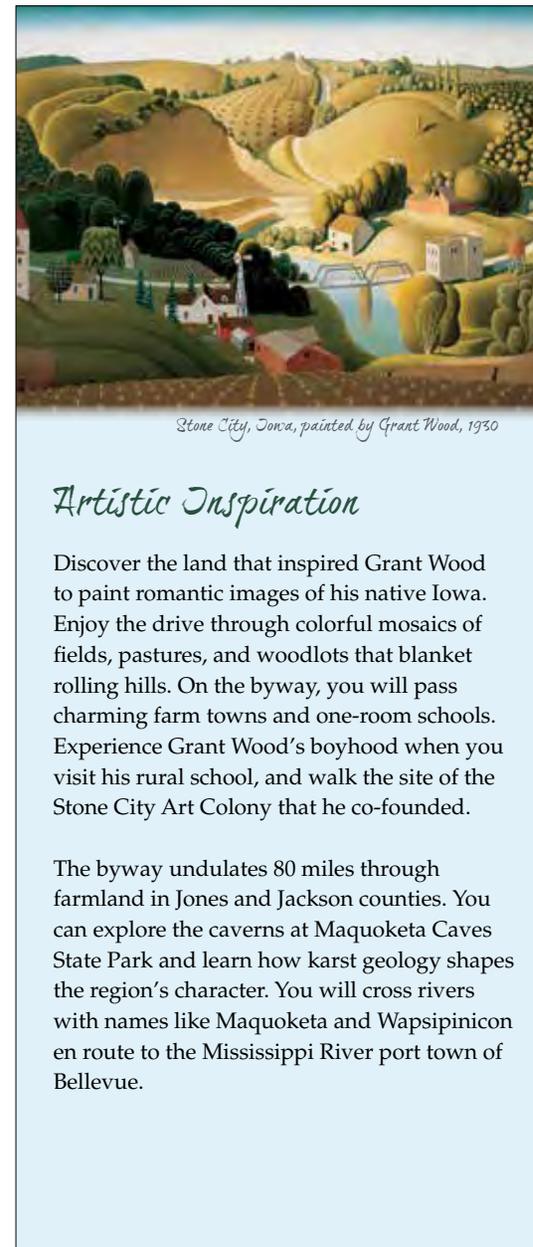
# Grant Wood Scenic Byway Brochure Concept Design



Front Cover



Back Cover



First Reveal

## Bellevue Region

River towns, like Bellevue were the hubs of pioneer civilization in the early days of settlement. Founded in 1835, this was an important steamboat stop on the Mississippi. Stroll the Bellevue Riverfront Path and watch barges passing through historic Lock and Dam #12.



Potters Mill, Bellevue

Visit the 1843 Potter's Mill to see Iowa's oldest remaining gristmill. It is one of 20 buildings in town listed on the National Register of Historic Places.

Bellevue State Park, just south of town, offers stunning views of the Mississippi River, miles of trails, a diverse butterfly garden, a nature center, and camping.



View of the Mississippi River from Bellevue State Park

## Maquoketa Region

The Hurstville Interpretive Center, filled with hands-on exhibits and outdoor discovery areas, is a welcoming hub to explore this region.



Hurstville Interpretive Center

The town of Maquoketa offers an array of art galleries and historic sites, like the Clinton Engine Museum and Jackson County Historical Museum.

The Maquoketa Caves Loop, accessible from Andrew and downtown Maquoketa, will take you to Maquoketa Caves State Park, where you can venture through a scenic valley laced with caves and towering natural bridges.



Maquoketa Caves State Park



Great-Blue Heron

## Anamosa Region

On the western side of the byway, you can literally step into a Grant Wood painting at Stone City, home of his famous art colony in a beautiful setting of grassy hills and stone buildings.

In Anamosa, visit numerous Grant Wood sites including his country school and grave site. Don't miss the castle-like Anamosa

Penitentiary and museum, sculpted from Stone City Limestone, and tour the National Motorcycle Museum. Drive or stroll through Wapsipinicon State Park to see steep bluffs covered with wildflowers along the scenic river.



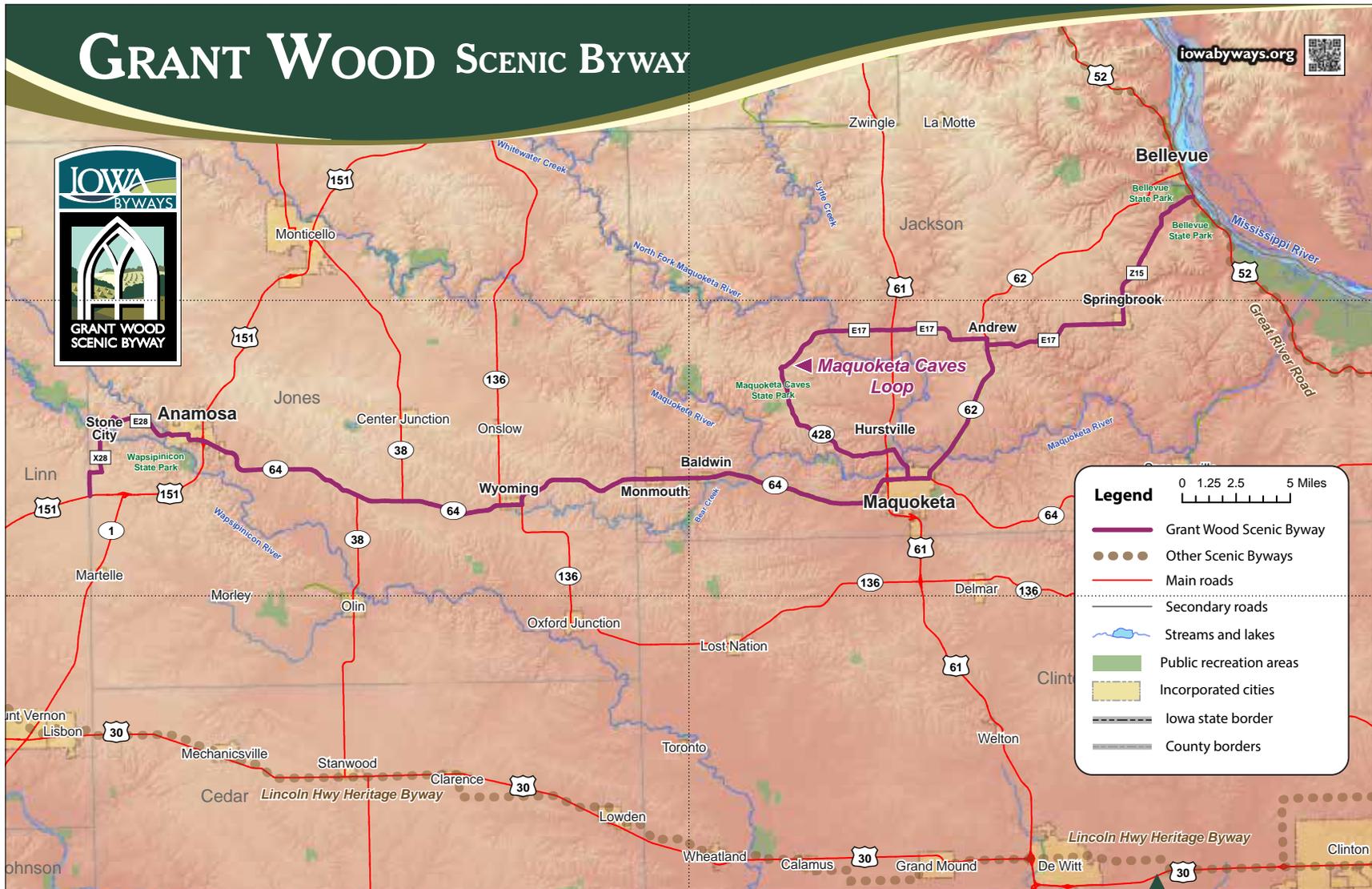
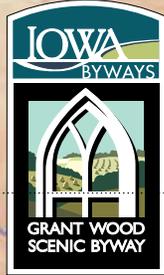
National Motorcycle Museum

Stone City General Store Pub



Second Reveal: Regional Descriptions

# GRANT WOOD SCENIC BYWAY



- Second Reveal (3 panels):** As the reader continues to open the brochure, three adjacent panels will highlight the three regions of the byway. A description of the characteristic features of each region and some key attractions will pique the visitor's interest.
- Full Reveal Inside (6 panels):** The inside of the brochure features a map of the byway with the byway route clearly marked.

## Byway Travel Guide

The Grant Wood Scenic Byway is included in "Iowa Byways: The Official Travel Guide to Iowa's Byways," a full-color, 32-page booklet that measures 8.5"-by-11". The guide is organized by byway in a user-friendly format. The two pages devoted to the Grant Wood byway feature photos, a concise description of the route, a general map, and a brief list of attractions.

The Grant Wood byway also has its own attractive guidebook developed in partnership with the Silos & Smokestacks National Heritage Area. The 20-page publication, measuring 7"-by-9", features dramatic photos, an overview byway map, detailed maps of Anamosa, Wyoming, Maquoketa, and Bellevue, a comprehensive list of attractions, and theme-based itineraries (art and wine, nature, history).

### Recommendations

While both existing travel guides are well-designed and easy to use, an updated and expanded interpretive travel guide specific to the Grant Wood Scenic Byway would add greater depth to visitors' understanding of the byway and enhance wayfinding.

**GRANT WOOD SCENIC BYWAY**

# GRANT WOOD

*Genuine Iowa*

**Take in the striking landscape, inspiring art and local wineries**

Step into a Grant Wood painting as you traverse this scenic byway that stretches 75 miles from Stone City to the Mississippi River. The Grant Wood Scenic Byway passes through both the hometown of this iconic American artist and beautiful settings that inspired him.

Taking a bird's eye view down the byway, the surrounding countryside is a patchwork of striking farmland and limestone bluffs connecting three rivers, the Wapsipinicon, Maquoketa and Mississippi River. Wetlands dot the landscape and three Iowa state parks provide beautiful and historic places to enjoy the outdoors.

The Grant Wood Scenic Byway has more than scenic vistas. A closer look reveals a prison museum next door to a late 19th-century, castle-like penitentiary that still houses inmates, plus three wineries, a microbrewery and the National Motorcycle Museum.

It will come as no surprise that art is one of the star attractions. Explore past artistic accomplishments at the Grant Wood Art Gallery and site of the famed Stone City Art Colony co-founded by Wood. You could also peruse work created by present day artists at the Maquoketa and Bellevue art galleries. If you're an aspiring artist, don't miss attending a workshop at the Maquoketa Art Experience.

Come for the inspiring landscape and discover all that the Grant Wood Scenic Byway has to offer.

**RECREATION**

- Maquoketa River Water Trail
- Wapsipinicon State Park, Anamosa
- Eden Valley Refuge, Baldwin
- Jackson County Recreation Trail
- Hurstville Interpretive Center, Maquoketa
- Maquoketa Caves State Park, Maquoketa
- Bellevue State Park, Bellevue

**HISTORY**

- Stone City Historic District, Stone City and Anamosa
- National Motorcycle Museum, Anamosa
- State Penitentiary Museum, Maquoketa
- Antioch Schoolhouse, Anamosa
- Hotel Williams, Wyoming
- Calkins Square, Wyoming
- Millrock School, Baldwin
- Clinton Engines Museum, Maquoketa
- Jackson Co. Historical Museum, Maquoketa
- Hurstville Lime Kilns, Maquoketa
- Young Museum, Bellevue

**CULTURE**

- Grant Wood Art Gallery, Anamosa
- Old City Hall Gallery, Maquoketa
- Maquoketa Art Experience, Maquoketa
- Potters Mill, Bellevue
- Off the Wall Gallery, Bellevue
- Great River Gallery, Bellevue

**SCENIC VIEWS**

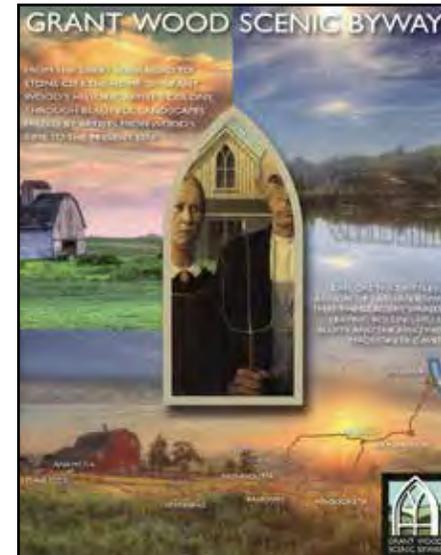
- Stone City area, Stone City and Anamosa
- Ridge on Iowa 64
- Hurstville Interpretive Center, Maquoketa
- Bellevue State Park and Overlook, Bellevue

**BYWAY CONTACT**

Northeast Iowa Resource Conservation and Development, Postville  
563-864-7112  
www.northeastiowarcad.org

The Grant Wood Scenic Byway is featured in the "Iowa Byways: The Official Guide to Iowa's Byways" booklet.

**1. Organize the guide by community region:** Byway visitors may have limited time, with perhaps only a few hours or a day to explore the route. Organizing the byway guide by major communities and their surrounding regions will allow visitors to quickly and easily determine where to spend their time or to better understand the location where they have serendipitously arrived.



Grant Wood Scenic Byway guidebook developed in partnership with Silos & Smokestacks National Heritage Area.

**2. Theme the attractions within the region:** Many visitors have specific interests. Byway attractions within each region can be further grouped into the categories developed in this plan: Scenic and Natural; Historic and Archaeological; Cultural; and Recreational. Themed itineraries that address visitor interests would provide focus to their trip-planning.

**3. Design the guide to be consistent with Iowa Byways design standards:** The design should use the logos, fonts, and colors consistent with those described in this plan and with other interpretive media.

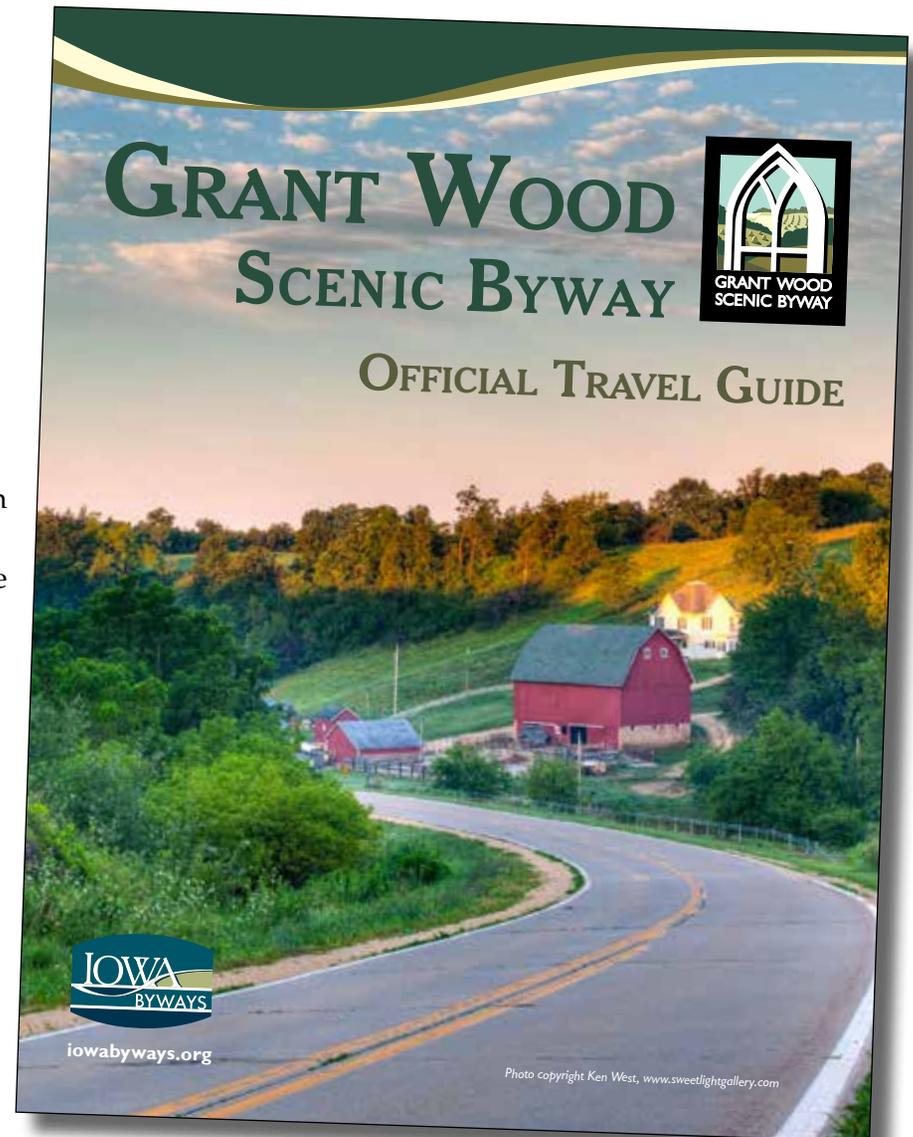
**4. Include maps of attractions that are more than approximations of their locations:** This would require adding specific roads that lead to each attraction. Currently, travelers must use an Iowa road map or GPS in addition to the guide or tear sheet to locate many of the attractions, and even then it can be difficult.

In the revised guide, each community region should be developed in the following format:

- An introduction to the community region that expresses its unique natural and cultural character.

- Maps that mark visitor centers, experience hub kiosks, and wayside exhibits in the region.
- Two or more pages (as many as needed) for maps and descriptions of that region's attractions in each of the themed categories: Scenic and Natural; Historic and Archaeological; Cultural; and Recreational
- Concise, lively descriptions of each attraction, with websites and phone numbers where visitors can find more information.
- Strong, focal point photos of key attractions and informal snapshot-type photos of other attractions.

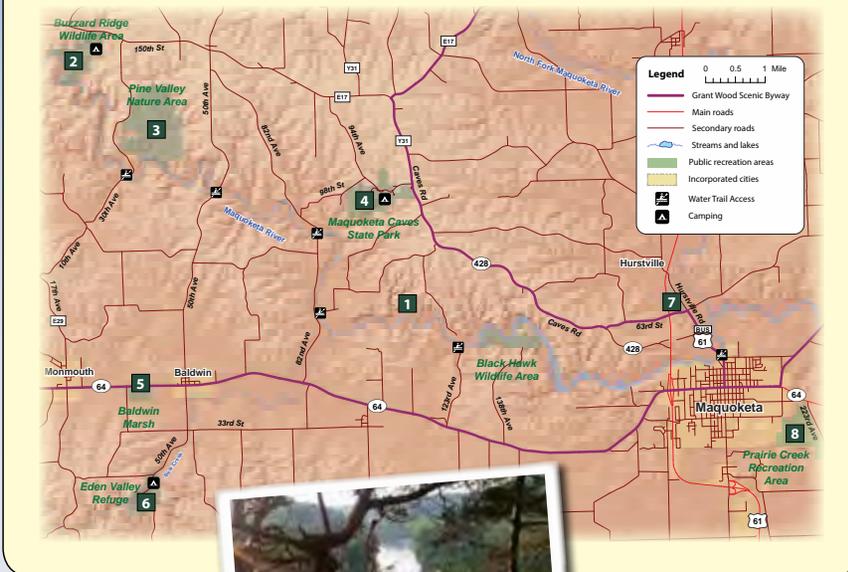
## Grant Wood Scenic Byway Travel Guide Concept Design (front cover)



# Grant Wood Scenic Byway Travel Guide Concept Design (Maquoketa Region natural attractions)

## Natural Wonders

### Natural Wonders around Maquoketa



Hurricane Interpretive Center

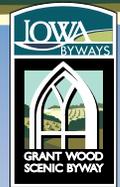


Buzzard Ridge Wildlife Area



Maquoketa River Water Trail

## Maquoketa



### Explore Maquoketa's parks and preserves

The Maquoketa River cuts through limestone bedrock revealing forested bluffs laced with caves and caverns. This river corridor, with much preserved as parkland, invites exploration surrounded by scenic beauty.

- 1 Maquoketa River Water Trail:** Paddle the scenic Maquoketa River as it meanders over 50 miles through Jackson County. Numerous landings, camping sites, and picnicking spots are available. Info: 563-652-3783
- 2 Buzzard Ridge Wildlife Area:** Hike up a limestone bluff for spectacular views of the Maquoketa River. The wildlife area offers primitive camping and access to the river. Info: 563-652-3783
- 3 Pine Valley Nature Area:** Enjoy forests, native prairies, and over 8 miles of trails in one of the most naturally diverse areas in the county. Info: 563-652-3783
- 4 Maquoketa Cave State Park:** Explore 13 caves, a 50-foot high natural bridge, and a balanced rock at this geologically rich park. Created in 1921, the park features six miles of trails, camping, and picnicking. A visitor center interprets the geology of the area. Info: 563-652-5833
- 5 Baldwin Marsh:** Located directly on the byway, this wetland is one of the best examples of upland marsh once common in Iowa. Watch for waterfowl and hike through native and restored prairie. Info: 563-652-3783
- 6 Eden Valley Refuge:** Nestled along Bear Creek, explore diverse limestone bluffs, a swinging bridge, and an observation tower. The nature center offers public nature programs in season. Enjoy camping, cabin rentals, and picnicking. Info: 563-357-4134
- 7 Hurstville Interpretive Center:** Discover the diverse natural history of the Maquoketa region through hands-on exhibits, a prairie maze, wetland observation deck, butterfly garden, and outdoor nature play area. Info: 563-652-3783
- 8 Prairie Creek Recreation Area:** The newest addition to Jackson County, this rolling site along Prairie Creek is being developed as a recreation area with hiking trails, a fishing pond, and picnic pavilions. Info: 563-652-3783

Francehall Cave, Maquoketa Caves State Park



## FAMILY ACTIVITIES

Families are a significant audience for the Grant Wood Scenic Byway. Thematic activities that engage parents and children will create meaningful memories that will last a lifetime.

### Iowa Byways Junior Explorer Program

Similar to the Junior Ranger programs found in many parks, an Iowa Byways Junior Explorer program would be an activity-based experience with the purpose of encouraging families to explore the state's scenic byways.

Each byway would develop a kid-friendly activity guide that reveals the natural and cultural resources of a byway. The activities would be completed while traveling the byway. The guides would be made available at key locations along the byway, such as information centers and major attractions.

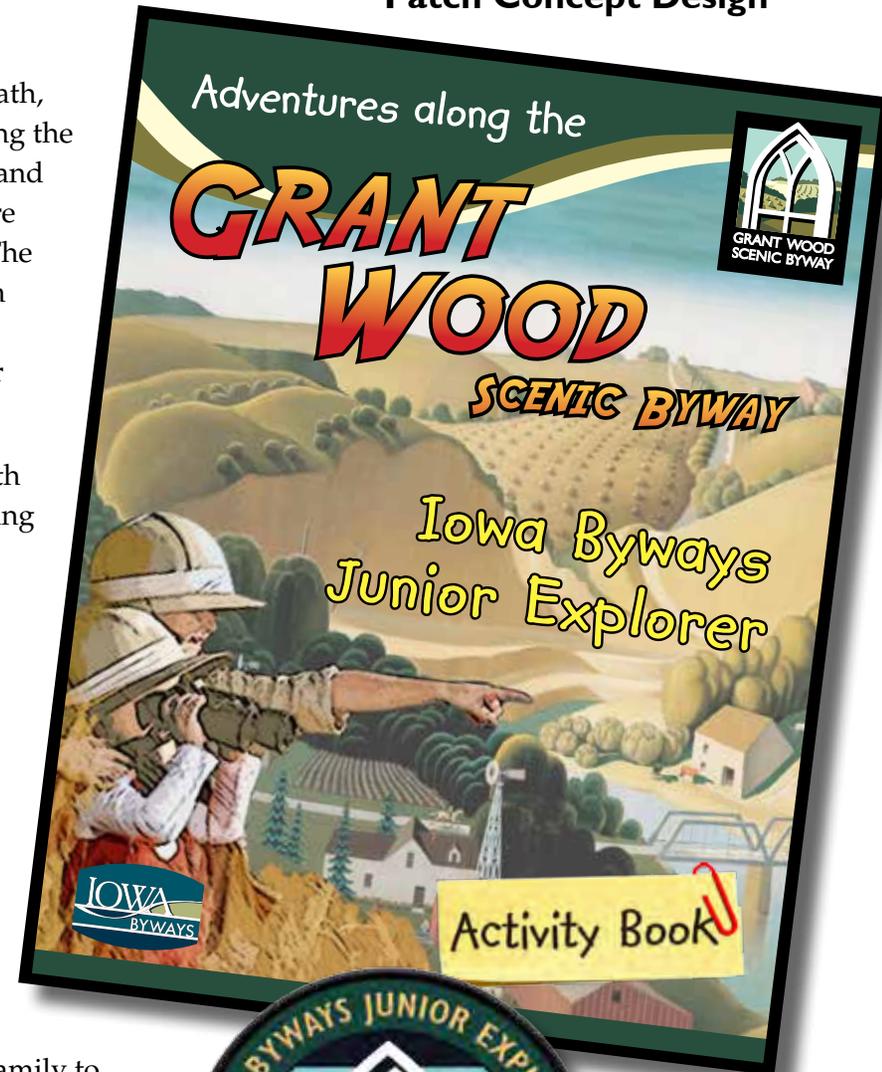
When children—with the help of parents or guardians—complete a certain number of activities, they would turn in their book at designated information centers, where a byway representative would look over the activities and talk to the children about what they learned. The

children would then take an oath, promising to continue exploring the state's scenic byways, respect and protect the resources, and share their experience with others. The children would receive a patch (or other item) declaring them an official Iowa Byways Junior Explorer.

The guides would be filled with fun games, puzzles, and coloring pages that entice families to discover Grant Wood country. Some ideas include:

- A byway bingo game that encourages families to look for iconic features along the byway, like an eagle, angler, one-room schoolhouse, river crossing, wooden barn, or limestone building.
- A nature scavenger hunt that encourages the family to explore a trail or natural area.
- Stories and artwork created by children who live along the byway that describe their daily experiences (for example, living on a farm).

## Junior Explorers Activity Guide and Patch Concept Design



- Coloring pages depicting scenes from the Grant Wood byway.
- Crossword puzzles with Grant Wood byway terms they may learn.
- Dot-to-dot puzzles of resources they may see.
- A maze that follows the twisting tributaries of the Maquoketa or Wapsipinicon rivers.

## Explorer Discovery Pack

In association with the Iowa Byways Junior Explorer program, “Discovery Packs” filled with equipment and resources for young explorers could be made available to encourage more in-depth discovery along the byway. The packs could be borrowed from and returned to designated information centers.

Items in the packs could include: binoculars, hand lens, bug magnifying box, bug net, field guides, regional music CD, stargazing chart, field journal, and other essential exploration tools.

## Children’s Byway Audio Tour

An audio tour geared toward children is a unique way to tell the stories of the byway. When children provide the lively narration, it creates a personal connection with kids as they tour the byway. A girl might tell what it was like to walk to her country school, where all eight grades studied in one room, a pump was used for water, and an outhouse was the school bathroom. A boy might describe the backbreaking work that his father does in the limestone quarries of Stone City or the lime kilns of Hurstville. A fellow classmate might recall the story of when a young Grant Wood told his class at Antioch School that a tornado was coming, only to be spanked by his teacher for telling a lie.

Singer-songwriters could be recruited to record a CD or downloadable compilation of children’s songs about caves and bats, historic farm life (like the threshing days), or the life of Grant Wood.



*A Junior Explorer Discovery Pack would be filled with hands-on tools and resources for exploring the byway as a family.*

## Family Passport Book: Concept Design (Hurstville Interpretive Center page)



### Hurstville Interpretive Center

This is a perfect family stop along the byway! Play in the natural playground, dash through a prairie maze, catch frogs and insects, and splash in the ponds. The nature center has restrooms and lots of kids-friendly exhibits to explore, including puzzles, a model train, and living bee hive.

Address: 18670 63rd Street  
Maquoketa, IA 53060

Hours: Mon-Fri: 9am-4pm  
Sat-Sun: Jan-Mar, Closed  
Apr-Oct, Noon-5pm  
Nov-Dec, Noon-4pm

Phone: (563) 652-3783

Web: [www.mycountyparks.com/county/Jackson/  
Park/Hurstville-Interpretive-Center.aspx](http://www.mycountyparks.com/county/Jackson/Park/Hurstville-Interpretive-Center.aspx)



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## Family Passport Book

The Grant Wood Scenic Byway has already developed an attractive Culinary Passport guide to the best food and drink along the byway. Building on this foundation, a Family Passport booklet would encourage exploration of family-friendly attractions.

A passport book provides motivation to visit places that may otherwise be passed by or overlooked. The incentive to fill up the passport with stamps creates a goal for the family. Adults and children alike are engaged in the scavenger hunt to find the next stamping location. The booklet has take-home value, and each stamp represents a memory from the trip, an important connection to the byway experience.

The passport booklet is itself an interpretive opportunity. It should be written in concise, personal, kid-friendly language that reveals the stories behind the Grant Wood byway resources.

A unique stamp design should be developed for each attraction that rewards travelers for their effort. Ideally, stamps would be located at attractions where people are available to answer questions and watch over the passport stations. However, self-service passport stations could also be developed for those who visit sites during closed hours.

## Thematic Play Areas

As any parent knows, finding play areas during a long drive is a major priority. Byway travel involves long periods of sitting in a vehicle. Kids need breaks from the car ride to run and play. For families, play areas serve as focal points for stretching legs, eating snacks and meals, and using restrooms.

Typically, play areas along byways are serendipitous, standard playground equipment often associated with municipal parks. These are untapped, potentially powerful resources for engaging families with byway stories

Natural playgrounds, like the one at Hurstville Interpretive Center, are landscapes where children play with natural materials, such as logs, sticks, wooden blocks, boulders, stepping stones, gravel, sand, and water. This

encourages children to use their imaginations while directly interacting with the byway landscape.

The Grant Wood Scenic Byway should consider developing additional interpretive play/rest areas along the route that reinforce the themes of the byway. Some examples:

- A climbing area with gentle slopes and flat limestone blocks that form small caves and peaks to encourage children to explore. The tactile experience with limestone helps to develop a sense of place.
- A play area incorporating a water element could include concrete channels that represent the twisting Wapsipinicon and Maquoketa Rivers. Artistic tile pictures show the namesakes of the rivers (a bear for Maquoketa and wild artichokes/arrowheads for the Wapsi).
- Slides could be made to resemble old flour mills with grain shoots. Train engine, covered wagon, and tugboat play equipment add to the sense of place.
- Thematic “pocket playgrounds” in small-town lots with some exposed walls of surrounding buildings could be made more colorful and cheerful

with the addition of whimsical Grant Wood images.

- Concise interpretive signs incorporated into the play area can provide ideas for families to explore each play space together, along with related byway stories.



*Whimsical paintings by Grant Wood could brighten the walls of community pocket playgrounds.*



*Natural playscapes, like at the Hurstville Interpretive Center, can be designed to reinforce the themes of a byway, while providing a natural outlet for children’s creativity and energy.*

# MEDIA COST ESTIMATES

These cost estimates were developed in February 2017 based on quotes from multiple companies. They include

research, design, and fabrication/printing. The estimates are listed as broad ranges and should be used only for the

purposes of planning and fundraising. Actual prices will vary considerably based on the specifics of each project.

| Media Type  | Info        | Rationale   | Cost Estimate  |
|---|-------------|---|--|
| Experience hubs   | pp. 91–97   | Highly visible way to orient travelers to regional attractions. Cost-effective where attractions are not routinely staffed.     | \$15,000–\$20,000 each (stone, metalwork, timbers, 4 HPL panels)   |
| Two-panel kiosks  | pp. 100–101 | Introduces travelers to the byway and other natural attractions.  | \$5,000–\$6,000 each (metalwork, timbers, 2 HPL panels)  |
| Wayside exhibits  | pp. 102–109 | Best way to communicate must-tell stories at significant sites along the byway where no other tools are available.              | \$2,500–\$3,000 each (metal base with cut-out, 1 HPL panel)  |
| Welcome/visitor center touch-screen computer kiosk exhibits | pp. 112–113 | Valuable in alerting travelers to the byway’s existence and for trip-planning; small size appropriate for existing centers.     | \$15,000–\$25,000 each   |
| Byway artwork   | pp. 114–117 | Highly visible way to focus attention on a significant story or event on a roadside scale.                                      | Highly variable based on type and artist.<br>Steel silhouette statue: \$1,500 average<br>Wall mural: \$10–\$35/sq. ft. average |
| Website design and social media development                 | pp. 118–121 | Essential planning tool that reaches a large audience; is easily updated.   | \$10,000–\$25,000 for development plus monthly hosting/maintenance.  |
| Byway mobile tour website or native tour app                | pp. 124–130 | Ideal tools for incorporating sound and visuals to make stories come alive; convenient, easy to use, and encourage interaction. | \$8,000–\$50,000 for development plus monthly hosting/maintenance (\$200–\$500/month)  |
| General byway brochure                                      | pp. 131–134 | Small publication that can be widely distributed to promote awareness of the byway.   | \$1,500–\$2,000 per 10,000 copies (tabloid size, full-color)   |
| Travel guide booklet  | pp. 135–137 | A physical method for visitors to navigate the byway and discover its stories; not dependent on cellular service.               | \$12,000–\$15,000 per 10,000 booklets (32 pages, 8.5"x11" size, full-color)  |
| Byway Junior Explorer booklets                              | pp. 138–139 | Keeps families engaged in the byway’s interpretive themes and encourages discovery.   | \$8,000–\$12,000 per 10,000 booklets (20 pages, 8.5"x11" size, full-color)   |
| Family passport books                                       | p. 140      | Provides motivation to visit specific sites along the byway and has take-home value.  | \$5,000–\$8,000 per 10,000 booklets (20 pages, 6"x6" size, full-color)   |

# APPENDIX



*Grant Wood Scenic Byway ends (and also begins) at Highway 151 south of Stone City.*

# GRANT WOOD SCENIC BYWAY VISIONING MEETING RESULTS

On July 8, 2015, Schmeeckle Reserve Interpreters conducted a visioning meeting with Grant Wood Scenic Byway staff and board members at the Hurstville Interpretive Center near Maquoketa. The purpose of the meeting was to gather information about the places, activities, and stories that should be interpreted along the byway.

During this meeting, participants were asked to respond to the following questions:

1. **Attractions:** What are some important attractions along this byway that visitors should experience?
2. **Stories and Messages:** What compelling stories and messages can visitors experience that make your byway unique?
3. **Audience:** Who are the primary target audiences for interpretive media on this byway?
4. **Vision:** What is your vision of success for improving the visitor experience on your scenic byway?
5. **Research Recommendations:** Who are some key people we should

interview and what are some documents we should acquire to learn about your byway?

The responses were recorded, organized, and sent to Northeast Iowa RC&D for review and dissemination. The final results are included below.

## Attractions

**What are some important attractions along this byway that visitors should experience?**

- Maquoketa Caves State Park
- Bellevue State Park
- Hurstville Interpretive Center
- Wapsipinicon State Park
- Baldwin Marsh
- Stone City
- Tabor Winery
- Brush Creek Winery
- Lock and Dam 12
- Grant Wood Museum
- Grant Wood home
- Jackson County Jail
- Insane asylum
- Bellevue War
- Jackson County Museum

- Old cemetery, Bellevue
- Mississippi River

## Stories and Messages

**What compelling stories and messages can visitors experience that make your byway unique?**

- Grant Wood, Stone City
- Hurstville, a company town
- Hale Bridge
- Bellevue War
- E.G. Potter's Mill
- Natural beauty: bluffs, rolling hills, timber, and agriculture—a landscape that inspired Grant Wood (a lot of art)
- A lot of firsts: first governor, Ansel Briggs, and other firsts because of its location in eastern Iowa
- Stone structures of the late 1800s, made from local stones. Maquoketa limestone found only here, Russia, and Italy
- Local cuisine and unique places to eat, e.g. General Store and Potter's Mill
- A lot of rivers (four)
- Driftless Region
- Bellevue War

- 6+ museums along byway
- First place sun hits in Iowa (an island)
- Caves
- Birding (Mississippi River Flyway)
- Lots of fairs and festivals (Jones County Fair a big one)
- Lime kilns
- Bus tours
- Old Jail and Insane Asylum in Andrew
- Jackson County supposedly haunted
- State penitentiary
- Overlooks
- Nice people!
- Grant Wood and American Gothic
- Only byway with three state parks
- Motorcycle Museum
- Visual and music arts a strong unifying theme, lots of art galleries, local artist Rose Frantzen
- Wineries (four)
- Economic diversity: ag, retail, manufacturing
- Wetlands, Baldwin Marsh
- Public access areas: two county properties and state properties
- Forest cover/trees are diverse; Maquoketa called the Timber City
- Locks and dams

- Diverse wildlife: eagles and migratory species

## Audience

### Who are the primary target audiences for interpretive media on this byway?

- Retired people
- Young families
- Travelers from within a 100- to 150-mile radius
- Local families on day trips
- The Chicago suburb connection: 1-million-plus potential visitors less than 3 hours away

## Vision

- Need some way to improve public access to museums (tourism coordinator?)
- Interactive kiosk that helps visitors develop itineraries; people need information. Apps?
- Trail signage to improve wayfinding
- Stone City hard to find, easy to miss turn
- What may be obvious to locals needs interpretation for visitors, e.g. agriculture, geology
- Website that helps people plan their trip

- Better interpretation: kiosks telling specific stories and history; kiosks located at overlooks like Bellevue State Park
- Overlook needed at Stone City, with interpretation
- Enlist more educated ambassadors, so everyone along the byway knows about the rest of the byway
- Work with businesses to improve their available information such as phone numbers, addresses
- Market research that explores what people are spending their money on while visiting
- Cross-marketing from one end of the byway to the other
- Key in on the Parks to People momentum, a pilot program to link everything in three-county region, from Dubuque to Bellevue to Stone City; primary driver is state parks and Mines of Spain. Will include bike, water, and ATV trails

## Research Recommendations

### Who are some key people we should interview and what are some documents we should acquire to learn about your byway?

- Parks to People strategic plan

