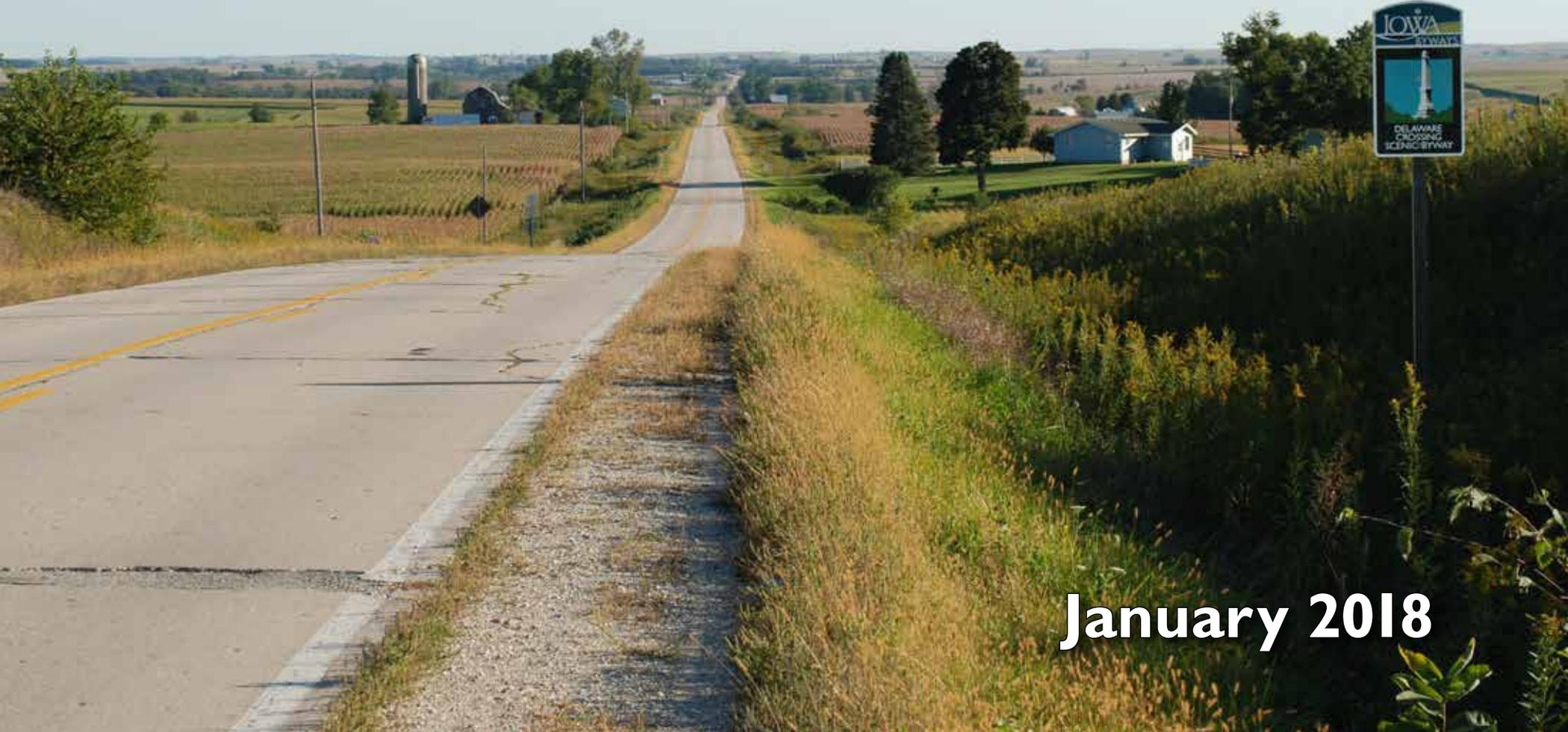


# DELAWARE CROSSING SCENIC BYWAY

## INTERPRETIVE MASTER PLAN



**January 2018**

*Front cover: The Delaware Crossing Scenic Byway undulates with the landscape heading south on County X31.*

*Facing page: The byway offers vistas of rolling farm country.*

# DELAWARE CROSSING SCENIC BYWAY INTERPRETIVE MASTER PLAN

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Hiking Backbone Trail in Backbone State Park.

# TABLE OF CONTENTS

<b>Chapter 1: Introduction</b> .....	<b>1</b>
Delaware Crossing Scenic Byway Map .....	3
Establishing the Byway .....	4
Scope of Work.....	5
The Planning Process.....	6
References .....	7
<b>Chapter 2: Vision and Goals</b> .....	<b>9</b>
Vision .....	10
Goals/Values .....	11
Interpretive Goals .....	12
References .....	14
<b>Chapter 3: Byway Travelers</b> .....	<b>15</b>
Visitation at Primary Attractions .....	16
Travelers in Delaware County.....	18
Target Audiences.....	20
Staging Experiences.....	21
References .....	24
<b>Chapter 4: Interpretive Resources</b> .....	<b>25</b>
Resource Categories.....	26
Delaware Crossing Regions.....	26
Delaware Crossing Scenic Byway Regions Map .....	27
<b>Delaware County</b> .....	<b>28</b>
History .....	28
Maquoketa River & Water Trail .....	29
Barn Quilts .....	29
<b>Southeast Region</b> .....	<b>30</b>
Hopkinton .....	30

<b>Northeast Region</b> .....	36
Delhi .....	36
Delaware.....	39
Earlville.....	39
Greeley .....	40
Coleburg .....	41
Petersburg .....	41
<b>Northwest Region</b> .....	42
Manchester .....	42
East of Manchester (on the byway) .....	42
In Manchester .....	45
West of Manchester .....	47
North of Manchester .....	48
Edgewood .....	50
<b>Southeast Region</b> .....	52
Lake Delhi .....	52
Buck Creek .....	54
Ryan.....	55
References .....	56
<b>Chapter 5: Themes and Messages</b> .....	57
Defining Themes and Messages .....	58
Primary Theme.....	59
Sub-Theme 1 & Messages: Delaware County Settlers .....	60
Sub-Theme 2 & Messages: Civil War’s Impact.....	63
Sub-Theme 3 & Messages: Natural Resources.....	65
Sub-Theme 4 & Messages: Education .....	68
Sub-Theme 5 & Messages: Outdoor Recreation .....	70
Sub-Theme 6 & Messages: Travel Corridor.....	72
References .....	74



*Trout swim in a rearing pond at the Manchester Trout Hatchery.*



*A Wild Turkey in an enclosure at Bailey’s Ford Park.*



A Civil War soldier statue stands atop a monument in the Edgewood Cemetery.

<b>Chapter 6: Interpretive Media</b> .....	<b>75</b>
Defining Interpretive Media.....	76
Existing Interpretive Media.....	77
Wayfinding.....	82
Plan Media Holistically .....	84
Create a Visual Identity.....	85
Interpretive Experience Hubs .....	89
Wayside Exhibits .....	100
Scenic Overlook Sites.....	110
Welcome/ Visitor Center Exhibits.....	112
Byway Artwork .....	114
Online Media .....	118
Delaware Crossing Scenic Byway Website.....	118
Social Media .....	122
Mobile Digital Media.....	123
Audio Tours .....	123
Audiovisual Tour Apps.....	125
QR (Quick Response) Codes.....	126
Recommendations.....	127
Publications.....	129
General Byway Brochure .....	129
Byway Travel Guide .....	133
Family Activities .....	136
Iowa Byways Junior Explorer Program .....	136
Family Discovery Packs .....	137
Children’s Byway Audio Tour .....	138
Family Passport Book.....	139
Media Cost Estimates .....	140
References .....	141
<b>Appendix</b> .....	<b>143</b>
Appendix: Visioning Meeting Results .....	144

# CHAPTER 1

# INTRODUCTION

*Civil War Monument on the campus of  
Old Lenox College, Hopkinton.*



*The 1865 Civil War monument on the historic Lenox College campus in Hopkinton serves as the symbol of the Delaware Crossing Scenic Byway.*

## INTRODUCTION

Delaware County reflects the essence of Iowa’s rural sense of place—a land where pioneer farmers built strong communities based on shared religious values, commitment to education, and allegiance to their new state and their country.

The varied landscape that lured so many to this area continues to support family farming, hunting, fishing, and lifestyles conducive to small towns. The past is valued, and cultural stories and traditions remain important to residents of each small town.

The rolling hills, forests, and spring-fed wetlands support small farming operations as evidenced by family farms and flourishing Amish communities. Over 90 barn quilts celebrate the rural history of Delaware County, reflecting the significance of farming, barns, and artistic expression.

This county has long been a place known for outdoor recreational opportunities. It contains Backbone State Park, the first state park in Iowa. The historic Manchester Trout Hatchery has stocked trout for over 120 years to replenish

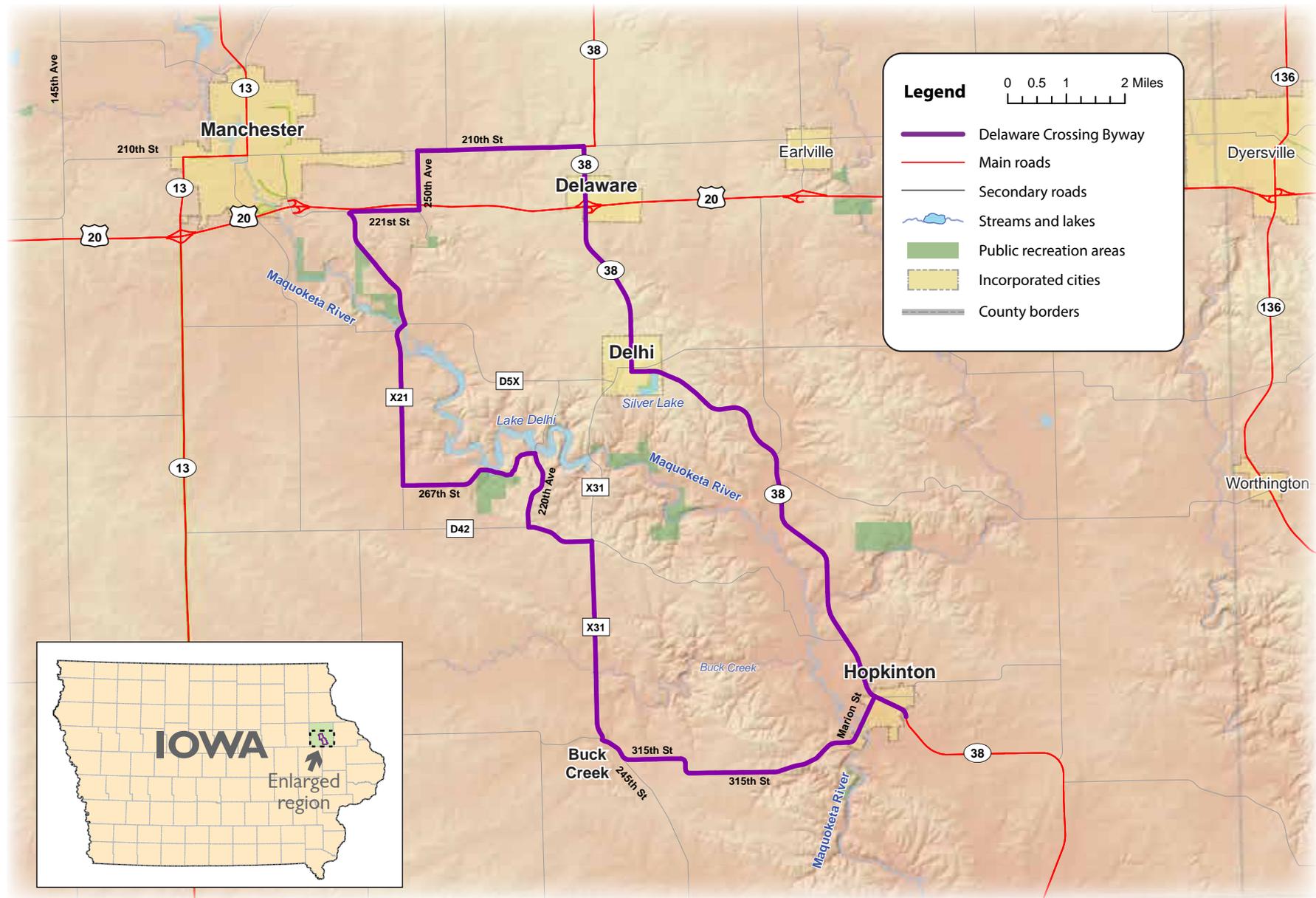
the spring-fed streams that lace the county. The Maquoketa River meanders southeast through county offering fishing and paddling opportunities. Boaters and anglers enjoy the recently restored Delhi Lake, drained in 2010 when floodwaters breached the dam.

Numerous Civil War monuments stand as silent reminders of the enormous sacrifice Iowans made to the Union war effort. Iowa sent over 75,000 men, nearly 56% of its military aged population and the highest percent of any state. Many byway communities honor soldiers with Veterans Memorials.

The high value placed on education in early Delaware County is evident in the old one-room country schools, in institutions like Lenox College, the first Presbyterian college in Iowa, or even in the ruins of the consolidated school at Buck Creek.

The Delaware Crossing Scenic Byway traverses a landscape that reflects this prominent sense of place, and provides access to resources that tell the unique natural and cultural stories of the region.

# DELAWARE CROSSING SCENIC BYWAY MAP





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

## 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. Nine additional byway routes were added between 1998 and 2016.

The current Iowa State Byways are:

- Grant Wood, 1993
- River Bluffs, 1993; additional segments, 2000
- Western Skies, 1993
- Historic Hills (originally named Woodlands), 1993
- Iowa Valley, 1998
- Loess Hills, 1998 (designated a National Scenic Byway, 2000)
- Driftless Area, 2000
- Glacial Trail, 2000
- **Delaware Crossing, 2002**
- Lincoln Highway Heritage Byway, 2006
- Covered Bridges, 2016
- White Pole Road, 2016
- Jefferson Highway Heritage Byway, 2016

Initially, uniform Iowa Scenic Byway signs were placed along these routes. However, the byways lacked local support and promotion, and 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 (DOT) and Resource Conservation and Development Councils (RC&D) across Iowa to preserve, protect, interpret, and promote Iowa's scenic byways. Northeast Iowa RC&D in Postville serves as the lead entity for Delaware Crossing Scenic Byway. In the intervening years, much has been accomplished in this mission to interpret and promote the 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 were delivered in 2016 and 2017. Phase three includes plans for Historic Hills, Glacial Trail, and Lincoln Highway scenic byways. These 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 gateway to the Delaware Crossing Scenic Byway in Hopkinton.*

# 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?

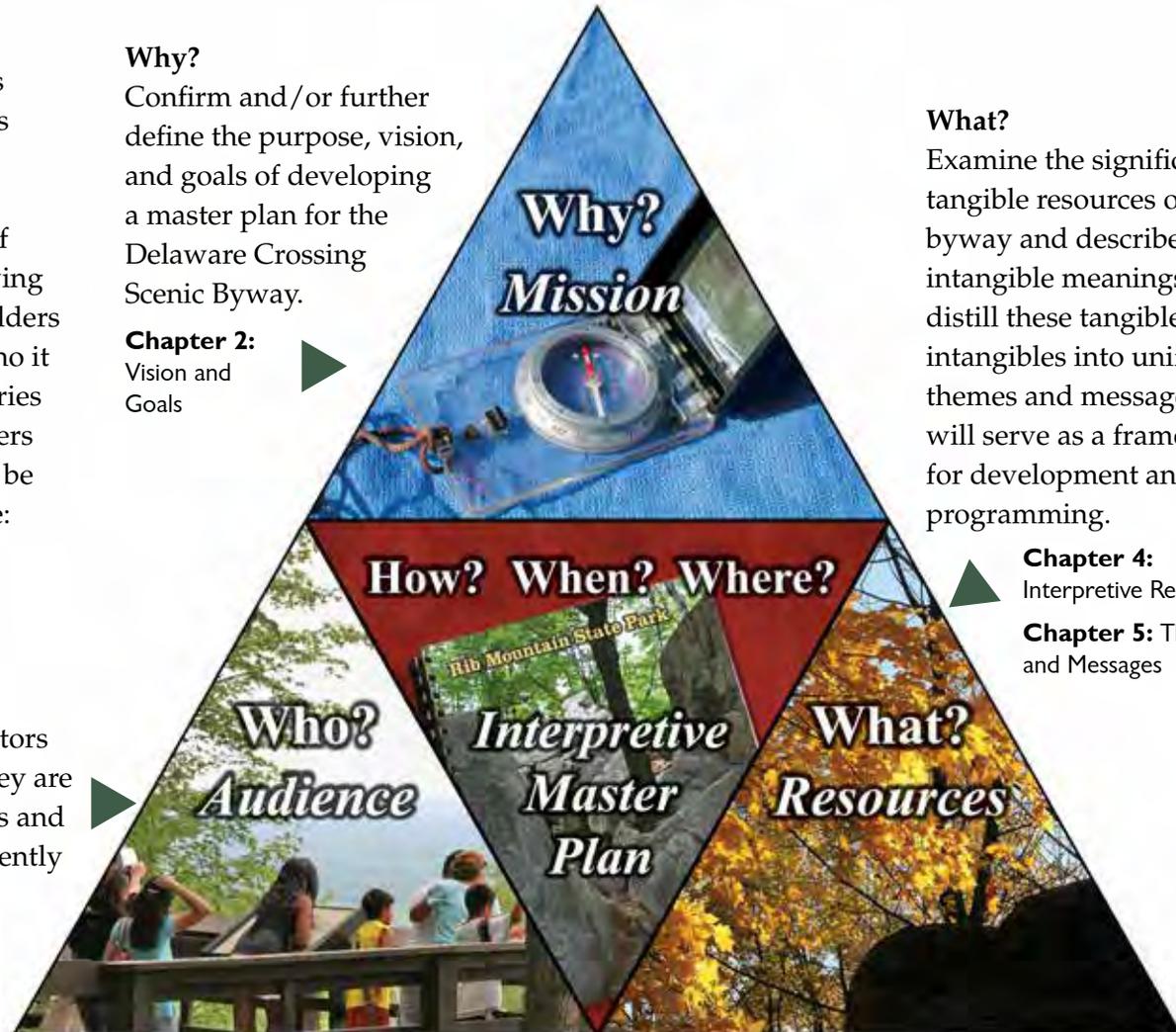
Determine who the byway visitors are and the experiences that they are seeking. This includes activities and visitor groups that are not currently being targeted.

**Chapter 3:** Byway Travelers

## Why?

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

**Chapter 2:**  
Vision and Goals



## 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 Delaware Crossing Scenic Byway.

**Chapter 6:** Interpretive Media

# REFERENCES

- ▶ *Delaware Crossing Scenic Byway Guidebook*. The Manchester Community Promotion Board and Northeast Iowa Resource Conservation and Development.
- ▶ Hair, J. (1865). *Iowa State Gazetteer*. Office of the State Archaeologist. Bailey & Hair, Chicago.



*The Manchester Trout Hatchery stocks spring-fed streams throughout Northeast Iowa*



# CHAPTER 2

# VISION AND GOALS

*Maquoketa River south of Delhi.*



Visitors climb to the top of a stone boathouse tower in Backbone State Park.

### DCSB Draft Vision Statement

The vision of the Delaware Crossing Scenic Byway Board is to enhance the experience of visitors, the quality of life for residents, and the economic vitality of the Byway Community by **preserving and promoting the Corridor's resources and offering extraordinary experiences.**

*Corridor Management Plan Draft, 2017*

## VISION AND GOALS

A byway's vision and goals serve as an inspirational road map that describes what the byway will be and what it will achieve in the future.

The overall vision and goals for the Delaware Crossing Scenic Byway are being established in the Corridor Management Plan (as of 2017). This section reviews the implications of the vision and goals for interpretive planning, and offers unique interpretive goals to guide future planning, management, and implementation.

### Vision

A vision statement reflects the broad and sweeping aspirations that an organization has for its byway. It embodies the values of the byway's resources and its stakeholders.

In conjunction with Northeast Iowa RC&D, the Delaware Crossing Scenic Byway (DCSB) Board is currently developing a vision statement as part of the Corridor Management planning process (2017). The draft vision statement is included in the sidebar at left.

Interpretation will play a major role in achieving this vision:

**"...preserving and promoting the Corridor's resources..."**

A primary goal of interpretation is to promote responsible visitor use and support for a site. Visitors who have a connection to the resources tend to become advocates for the byway and protect the resources. Programs and media recommended in this plan strive to promote the stories of the region.

**"...offering extraordinary experiences..."**

Another primary goal of interpretation is to connect the interests of visitors to the meanings of byway resources. This is accomplished most effectively when visitors are experiencing the resources on-site. This plan seeks to create interpretive experiences that highlight the unique resources of the region.

## Goals/Values

Goals, also referred to as values, support the vision as ambitious, broad statements of desired conditions. They are meant to be translated into actions (programs and projects) that the byway organization, partners, and supporters can implement.

A list of values is currently being developed by the DCSB Board for the Corridor Management Plan (2017). The draft list is included in the sidebar at right. Several of these values directly relate to interpretation:

### **“2. Share byway stories with the visitor and create lasting memories.”**

This plan identifies natural and cultural resources that best tell the stories of the byway (Chapter 4). These stories are organized into a framework of themes and messages (Chapter 5). The plan also recommends specific methods for interpreting those stories (Chapter 6).

### **“3. Create an easy-to-navigate byway experience.”**

While comprehensive byway wayfinding is beyond the scope of this plan, simple navigation is essential for successful interpretive experiences. Several

wayfinding recommendations are provided in the plan (Chapter 6).

### **“7. Strengthen the byway’s identity...”**

This plan provides recommendations for creating and enhancing the byway’s identity through unified visual design elements (Chapter 6). All media concepts have been developed to strengthen this identity for travelers, whether they are on the byway itself or planning for the trip.

### **“10. Make way for play throughout the byway corridor.”**

Successful interpretation requires hands-on interaction and encourages visitors to experience the real resources beyond their car doors. The media recommended in this plan encourage discovery and directly incorporate play activities for families (Chapter 6).

### **“8. Foster community participation...”**

### **“11. Identify byway-related projects...”**

This plan introduces numerous potential interpretive projects that can enhance the visitor experience along the byway, while providing opportunities for community participation and buy-in (Chapter 6).

## DCSB Draft Values

1. Protect and preserve byway resources and the local quality of life.
2. Share byway stories with the visitor and create lasting memories.
3. Create an easy-to-navigate byway experience.
4. Ensure the safety of byway travelers.
5. Develop a sustainable byway organization.
6. Expand multi-modal transportation options.
7. Strengthen the byway’s identity and promote its value as a tourism destination.
8. Foster community participation along the byway.
9. Identify strategies to expand and strengthen local economies along the byway.
10. Make way for play throughout the byway corridor.
11. Identify byway-related projects and find funding sources for each.

*Draft Corridor Management Plan, 2017*

## Interpretive Goals

To understand the interpretive vision of the Delaware Crossing Scenic Byway more thoroughly, an Interpretive Master Plan Visioning Meeting was conducted on July 8, 2015. Stakeholders from throughout the byway were invited to participate. Nine people attended. The complete results of the meeting are included in the Appendix.

*An interpretive master plan visioning meeting was held with stakeholders on July 8, 2015 at the Delaware County Historical Museum.*



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

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

### Interpretive Goal 1

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

#### Stakeholder responses related to Goal 1:

- “Pull-offs and overlooks with interpretive panels”
- “Add some interaction, things people can do, like a photo prop for selfies or cut-outs to put your face in”

#### Goal 1 Actions:

- Secure grants and other funding sources to implement this interpretive master plan.
- Organize byway representatives to collect oral stories, historic photographs, and documentation that can be used for interpretive program development.
- Develop interpretive experiences that go beyond reading or viewing; encourage byway travelers to explore and immerse themselves in sites that bring the stories to life.

## Interpretive Goal 2

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

### Responses related to Goal 2:

- “Signs that say ‘scenic overlook ahead’ or something similar to warn travelers something is coming”

### Goal 2 Actions:

- Secure grants and other funding sources to improve overall wayfinding along the byway.
- Implement recommendations for improving interpretive site wayfinding that are presented in this plan (Chapter 6).
- Develop a “package” of related interpretive experiences that offers multiple wayfinding methods—experience hub kiosks, digital apps, websites, information center exhibits, etc.
- Develop interpretive media that targets special interest groups, such as Civil War or outdoor recreation enthusiasts.

## Interpretive Goal 3

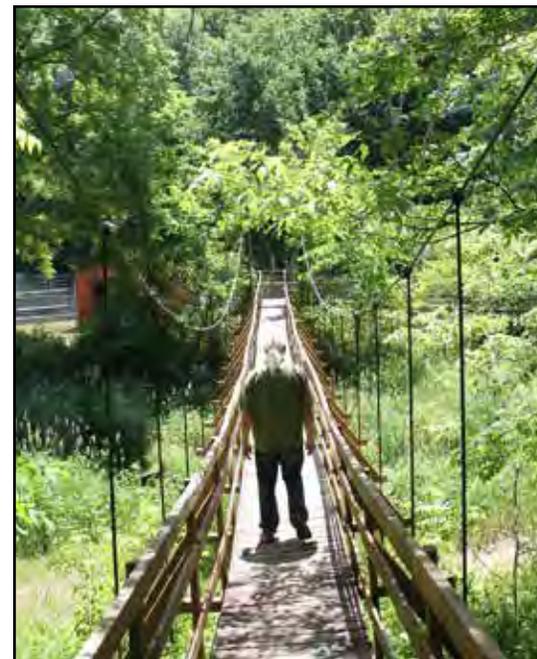
Foster relationships between byway communities, businesses, and residents through participation in interpretive developments.

### Responses related to Goal 3:

- “Improved hospitality at businesses—a weak point in rural Iowa”
- “Training for front-line people to teach them local knowledge”
- “Education on what is here [Delaware County Historical Museum]; many think it is a small place”

### Goal 3 Actions:

- Partner with byway communities to create interpretive media that unifies each community’s story around common byway themes while celebrating their uniqueness.
- Develop experience hubs that highlight regional attractions along the byway and encourage travelers to visit multiple communities.
- Encourage community participation in the development of interpretive media.



*A visitor crosses the swinging bridge over Spring Branch Creek at the Manchester Trout Hatchery.*

## REFERENCES

- ▶ Delaware Crossing Scenic Byway: Interpretive Master Plan Visioning Meeting Results. July 8, 2015. Delaware County Historical Museum Complex. Hopkinton, IA.

### Personal Communication:

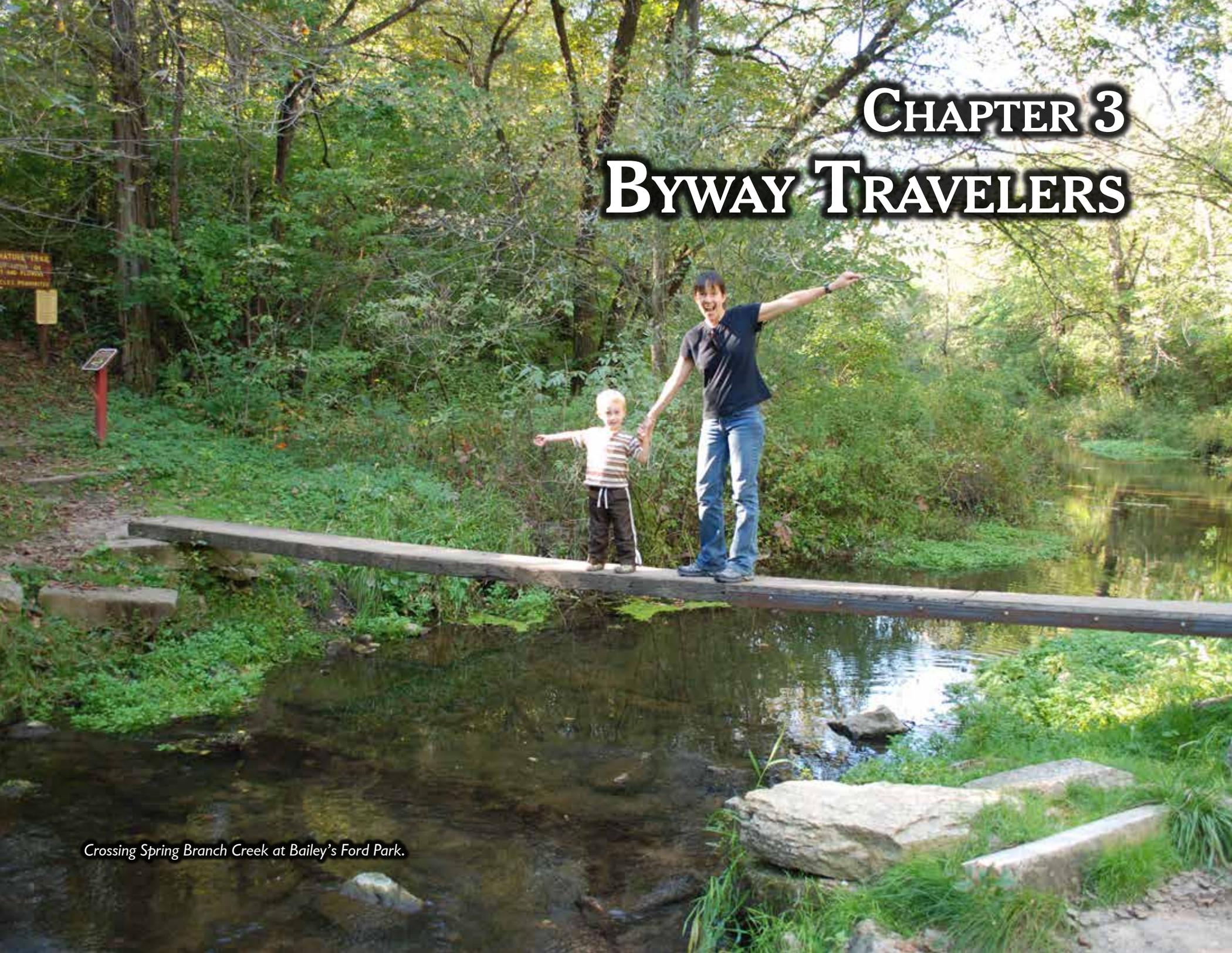
- ▶ Mallory Hanson, Northeast Iowa RC&D, Project Coordinator, July 25-26, 2017



*Silver Lake, Delhi.*

# CHAPTER 3

# BYWAY TRAVELERS



*Crossing Spring Branch Creek at Bailey's Ford Park.*



*A young byway traveler climbs the rocks at Backbone State Park.*



*A guide interprets the historic Lenox College buildings at the Delaware County Historical Museum.*

## BYWAY TRAVELERS

The Delaware Crossing Scenic Byway offers travelers a unique experience exploring and experiencing Civil War history, beautiful scenery along the Maquoketa River valley, and a range of outdoor recreation opportunities that include camping, fishing, hiking, biking, wildlife viewing, picnicking, kayaking, and boating.

### Visitation at Primary Attractions

#### Delaware County Historical Museum

The Delaware County Historical Museum in Hopkinton reports that most of their visitors come from the region and state, with some international visitors as well. Visitor numbers are on the rise with travelers stopping because of the scenic byway, and others visiting because of their specific interest in the history of the site. Tours are provided to tell the stories of students and faculty, pioneer doctors, and Civil War volunteers.

#### Manchester Trout Hatchery

The Manchester Trout Hatchery, located about 5 miles southeast of Manchester, produces 600,000 rainbow, brook, and

brown trout every year. Visitors can watch and feed trout in accessible raceways and ponds where they are being raised. According to Dan Rosauer, manager, the hatchery draws about 10,000 visitors annually. He reports that most visitors are from the local area, or previously lived in the area and have since moved away. People remember coming to the hatchery as kids, and then return as adults with their own families. Grandparents often bring their visiting grandchildren. The hatchery receives a smattering of out-of-state visitors, primarily from Illinois and Wisconsin.

In 2016, staff led 35 guided tours of the hatchery, primarily grade school and high school groups of about 15 people per group. The tours cover the basics of trout rearing, with an added spawning demonstration during the season.

Currently, the hatchery does not have any media that interprets the trout rearing process or the history of the facility. This past summer, a teacher on an externship developed educational panels for a display, but they have not yet been installed. Funding is a limitation for the educational program.

## Delaware County Parks

The Delaware County Conservation Board was founded in 1959 to acquire, develop, and maintain parks, preserves, forests, wildlife areas, and other conservation areas in the county. It currently manages over 2,000 acres for outdoor recreation and conservation.

Bailey's Ford Park is the largest park managed by Delaware County and serves as the headquarters for the county's offices and shops. According to Julie Diesch, administrative assistant for the Delaware County Conservation Department, more than 4,000 people registered to camp at the park in 2016 (this doesn't include day-use visitors). Most repeat campers come from within a two-county radius. A large number of others visit from the metro areas of Des Moines and Davenport. A small number of out-of-state visitors stop as they travel off of Highway 20.

Per Diesch's records, over 150 people participated in educational programming in 2017. Delaware County Conservation partners with Iowa State University Extension and Outreach-Delaware County to offer youth, church, and adult group programming

## Backbone State Park

Backbone State Park, located to the north of the byway, is the first state park in Iowa. It encompasses 2,000 acres and is a major draw to this area. In a 2011 study conducted by Otto, Tylka, and Erickson, 315,100 people visited the park that year. The park offers camping, hiking, fishing, biking, climbing, wildlife watching, and picnicking. An Iowa Civilian Conservation Corps (CCC) Museum inside the park tells the stories of CCC members and their contributions to the state of Iowa during the 1930s and 40s.

## Silos and Smokestacks National Heritage Area

The Silos and Smokestacks National Heritage Area (SSNHA) covers 37 counties and 20,000 square miles, providing opportunities for visitors to experience America's agriculture. Northeast Iowa is included in the area, and two partnership sites are located within the byway corridor: Delaware County Historical Museum in Hopkinton and the National Farm Toy Museum in Dyersville. In a study conducted in 2003-2004 in cooperation with the Sustainable Tourism and the Environment Program at the University of Northern Iowa, visitors at 38 SSNHA partner museums were asked to complete a questionnaire,



*Hiking the nature trail at Bailey's Ford Park.*

with nearly 400 surveys returned (Lankford et al., 2005).

Some results include:

- 63% of visitors had never visited the region before.
- Nearly 43% had visited a museum 1-2 times; 26% visited 3-4 times; about 16% visited 5-6 times.



Feeding a white-tailed deer at Bailey's Ford Park (deer were removed from the animal enclosures in 2017 due to changes in USDA regulations).

- Of those surveyed, 35% came to the region to specifically visit the museum site.
- 54% were on an overnight trip; 46% were visiting for the day.
- Only 7% of museum visitors were traveling with an organized group.
- 72% of the respondents were traveling with a group of 1-3 people.
- The average age of those surveyed was 52 years old.
- 57% of respondents were female; 43% male.
- The majority of respondents (80%) attended college; 52% graduated from college.
- More than half (52.5%) of the visitor respondents were satisfied with the scenery and there was a high level of satisfaction with cultural activities (44.7%) and historical attractions (44.9%).
- Overall, the majority of visitors were satisfied or very satisfied with the hospitality and visitor information within the area visited.
- A small majority of the museum visitors (52%) were satisfied or very satisfied with their overall experience in the region, 37% being neutral, and nearly 9% were dissatisfied.

## Travelers in Delaware County

According to Delaware County Tourism Director Caryssa Philgreen, the organization currently tracks the number of people who attend special events or travel as part of a group in the county. Data from the summer of 2017 includes:

- WMT Great Eastern Iowa Tractorcade in June: 675 in Edgewood and 500 in Hopkinton
- Fur Takers of America Convention in June: About 3,000 out-of-town and state guests in Manchester
- Edgewood Pro Rodeo Days in June: 1,885 (Main Gate, Thursday night)
- Five bus tour groups spent a day in Manchester from across Iowa
- Camping group from the Midwest: 40
- Delaware County Fair (Manchester)
- Rhubarb on the River festival (Manchester)
- Lake Delhi Celebration
- Hot Rods and Harleys Car Show (Hopkinton)

To gauge the characteristics of travelers in the state, the Iowa Tourism Office surveys visitors at official Iowa Welcome Centers each year. The Dubuque

Welcome Center, located about 25 miles east of Dyersville, is the closest to the Delaware Crossing byway. While the survey may not convey the exact makeup of byway travelers, it is well within its marketing area and serves as a broad stroke for understanding travelers in this region. Results from the survey indicate the following:

### Visitor Demographics (2016 Dubuque Welcome Center report)

- The average age of respondents was 49.2 years.
- The average size of traveler groups was 2.3 people.
- 44.9% were adults traveling with no children, and 29.4% were families with children under 18.
- 2.1% were part of a group tour.
- Travelers spent on average \$418 per day.
- Most visitors to the Dubuque Welcome Center were from Iowa (20.1%); Wisconsin (14.7%); Illinois (12.3%); and Minnesota (6.9%).

### Visitors' Main Areas of Interests

According to the 2015 Dubuque Welcome Center survey, nearly 46% of visitors listed “scenic byways” as a “main area

of interest.” The 2016 survey, however, eliminated “scenic byways” as an option. But scenic byways also serve as important portals to other attractions—the resources offered on each byway. The main areas of interest reported on the 2016 Dubuque Welcome Center survey were:

- Arts, History, and Culture: 53.5%
- Scenic/Nature: 51.4%
- Family Fun: 44.9%
- Food and Drink: 41.6%
- Outdoor Adventure: 32.4%
- Shopping: 27%

### Economic Impact of Travel, 2015

Travelers have historically made a significant economic impact in Delaware County. According to a report titled “The Economic Impact of Travel on Iowa Counties 2015” prepared by the U.S. Travel Association:

- Travelers spent \$8.58 million in 2015 in Delaware County.
- \$670,000 in state and local taxes was collected.
- \$900,000 was generated in payroll for travel-related jobs.



*Bicyclers make use of the paved trail along the Maquoketa River in Manchester.*



*Anglers fish in the Maquoketa River at the base of the whitewater runs in Manchester.*



An angler fishes the trout stream adjacent to the Manchester Trout Hatchery.

According to a regional economic impact study, Lake Delhi had a \$154 million impact prior to the 2010 flood. This dropped to \$34 million after the dam spillway failed and the lake drained. Tourism is expected to increase again now that spillway has been replaced and the lake is filled.

### Target Audiences

The planning team conducted a Visioning Meeting on July 8, 2015 with Delaware Crossing byway stakeholders. Participants were asked, “**Who are the primary target audiences for interpretive media on this byway?**” The following is a list of responses that were generated from the planning meeting and in later discussions:

- People who are interested in pioneer culture, farming culture, progressive education, and country schools.
- Residents of Delaware County or other nearby locations who are hosting guests and who want to share unique local attractions and a “sense of place” with their visitors.
- Iowa families who are looking for regional weekend experiences that can be enjoyed together.
- Anglers who enjoy fishing in quiet natural settings.
- Kayakers and canoeists who are seeking whitewater and river paddling experiences.
- Families camping at Bailey’s Ford Park, Turtle Creek Park, and other area campgrounds.
- Residents who regularly drive the byway as commuters but who have no knowledge of the significance of local history or attractions and who are unaware of the local opportunities.
- Recreationists who are, once again, returning to boating on Lake Delhi since the spillway was replaced and the reservoir has refilled.
- Travelers who want to shop at Amish stores and outlets.
- People attending festivals and events, such as the Edgewood Rodeo, Ryan Car Show, Yesteryear Event in Hopkinton, Delaware County Fair in Manchester, Hot Rods and Harleys Car Show in Hopkinton, and 4th of July celebrations.

## Staging Experiences

In their book *The Experience Economy*, B. Joseph Pine II and James Gilmore propose that the American economy has evolved in four stages, illustrated by the following example:

“*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 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 impact Delaware Crossing byway travelers—if planners stage themed immersion experiences, the byway will increase in popularity and visitation.

Planners must distinguish between experiences and services. “Experiences are as different from services as services are from goods.” The idea is to intentionally use services as the stage and goods as props to engage tourists in ways that create memorable events. 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.

### Nine Keys to Staging Experiences along the Delaware Crossing Scenic Byway

#### 1. Create a rich portfolio of experiences—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 into categories of related experiences. For example, an outdoor enthusiast might enjoy a tour of the Manchester Trout Hatchery, a visit to Bailey’s Ford Park to view wildlife exhibits and hike the interpretive trails, paddling

### Stages of Economy Evolution

*B. Joseph Pine II & James Gilmore*

Extracting commodities



Making goods



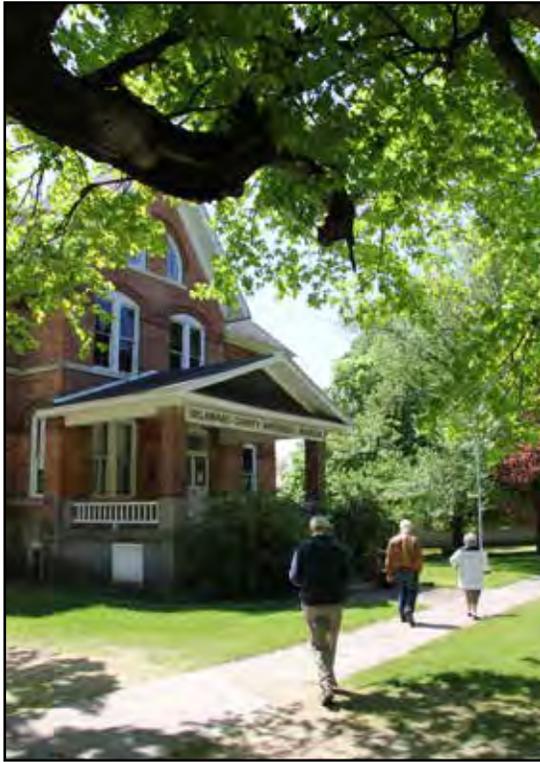
Delivering services



Staging experiences



*A visitor feeds trout at the Manchester Trout Hatchery, an exciting sensory experience.*



*The Delaware County Historical Museum on the old Lenox College campus is a significant resource that can serve as a flagship location for the byway.*

through the rapids of Manchester Whitewater Park, and boating on Lake Delhi. Market the related experiences through electronic, print, and on-site 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, interpretive panels, and website information at strategic locations and attractions on the byway where travelers can easily see them and stop to discover the local experiences that are available. See pages 89-99 for experience hub recommendations.

**3. Create flagship locations—places where you stage the very best, most dynamic experiences.**

Develop rewarding entry and introductory experiences for byway visitors. The Delaware County Historical Museum at Lenox College would be an ideal place to develop a flagship site. An experience hub, interpretive signs, and an audiovisual tour could showcase the history of Delaware County and reinforce the quality experiences visitors can expect along the byway. Bailey's

Ford Park would be another ideal flagship location, focusing on the natural history of the byway. A staffed nature center, wildlife exhibits, and interpretive trails along a trout stream make this an ideal stop.

**4. Integrate physical and virtual experiences.**

Use the website as an interactive venue for holistically exploring the byway and to help people plan their travel. Promote the website on all media. Develop mobile apps and other interactive multimedia/audio tours to holistically tie together the physical resources of the byway.

**5. Theme the experience—the theme drives all design elements and staged events of the experience toward a unified storyline.**

Use the interpretive themes developed in this plan, such as immigration, the Civil War, and travel corridors, to create thematic experience packages that integrate tours (self-guided or conducted), interpretive media, special events and festivals, programs, shopping, dining, and sleeping accommodations. Feature sites that are already providing meaningful experiences related to the theme.

**6. Harmonize impressions with positive cues—impressions are the “takeaways” of the experience.**

Create a strong identity for byway communities, which may include thematic kiosks, artwork, and streetscaping. An audio-visual tour could address some of the thematic messages of immigration and transportation that can be seen in unique ways in each community.

**7. Eliminate negative cues—anything that diminishes, contradicts, or distracts from the theme.**

Each community must be committed to improving the visual character of the corridor. Enhancing wayfinding to principal attractions must be a top 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 byway-related memorabilia should be sold at attractions and shops. Patches, buttons, books, local crafts, local foods, and other goods help reinforce

the experience. Unique shopping opportunities should be emphasized, such as Amish roadside markets and nurseries, and general stores like Widner Drug in Manchester. Photo opportunities can be developed in association with interpretive experiences, such as life-size metal silhouettes of people and animals that represent the byway, murals like those found in Manchester, and the development of overlook areas.

**9. Engage the five senses.**

Plan areas that excite the senses and create “get-out-of-the-car” activities for visitors to experience. The byway is rich with opportunities to be immersed in the resources, such as hiking trails, a nature center, scenic overlooks, historic museums, and festivals. A concentrated effort should be made to encourage travelers to become immersed in the historic sites and overlooks. Climbing the stone boathouse tower at Backbone State Park or walking under the whispering pines at Bay Settlement are memorable sensory experiences. Developing scenic overlooks along the route can provide photo opportunities and immerse travelers in the smells and sounds of this rural landscape.



*The Amish community southwest of Delhi provides local and handcrafted shopping opportunities.*



*The Ice Cream Parlor in Widner Drug is a unique and fun experience in Manchester.*

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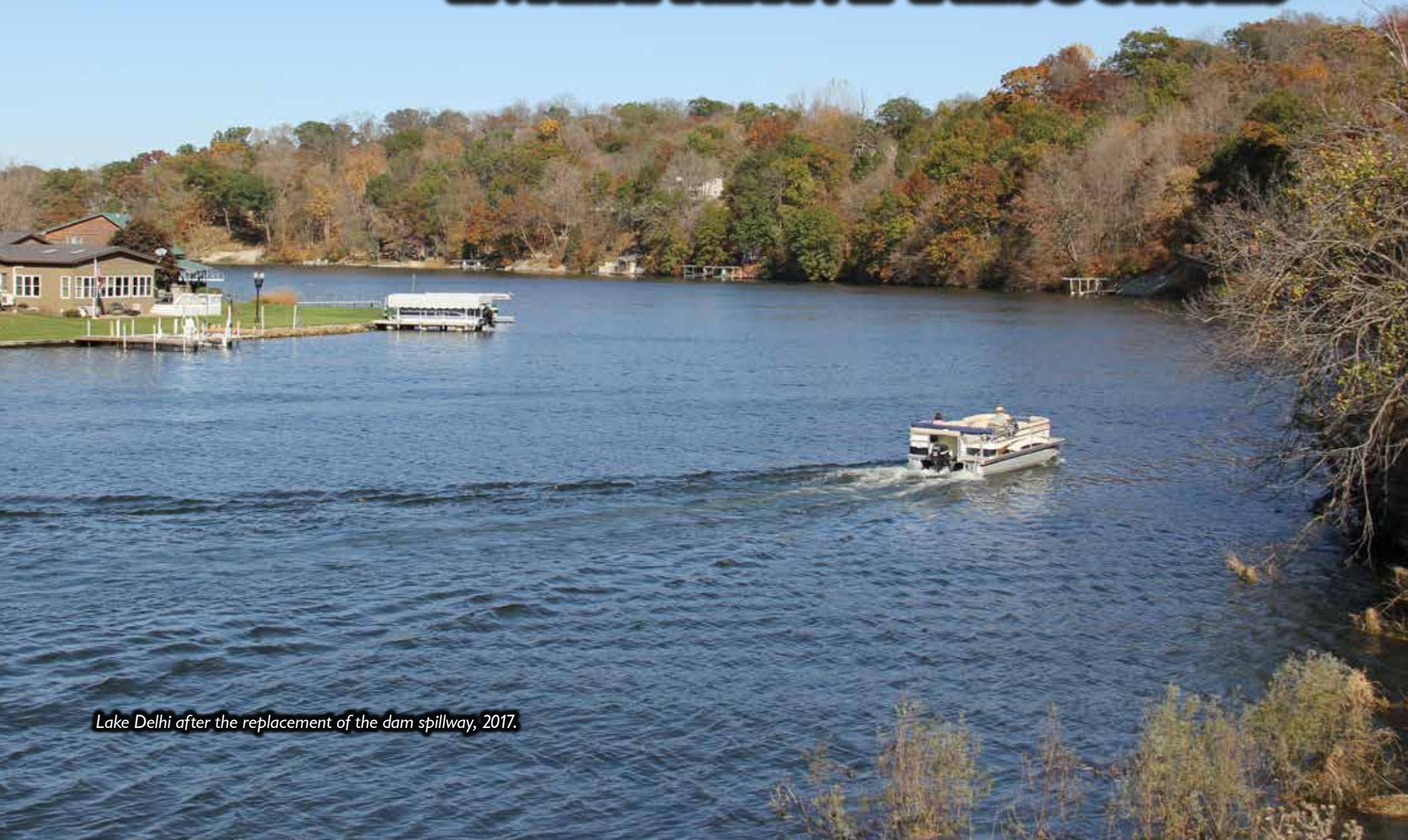
- ▶ Julie Diesch, Delaware County Conservation Department Administrative Assistant, August 24, 2017
- ▶ Delaware County Historical Museum – Patty Hucker
- ▶ Dan Rosauer, Manchester Trout Hatchery Manager, August 26, 2017
- ▶ Caryssa Philgreen, Delaware County Tourism Director, August 23, 2017



Strolling through Delhi City Park, located along the byway.

# CHAPTER 4

# INTERPRETIVE RESOURCES



*Lake Delhi after the replacement of the dam spillway, 2017.*

# INTERPRETIVE RESOURCES

This comprehensive inventory of interpretive resources documents the natural and cultural attractions along the Delaware Crossing Scenic Byway. This inventory 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 sought input during a leadership visioning session on July 8, 2015 in which the following questions were posed:

- 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 results from this meeting, byway publications,

and other research to help guide the exploration of the byway and to experience each resource systematically. Staff members from various attractions and knowledgeable citizens were also interviewed to gain further insight regarding the resources.

## 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. Core resources are located on or near the byway and offer travelers the opportunity to explore and experience the intrinsic qualities of the Delaware Crossing area. Intrinsic quality categories are:

### Scenic and Natural

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

### Recreational

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

### Historic and Archaeological

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

### Cultural

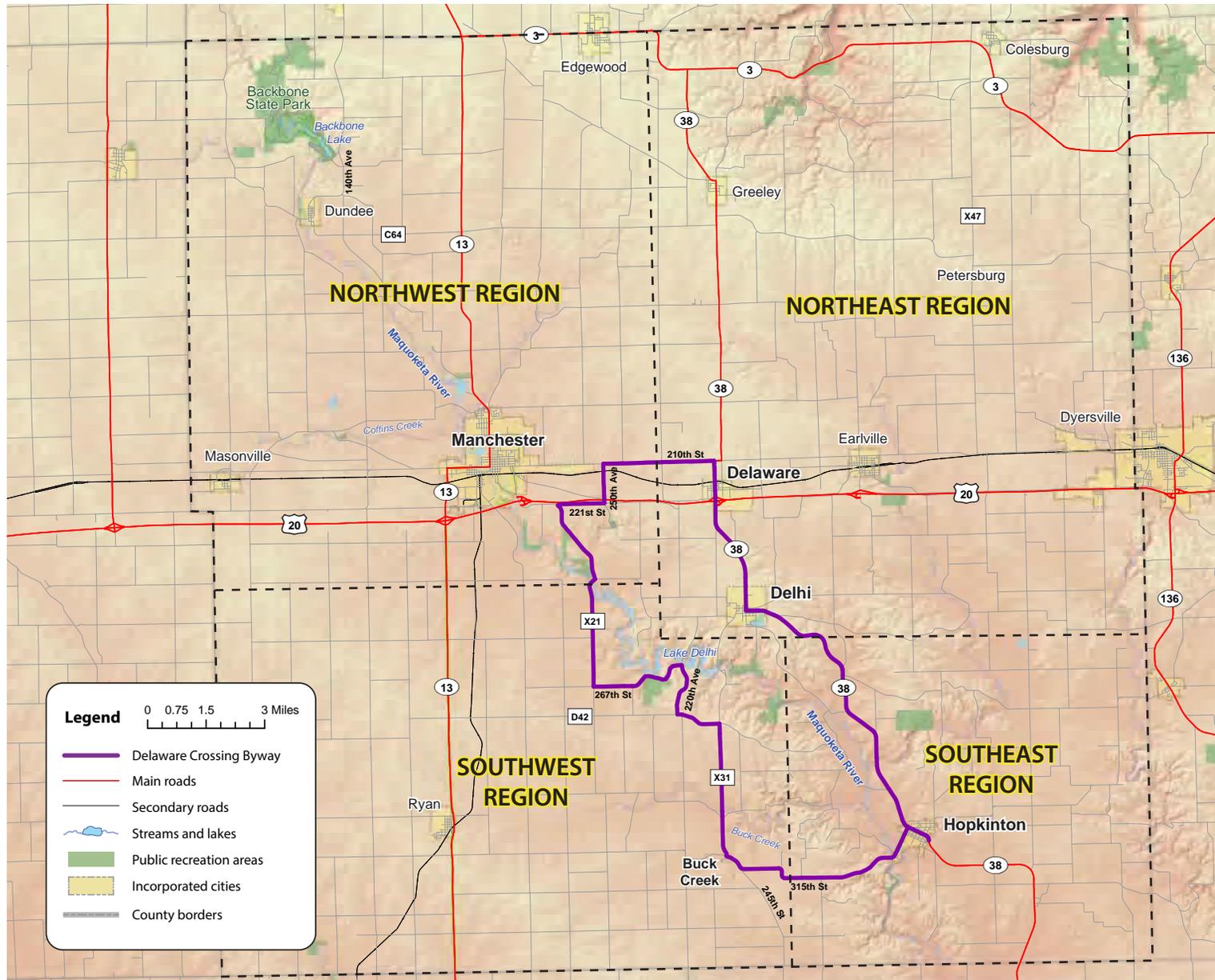
Resources that provide insight into the Delaware Crossing culture and sense of place.

## Delaware Crossing Regions

Since the byway corridor includes all of Delaware County, this plan splits the byway and county into four regions to better organize the diverse resources. The regions are:

- **Southeast Region:** Hopkinton, Delaware County Historical Museum Complex/Lenox College
- **Northeast Region:** Delhi, Delaware, Earlville, Greeley, Petersburg, Colesburg
- **Northwest Region:** Manchester, Bailey's Ford Park, Masonville, Dundee, Backbone State Park, Edgewood
- **Southwest Region:** Lake Delhi Recreation Area, Ryan, Buck Creek

# DELAWARE CROSSING SCENIC BYWAY REGIONS MAP





*Old Quaker Mill, Manchester, circa 1914.*



*The first Delaware County seat was located on the shore of Silver Lake in Delhi.*

## DELAWARE COUNTY

### History

Delaware County was established in 1837 when Dubuque County was parceled into a number of smaller counties. It was named by Thomas McCraney, a member of the Territory of Wisconsin's first Legislative Assembly, in honor of Delaware County, New York, where he came from. According to early records, three-fourths of the county was undulating prairie, with timber found only along the streams.

Eads' Grove, in the northeast part of the county, was selected as the first county seat by a coin flip of two of the three original commissioners, leaving most settlers irate at such an unfair decision. A meeting of county residents resulted in a citizens' committee that would choose a better location. The committee first surveyed sites around the center of the county near present-day Delaware, but the area was high prairie with no timber or water. The committee then visited several other areas, before coming to the site of present-day Delhi on the shores of Silver Lake. According to legend, one of the committee members shot a deer as they approached the lake, and the committee decided to put the county

seat stake where the deer fell. They recommended this site as the new county seat. In September 1841, the citizens of the county approved this location in a 25-6 vote.

In the winter of 1843-1844, citizens started building the first log courthouse on the west shore of Silver Lake, but it wasn't completed until 1846. Another frame building was built in the early 1850s, before a larger, more permanent two-story brick building was constructed in 1857.

A dispute arose between Delhi and Manchester for the location of the county seat, and in 1880, Manchester won and became the new county seat. In 1894, an elegant brick building was constructed in Manchester with a clock tower and steeple. Citizens of the county bought a clock that was installed in the tower in 1895. The clock and tower have been restored, along with the original pressed tin ceiling in the courtroom.

Today, the county is made up of 11 communities rich in history, agriculture, and recreational and outdoor nature-based activities. Many of these towns have names that reflect the origins of the

immigrants from the British Isles and the east coast of America.

## Maquoketa River & Water Trail

The byway generally follows the course of the Maquoketa River from Manchester to Hopkinton. The Maquoketa River originates in Fayette County and flows through Delaware, Jones, and Jackson counties, eventually draining into the Mississippi River. It is 150 miles in length and drains a 1,700 square mile watershed. It is classified as a non-meandering stream, which means that its shoreline is privately owned and subject to trespass ordinances.

A 23-mile Maquoketa Water Trail, traveling from the dam at Backbone State Park to Bailey's Ford Park, is proposed to be part of the State Designated Water Trails system. A formal plan was developed in December 2016 with the local sponsor designated as the Delaware County Conservation Board. Several canoe/kayak access points already exist in Delaware County near the byway, including the popular Manchester Whitewater Park. These are included as paddling symbols on the following resource maps.



## Delaware County Conservation

The Delaware County Conservation Board, established in 1959, manages over 2,000 acres for outdoor recreation and conservation purposes. Over 30 parks and natural resource areas are located in the county, offering a variety of activities such as camping, picnicking, hiking, paddling, boating, fishing, and hunting. County-operated parks with visitor amenities will be the most attractive to byway travelers; details are included in the following resource pages.

## Barn Quilts

The Barn Quilts of Delaware County, Inc., is an organization created in 2008 that educates, promotes, and celebrates the county's agricultural heritage. It provides self-guided tours that loop through the county to showcase barns and barn quilts, colorful wooden squares that are painted to look like a quilt block. Many of the loops use portions of the Delaware Crossing Scenic Byway. As of 2017, 92 barn quilts were identified as resources on their website, [barnquiltsofdelawarecounty.org](http://barnquiltsofdelawarecounty.org).



Proposed 23-mile Maquoketa Water Trail from Backbone State Park to Bailey's Ford.



A barn quilt being installed by the Maquoketa Valley Electric Cooperative.



*Hopkinton is the official starting and ending point of the Delaware Crossing Scenic Byway.*

## SOUTHEAST REGION

### Hopkinton

In 1840, much of the land that would become Hopkinton was purchased by the Leroy Jackson and Henry Carter families from Dubuque. After Carter built a mill on the Maquoketa River and Jackson built one on Plum Creek, the settlement increased rapidly. The town of Hopkinton was platted in 1851, named after Mrs. Carter's hometown of Hopkinton, Massachusetts. Bowen Collegiate Institute, later known as Lenox College, was founded in 1856,

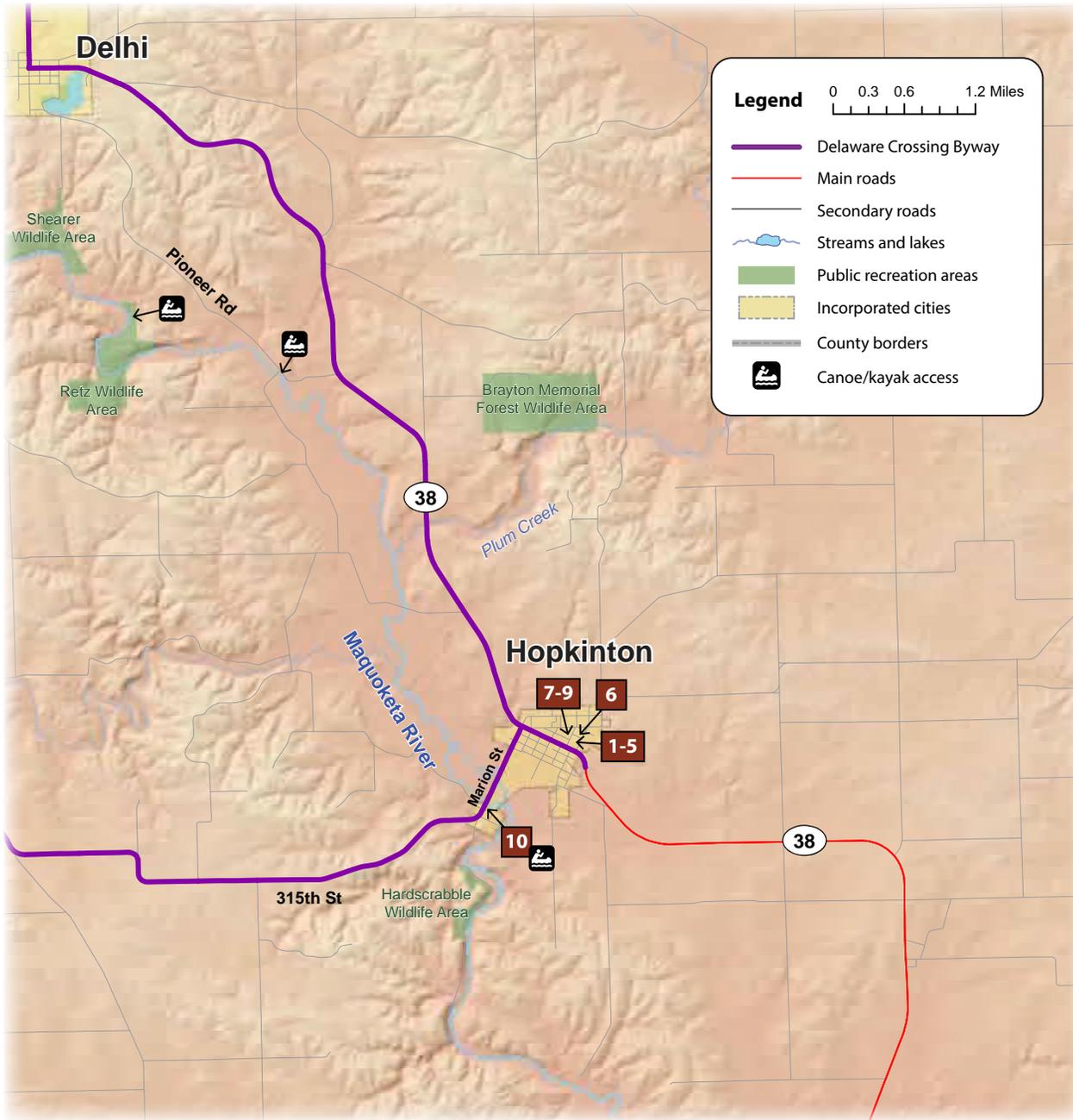
with classes starting in 1859. In 1872, the Davenport & St. Paul Railroad, later known as the Chicago, Milwaukee & St. Paul, built tracks through Hopkinton, and the town incorporated in 1874. Today, the town has a population of about 650 people.

### Delaware County Historical Museum Complex

Located on the historic campus of Lenox College in Hopkinton, the Delaware



*Delaware County Historical Museum Complex on the campus of old Lenox College.*



- 1** Lenox College: Civil War Monument
- 2** Lenox College: Old Main
- 3** Lenox College: Clarke Hall
- 4** Lenox College: Doolittle Memorial Hall
- 5** Lenox College: Finkbohner Hall
- 6** Hopkinton Depot
- 7** District No. 7 Country School
- 8** Farm Machinery Halls
- 9** Reformed Presbyterian Church
- 10** Dunlap Park (Delaware County)



*Lenox College Civil War Monument.*



*Historic photo of the Lenox College Civil War Monument and Old Main.*

County Historical Museum includes nine buildings filled with artifacts. Lenox College, a pre-Civil War college that is on the National Register of Historic Places, was envisioned by Henry A. Carter in 1854 and classes commenced in 1859. It was originally named Bowen Collegiate Institute because Chauncey Bowen committed \$500 if it was named for him. It was a pioneer institution of higher education and the first Presbyterian College in Iowa.

Lenox College sent 92 students to serve in the Union Army during the Civil War. In May of 1864, the college president, Rev. James McKean, and all but two male students enlisted to fight for the Union Army. Dr. Mary Edwards Walker, who attended Lenox College, was the only woman to receive the Congressional Medal of Honor, which was awarded for her medical work during the Civil War.

The museum complex, including four historic college buildings, holds a variety of monuments and memorabilia dating back to the Civil War. Displays include an old-fashioned drug store, 1930s print shop, country school, general store, train depot, farm equipment, musical instruments, and more. The complex includes:

## 1 Civil War Monument

The centerpiece of the historic Lenox College campus is a 22-foot marble Civil War Monument erected in 1865. It is one of the oldest in the country. The monument and an interpretive panel commemorates the “School Boy Company,” those from Lenox College who served in the war, including 24 who lost their lives.



## 2 Old Main

The first building constructed on campus in 1856 was Old Main, a brick Italianate-style structure. It was enlarged in 1875. It served as the only college building for classes and dormitories until 1890. The first floor housed four classrooms and the second floor had two classrooms and a chapel. Today, exhibits include a doctor’s office, pharmacy, photography studio, and auditorium.



**3** Clarke Hall 

Constructed in 1890, this two-and-a-half story brick structure was built as a women's dormitory. Today, it serves as the headquarters of the Delaware County Historical Society, houses collections of Lenox memorabilia and photographs, and displays restored dormitory rooms.



**4** Doolittle Memorial Hall 

Built in 1900, the two-and-a-half story brick structure housed the first gym, a museum, a library, literary societies, and

biology lab. Today, it displays a large number of historic books, newspapers, a printing shop, a sewing room, and a natural history museum.

**5** Finkbohner Hall 



**6** Hopkinton Depot 

Built in 1872 by the Davenport & St. Paul Railroad, later known as the Chicago, Milwaukee & St. Paul (Milwaukee Road), the Hopkinton Depot was moved from downtown to a site adjacent to the college campus in 1969. The depot features a cabooses, railroad artifacts, and a general store display.





### 7 One-Room Country School

Built in 1880 in Milo Township (two miles east of Ryan), the District No. 7 wooden schoolhouse was purchased by the historical society and moved to a site next to the church in 1971. The inside of the school has been restored with historic furnishings. Photos of all 16 township country schools are displayed inside.

### 8 Farm Machinery Halls

Two warehouse buildings house horse-drawn farm equipment, buggies, a



Manchester fire engine, and an exhibit about the Lux Hatchery, a leader in genetics. The first hall was built in 1973, and the second was built in 1982.

### 9 Reformed Presbyterian Church

Dedicated in 1901, the church has large imported Bavarian stained glass windows, original pews, and other furnishings. The church was dedicated to the historical society in 1969.



**10** Dunlap Park (Delaware County)  

Dunlap Park is located on the southwest side of Hopkinton where the byway crosses the Maquoketa River. It has a shelter, several picnic tables, grills, and a restroom. The park provides views of an old mill dam on the river. In 1844, a log dam was built here for a sawmill. Later, a flour and feed mill was operated

until 1892, when it was converted to an electric generating plant. In 1953, the old mill site and dam were sold to Herman J. Dunlap, who donated it to Delaware County in 1961. The low dam, power plant foundations, and a well are visible remnants of the milling legacy.





*The shore of Silver Lake was the original site of the Delaware County seat.*



*Picnic shelter in Silver Lake Park.*

## NORTHEAST REGION

### Delhi

This town was created in 1842 after being selected as the Delaware County seat. It was named after Delhi, New York, which was the county seat of Delaware County, New York. Joel Bailey (of Bailey's Ford) surveyed and platted Delhi in 1842. The first courthouse was built of logs in the winter of 1842–1843 along the shore of "The Lake," later known as Silver Lake. Delhi was the site of the first Delaware County Fair where the invention of barbed wire was shown. The county seat moved to Manchester in 1880. Today, Delhi has over 500 residents and is located in close proximity to the Lake Delhi Recreation Area.

#### 1 Silver Lake Park

(Delaware County)

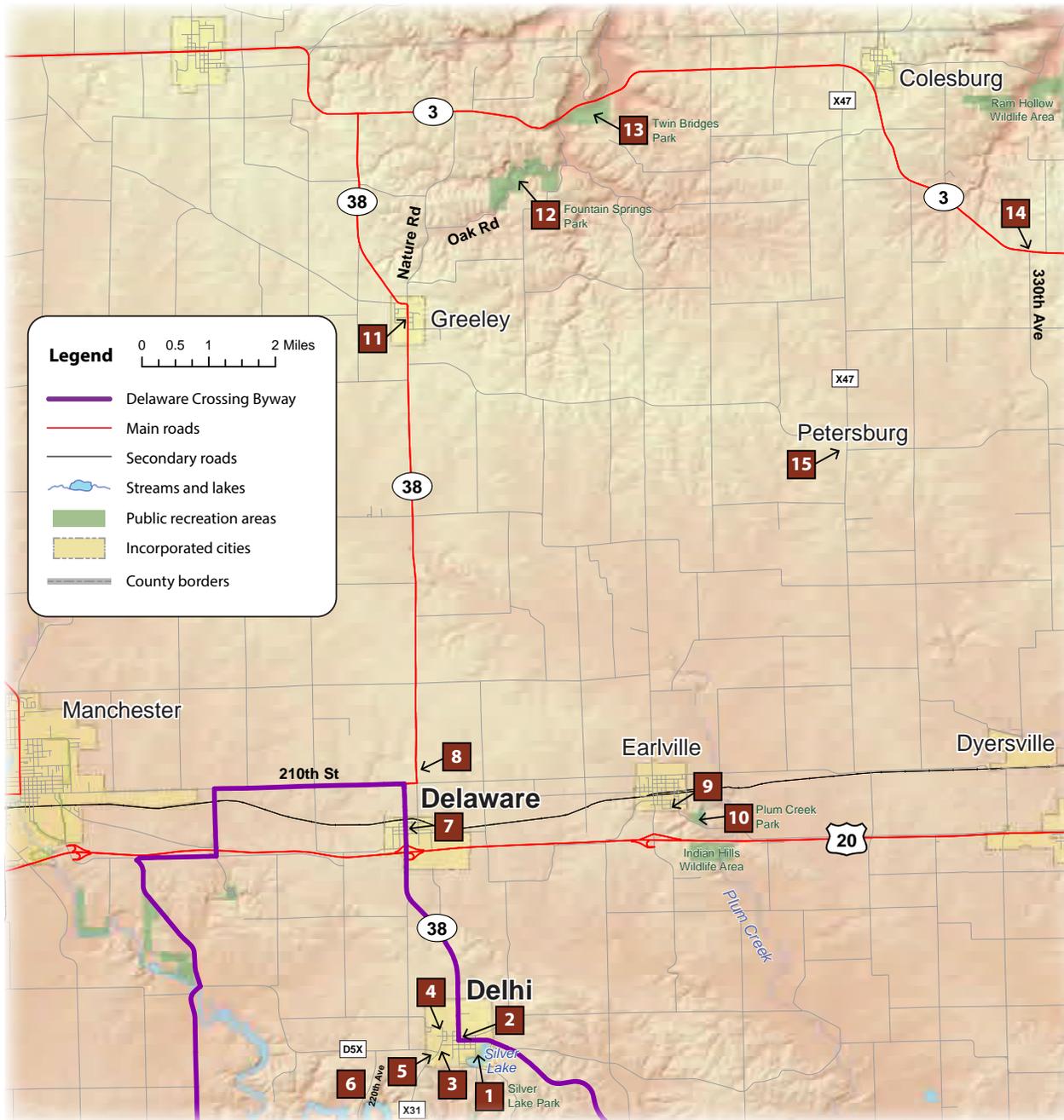
According to historical records, the prairie served as a natural dam for "The Lake" when Joel Bailey surveyed the area in 1837. Delaware County's first courthouse was built of logs at this site in 1842. In 1858, high waters cut through the natural dam and the lake drained completely. A dam was immediately constructed to restore the lake, but it washed out in 1863. Over the years, the

lake has risen and fallen through several dams. Today, the lake is 34 acres and many improvements have been made to prevent flooding. The park provides a picnic shelter, fishing access, a boat landing, and a woodchipped hiking trail.



#### 2 Delhi City Park

Located on the byway (Highway 38), this community park was the site of the second Delaware County courthouse built in 1853. It has been a park since 1909 and was originally known as G.A.R. Park. The park features a veterans monument, playground, picnic shelter, and the Delhi American Legion building. This is one of two sites along the byway where a place-based art piece will be installed with assistance from the Byways of Iowa Foundation.



- 1** Silver Lake Park (Delaware County)
- 2** Delhi City Park
- 3** Hobbs Chimney
- 4** McCreery Monument & Memorial Gardens
- 5** Evergreen Cemetery (Civil War monument)
- 6** Amish Community Sales Outlets
- 7** Delaware City Park
- 8** Pineview Cemetery (Civil War monument)
- 9** Ruth Suckow Park
- 10** Plum Creek Park (Delaware County)
- 11** Budweiser Clydesdale Statue
- 12** Fountain Springs Park (Delaware County)
- 13** Twin Bridges Park (Delaware County)
- 14** Platt Cemetery (Civil War gravesite)
- 15** Saints Peter & Paul Catholic Church



Hobbs Chimney.



McCreery Monument & Memorial Gardens.

### 3 Hobbs Chimney

Charles Hobbs was one of the earliest settlers in the Delhi area, building a cabin in 1843-1844 and moving into it with his family. Hobbs was the first clerk of the District Court of Delaware County, the recorder of deeds for one term, conducted the U.S. Census for the county in 1860, and was later justice of the peace and postmaster in Delhi. His wife, Mary Hobbs, was appointed postmistress for Delhi in 1844, and their cabin served as the post office. The limestone fireplace and chimney is all that remains of Hobbs' home.

### 4 McCreery Monument & Memorial Gardens

This small park site pays tribute to John McCreery, 1835-1906, who was a county superintendent of schools, editor of the *Delaware County Journal*, and a poet. The monument marks the location of his home where he wrote his famous poem, "There Is No Death," in 1862.

### 5 Evergreen Cemetery

The Delhi cemetery features a Civil War monument with a statue of a soldier. This was funded by Thomas Simons (1839-1919), who served with his father, George Simons, in the 21st Regiment of the Iowa Volunteer Infantry.

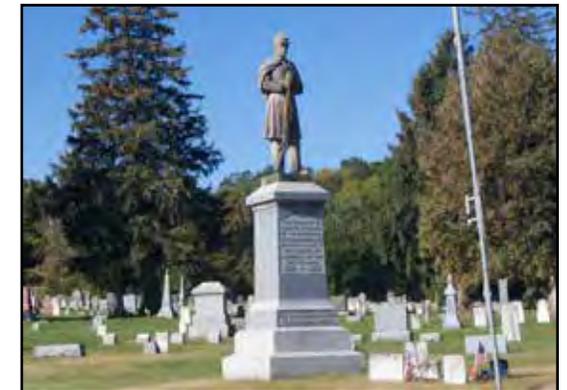
Hartwick General Store, an Amish sales outlet.



### 6 Amish Community Sales Outlets

Amish sales outlets have become a common sight southwest of Delhi. In spring of 2012, a new Amish community moved into the area from Edgewood. The group split off from its former community due to disagreement concerning the number of days men were allowed to work off the farm. Today, a variety of shops are open to the public, including a hardware store, general goods store, grocery/bulk food store, bakery, and greenhouse.

Civil War monument in Evergreen Cemetery.



## Delaware

Located near the geographic center of Delaware County, this area was originally a high, undulating prairie. Without water or timber resources, it was bypassed as a location for the county seat. The first settlers arrived in 1852. In 1859, the Dubuque & Pacific Railroad was constructed and the company established a station here, provided that the residents would furnish the depot. In 1859-1860, the town of Delaware was platted. The community has always had a small population, with about 200 residents today.



### 7 Delaware City Park

This small city park, located adjacent to the byway, offers a shelter and playground for travelers to stretch their legs.



### 8 Pineview Cemetery

The Delaware cemetery, about a mile north of town, contains a 7-foot tall marble monument to Civil War veterans. It is a similar design to the one at the Bay Settlement Church Cemetery, and likely was one of the first erected after the war.

## Earlville

This area was first settled in 1852 by George Earl and his family. It consisted of only a few settlers until 1857, when a Dubuque & Pacific Railroad stop was planned. Earl and others laid out the town and named it Nottingham in honor of a large railroad stockholder. The name was changed to Earlville a year later due to another Iowa community with the same name. After the train arrived in

December 1857, the community became one of the leading grain markets west of the Mississippi. Today the population of Earlville is about 800 people.

Earlville was the home of Ruth Suckow (1892-1960), an American novelist, poet, and story writer who wrote fiction stories often set in Iowa small towns and farms. In 1919, she moved to Earlville with her father, William, who accepted a pastorate. She established her "Orchard Apiary" at the edge of town and studied beekeeping as a way to support herself as a writer. From 1924 to 1935, she lived in New York City in the winters and kept bees in Earlville during the summers. The Earlville Library was named the Ruth Suckow Memorial Library in 1964.

### 9 Ruth Suckow Park

This park was established by the Ruth Suckow Memorial Association at the



site of Suckow's former home where she lived in the summers of 1925 and 1926. Here she wrote her second novel, *The Odyssey of a Nice Girl* (1925), and several short stories.

### 10 Plum Creek Park (Delaware Cty)

This 29-acre park, located on the southeast edge of Earlville, straddles Plum Creek, a tributary of the Maquoketa River. It provides picnicking, a playground, and bowhunting opportunities.



### Greeley

In 1844, a post office was established here called Plum Spring. The town was surveyed in 1855 by Samuel Lough, an admirer of Horace Greeley, founder and editor of the *New-York Tribune*. The post office name was changed to Greeley in 1863. The early settlers hoped that

the Dubuque & Pacific Railroad would bypass Delhi and take a more direct route through Greeley, but this did not occur. The population grew slowly, until the Davenport & St. Paul Railroad was built just south of the town.

The Holbert Horse Importing Company, established in 1878, was an international center for horse selling and breeding. One of the last workers for Holbert Farms was Bob Brady, whose sons, Walt and Don, became famous horse handlers and drivers of the Budweiser Clydesdale horses. Today, the population of Greeley is about 300.



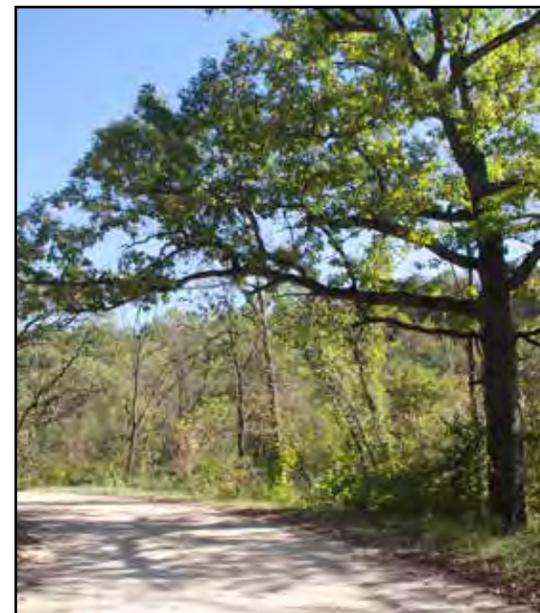
### 11 Budweiser Clydesdale Statue

Located in a small park on Front Street (Highway 38) in Greeley, this life-size replica of a Clydesdale horse honors Walt and Don Brady, who became famous horse handlers and drivers for the

Budweiser Clydesdale horses. Anheuser-Busch, which owns Budweiser, presented the statue in 1975 to honor Walt and Don.

### 12 Fountain Springs Park (Delaware Cty)

This 240-acre primitive park is located near Greeley. Fountain Springs Creek, fed by several large springs, flows through the area and supports a trout fishery. The creek and road wind through a wooded limestone rock gorge. Fountain Springs was settled in 1834, and a mill was built to grind wheat. It operated until the 1920s. Recreationists can hike, picnic, camp, and fish for trout.





**13** **Twin Bridges Park**    
(Delaware Cty)

Located west of Colesburg, this 144-acre county park is located along Elk Creek, a spring-fed trout stream. The park features a high bluff covered with hardwood trees and wildflowers, and offers picnicking, camping, fishing, hunting, and a playground.

### Colesburg

In May 1839, David Moreland and four other families from Pennsylvania settled in the northeast corner of what would become Delaware County. The settlement was originally called the “Colony.” In 1843, the first store in the county was opened here. In 1846, the Colony post office was established and Moreland was appointed postmaster. A town adjacent

to the Colony to the north was founded by Hiram Cole and his brother-in-law in 1848. It was named “Cole’s Burgh.” The two towns essentially became one and the Colesburg name stuck. The town currently has a population of about 450.

**14** **Platt Cemetery** 

Located between Colesburg and Luxemburg, this small country cemetery includes the gravesite of Civil War Medal of Honor Recipient Andrew J. Sloan, who captured a flag during the Battle of Nashville in 1864. He was accidentally killed when he fell from a tree in 1875.



### Petersburg

Petersburg is a small village located south of Colesburg. The first building, a store, was built around 1873 by Barney Sassen, and the post office was established by 1874.

**15** **Saints Peter & Paul Catholic Church** 

The original church was established in 1868, but it was deemed inadequate by 1903. Architect Martin Heer of Dubuque designed a Late Gothic Revival three-steeple church, completed in 1905. In 1906, it became the first consecrated church in the state—dedicated for religious use and not available for secular purposes. It is on the National Register of Historic Places.





A gazebo in Manchester Whitewater Park overlooks the Maquoketa River.



Inside the Delaware County Nature Center, Bailey's Ford Park.

## NORTHWEST REGION

### Manchester

Manchester is the Delaware County seat with a population of nearly 5,200. The community had its start in 1854 when James Dyer (founder of Dyersville) and William Chesterman began acquiring land to establish a town on the proposed Dubuque & Pacific Railroad. It was originally to be named Burrington after Levings Burrington, one of the first settlers of the area who donated land for the town. Dyer and Chesterman worked relentlessly to build stores, mills, and other buildings. In 1856, citizens petitioned for a post office, but the Burrington name was too similar to Burlington. Dyer, a native of England, suggested Manchester. The town was incorporated in 1866.

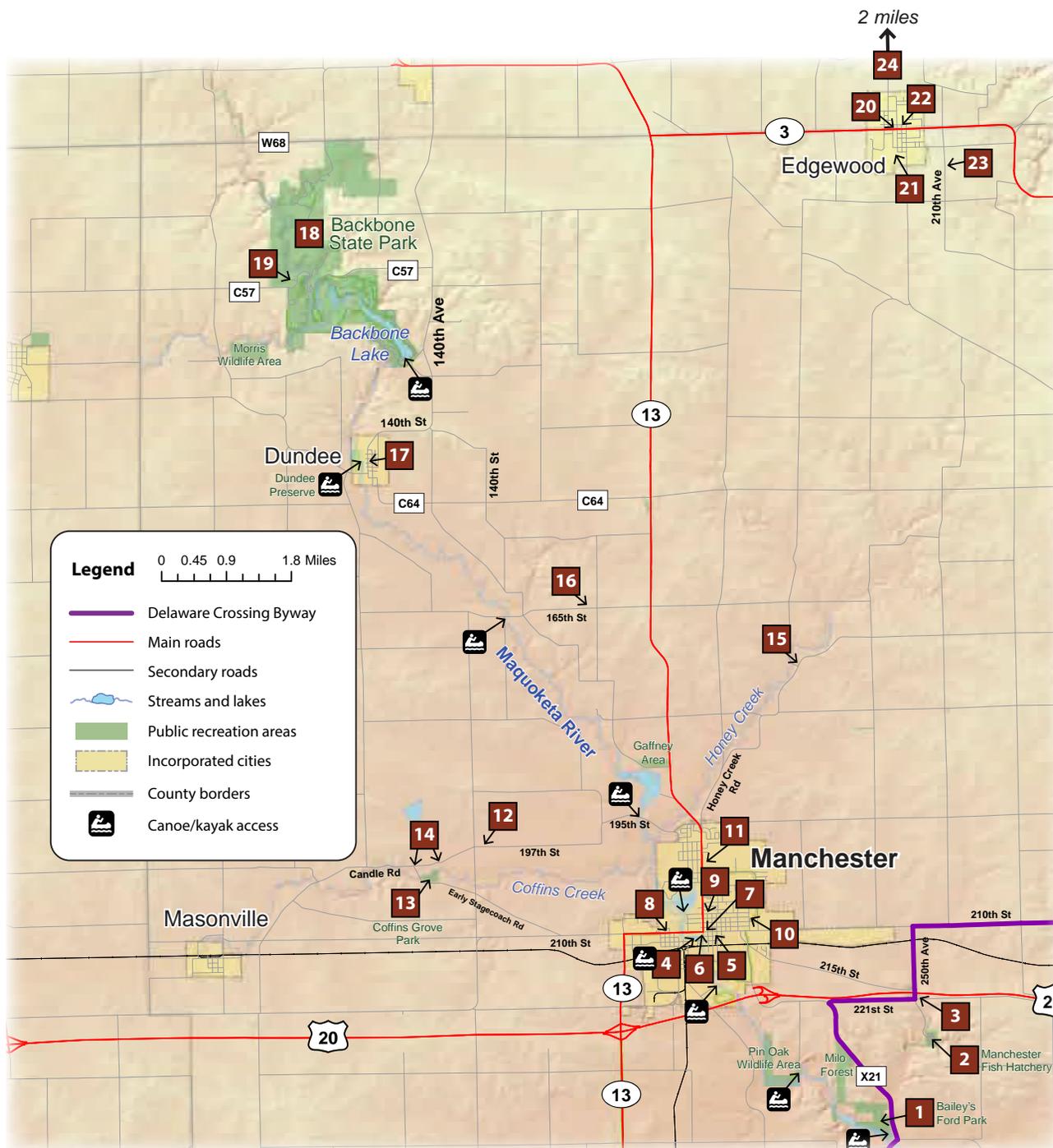
### East of Manchester (on the byway)

#### 1 Bailey's Ford Park (Delaware County)

This 170-acre park on the Maquoketa River features a nature center, campground, fishing stream, picnic areas, and interpretive hiking trails along Spring Branch Creek. The park is named after Joel Bailey, the first surveyor in Delaware County, who homesteaded here around 1838. He built a cabin near the ford and provided accommodations for stagecoach travelers on the road between Dubuque and Waterloo. A post office was established in 1855 called Bailey's Ford, with Joel Bailey appointed postmaster.



Crossing Spring Branch Creek in Bailey's Ford Park.



- 1** Bailey's Ford Park (Delaware County)
- 2** Manchester Trout Hatchery
- 3** Spring Branch Creamery site/CIG Panels
- 4** Manchester Whitewater Park / Howard & Helen Shelly Memorial Park
- 5** Delaware County Courthouse
- 6** Widner Drug Store
- 7** Castle Theatre
- 8** Eiverson/Love Log Cabin in Denton Park
- 9** Hoag House/Wheat House
- 10** Freedom is Not Free Memorial in Baum Park
- 11** Oakland Cemtery: Civil War Monument
- 12** McGee Brick School
- 13** Coffin's Grove Park (Delaware County)
- 14** Coffin's Grove Stagecoach House & Cemetery
- 15** Little Red School House
- 16** Travers Toys & Farm Machinery Museum
- 17** Dundee City Park/Site of Freedom Rock
- 18** Backbone State Park
- 19** Iowa Civilian Conservation Corps Museum
- 20** Edgewood Museum
- 21** Kendrick Forest Products
- 22** WCTU Drinking Fountain
- 23** Edgewood Cemetery (Civil War Monument)
- 24** Bixby State Preserve



Feeding fish at the Manchester Trout Hatchery.



Manchester Trout Hatchery.

## 2 Manchester Trout Hatchery

Originally built in 1894 by the U.S. Fish Commission, this is Iowa's oldest fish hatchery. The U.S. Fish and Wildlife Service operated the hatchery until 1976, when the Iowa DNR took over ownership. The hatchery produces over 600,000 rainbow, brook, and brown trout for stocking annually. The site is open and free to the public, providing opportunities for visitors to feed trout in raceways and ponds, tour inside the fish hatchery buildings, walk a short trail over a swinging bridge, and fish in Spring Branch Creek. Guided tours are offered by appointment.

## 3 Spring Branch Creamery Site/ CIG Interpretive Panels

Located at a wayside on Spring Branch Creek at the intersection of 205th Avenue and 221st Street, a stone with a bronze plaque commemorates the site



of Iowa's first commercial butter factory and creamery built in 1872. It achieved international attention when its founder, John Stewart, won first prize for butter at the 1876 Philadelphia Centennial Exposition. Two byway Conservation Innovation Grant wayside exhibits interpret stream bank stabilization and water quality protection, as well as the history of the nearby fish hatchery.



## In Manchester

### 4 Manchester Whitewater Park/ Howard & Helen Shelly Memorial Park



The largest whitewater park in Iowa lies along the Maquoketa River and is open to public at no cost. It was established in 2015 with the removal of an obsolete dam. It features six 18-inch drops bordered by limestone rocks and spans over 800 feet in length. The majority of users are canoeists, kayakers, rafters, tubers, swimmers, and boogie board/surfers. A beautiful paved trail follows the shore of the river, providing access to limestone seating areas and a pavilion near the Main Street bridge for viewing the rapids below. Plans for public restrooms and other amenities are being developed. This is one of two sites along the byway where a place-based art piece will be installed with assistance from the Byways of Iowa Foundation.

been restored, along with the original pressed tin ceiling in the courtroom. It is listed on the National Register of Historic Places.



### 5 Delaware County Courthouse



This brick county courthouse with 135-foot tower and spire was built in 1894, after the county seat moved from Delhi to Manchester. Citizens in the county funded the clock located in the tower of the facility. The courthouse represents a Romanesque Revival style of architecture. The clock and tower have



### 6 Widner Drug Store



Located in the heart of downtown Manchester, Widner Drug has been a familiar mainstay of the community since 1932. It is a full service store with a 1950s style soda shop.



**7 Castle Theatre** 

The theater, located on Main Street, opened in 1935. It is the only movie theater in Delaware County. It became a community nonprofit operation in 2009.

**8 Eiversen/Love Log Cabin in Denton Park**  

This is believed to be the first house constructed in Manchester. Steiner Eiversen, a Norwegian, built a small cabin on the west side of the river in 1850. The next year, he built a larger cabin on the east side. In 1852, he sold the cabin and land to Allen Love. The cabin was restored in 1996, and the Delaware County Master Gardeners maintain the landscaping around it. It is located in Manchester's Denton Park, which provides a playground, picnic area, and restrooms.

**9 Hoag House/Wheat House** 

This historic house was built by J. J. Hoag, a prominent grain dealer who made his fortune selling wheat to the Union Army during the Civil War. He moved to Manchester in 1862 and built a grist mill on the Maquoketa River. The house was built in 1864 and is an excellent example of mid-19th century Italianate architecture. It is listed on the National Register of Historic Places and today is a private residence.

**10 Freedom is Not Free Memorial in Baum Park**  

Located in Baum Park, the memorial commemorates each branch of the armed forces with five granite pillars, two granite walls, and two stone benches around a circular base. The park offers a playground, shelters, grills, and restrooms.

*Freedom is Not Free Memorial in Baum Park*

**11 Oakland Cemetery** 

A 20-foot high granite monument, erected by the county in 1912 in the Oakland Cemetery, features a Civil War soldier statue at the top, flanked by two 8-inch siege mortars cast at the Fort Pitt Foundry in 1864. Over a dozen Civil War headstones surround the monument. It was the first monument of this design to be erected in Iowa.



## West of Manchester

### Masonville

Oscar Wellman built a house and hotel here in 1852 as a stagecoach stop. The town was platted in 1858 by Francis Daniels and the Iowa Land Company. It was named in honor of R. B. Mason, the late president of the Iowa Land Company that helped develop communities as part of the Dubuque & Pacific Railroad. Daniels offered the Company one-third of his land in hopes that a train station would be built on it. In 1860, a depot was constructed. The town incorporated in 1900, and today has a population of about 100. Agriculture business is a focus of the community.

#### 12 McGee Brick School

This is the only remaining one-room brick school in Delaware County. It



was built in 1868 on land donated by Isaac McGee as a replacement for a log building that burned. It served classes until 1952. The “folk vernacular” architectural style, without a bell tower, is unusual for a one-room Iowa schoolhouse. The building has two entryway doors, each leading to separate boys’ and girls’ cloakrooms. The site is listed on the National Register of Historic Places. Sarah Gillespie Huftalen (1873–1952) taught at this school, and her lifelong diary was made into a book called *All Will Yet Be Well*.



#### 13 Coffin’s Grove Park (Delaware Cty)

This 22-acre park is located four miles northwest of Manchester. The park offers fishing, picnicking, camping, canoeing, and kayaking. Coffin’s Creek flows through the area. The park is named for the Clement Coffin family, who settled here in 1840. At the time, it was the

furthest west settlement in this part of Iowa. Clement became an influential leader in Delaware County.

#### 14 Coffin’s Grove Stagecoach House/ Coffin’s Grove-Baker Cemetery

Henry Baker owned a 700-acre farm here in the 1840s. He contributed two acres for a nearby cemetery. Two of his young children, who died in 1846, were the first burials. Baker also built a brick inn nearby in 1855 along a stagecoach road from Dubuque that he helped to survey. The inn is now privately owned and is being razed (as of summer of 2017).





*Little Red School Historical Site.*



*Travers Toys & Farm Machinery Museum.*

## North of Manchester

### 15 Little Red School Historical Site (Delaware County)

Located near Honey Creek about 4 miles northeast of Manchester, this school was built in 1905 after the first and second buildings burned. It served classes until 1959. The schoolhouse and its contents, including the minutes of the old school board, are preserved as a historic landmark. The site includes a picnic area beneath shade trees, an old well, and a playground.

### 16 Travers Toys & Farm Machinery Museum

This privately owned museum offers a unique opportunity to view farm equipment dating back to the 1920s. Specialty items and collections are also on display. Mick Traver restores farm equipment and other antiques. Open by appointment for bus tours and group visits.

## Dundee

After serving in the Mexican War, Hiram Wood settled in the northwest corner of what would become Delaware County. He began acquiring extensive land holdings. In 1886-1887, he donated land

for the Chicago Great Western Railroad to be built. According to some, Wood named the town after Dundee, Scotland, where he may have had ancestors. The town was established in 1887 when Wood built the first store. Wood was appointed as the first postmaster. Dundee was incorporated in 1917. Today, the population is about 200.

### 17 Dundee City Park/ Site of Freedom Rock

Dundee was selected as the location for Delaware County's Freedom Rock, which was installed in the city park in 2016. As of 2017, it was awaiting funding to pay for the painted mural on the rock surface.



## 18 Backbone State Park

At over 2,000 acres, Backbone is Iowa's oldest state park dedicated in 1920. It is named for a steep, narrow ridge of limestone called "The Devil's Backbone," which has been carved out over time by the Maquoketa River and divides the park. It was one of the earliest natural tourist destinations in the state. A private resort was established here in 1889 that included a hotel, merry-go-round, and stables on top of the "Backbone."

Numerous springs, rock ledges, caves, boulders, and soaring rock formations beckon visitors to the park. Richmond Springs, one of the largest in Iowa, feeds a trout stream. Historic Civilian Conservation Corps structures built in the 1930s can still be seen throughout the park, including stone picnic shelters, bridges, a unique boathouse with a round observation tower, and a large bathhouse.



The park includes a canoe trail that begins just below the dam and 21 miles of hiking trails, including the Backbone Trail, which follows the tall narrow ridge with views of the river and valley below. The Northeast State Park Bike Route is a 130-mile route that connects Backbone with Wapsipinicon and Pikes Peak State Parks along county roads. The park also offers camping, swimming, boating, canoeing, kayaking, fishing, rock climbing, and picnicking.



*The unique stone boathouse in Backbone State Park was built by the Civilian Conservation Corps.*

## 19 Iowa Civilian Conservation Corps Museum

Located in Backbone State Park, the museum tells the stories of CCC members and their contributions to the state of Iowa during the 1930s and '40s. It highlights interviews with more than 125 surviving CCC members. The stone building that houses the museum was the former custodian's lodge, renovated in the 1920s from an existing barn that may have pre-dated the park. Backbone benefited greatly by the work projects accomplished by the CCC, which constructed many of the buildings and trails in the park.



*Iowa Civilian Conservation Corps Museum, located in Backbone State Park.*



Edgewood Pro Rodeo Days, June 2017.

## Edgewood

This area was originally known as “Yankee Settlement” due to the number of settlers who came from the East. The “Yankee Settlement” post office was established on the Clayton County side in 1848, and Joseph Belknap built a home and store here in 1849. When the Davenport & St. Paul Railroad made this a station along its tracks in the 1870s, the name was changed to Edgewood. The town was formally incorporated in 1892. Today, the population is over 900. The Edgewood Pro Rodeo Days is a major event the last weekend in June, attracting thousands of participants.

### 20 Edgewood Museum



Opened in June 2017 in the historic Edgewood Feed Mill building, the museum houses artifacts related to Edgewood. It features a traveling exhibit, community room, and galleries on veterans, the Bixby family, and commerce. The community raised \$100,000 for the museum.

### 21 Kendrick Forest Products

Started in the 1950s, this company is Iowa’s largest sawmill. It is owned by the second generation of the Kendrick family and produces a diversity of lumber products, including boards, railroad ties, landscaping mulch, and cabinets. Free tours are available by appointment that show the process of transforming logs into lumber.



### 22 Women’s Christian Temperance Union Drinking Fountain

A historic drinking fountain on the corner of East Madison and North Washington Streets connects back to 1884 when these fountains were installed by the WCTU in towns all over the county to discourage men from drinking alcohol. One of the few remaining in the country, this fountain was fully restored in 2015.

Historic WCTU fountain



**23 Edgewood Cemetery** 

A 20-foot granite monument with a statue of a Civil War soldier on top was erected in the Edgewood Cemetery in 1914. It is of the same design as the one erected in the Manchester Cemetery.

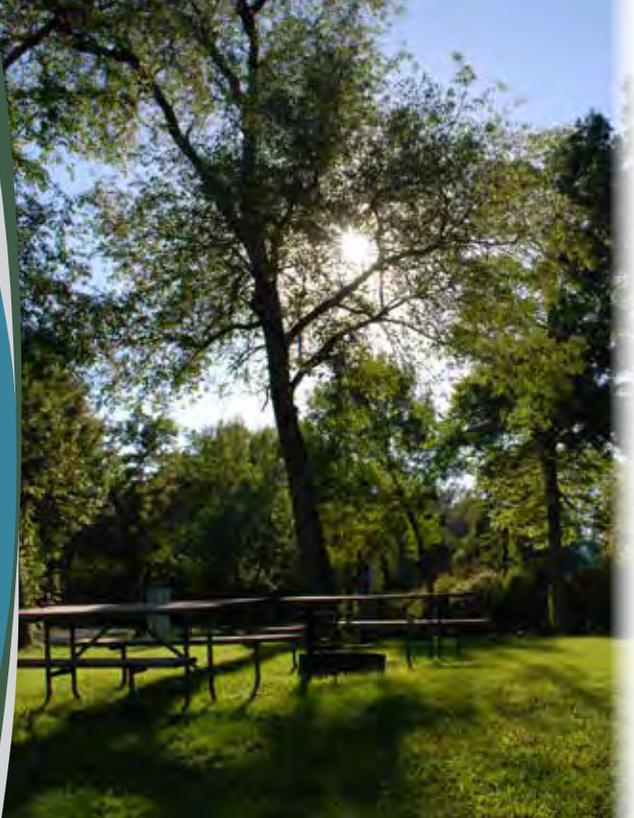


**24 Bixby State Preserve**  

Ransom J. Bixby was a farmer, teacher, businessman, and legislator. He owned a diverse tract of land containing limestone bluffs, woods, springs, a portion of Bear Creek, and an ice cave about two miles north of Edgewood. He allowed the public to use it as a park and even constructed a log cabin and stone fireplace for picnickers. In 1926, he donated his land to the state of Iowa for use as a park. The property has been

expanded from 69 to 184 acres. In 1979, it was classified as a state preserve because of the unique ice cave, which creates ice throughout the year, and an algal slope, where the constant flow of cool moist air creates a rare micro-ecosystem. The site features a stone Civilian Conservation Corps shelter built into the hillside, picnic tables, and trails to the ice cave, along Bear Creek, and through limestone bluffs and formations.





*Turtle Creek Park: West Area campground.*

## SOUTHWEST REGION

### Lake Delhi

#### 1 Lake Delhi Recreation Area

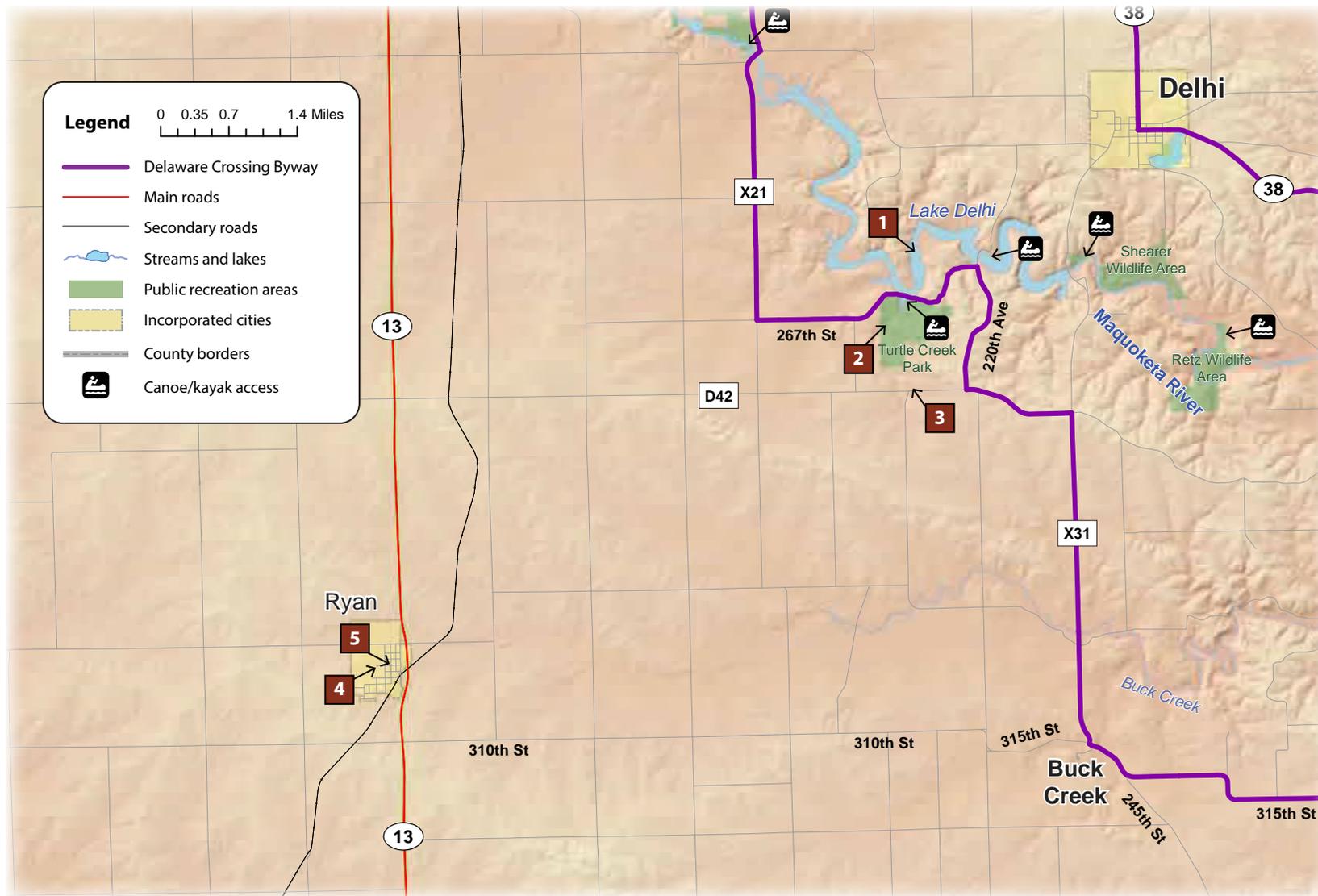
Lake Delhi is a 9-mile impoundment of the Maquoketa River popular with boaters and anglers. It was created by the Delhi dam (or Hartwick Dam) which was built 1922-1929 for hydroelectric power. By 1973, the plant was abandoned and the Lake Delhi Recreation Association took over ownership. On July 24, 2010, the adjacent spillway failed due to a major rainstorm and the lake emptied. Nearly 8,000 people downstream had to be evacuated. The spillway was replaced with an award-winning labyrinth structure in 2015.

#### 2 Turtle Creek Park (Delaware Cty)

This 200-acre park is located on a limestone bluff overlooking a bay where Turtle Creek enters into Lake Delhi. The West Area features a shaded campground, picnic shelter, and restrooms. The East Area consists of a large gravel parking lot with restrooms and a boat ramp. According to legend, a pioneer family named Tuttle lived on 40 acres near a spring and gave the creek its name of Tuttle Creek. Over the years, the name morphed into Turtle Creek.



*Panorama of Lake Delhi from the bridge over Turtle Creek along the byway.*



- 1** Lake Delhi Recreation Area
- 2** Turtle Creek Park (Delaware County)
- 3** Bay Settlement Church & Cemetery
- 4** World's Largest Umpire
- 5** Veterans Living Memorial



Bay Settlement 1865 Civil War monument.



Bay Settlement Church.

### 3 Bay Settlement Church & Cemetery

Listed on the National Register of Historic Places, the historic church and cemetery are located southwest of Delhi. In 1846, this church was organized as the first Free Baptist Church congregation in the state of Iowa. The original church was constructed of logs, which the current frame building replaced in 1873. Located nearby in the church cemetery, a 10-foot tall marble Civil War monument was erected in 1865 to honor the 14 soldiers from this area who died, one of the first monuments in the nation. The monument dedication in August 1865 is also one of the first celebrations of Decoration Day (later known as Memorial Day) in the country. In 1866, local citizens decided to move the celebration of Decoration Day to May 30 when flowers would be more abundant. In 1868, U.S. General John A. Logan made this official by calling for a National Decoration Day that would be held every year on May 30.

### Buck Creek

This unincorporated community at the southwest corner of the byway is made up of a cluster of houses around a Methodist church. Remnants of an old school gymnasium are still visible. The consolidation of rural schools in the 1920s was a significant social movement that transformed the community when the Methodist Church, under the leadership of a charismatic minister, became embroiled in a controversy that involved anti-Catholic sentiments and the Ku Klux Klan.

*Byway curving through Buck Creek.*



## Ryan

Ryan was named for Rev. P. H. Ryan who served as pastor of St. Patrick's Catholic Church from 1882 to 1906. Arthur Flint opened a general store here in 1886. The town was platted in 1888 and incorporated in 1901. Many of the early settlers in this part of the county came from Ireland. The community still celebrates its Irish connections, as evidenced by shamrocks on the Ryan water tower and the green carpet in St. Patrick Catholic Church. Today, it has a population of nearly 400.

### 4 World's Largest Umpire

In 1981, the town purchased a Happy Chef restaurant statue from Cedar Rapids and morphed him into an umpire to stand in the outfield of the municipal ballpark. It is now advertised as "the world's largest umpire."



### 5 Veterans Living Memorial

Opened in 2005 in honor of U.S. Marine Corps veteran Randy Byrne, this beautiful memorial park features a winding stone path through trees, shrubs, and flowers. It displays six stone monuments to honor veterans, a Vietnam-era Cobra attack helicopter, an Iwo Jima flag-raising monument, and a statue of the Fallen Soldier Battle Cross, made up of a rifle stuck into boots with a helmet on top. The practice started during the Civil War to identify bodies on the battleground before removal.



Historic 1913 fire station in Ryan.

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# CHAPTER 5

# THEMES AND MESSAGES

*Winding byway route just east of Turtle Creek Park.*



*The Hobbs Chimney, a remnant of Charles Hobbs' 1843 cabin, has been a landmark in Delhi since the early 1900s (photo circa 1912).*

## THEMES AND MESSAGES

An interpretive theme creates a framework for planning meaningful interactions between visitors and resources. Themes represent the major concepts, ideas, and messages that we want visitors to experience as they travel the byway. Once these important concepts are identified, the most appropriate sites, resources, and stories are selected to illustrate them.

A theme statement, which is ideally stated in one succinct sentence, should contain **universal concepts**. Universal concepts are intangible meanings that are significant to everyone, such as life, death, family, parenthood, jealousy, loyalty, forgiveness—all of the emotions, challenges, and values that make us human.

Effective interpretive themes should connect tangible resources (objects or facts) to the interests of visitors. Interpretation is most successful when visitors can relate the themes and messages on a byway to something relevant in their own lives. A good theme will stir emotions and thoughts in a visitor, helping to create memorable

experiences. Provocation is more significant than factual information. Inspiring people to relate the information to their own lives is a measure of success.

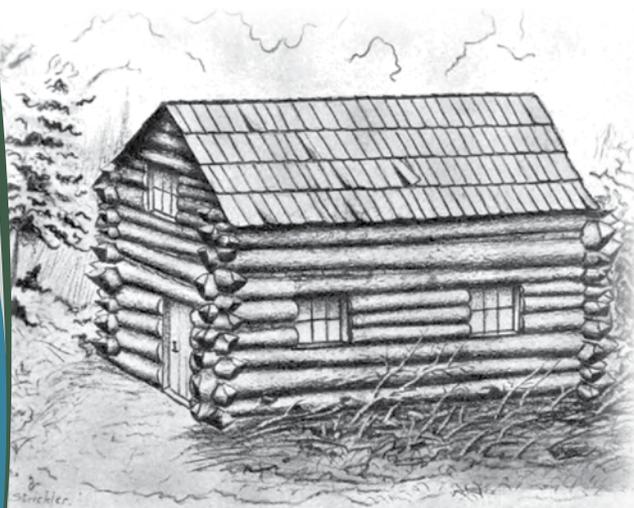
### Organization of Themes and Messages

- A **primary theme** states the major concepts that unify all of the stories of the Delaware Crossing Scenic Byway within one overarching idea. In order to plan a cohesive visitor experience, all interpretation should relate to this holistic concept.
- **Sub-themes** divide the primary theme into sub-sets of related ideas that allow for a more workable framework of storylines.
- **Messages** break down the broad sub-themes into specific stories of people and places that can be encountered along the byway.

## PRIMARY THEME

Delaware County embodies Iowa's celebrated identity as a place where pioneer immigrants built strong communities based on shared religious values, commitment to education, and allegiance to their state and country.

*The byway weaves through the small community of Buck Creek.*



*Sketch of the first Delaware County Courthouse, located on the west shore of Silver Lake in Delhi.*



*Site of the second Delaware County courthouse, G.A.R. Park in Delhi (now city park), circa 1914.*

## SUB-THEME 1

Many early Delaware County settlers shared common experiences and social values because they came from similar towns in the Eastern U.S. or emigrated from Scotland, Ireland, England, and northern Europe.

### Messages:

- 1.1 Delaware County was established in 1837 when Dubuque County was parceled into a number of smaller counties. It was named by Thomas McCraney, a member of the Territory of Wisconsin's first Legislative Assembly, after Delaware County, New York, where he came from.
- 1.2 Ead's Grove, in the northeast part of the county, was selected as the first county seat by a coin flip of two of the three commissioners. County residents were outraged by this unfair decision and created a citizens' committee to determine a better location.
- 1.3 The citizens' committee first surveyed sites in the center of the county, near present-day Delaware, but the area was high prairie with no water or timber.
- 1.4 The citizens' committee then surveyed sites around "The Lake" (later known as Silver Lake), where Delhi would be founded. According to legend, as they approached the lake, a committee member shot a deer, and they decided to drive the county seat stake where it fell.
- 1.5 Delhi was voted as the county seat in 1841. It was named after Delhi, New York, which was the county seat of Delaware County, New York. It was platted by Joel Bailey (of Bailey's Ford) in 1842.
- 1.6 The first Delaware County Courthouse was a log structure built by county residents on the shores of Silver Lake in 1842-1843. It didn't have a roof or fireplace until 1846, so the commissioners often met in nearby houses, such as C. W. Hobbs. The courthouse was replaced by

another in the 1850s, when citizens used their own tools to construct an improved building where Delhi City Park is now located.

- 1.7 Manchester had its start in 1854 when James Dyer (founder of Dyersville) and William Chesterman began acquiring land to establish a town on the proposed Dubuque & Pacific Railroad. It was originally named Burrington after an early settler who donated land for the town, but the name was too similar to Burlington. Dyer, a native of England, suggested Manchester. The town incorporated in 1866.
- 1.8 The location of the Delaware County seat was hotly contested between Manchester and Delhi starting in 1869. Manchester had become the main trading point of the county and was directly on the Dubuque & Pacific rail line. In 1880, the county seat was transferred.
- 1.9 The current Delaware County Courthouse, located in Manchester, was built in 1894 and was listed on the National Historic Register in 1981. It is Romanesque architectural style and was designed by architects Bell and Kent.

1.10 Hopkinton had its start in 1840 when Leroy Jackson and Henry Carter, both from Dubuque, purchased much of the land. The town was platted in 1851 and named for Mrs. Carter's hometown of Hopkinton, Massachusetts. Bowen Collegiate Institute, later known as Lenox College, was founded in 1856, with classes starting in 1859.

1.11 Lenox College now serves as the Delaware County Historical Society. It has a storied history that spans generations of Delaware County citizens. Today its authentic historical structures are a touchstone to the stories and values of the county's past.

1.12 Delaware, located near the center of Delaware County, was originally a high, undulating prairie. The first settlers arrived in 1852. In 1859, the Dubuque & Pacific Railroad offered to establish a station here, provided the residents furnished the depot. The town was platted in 1859-60.

1.13 Earlville was first settled in 1852 by George Earl and his family. In 1857, a Dubuque & Pacific Railroad stop was proposed for here, and Earl and others laid out the town. The



*Final Delaware County Courthouse in Manchester, circa 1914.*



*Joel Bailey*  
MANCHESTER.

Joel Bailey, the first surveyor of Delaware County, settled near a ford on the Maquoketa River in 1838, now Bailey's Ford Park.

original name was Nottingham, in honor of a large railroad stockholder, but it was changed a year later since another Iowa community already had the same name.

- 1.14 Greeley was originally known as Plum Spring in 1844. The town was surveyed by Samuel Lough in 1855, who was an admirer of Horace Greeley, founder and editor of the *New-York Tribune*. The settlers hoped that the Dubuque & Pacific Railroad would bypass Delhi and take a more direct route through Greeley, but this did not occur.
- 1.15 Colesburg was settled in 1839, when David Moreland and four other families from Pennsylvania settled in an area originally known as the "Colony." In 1843, the first store in the county opened here. A town adjacent to Colony to the north was founded by Hiram Cole and his brother-in-law in 1848 and named "Cole's Burgh." The two towns became one and the Colesburg name stuck.
- 1.16 Masonville had its start in 1852 when Oscar Wellman built a house and hotel as a stage stop. It was platted in 1858 by the Iowa Land

Company, which coordinated the route of the Dubuque & Pacific Railroad. It was named in honor of R. B. Mason, the late president of the Iowa Land Company. A depot was constructed in 1860.

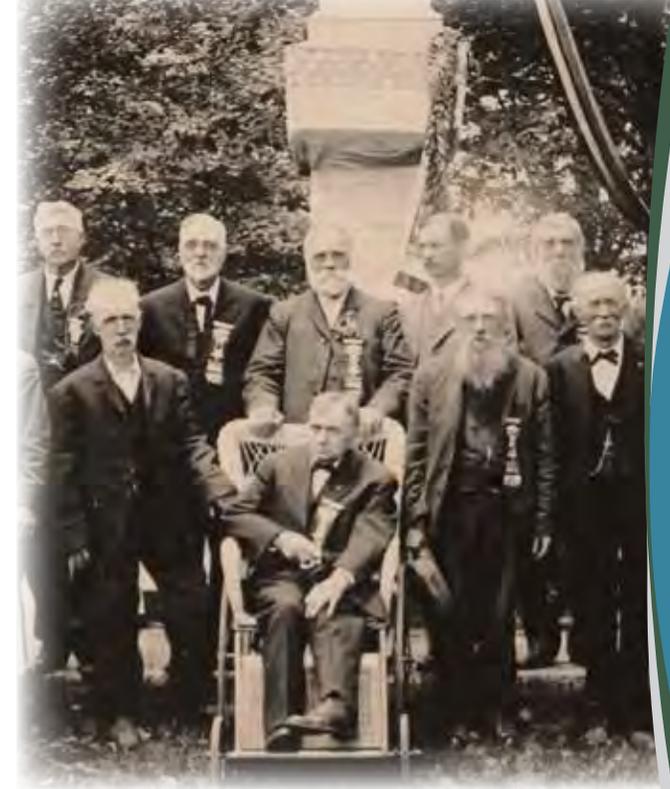
- 1.17 Dundee began when Hiram Wood acquired extensive land holdings here after serving in the Mexican War. In 1886-87, he donated land for the Chicago Great Western Railroad to be built. According to some, Wood named the town after Dundee, Scotland, where he may have had ancestors.
- 1.18 Edgewood was originally known as "Yankee Settlement" due to the number of Eastern settlers. When the Davenport & St. Paul Railroad made this a station in the 1870s, the name was changed to Edgewood.
- 1.19 Ryan was named for Reverend P. H. Ryan who served as pastor of St. Patrick's Catholic Church from 1882 to 1906. Many of the early settlers in this part of the county came from Ireland, and the community still celebrates its Irish roots.

## SUB-THEME 2

The Civil War had a major impact on Delaware County, drawing most men to war, depleting the ranks of farmers and other workers, slowing the efforts to develop farms and communities, and devastating families who lost loved ones.

### Messages:

- 2.1 Fifty-six percent of all military aged Iowa men served during the Civil War. Iowa provided over 76,000 troops and more than 13,000 died. Iowa troops included 48 infantry regiments, 8 cavalry regiments, 4 artillery regiments, and an unassigned volunteer regiment.
  - Civil War Monument and Mortars (1912): Oakland Cemetery, Manchester
  - Civil War Monument (1914): Edgewood Cemetery, Edgewood
  - Civil War Monument (date unknown): Pineview Cemetery, Delaware
  - Grave of Andrew J. Sloan, Medal of Honor Recipient (1875): Platt Cemetery, Colesburg
- 2.2 Most Delaware County towns have a historic Civil War memorial that honors men from the community who served or died in the conflict. Many of these monuments were constructed and dedicated immediately after the war:
  - Civil War Monument (1865): Lenox College, Hopkinton
  - Civil War Monument (1865): Bay Settlement Church
  - Civil War Monument (date unknown): Evergreen Cemetery, Delhi
- 2.3 Women, children, and senior citizens were forced to operate farms and other businesses when military-aged men (18-45 years) went to fight in the Union Army during the Civil War. Some social scholars suggest that this development may be a factor in the acceptance of women's suffrage in Iowa.
- 2.4 Before the war, most school teachers were men, but women filled that



*Civil War veterans in front of the Civil War Monument at Lenox College.*

void during the war and continued to be the main teachers after it ended.

- 2.5 Dr. Mary Edwards Walker, who attended Lenox College, was the only woman to receive the Congressional Medal of Honor, which was awarded for her work as a surgeon during the Civil War. She was captured by Confederate troops in 1864 after assisting a Confederate doctor in performing an amputation.
- 2.6 Lenox College, formerly known as the Bowen Collegiate Institute, played a significant role in the Civil War. In 1864, college president James McKean discussed the call for volunteers with his students. Every young man, except for one who was too young and one that was in poor health, accepted the call. The women wept at this display of patriotism. The 30 students who enlisted with President McKean as their captain became members of Union Army Company "C" 44th Iowa Volunteer Infantry, which became known as the "The Schoolboy Company." In total, Lenox College sent 92 students to fight in the war. Twenty-four students and President McKean were killed in battle or by disease.

- 2.7 To commemorate those who died in the Civil War, Lenox College and the citizens of Hopkinton erected a 22-foot marble monument in August of 1865, one of the earliest Civil War monuments in the state. Over 1,000 people gathered for the dedication on November 17, 1865.
- 2.8 The first Civil War monument in Iowa to honor fallen soldiers was erected and dedicated in August 1865. It is located in a cemetery next to the Bay Settlement Church southwest of Delhi. This site is also recognized as the first Memorial Day, or Decoration Day, service held in Iowa, the same date as the dedication. Memorial Day was moved to May in 1868.
- 2.9 Andrew J. Sloan, a Union Army soldier in the 12th Iowa Infantry Regiment, was awarded a Medal of Honor for capturing a flag during the Battle of Nashville on December 16, 1864. He farmed near Colesburg before and after the war. He was accidentally killed in 1875 when he fell from a tree, and is buried in the Platt Cemetery southeast of Colesburg.



*Dr. Mary Edwards Walker, recipient of the Congressional Medal of Honor in the Civil War.*



*Civil War monument erected in Oakland Cemetery in Manchester, circa 1914.*

## SUB-THEME 3

Delaware County was a desirable destination for settlement in the mid-19th century because it contained fertile prairie soils, the Maquoketa River, and timber-lined streams.

### Messages:

- 3.1 Delaware County is located in the Iowan Surface (Eastern Tallgrass Prairie) geologic region, characterized by gently rolling slopes and open views. It is composed of older glacial drift (1.6 million to 300,000 years ago) that has been eroded over time by frost, water-soaked soils, and strong winds.
- 3.2 Most of Delaware County was originally high, rolling prairie. Timber was limited to the banks of rivers, streams, and lakes. Most early communities developed around these sources of water and timber.
- 3.3 The Maquoketa River is the main river in Delaware County, stretching from Backbone State Park in the northwest to Hopkinton in the southeast. The entire river, from Fayette County to the Mississippi in Jackson County, is about 150 miles long.
- 3.4 Delaware County was one of the first regions west of the Mississippi to be studied by professional geologists. In 1839, it was explored by a team organized by the federal government to document the mineral resources of the country (Calvin 1897). Many fossils were identified in the bedrock.
- 3.5 The bedrock of Delaware County is made of dolomite, a chemically altered limestone created from sediments deposited when much of Iowa was covered by a shallow sea over 400 million years ago. This bedrock is especially visible along the Maquoketa River at Backbone State Park and Bixby State Preserve.
- 3.6 The Maquoketa River and its tributaries were an early source of



*Old mill in Hopkinton, now the site of Dunlap Park.*



*The dolomite bedrock of the region is exposed along the Maquoketa River.*



*Charles Hobbs and his family settled in the Delhi area in 1843-1844. The stone chimney from his cabin still stands.*



*Award given to John Stewart for "best package of butter" from the Philadelphia Centennial Exposition in 1876.*

hydropower for mills and, later, for electricity. The river has also served as a reliable fishery.

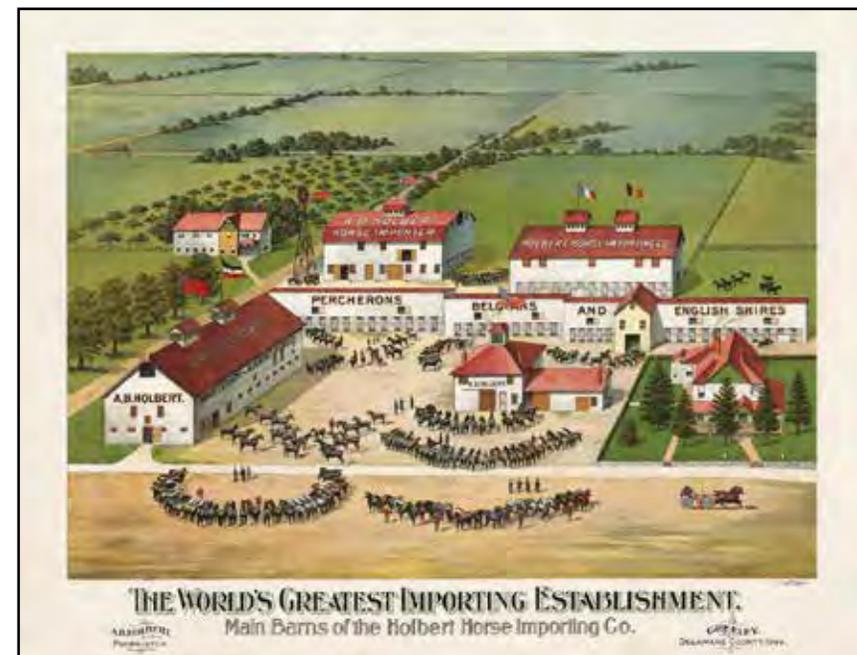
- 3.7 Joel Bailey was an early settler in the county who homesteaded with his family in 1838. He was the first surveyor of Delaware County. He built a cabin near a ford in the Maquoketa River (now the site of Bailey's Ford Park) and provided accommodations for stagecoach travelers on the road between Dubuque and Waterloo.
- 3.8 Charles Hobbs and his family were some of the earliest settlers in the Delhi area, building a cabin in 1843-1844. Hobbs was the first clerk of the District Court of Delaware County, the recorder of deeds for one term, conducted the U.S. Census for the county in 1860, and was later justice of the peace and postmaster in Delhi. His wife, Mary Hobbs, was appointed postmistress for Delhi in 1844, and their cabin served as the post office. The limestone fireplace and chimney from his cabin still stands in Delhi.
- 3.9 Dunlap Park is the site of a sawmill built on the Maquoketa River in 1844. Later, a flour and feed mill was
- operated until 1892, when it was converted to an electric generating plant. In 1953, the old mill site and dam were sold to Herman J. Dunlap, who donated it to Delaware County in 1961. The low dam, power plant foundations, and a well are still visible on the site.
- 3.10 The Eiversen/Love log cabin (moved to Denton Park in Manchester) was built by Steiner Eiversen, a Norwegian, on the Maquoketa River in 1851. He sold it to Allen Love of Dubuque in 1852. Sadly, when the Love family was moving to the cabin, their son Robert fell out of the back of the wagon and died. The family went back to Dubuque, purchased a coffin, and arrived at the cabin with their dead child.
- 3.11 The Hoag House (still standing) in Manchester, also known as the Wheat House, was built in 1862 by J. J. Hoag, a prominent grain dealer who made his fortune selling wheat to the Union army during the Civil War. He operated a grist mill on the Maquoketa River.

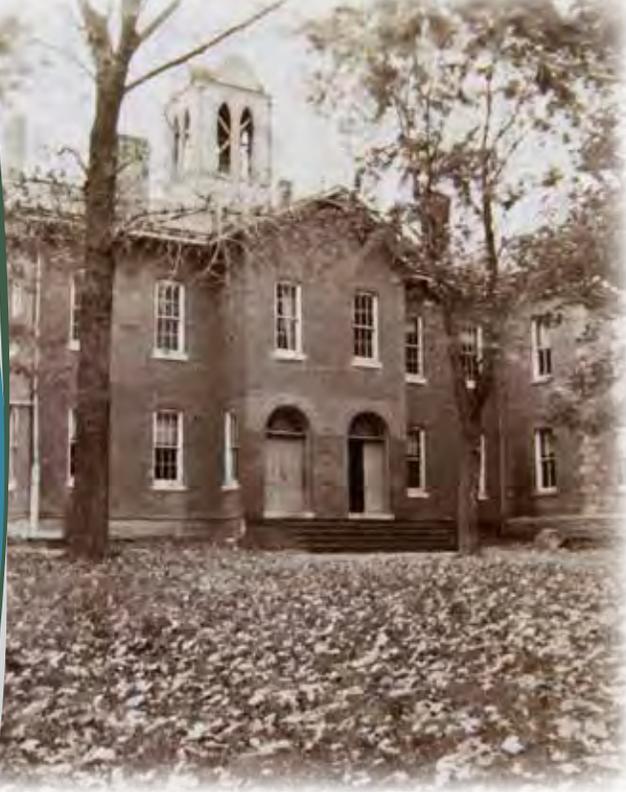
- 3.12 The Spring Branch Creamery, located southeast of Manchester, was Iowa's first commercial butter factory and creamery built in 1872. It achieved international attention when its founder, John Stewart, won first prize for butter at the 1876 Philadelphia Centennial Exposition. The site is currently marked with a bronze plaque.
- 3.13 The renowned Holbert Horse Importing Company, established in 1878, was an international center for horse selling and breeding located in Greeley. A. B. Holbert, who attended school at Lenox College in Hopkinton, imported horses from England, France, Belgium, and Germany and sold them throughout North America.
- 3.14 One of the last workers for the Holbert Horse Importing Company was R. M. "Bob" Brady, whose sons, Walt and Don, became famous horse handlers and drivers of the Budweiser Clydesdale horses.
- 3.15 Iowa's first federal fish hatchery was created in Delaware County south of Manchester in 1894. In 1871, the U.S. Congress created a federal Commission of Fish and Fisheries

(commonly known as the United States Fish Commission) directing it to investigate: "the causes of decrease in the supply of useful food-fishes...; and the determination and employment of such active measures ...to stock or restock the waters of the rivers, lakes and the sea..." The U.S. Fish and Wildlife Service operated the hatchery until 1976, when the Iowa DNR took over ownership.

- 3.16 In the 1890s, brickyards at Manchester and Hopkinton were using local clay to produce bricks for area construction, a stone quarry was located in Delhi Township, and a large woolen mill and a creamery operated near Manchester.
- 3.17 Ruth Suckow (1892-1960) was an American novelist, poet, and story writer who wrote fiction stories often set in Iowa small

towns and farms. In 1919, she moved to Earlville with her father, William, who accepted a pastorate. She established her "Orchard Apiary" at the edge of town and studied beekeeping as a way to support herself as a writer. From 1924 to 1935, she lived in New York City in the winters and kept bees in Earlville during the summers. The Earlville Library was named the Ruth Suckow Memorial Library in 1964, and Ruth Suckow Park was established at the site of her 1925-26 house.





Historic photo of Old Main on the Lenox College campus, built in 1856.



Inside the Milo District No. 7 School.

## SUB-THEME 4

Education of youth has been a shared community value in Delaware County as evidenced by the extensive development of rural one-room schoolhouses, the consolidated school at Buck Creek, and the development of Lenox College.

### Messages:

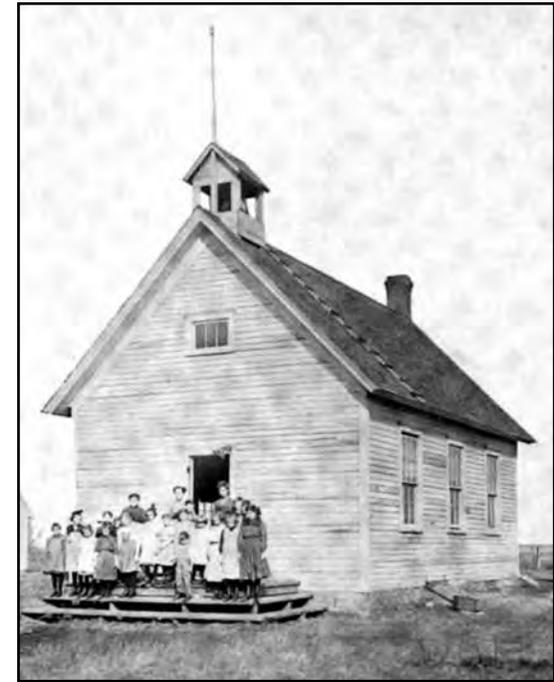
- 4.1 Lenox College in Hopkinton was a pioneer institution of higher education in Iowa. It is the oldest Presbyterian College in the state. The institution was envisioned by Henry A. Carter in 1854, one of the founders of Hopkinton. It was originally named Bowen Collegiate Institute after Chauncey Bowen, who donated \$500 toward the vision. The first building, Old Main, was constructed in 1856. Classes commenced in 1859.
- 4.2 Today, four of the original Lenox College buildings (1856 Old Main, 1890 Clark Hall, 1900 Doolittle Memorial Hall, 1916 Finkbohner Hall) and an adjacent 1901 Reformed Presbyterian Church still stand and are managed by the Delaware County Historical Society as a museum. Other historic structures have been moved to the site, including the 1872 Hopkinton Depot and the 1880 District No. 7 schoolhouse. Two Farm Machinery Halls house historic farm implements.
- 4.3 Early Iowa settlers believed that everyone needed basic education, which included reading, writing, and enough math to handle money and land issues. Numerous one-room country schools symbolize Iowans' early commitment to public education.
- 4.4 The McGee Schoolhouse, located northwest of Manchester, is the only remaining one-room brick school in Delaware County. It was built in 1868 on land donated by Isaac McGee as a replacement for a wooden school that burned. The "folk vernacular" architectural style, without a bell tower, is unusual

for a one-room Iowa schoolhouse. The site was listed on the National Register of Historic Places in 1999. Sarah Gillespie Huftalen (1873-1952) taught at this school, and her lifelong diary was made into a book called *All Will Yet Be Well*.

- 4.5 The Milo District No. 7 School was a one-room country school built in 1880 near Ryan. It was moved to the Delaware County Historical Museum complex. The inside has been restored with period furnishings, and photos of all 16 township country schools are displayed.
- 4.6 The Little Red School, located northeast of Manchester, was built in 1905 after the first and second buildings burned. The building and its contents, including the minutes of the old school board, are preserved as a historic landmark.
- 4.7 Before the Civil War, most schoolteachers were men, but women replaced them during the war and continued to fill the teaching role after the Civil War ended.
- 4.8 The beginning of rural school consolidation in the 1920s became a

significant social movement. By the 1950s most Iowa one-room schools had been closed.

- 4.9 Rural school consolidation brought diverse cultures together, which sometimes turned contentious. In the small community of Buck Creek, the members of the large and active Methodist church favored consolidation. They outnumbered the smaller population of Irish and German Catholics in the surrounding area who wanted to maintain their own schools. During the height of the controversy, anti-Catholic and anti-Jewish Ku Klux Klan organizers found their way into the ranks of the consolidation supporters, causing fear and alienation in the community that eventually drove many residents to move away.
- 4.10 The McCreery Monument & Memorial Gardens in Delhi pays tribute to John McCreery (1835-1906), who was a county superintendent of schools, editor of the *Delaware County Journal*, and a poet. The monument marks the location of his home where he wrote his famous poem, "There Is No Death," in 1862.



Oneida public school, circa 1914.



Former home of John McCreery, where he wrote "There Is No Death," circa 1914.



Rock formations in Backbone State Park.



Shelter constructed by the CCC in Backbone State Park.

## SUB-THEME 5

The subtle rolling landscape of Delaware County, a mosaic of spring-fed streams, rock formations, wetlands, woods, and small farms, creates a pleasant environment for outdoor recreation.

### Messages:

- 5.1 The area that became Backbone State Park was one of the earliest tourist destinations in the state. A private resort was established there in 1889 that included a hotel, merry-go-round, and stables on top of the “Backbone.”
- 5.2 In 1919, a delegation of scientists visited northern Delaware County to study the geologic formations and recommend public ownership of the area. Backbone State Park, Iowa’s first state park, was dedicated on October 1, 1919. It is named for a steep, narrow ridge of dolomite called “The Devil’s Backbone,” which has been carved over time by the Maquoketa River.
- 5.3 In the 1930s, the Civilian Conservation Corps (CCC), a public work relief program that was part of Franklin D. Roosevelt’s New Deal, had a major impact on outdoor recreation in Iowa. In Backbone State Park, the CCC built trails, a dam that created Backbone Lake, stone picnic shelters, bridges, a unique boathouse with a round observation tower, and a large bathhouse. Today, the contributions of the CCC are interpreted in the Iowa Civilian Conservation Corps museum located inside the park. A CCC stone shelter built into the hillside still stands in Bixby State Preserve north of Edgewood.
- 5.4 Iowa’s first federal fish hatchery was built in Delaware County southeast of Manchester in 1894. It was operated by the U.S. Fish and Wildlife Service until 1976, when it was transferred to the Iowa DNR. Today, the hatchery annually produces over 600,000 rainbow, brook, and brown trout for stocking

Iowa streams. Since its creation, it has always been a popular stop for visitors who enjoy seeing and feeding the trout in various stages of growth.

- 5.5 Lake Delhi, an impoundment of the Maquoketa River, is a major draw for anglers and boaters in Delaware County. The Delhi dam is also known as the Hartwick Dam. Hartwick was a town that declined in 1872 when the railroad was routed through Delhi—it is now under the lake. The dam was constructed between 1922 and 1929 by the Interstate Power Company for electrical generation. Operations ended in 1973, and ownership was transferred to the Lake Delhi Recreation Association.
- 5.6 On January 24, 2010, floodwaters breached the Delhi dam spillway, destroying it and emptying out the lake. Nearly 8,000 people downstream in Hopkinton and Monticello had to be evacuated. The economic impact on this area of the county was disastrous. Reconstruction of the spillway began in 2012 and was completed in 2015.
- 5.7 Bailey’s Ford Park is the most developed area managed by the

Delaware County Conservation Board. The 170-acre park is on the byway about three miles southeast of Manchester and features a nature center with conservation exhibits, trout fishing, camping, and nature trails.

- 5.8 Manchester Whitewater Park, the largest whitewater park in Iowa, was established in 2015 with the removal of an obsolete dam on the Maquoketa River. It features six 18-inch drops bordered by limestone rocks and spans over 800 feet in length. This is part of a larger plan to improve and conserve the upper Maquoketa River corridor from Backbone State Park to Lake Delhi.
- 5.9 Historic newspaper articles document that crowds of spectators gathered on the river banks of today’s Manchester Whitewater Park to watch boats race as early as the 1860s.
- 5.10 Known originally as “The Lake,” Silver Lake Park was the site of the original county courthouse built of logs from 1842-1853. The lake was created by a natural dam, but in 1858, high waters cut through the dam and the lake drained. A dam was immediately constructed

to restore the lake, but it washed out in 1863. Over the years, the lake has risen and fallen through several dams. Today, Silver Lake is 34 acres and the park is managed by Delaware County Conservation.

- 5.11 The site of the second Delaware County Courthouse, built in 1853, is now Delhi City Park. Delaware County transferred the property to J. M. Holbrook Post, G. A. R. in 1900, who then conveyed the park to the town of Delhi in 1909. It was originally known as G. A. R. Park, and the courthouse was used for the headquarters of the G. A. R. for many years. Following in this tradition, the park now holds the Delhi American Legion building.

*Hiking the trails at Bailey’s Ford Park.*





1886 Mobile and Ohio Railroad locomotive in Manchester.



Henry Baker's stagecoach inn, circa 1900.

## SUB-THEME 6

Delaware County was located on a western trail route from Dubuque to Sioux City and Council Bluffs, which was followed by stagecoach lines, railroads, and highways.

### Messages:

- 6.1 Before the construction of rail lines, Delhi served as a hub for stagecoach routes through Delaware County, with four separate roads leading to Dubuque in the east, Independence and Quasqueton in the west, and Iowa City in the south.
- 6.2 As the county's first surveyor, Joel Bailey surveyed many of the original stagecoach roads starting in 1846.
- 6.3 Bailey's Ford, located southeast of Manchester, was the preferred Maquoketa River crossing in this area for stagecoaches, wagons, and foot travelers. The ford was named after the original settler, Joel Bailey, who lived here in 1837. A post office, schoolhouse, and houses were located nearby.
- 6.4 Coffin's Grove Park, west of Manchester, is located on the old stagecoach road between Dubuque and Independence. This was once part of Henry Baker's extensive farmland.
- 6.5 In 1855, Henry Baker built a brick inn for stagecoach travelers on his land west of present-day Manchester. The historic building is being razed (as of summer 2017).
- 6.6 Most early rail lines crossing Iowa were subsidized by government land grants. Congress provided railroads land on which to build tracks and additional land to sell to homesteaders at a profit.
- 6.7 Railroad companies promoted cheap, Iowa farmland to people in the eastern United States in order to encourage future farm production that would ship on their rail lines.
- 6.8 The first railroad built across Delaware County was the Dubuque

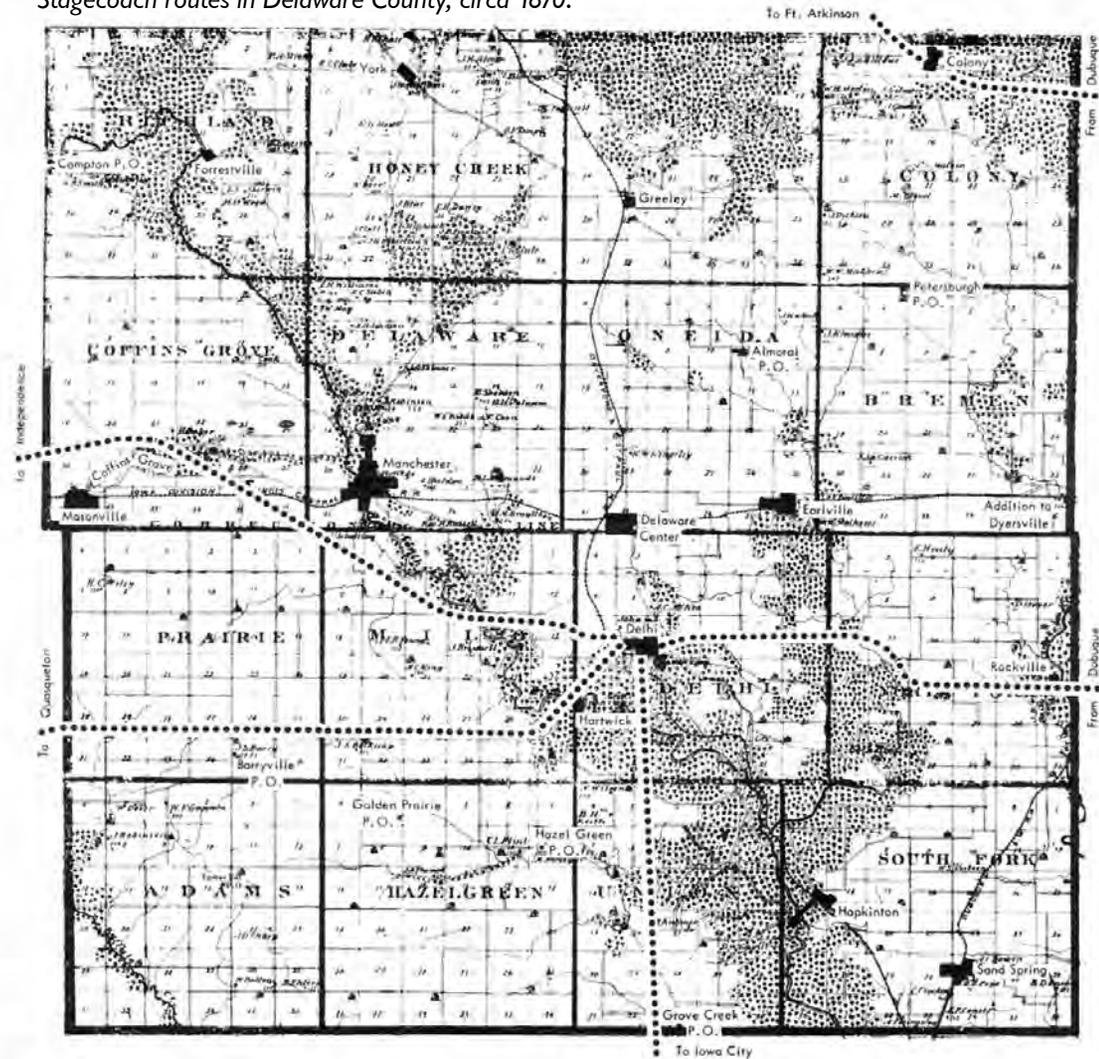
& Pacific. The Iowa Land Company worked with communities to purchase right-of-ways, secure building sites, and lay out towns.

- 6.8 The Dubuque & Pacific Railroad built tracks from Dubuque to Earlville in eastern Delaware County by 1857. Because of the 1857 financial crash, it didn't reach Manchester until 1859. Manchester businesses paid for the completion of the line to their city because of the economic benefits it would bring.
- 6.9 Several communities in Delaware County grew in the late 1850s as stops on the Dubuque & Pacific Railroad, including Earlville, Delaware, Manchester, and Masonville. Other communities withered away when the railroad bypassed them.
- 6.10 "Orphan Trains" ran from 1854-1929. Migrants flooded eastern cities looking for jobs during the Industrial Revolution. Many of these immigrant families were destitute and unable to care for their families. Thousands of homeless children wandered the streets of New York. Agencies gathered the children and sent them on trains to the west in

hopes that families would adopt them. Records show that a number of children were fostered in Earlville and Hopkinton.

6.11 The east-west highway through Delaware and Manchester was already a major automobile route in 1926 when its 300-mile route was officially designated Highway 20.

Stagecoach routes in Delaware County, circa 1870.



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# CHAPTER 6

# INTERPRETIVE MEDIA



Two byway Conservation Innovation Grant wayside exhibits installed near the Manchester Trout Hatchery.



*A team member views a wayside exhibit that interprets the Civil War Monument on the old Lenox College campus.*

## INTERPRETIVE MEDIA

Travelers on the Delaware Crossing Scenic Byway can experience a truly Iowa adventure as they journey through rolling hill country, wetlands, and woodlands that form a patchwork of family farms, Amish communities, and rural villages.

The cultural landscape is dominated by nostalgic barns decorated with barn quilts, family farms, one-room country schools, historic villages, and monuments that commemorate each community's sacrifices to the Union effort in the Civil War.

The Maquoketa River meanders southeast through Delaware County, which the byway crosses and converges with throughout its course. Bailey's Ford Park, Dunlap Park, Manchester Whitewater Park, and Backbone State Park, Iowa's oldest, all stand on the banks of the Maquoketa.

Heritage interpretation is a communication process that guides visitors in their search for meanings in objects, places, and landscapes. Media are non-personal forms of interpretation that connect visitors to the resources and stories of the byway. These include signs, exhibits, publications, audiovisual tours, overlooks, artwork, and other forms.

When interpretive media is well planned, it can open windows of understanding and revelation in visitors who are seeking connections and meanings of their own as they explore the byway and its resources. It is a rewarding experience for visitors to discover for themselves new and exciting places and to feel like they have grown emotionally and intellectually in the process.



# EXISTING INTERPRETIVE MEDIA

A variety of interpretive opportunities are already available along the Delaware Crossing Scenic Byway for travelers. The recommendations presented in this chapter should supplement and enhance these existing facilities and programs.

## Information Centers

A couple of staffed information centers along the byway provide information about the region to travelers. They are open regular hours during the week.

- **Delaware County Conservation Department Office and Nature Center:** Located in Bailey's Ford Park southeast of Manchester, the facility includes an information desk staffed by county employees. The building is open year-round Monday-Friday, 8 a.m.-3:30 p.m., and Saturdays, 1-3:30 p.m. from Memorial Day to Labor Day.
- **Manchester Trout Hatchery:** The facility includes an information desk staffed by Iowa DNR employees. The building is open Monday to Friday from 8 a.m. to 4:30 p.m.

## Nature Centers

One nature center along the byway interprets the natural history of Delaware County.

### Delaware County Conservation Department Office and Nature Center:

Located in the same building as the information desk in Bailey's Ford Park, the nature center features an expansive room of exhibits. Displays include live animal aquariums, habitat dioramas with mounts of native wildlife species, a touch table, and a kid's corner with books and activities. An outdoor enclosure has pheasants on display and a nature trail features wildlife and plants of the region. The nature center is open year-round Monday-Friday, 8 a.m.-3:30 p.m., and Saturdays, 1-3:30 p.m. from Memorial Day to Labor Day.



*The Manchester Trout Hatchery has an Iowa DNR office with an information desk.*

*The nature center in Bailey's Ford Park features wildlife exhibits and a kid's corner, a perfect stop for byway travelers.*





*Little Red School Historical Site.*



*Iowa Civilian Conservation Corps Museum.*



*Edgewood Museum.*

## Historical/Cultural Museums

The rich history and culture of Delaware County is revealed through several museums and interpretive sites in the byway corridor. Most are open limited hours or by appointment, so they are not ideal for serendipitous byway travelers. Interpretive media can help make these more amiable attractions.

- Delaware County Historical Museum Complex:** Located on the campus of old Lenox College, the museum features a historic Civil War Monument, four campus buildings, a one-room country school, a church, and two farm machinery halls. Each building displays numerous historic artifacts. It is open for guided tours daily from 1-4 p.m., June-September.
- Iowa Civilian Conservation Corps Museum:** Located in Backbone State Park, the museum is housed in a historic building. Exhibits interpret the significance of the CCC in Iowa. It is open limited hours based on staff availability or by appointment.
- Little Red School Historical Site:** Operated by the Delaware County Conservation Department, the historic school is open May-September for tours by appointment.
- Travers Toys & Farm Machinery Museum:** A private museum of farm equipment and toys collected by Mick Traver. Open by appointment for group tours.
- Edgewood Museum:** Housed in the historic Edgewood Feed Mill building, the museum features artifacts related to the community. It is open on Saturdays 9 a.m.-noon and by appointment.
- Kendrick Forest Products:** Iowa's largest sawmill in Edgewood offers free guided tours by appointment that show the process of transforming logs into lumber.



*Guided tour of the Delaware County Historical Museum Complex in Hopkinton.*

## Kiosks and Wayside Exhibits

### Conservation Innovation Grant Panels

Wayside exhibits were developed in 2015 through a Conservation Innovation Grant (CIG) with the intent of creating a cohesive, statewide set of panels along ten of Iowa's scenic byways. The designs for the panel and metal bases originate from standards developed by Schmeckle Reserve Interpreters for the Iowa Byways Interpretive Master Plans project.

Two CIG interpretive panels are installed at a wayside along Spring Branch Creek, just north of the intersection of 250th Ave. and 221st St. north of the Manchester Trout Hatchery.

- **Water Quality Protection:** This panel interprets the nearby Manchester Trout Hatchery, stream habitat improvements, and agricultural practices that minimize erosion.
- **Stream Bank Stabilization:** This panel interprets habitat improvement structures and bank stabilization projects that have been completed on Spring Branch Creek.



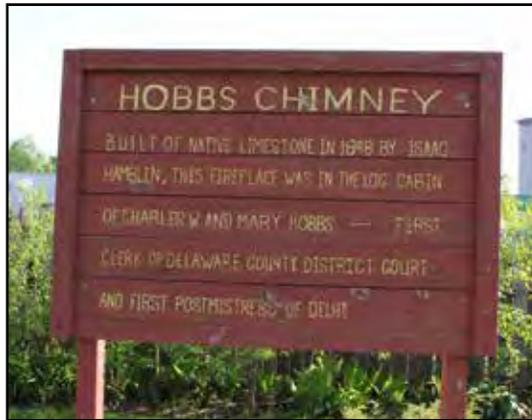
**Other Interpretive Panels**

Several other sites in the byway corridor have existing interpretive panels. Designs and materials vary based on the agency, organization, or community that

developed the signage. A goal of this interpretive plan is to unify the design of byway signage over time as existing signs deteriorate and need replacing.



Metal wayside exhibit on the old Lenox College campus, Hopkinton.



Wooden routed sign at Hobbs Chimney in Delhi.



DNR standardized kiosk design in Backbone State Park.



Painted sign in Dunlap Park, Hopkinton.



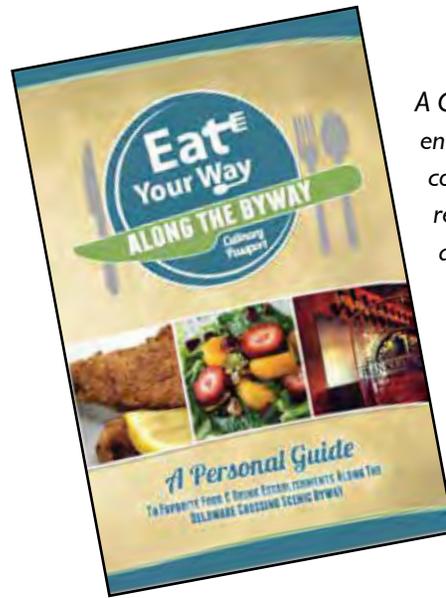
Metal commemorative plaque at the Eiversen/Love Log Home, Manchester.



One of a series of metal nature trail signs in Bailey's Ford Park.

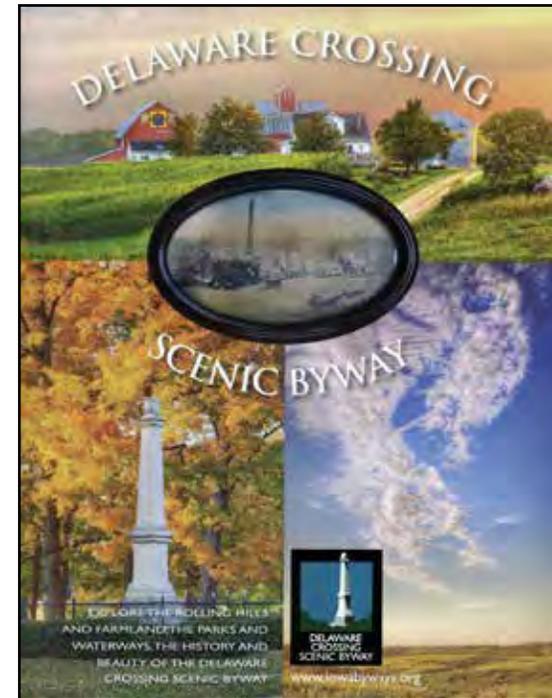
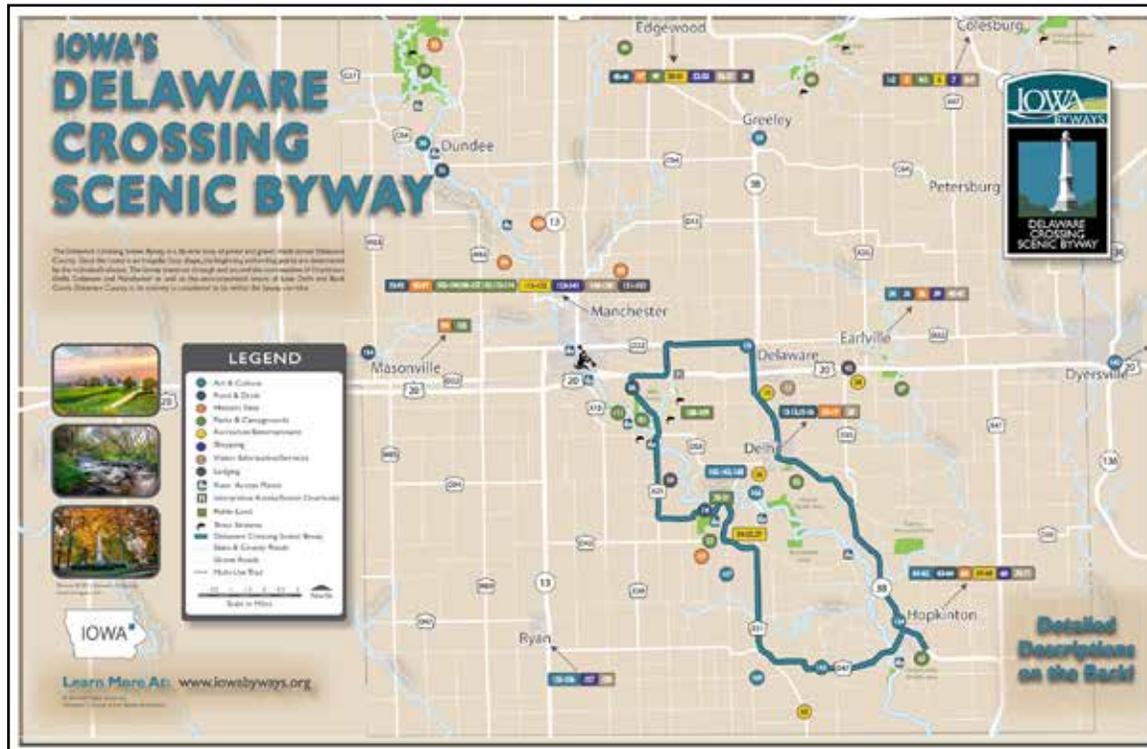
## Byway Publications

The Northeast Iowa RC&D has developed several publications to market and provide information about the Delaware Crossing Scenic Byway. Pages 129-136 offer recommendations for additional publications.



A Culinary Passport encourages travelers to collect stamps at 16 restaurants and shops along the byway.

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



The 20-page Delaware Crossing Scenic Byway guidebook provides stunning photos, maps, attraction information, and tour itineraries.

## WAYFINDING

Wayfinding, the ability of travelers to negotiate a byway route and find attractions, is the basis for good visitor experiences. Without effective wayfinding, visitors can't access interpretive messages and may become frustrated with their experience.

To navigate successfully, travelers look for directional signs along the road, but other visual cues are also important. Byway staff should develop a procedure for regularly analyzing the effectiveness of wayfinding and develop plans to address confusing areas.

Overall, the Delaware Crossing byway is easy to follow, partly because of the rural, relatively uncluttered right-of-way, but also because of the attractive, uniform Iowa byway logo signs that are recognizable and well-placed along the route.

Finding some of the byway attractions and resources, however, can be challenging to first-time and serendipitous travelers. The following recommendations can help improve the wayfinding experience both on and off the byway.



*The Delaware Crossing Scenic Byway route is well marked with thematic, uniform Iowa byway logo signs.*

### Recommendations

- **Official Byway Attraction Signs:** Work with the Iowa Department of Transportation to develop a system of byway attraction signs that guide travelers to primary byway resources, such as wayside exhibits, experience hubs, information centers, scenic overlooks, and other sites. The signs can be developed with a slightly

modified version of the established DOT "Destination/Guide Signs" standards. The addition of the Iowa Byways logo marks it as an official state byway sign (to distinguish from other tourist directional signs) and provides visual unity with byway route identification signs and media.

- **Off-Byway Direction Signs:** Work with municipalities and government entities to develop off-byway directional signs to primary interpretive locations. For example, there are numerous significant attractions in and around Manchester that are not on the actual byway route—Whitewater Park, Eiversen/Love Log Cabin, Civil War monument in Oakland Cemetery, McGee Brick School, and Little Red School. These are challenging for first-time visitors to find. Direction signs from the byway to these attractions will improve the wayfinding experience.
- **Experience Hubs:** Place easily recognizable experience hubs in prominent locations along the corridor to serve as focal points that draw the attention of travelers and provide orientation to local interpretive resources and media (see pages 89-99).
- **Online Media:** Include directional information and interactive maps in all online media such as websites, mobile tour websites, and apps (see pages 118-122).
- **Travel Guide:** Develop an interpretive travel guide that includes

detailed maps and directional information regarding byway attractions (see pages 133-135).

- **Integrate Online and Traditional Media:** Place the byway website address and QR code on all traditional byway media such as experience hubs, exhibits, and publications.



*Official Byway Attraction Signs would direct travelers to information centers, experience hubs, wayside exhibits, and other core resources of the byway.*

# PLAN MEDIA HOLISTICALLY

The Delaware Crossing Scenic Byway offers an opportunity for visitors to discover patterns in the settlement and evolution of Delaware County. It is a land where pioneers built close-knit communities founded on common religious values, a respect for education, and high regard for national allegiance.

People appreciate hearing compelling human stories that, when combined, constitute the sweeping patterns of community development that define our history. The natural resources of Delaware County, like fertile prairie soil, abundant streams, and wooded canyons, made it a good place for pioneering families to settle. These qualities still make modest family agricultural operations feasible and are inviting to groups like Amish who have chosen to move here in recent years.

Interpretive media can help visitors to discover some of these underlying meanings and appreciate the historical reasons for the cultural landscape that surrounds them.

**Connect to Universal Concepts:** Media should be organized to interpret the unique personality of each community

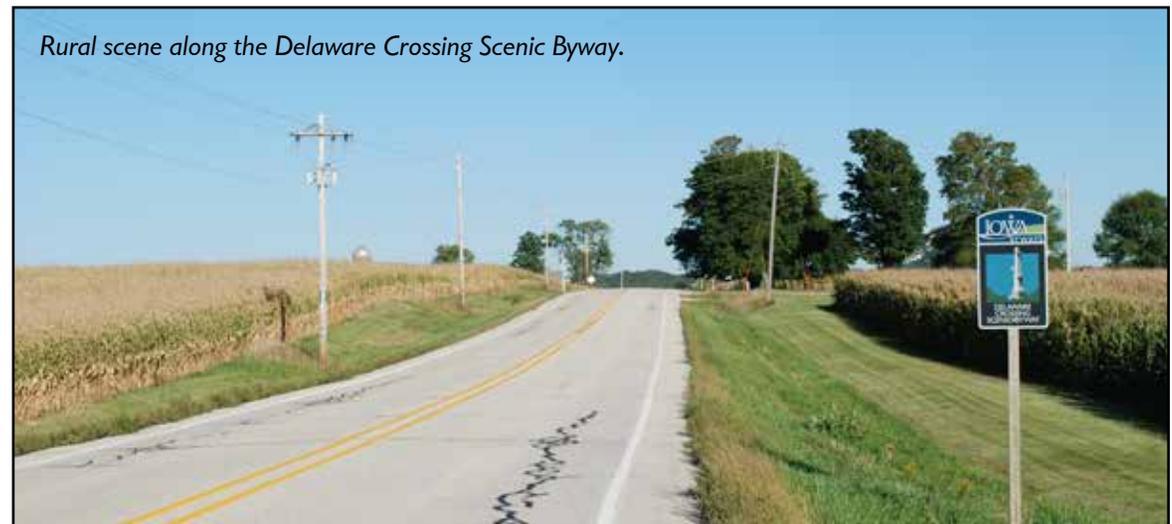
so that travelers can see the shared qualities of seemingly different cultures. Universal concepts such as life and death, parenthood, adolescent rebellion, freedom of speech and religion, and other humanizing commonalities help visitors make emotional and intellectual connections to the byway resources.

**Brand and Unify the Experience:** Visually coordinate the color palette, typeface, and other design elements to create immediate recognition by travelers. Media should be cross-referenced so a visitor can access information that will connect them to related stories, resources, and other

media. For instance, publications should direct readers to websites, wayside exhibits, and audiovisual tours.

**Diversify Delivery Techniques:** Multiple delivery approaches 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, commuters, and families.



*Rural scene along the Delaware Crossing Scenic Byway.*

# CREATE A VISUAL IDENTITY

Although much of the landscape along the Delaware Crossing byway is rural, the road right-of-way can still be a complex of confusing visual distractions that may keep travelers from seeing and discovering the important stories of the byway. A primary goal is to make it easy for people to find the byway and access the significant resources that help them discover deeper meanings and develop an understanding of why these places are special.

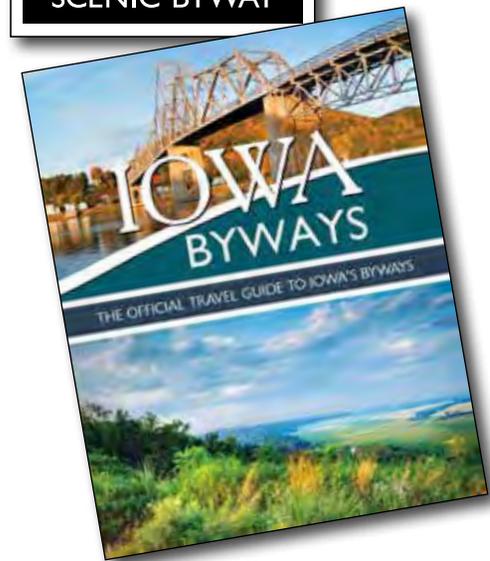
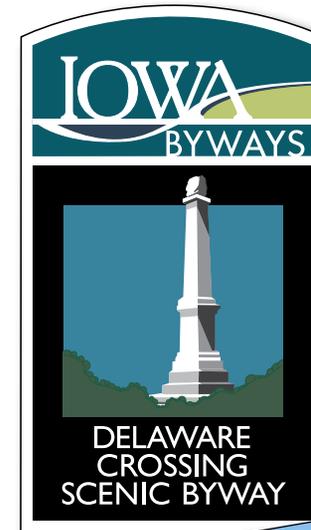
The colors and design elements of the media graphics, the materials and construction of the supports, and even the typeface selected for interpretive

inscriptions should reflect the personality of the byway and create a pleasing uniformity that reassures the traveler.

The Iowa Department of Transportation has already developed a strong logo that is unified with the other Iowa byways and readily identifies the route for first-time travelers. Road signs featuring the logo unify all byways across Iowa with a distinctive artistic style and color palette. An accompanying Iowa Byways travel guide displays a coordinated family of byway symbols. The following media recommendations are intended to build from the success of the previous Iowa design work.

## Visual Identity Through Design

- The colors that were selected for the byway logo should serve as the palette for other media.
- The Delaware Crossing logo should be replicated on all signs, publications, and online media for optimal exposure and recognition.
- Employ unified design standards for all signs, wayside exhibits, and interpretive hub supports and frames.
- Utilize consistent design elements for all media, such as font size and style, uniform color palettes, and other artistic details.



*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.*

## Coordinated Design Standards

To provide a well-organized and cohesive travel experience, all media should be graphically unified. The repeated use of elements like colors, typeface, and symbols will group media into recognizable visual families on each byway. Consider the following recommendations when designing media:

### Color Palette

A consistent family of colors helps organize media and make words easier to read and understand. Color can also evoke feelings and set moods and attitudes.

In 2010, the Iowa Department of Transportation Office of Media and Marketing developed logos and color palettes for all existing scenic byways and for a comprehensive Iowa Byways brand. Descriptions, policies, and regulations are addressed in the “Iowa Byways Brand Guidelines” document for each byway. According to the document, the brand is ultimately the byway’s public identity, which is intended to create awareness of the program and its

### Recommended Media Color Palette

<div style="background-color: #3498db; color: white; padding: 5px; margin-bottom: 5px;">Blue CMYK= 80,40,30,0</div> <p>Curved headers, footers, tint boxes</p>	<div style="background-color: #27ae60; color: white; padding: 5px; margin-bottom: 5px;">Green CMYK= 90,70,90,0</div> <p>Curved header accent lines, subheadings, borders</p>	<div style="background-color: black; color: white; padding: 5px; margin-bottom: 5px;">Black 1 CMYK= 0,0,0,100</div> <p>Main text, captions, credits, borders</p>	<div style="background-color: #34495e; color: white; padding: 5px; margin-bottom: 5px;">Black 2 CMYK= 0,0,0,90</div> <p>Accents</p>	<div style="background-color: #95a5a6; color: white; padding: 5px; margin-bottom: 5px;">Black 3 CMYK= 0,0,0,50</div> <p>Accents</p>	<div style="background-color: #d9d9d9; color: white; padding: 5px; margin-bottom: 5px;">Black 4 CMYK= 0,0,0,20</div> <p>Curved header accent lines, tint boxes</p>
<div style="background-color: #2c3e50; color: white; padding: 5px; margin-bottom: 5px;">Dark Blue CMYK= 90,50,40,18</div> <p>Subheadings, quotes, drop caps</p>			<div style="background-color: #7ed321; color: white; padding: 5px; margin-bottom: 5px;">Light Green CMYK= 30,30,100,0</div>	<div style="background-color: #3498db; color: white; padding: 5px; margin-bottom: 5px;">Green 1 CMYK= 60,40,80,0</div>	
Additional family colors					

benefits and to encourage and enhance the traveler experience.

The color palette developed for use on the Delaware Crossing Scenic Byway should be repeated in the design of all media forms. The palette offers a foundation of contrasting and complementary colors that result in a consistently recognizable pattern.

## Typography

The selection of typefaces and sizes creates a personality and determines the readability of the writing on interpretive media. Each typeface expresses personality and sets a tone that reflects the organization or the message that is being interpreted.

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. 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 Delaware Crossing 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 “Down home charm” font used alongside the curving line in the Iowa Byways official guide booklet. 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 (no decorations on the end of strokes) 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. These varying sizes help to create a logical visual sequence for readers to follow.

### Recommended Typography

#### CHELTENHAM BT

Main titles and headings

*BrushTip Travis*

Headings and subheadings, handwriting  
(quotes, photos)

#### Garrison Sans

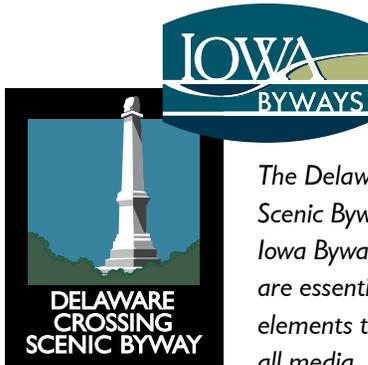
Main text

*Garrison Sans Italic*

Photo captions

*Garrison Sans Italic*

Photo credits



*The Delaware Crossing Scenic Byway and Iowa Byways logos are essential graphic elements to include on all media.*

*Curved header with faded blue background.*



*Old Main, Lenox College, Hopkinton*

*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 artistic details, in combination with the color and typography schemes, develop a unique identity for the byway.

The Delaware Crossing 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 should include:

- Curving header bars comprised of gently interwoven contrasting dark, medium, and light colors from the Delaware County 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.
- Large focal point images to draw attention.
- Byway website addresses and QR codes that link to the Iowa Byways website.

# INTERPRETIVE EXPERIENCE HUBS

Experience hubs are thematic kiosks that orient byway travelers to significant regional attractions and stories. To be effective, they must be prominently placed where motorists will see them and in public locations where travelers expect to find them. Unlike staffed welcome centers, they are available at any hour of the day throughout all seasons and weather.

When placed at entry sites to a byway, experience hubs can introduce impromptu travelers and even local residents to the attractions on the route. A well-designed experience hub attracts attention and makes readers aware of the potential adventures that can be experienced. Hubs should be prominently placed at easy to find public locations.

Main entry portals and gathering areas on the byway include the Delaware County Historical Museum/Lenox College, Bailey's Ford Park, Delhi City Park, Lake Delhi Recreation Area, and the Manchester area.



*The most effective experience hubs are those installed in highly visible areas where visitors naturally gather, like this one designed with a maritime theme along the Door County Coastal Byway (Schmeeckle Reserve Interpreters design).*

## Experience Hub Design

Sign and kiosk structures present an opportunity to visually organize interpretive media into an artistic repetition that can be easily identified by travelers. A consistent, recognizable design reinforces the byway identity.

The planning team proposes an experience hub design that represents the rolling hills of Delaware County, using timbers and weathering steel that complement the cultural heritage while blending appropriately with natural areas. This design is also reflective of other Iowa scenic byway structures, which helps travelers associate and identify similar patterns as they travel.

Each experience hub structure should:

- Be highly visible to travelers, but not overpower existing agency and site entry signs.
- 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.

### Materials

Construction elements, such as wooden timbers and weathering steel, 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.

### Curved Steel Headers

Curved steel headers at the top of the structure add grace and flow to the hub. Graphics representing the regional stories of the byway can be cut into the header. Each hub can have its own unique cut-out designs, such as Civil War soldiers and cannons, Civil War monuments, fly fishermen, trout, deer, rivers and kayaks, 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 main 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. **Cultural Treasures:** Located on the second side of the hub, this panel interprets the historic and cultural resources of the byway and includes a map and photos of key attractions.
3. **Natural Wonders:** Also 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.

The conceptual panel designs included in this plan are sized at 36"-by-36". It is recommended that they be produced with ½"-thick high-pressure laminate, an affordable material that allows for full-color, high-resolution images that are resistant to damage and vandalism. A 10-year warranty against fading and delaminating is standard. The signs would be installed on weathering steel backing that matches the steel arches with the cut-outs.

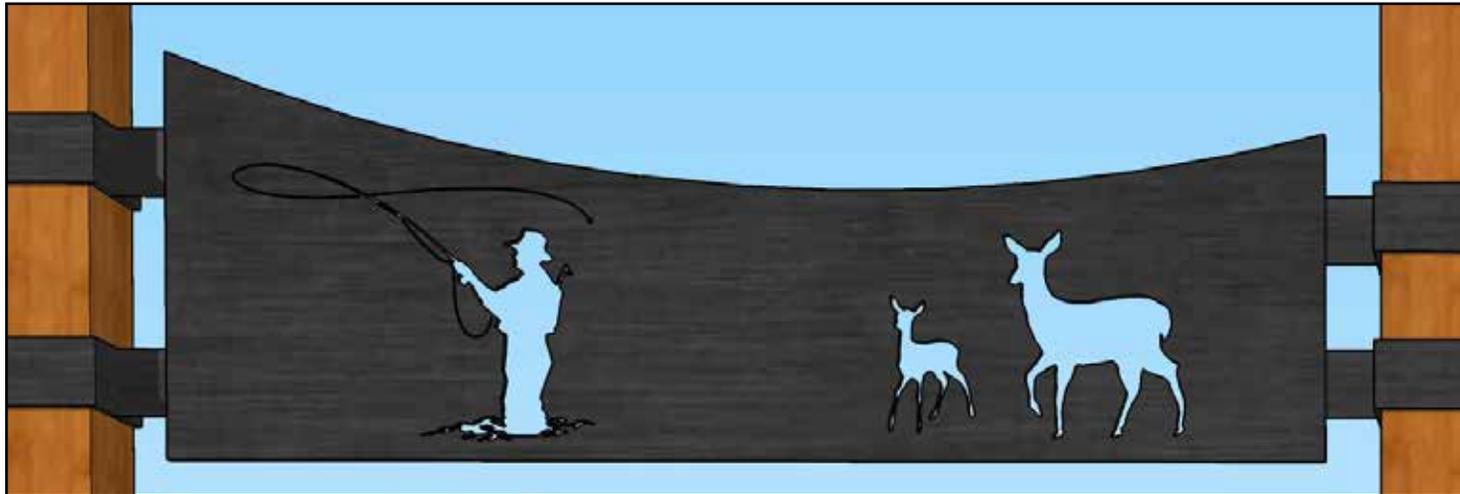
**Experience Hub Concept Design: Front Side (Hopkinton)**



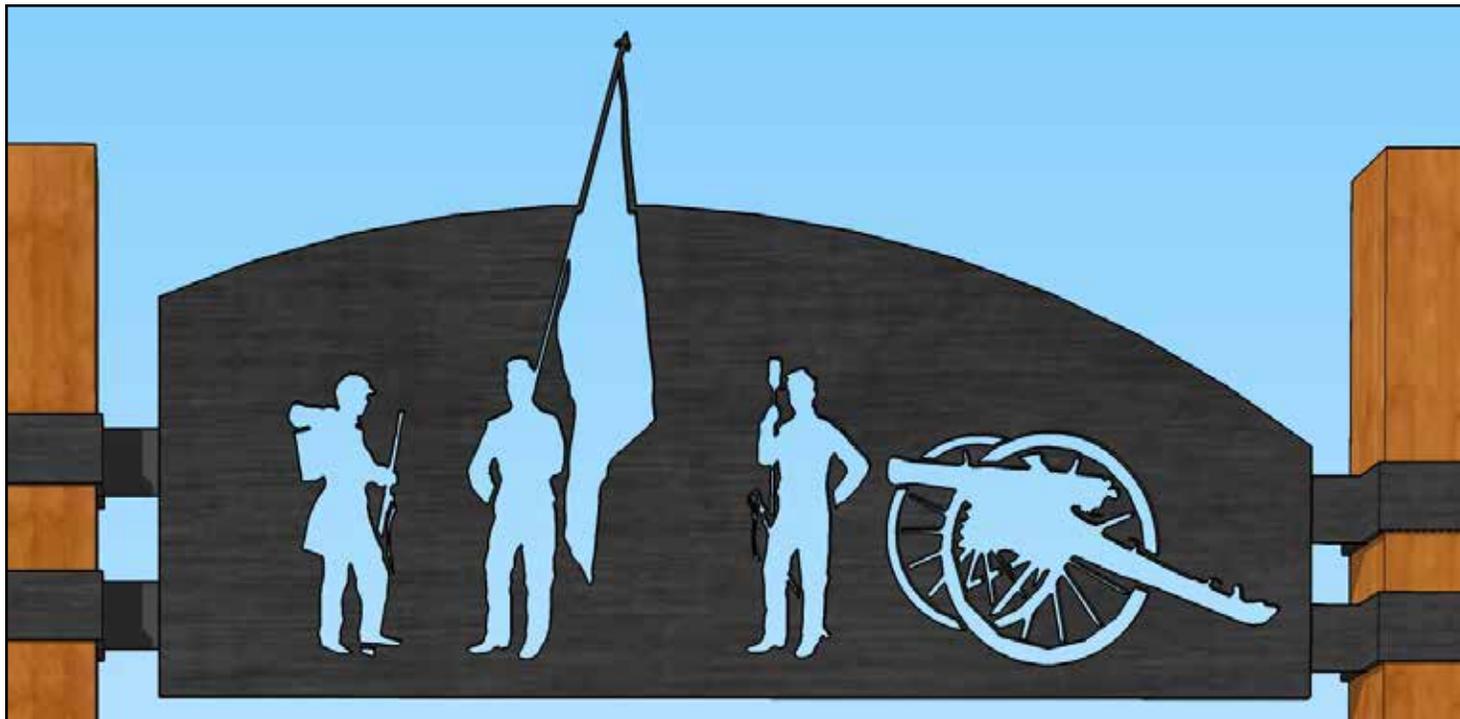
**Experience Hub Concept Design: Back Side (Hopkinton)**



## Detail of Experience Hub Steel Arch Cut-outs (*Hopkinton*)

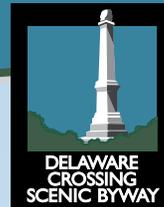


*One arch on the experience hub features cut-outs that represent natural history along the byway: a fly fisherman and deer.*



*The other arch represents cultural history, with several Civil War soldiers and a cannon.*

# DELAWARE CROSSING SCENIC BYWAY



## Explore Delaware County

This 36-mile byway loops through the heart of Delaware County, a patchwork of rolling hills, farms, forests, and streams. Byway communities celebrate their progressive history with Civil War monuments, churches, colleges, and one-room country schools. The Maquoketa River flows through the county, offering paddling challenges and numerous parks to explore the outdoors.



The symbol of this byway is an 1865 Civil War monument that still stands on the campus of Lenox College in Hopkinton. Today, the campus is home to the Delaware County Historical Museum.



Coldwater streams and trout abound. The Manchester Fish Hatchery is the first in Iowa.



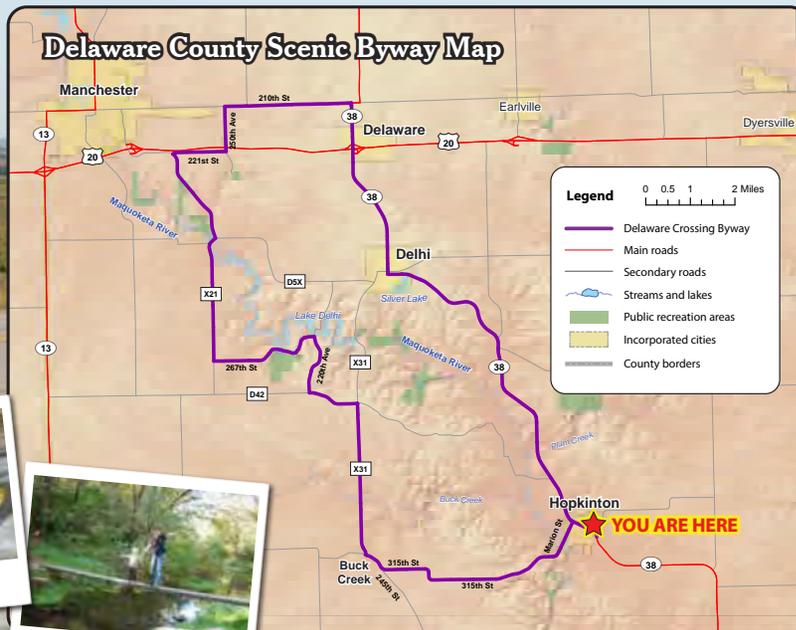
The McGee Brick School, west of Manchester, is one of several country schools near the byway.



Kayakers test their skills at Manchester Whitewater Park on the Maquoketa River.



Bailey's Ford Park is one of several conservation areas along the Maquoketa River.



www.iowabyways.org

## Experience Hub

### Overview Panel Concept (*Hopkinton*)

The main panel of each experience hub will provide an overview of the Delaware Crossing Scenic Byway and its unique characteristics. A map displays the entire byway with an obvious "YOU ARE HERE" symbol. Major communities, roads, public recreation areas, and streams are identified. Active snapshot-style photos showcase a few of the main resources. A short message with a photo describes the symbol of the byway, the historic 1865 Civil War monument on the campus of Lenox College.

## Experience Hub

### Community Panel Concept (Hopkinton)

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 smaller roads are included on this map to aid in navigation. This panel would be unique on each experience hub. In Hopkinton, for example, an additional inset map shows the buildings of the Delaware County Historical Museum Complex.

# Explore Hopkinton

## Home of Old Lenox College



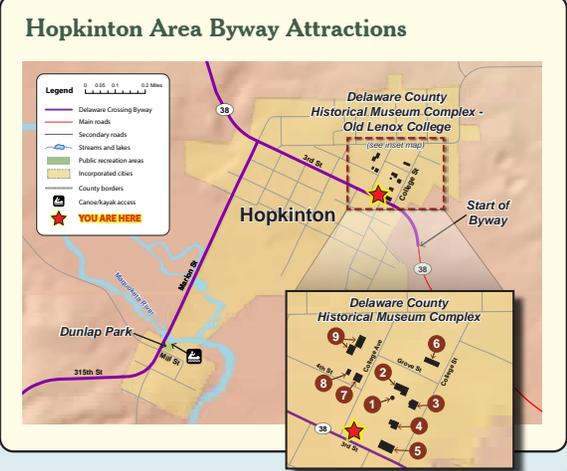
**Civil War Memorial 1**  
The centerpiece of the Lenox College campus is this monument erected in 1865. It commemorates the “School Boy Company.” In all, 92 students from the college served in the war.

Lenox College was the first Presbyterian college and one of the first institutions for higher learning in Iowa. Education was highly valued by the practical Eastern U.S. immigrants who settled Delaware County. After the college closed, the campus found new life in the community as a beloved public school attended by generations of Hopkinton residents.



**Old Main 2**  
Built in 1857, this was the first college building on campus. It contains the chapel where students began each day.

#### Hopkinton Area Byway Attractions





**Hopkinton Depot 6**  
The Davenport & St. Paul Railroad built this depot in 1872. It was moved here from downtown and features railroad artifacts.



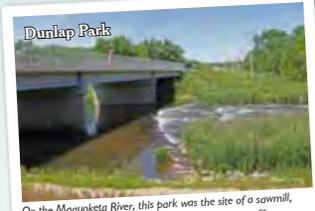
**Clarke Hall 3**  
Built in 1890, this building was the women's dormitory. Today, it houses Lenox College memorabilia and restored dorm rooms.



**Doolittle Memorial Hall 4**  
Built in 1900, this structure housed the first gym, a museum, and a library. Today, it displays historic books and newspapers.



**Finkbahner Hall 5**  
Built in 1916 by a local tradesman, this large building was a gymnasium and auditorium for Lenox College.



**Dunlap Park**  
On the Maguaketa River, this park was the site of a sawmill, flour mill, and electrical generating plant. Today, it offers a walking trail, swingset, picnic shelter, grills, and restroom.



**Reformed Presbyterian Church 7**  
Dedicated in 1901, the church has imported Bavarian stained glass windows, original pews, and other furnishings.



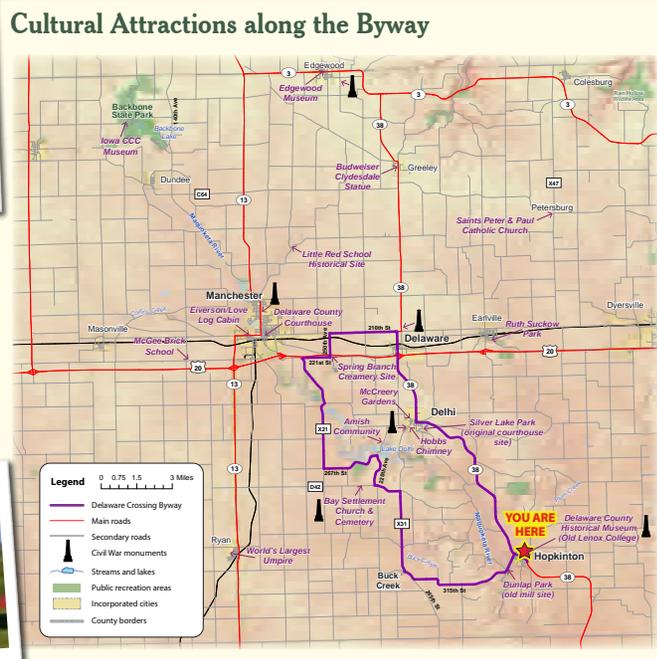
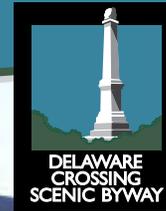
**Mile No. 7 School 8**  
This 1880 country school is restored inside and out.



**Farm Machinery Halls 9**  
Two large buildings house historic farming equipment.

# Cultural Treasures

A leisurely drive through this rural landscape is a journey through Iowa's past. From the earliest days of settlement, these communities valued education and allegiance to America. Country schools, historic colleges, Civil War memorials, and barn quilts are tangible displays of these values.



## Experience Hub

### Cultural Treasures Panel Concept (Hopkinton)

Located on the second side of the kiosk, the cultural resources panel interprets the communities, historic sites, and unique sense of place experiences in Delaware County. The map shows all of the county and identifies the location of significant attractions. This panel would be repeated on each experience hub.

## Experience Hub

### Natural Wonders Panel Concept (Hopkinton)

Adjacent to the Cultural Treasures panel on the second side of the kiosk, the natural resources panel interprets the geological, ecological, and outdoor recreation themes of Delaware County. A map of the entire county identifies parks, wildlife areas, rivers, streams, lakes, trails, and other sites where visitors can explore the outdoors. Universal symbols indicate areas for hiking, wildlife watching, nature centers, and canoe/kayak access points. This panel would be repeated on each experience hub.

# Natural Wonders



**Trout Streams**  
Fish for trout and view wildlife on the numerous cold, clear streams that feed into the Maquoketa River.

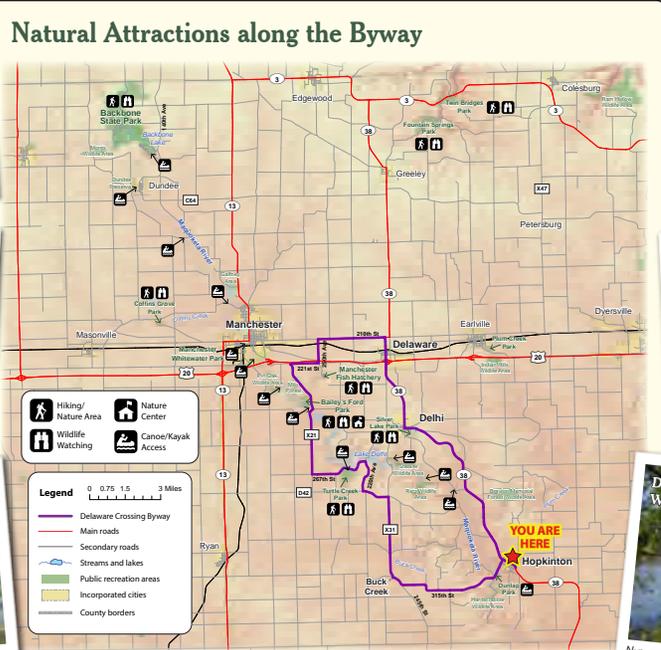
This bountiful rolling land attracted the first settlers and continues to charm kayakers, hikers, hunters, and other outdoor enthusiasts. The rugged relief of Backbone State Park is balanced by soft river bottom forests and the meandering Maquoketa River as it crisscrosses the county.



**Backbone State Park**

Iowa's first state park is a paradise for rock scramblers. Hike the Backbone Trail and swim in Backbone Lake. Discover the history of the Civilian Conservation Corps at the Iowa CCC Museum located inside the park.

### Natural Attractions along the Byway



**Legend**

- Delaware Crossing Byway
- Main roads
- Secondary roads
- Streams and lakes
- Public recreation areas
- Incorporated cities
- County borders

**Icons:** Hiking/Nature Area, Nature Center, Wildlife Watching, Canoe/Kayak Access



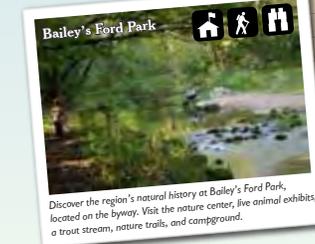
**Manchester Trout Hatchery**

See and feed thousands of trout at Iowa's oldest fish hatchery. The site features raceways and ponds filled with trout, a swinging bridge, and a short trail to Spring Branch Creek.



**Maquoketa River Water Trail**

Paddle the Maquoketa River as it cuts through the dolomite bedrock. Numerous access points are located near the byway. Try your paddling skills at Manchester Whitewater Park.



**Bailey's Ford Park**

Discover the region's natural history at Bailey's Ford Park, located on the byway. Visit the nature center, live animal exhibits, a trout stream, nature trails, and campground.



**Lake Delhi Recreation Area**

This impoundment of the Maquoketa River offers scenic boating, fishing, and swimming. Camp and launch your boat at Turtle Creek Park, located on a bay of the lake.



**Delaware County Parks & Wildlife Areas**

Numerous parks and wildlife areas in the county offer hiking, hunting, and wildlife watching opportunities. Stroll the lakeshore trail at Silver Lake in Delhi or walk the longer trails at Shearer Wildlife Area, Retz Wildlife Area, and Milo Forest.

## Recommended Experience Hub Sites

Since experience hubs are intended to alert travelers to nearby attractions, they should be centrally located in areas where travelers already gather—where they are searching for amenities and at sites where there are significant stories to experience. These hubs are prominent enough to draw the attention of first-time visitors and to capture the attention of new audiences who are passing by.

Several locations are recommended for experience hubs representing the major regions of the byway:

### 1. Delaware County Historical Museum Complex, Hopkinton

A hub located on the old Lenox College campus at the corner of 3rd St. and College Ave. introduces the byway to travelers arriving from the south on Highway 38. This location avoids visual conflict with the historic buildings on-site, while providing a visual cue that this is a significant resource worth visiting. The community panel on the kiosk would feature an enlarged map of the Lenox College campus and photos of the historic buildings for wayfinding and interpretation, even when the museum

is closed. See pages 91-97 for a sample layout of the kiosk and panels.

The museum would also benefit from a large sign along the byway that clearly identifies the site as a visitor attraction. A nearby historic concrete bench flanked by two brick pillars would serve as an excellent location.



### 2. Delhi City Park

The city park in Delhi is a central location easily accessible to byway travelers. It provides some visitor amenities, such as picnic tables and a playground, and is close to many of the suggested resources in and near Delhi. This is one of the sites selected for a byway-sponsored art sculpture. The community panel will interpret the resources around Delhi and Delaware.



*Delhi City Park, looking northeast from the intersection of Market St. and 3rd St.*

byway itself, Manchester is the largest city in the county, and the site presents an opportunity to introduce the byway to a large number of people. The hub should be visible from Main Street, where a parking lot is currently being developed for the park. This is also the site for another byway-sponsored art sculpture. The community panel would focus on the numerous resources around the Manchester area.

**3. Bailey’s Ford Park, Conservation Center, southeast of Manchester**

This Delaware County Conservation site is an obvious location for visitors to seek travel information. The building is open regularly and is staffed by knowledgeable county employees. Brochures, booklets, and other travel publications are disseminated. Nature trails, wildlife exhibits, and playgrounds are located near the building. It is an

excellent place for outdoor enthusiasts to seek detailed information about natural areas and hiking trails, and to become aware of the existence of the byway. The community panel will feature attractions around the Manchester area.

**5. Turtle Creek Park, southwest of Delhi**

The park’s East Area, located along the byway, offers a large gravel parking lot, a toilet building, a boat ramp, and views of Lake Delhi. This is a natural location to make recreationists aware of the byway and the many opportunities that it offers. It is easily seen and is compatible with the recreational opportunities at the lake. The community panel would interpret attractions around the Lake Delhi region.

**4. Manchester Whitewater Park**

This park is a popular public gathering area along the Maquoketa River in downtown Manchester. While not on the



*Bailey’s Ford Park, view of Conservation Center from parking lot.*



*Parking lot for Manchester Whitewater Park, looking south from Main St.*



*View of Turtle Creek Park: East Area parking lot and boat ramp.*



*This wayside exhibit along the Illinois Route 66 byway represents the period of significance for the road. (Schmeckle Reserve Interpreters design)*

## WAYSIDE EXHIBITS

Wayside exhibits are interpretive panels placed along roads and trails that assist visitors in understanding the stories associated with resources and landscapes on the byway. Photos, illustrations, and concise messages attract and hold a visitor's attention as they discover the significance of a site.

Wayside exhibits are an effective way to communicate with visitors because they are always on the job regardless of weather or season. When properly placed near resources, they can quickly answer questions that visitors have about the

resources. They are a direct and non-intrusive method to connect people with significant stories along the byway.

The best wayside exhibits present messages that are visual, concise, active, and multisensory. See the "Creating an Effective Message" tint box below for best practices when designing signs.

Wayside exhibits should tell site-specific stories that bring a resource to "life" and place it into context, connecting it to universal concepts that are relevant to everyone.

Current technologies offer numerous possibilities for enhancing interpretive panels. They can be cut into innovative shapes. Push-button audio devices with digital recordings can tell captivating stories using firsthand accounts and sound effects. Tactile elements, such as models and textures, can be added to provide a touch experience. QR (quick response) codes can be incorporated for quick access to websites and multimedia content.

### 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 Design Recommendations

Wayside exhibits developed for the Delaware Crossing Scenic Byway should incorporate the following design elements:

### Unified design

Structures should match the same style as the experience hubs so they are readily identified as part of the byway's family of signs. This includes:

- Weathering steel supports with thematic cut-out graphics. The top arch should have unique images based on the theme of the panel (Civil War soldiers, students, kayakers, wildlife). The Iowa Byways logo should be used on the vertical steel support to unify with the 2015 Conservation Innovation Grant (CIG) wayside exhibits.
- Replication of colors, font styles, and graphic elements on the sign panels.
- Delaware Crossing Scenic Byway and Iowa Byways logos prominently displayed.
- Website address and QR code to connect visitors to online content.



**Wayside Exhibit Panel and Support Concept Design**  
(Bay Settlement Monument)

### Panel materials

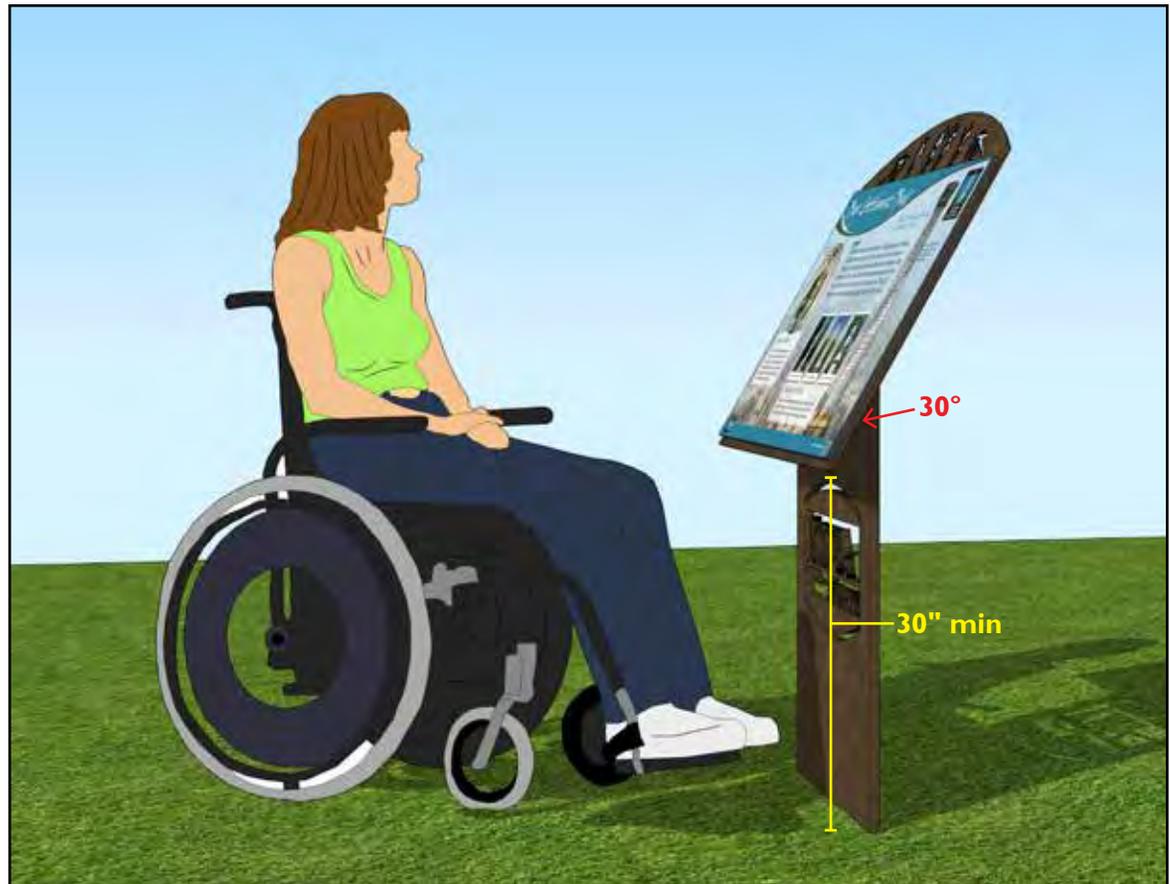
Like the recommended experience hub panels, high-pressure laminate (HPL) material is a durable plastic material that allows for full-color, high-quality images and text. It is resistant to graffiti and scratches. Fabrication companies typically offer a 10-year warranty against fading and delaminating.

### 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" replicates the CIG panels already installed.

### Installation

Wayside exhibit panels should be installed at a 30-degree angle to the vertical, 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.



*Well-designed wayside exhibits provide access for everyone.*

**Wayside exhibit concept design**  
 (Bay Settlement Monument)



# Bay Settlement Boys

*A light is from our household gone,  
 A voice we love is stilled...*

Private Hiram M. Kersey,  
 44th Iowa Infantry,  
 circa 1865



This silent obelisk, sheltered under whispering pines, contrasts with the turbulent deaths of the 14 young men that it honors. The loss of these soldiers devastated the small community of Bay Settlement. The Connor and Ward families both sacrificed two sons, while ten other families each lost a loved one. This Civil War memorial was dedicated in August 1865, the first in Iowa.



Some of the Bay Settlement boys fought and died in the Battle of Shiloh, 1862, illustrated below.

## Young Soldiers

The Union soldiers honored here were 16 to 28 years old when they died. Some died violently in battle, some lingered in makeshift hospitals, and one perished in the infamous Andersonville Prison just days before the war ended.



Lenox College, Hopkinton



Pineview Cemetery, Delaware



Oakland Cemetery, Manchester

## Honoring the Fallen

Iowa sent a larger percentage of men into war than any other state, Confederate or Union. Perhaps that explains why Civil War monuments stand in nearly every Delaware County community.



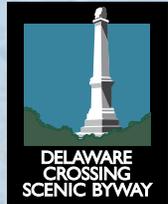
[www.iowabyways.org](http://www.iowabyways.org)



Wayside exhibit panel concept design (Bay Settlement Monument)

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



36"

24"

## Recommended Wayside Exhibit Sites

### Southeast Region



### **Dunlap Park**

This park is located where the byway crosses the Maquoketa River just west of Hopkinton. The dam and rapids mark the location of many generations of mills and plants. A panel would describe how mills represented the changing needs of the community; a sawmill in 1844, a flour and feed mill until 1892, and an electrical generating plant in the early 20th century.

### **Delaware County Historical Museum Complex, Lenox College**

The old Lenox College campus is an ideal location for interpretive panels that interpret the unique historic structures when the museum is closed. These can include:

1. **Old Main Building:** A central location to tell the basic history of the college, its growth and evolution as a public school, and eventually its role as the Delaware County Historical Museum.
2. **Clarke Hall:** The women's residence hall is a good site to interpret the evolution of the status of women since the Civil War. Mary Walker, the only woman recipient of the Congressional Medal of Honor, attended the school for a time. The school trained young women to become effective teachers in one-room country schoolhouses.
3. **Finkbohner Hall:** The old gymnasium building is a location where the unique social aspects of the college could be interpreted. Hopkinton had a small-town atmosphere with moral values set by its Presbyterian and Methodist churches, which required church attendance and outlawed saloons in town.
4. **Hopkinton Depot:** A transportation story at the historic depot could focus on the significance of the railroad in shaping the settlement



*Old Main Building, Lenox College.*



*Clarke Hall, Lenox College.*



*Finkbohner Hall, Lenox College.*



Hopkinton Depot, Lenox College.



Hobbs Chimney, Delhi.

and development of Iowa, and the subsequent growth of roads that followed the rail routes.

5. **Farm Machinery Halls:** These buildings are a good site for interpreting the evolution of farming, horse power, and agriculture education at Lenox College. Aaron B. Holbert attended Lenox College in 1875-76 and, within a few years, became the largest importer of horses in the country. A durable example of farm equipment could be used as a focal point of this outdoor interpretation, perhaps placed under a roof for protection against the elements.

### Northeast Region

#### **Hobbs Chimney**

This remnant of an 1843 cabin in Delhi is an icon of Delaware County's origins. A panel would interpret the former home of Charles Hobbs, the first clerk of Delaware County District Court and the 1844 post office run by his wife, Mary. It served as a frequent gathering place for county government meetings.



#### **McCreery Memorial Gardens**

This site in Delhi is the former home of poet John McCreery who wrote the internationally renowned poem, "There Is No Death." He resided here when he was the county superintendent of schools and the editor of the *Delaware County Journal*. A panel would tell his story.



#### **Silver Lake Park**

Located in Delhi, this is the site of the county's original courthouse. A

panel would tell the story of how the location was selected by a citizens' committee. According to legend, one of the committee members shot a deer, and where it fell became the site of the county seat.



### **Civil War Memorial at Evergreen Cemetery**

The stone memorial is accessible and easily seen on the edge of Delhi. A panel would interpret Thomas Simons (1839-1919), who funded the memorial and served alongside his father in the 23rd Regiment of the Iowa Volunteer Infantry.

### **Ruth Suckow Memorial Park**

Located in Earlville, a panel would interpret the former home site of Ruth Suckow, who lived here in the summers of 1925 and 1926. Here she wrote her second novel, *The Odyssey of a Nice Girl* (1925) and several short stories.



### **Civil War Memorial at Pineview Cemetery**

Located just north of Delaware, this early marble monument honors veterans of the Civil War. A panel would describe the profound impact that the war had on the settlements of Delaware County.



*Pineview Cemetery.*

### **Northwest Region**

### **Manchester Whitewater Park**

Located on the Maquoketa River in downtown Manchester, this is the largest whitewater park in Iowa. It is a popular public gathering area and the site of a future byway art sculpture. A panel would describe the creation of the park and its importance in restoring the Maquoketa River.



*Manchester Whitewater Park.*



### Oakland Cemetery, Manchester

A 20-foot tall granite monument flanked by 8-inch siege mortars forged during the Civil War is the highlight of this cemetery in Manchester. A dozen gravestones of Civil War soldiers surround the monument, providing an ideal place to interpret the impact of the war on Delaware County communities.



### Manchester Trout Hatchery

The hatchery has been in operation for over 120 years and is one of the core

attractions along the byway. A wayside exhibit installed at the parking lot can describe the history of the hatchery and provide essential orientation to the site. In addition, the byway should consider partnering with Iowa DNR to develop a series of exhibits installed throughout the site that interpret the process of raising and releasing trout.



### Little Red School Historical Site

Located about 4 miles north of Manchester near Honey Creek, the one-room country school is well maintained as a historic landmark. A panel would interpret the daily lives of children attending the school.

### McGee Brick School

This is the last remaining one-room brick school in Delaware County that served until 1952. A panel would tell the story



of Sarah Gillespie Huftalen (1873-1952), who taught at this school. Her lifelong diary was made into a book called *All Will Yet Be Well*.

### Dundee City Park: Freedom Rock

The site of Delaware County's Freedom Rock is in Dundee City Park near Backbone State Park. A patriotic mural will be painted on the boulder. When completed, an interpretive panel can tell the important story of veterans in the county.



## Southwest Region



### Turtle Creek Park: Lake Delhi Dam

The dam, built in the 1920s to provide hydroelectric power on the Maquoketa River, is now what creates Lake Delhi. A panel installed along the byway in the Turtle Creek Park: East Area parking lot would tell the story of the dam's failure in 2010, when a major rainstorm washed out the spillway and over 8,000 people downstream had to be evacuated. It would highlight the community's fight to reconstruct it, completed in 2015.

### Bay Settlement Church and Cemetery

Located south of Turtle Creek Park, this is a quiet and elegant location for a panel about the sacrifice of Delaware County during the Civil War. The presence of both the historic church and the cemetery monument with the sheltering old pines



The Lake Delhi dam and spillway would be interpreted on a panel in Turtle Creek Park.

Image courtesy of General Contractors, Inc.



set an appropriate atmosphere for the story. See pages 101-104 for a concept design for this panel.

### World's Largest Umpire

Overlooking the municipal baseball field in Ryan, the oversized fiberglass

character is a symbol for the village and one that has appeal to a segment of byway travelers. A panel would tell the story of its purchase and transformation from a Cedar Rapids Happy Chef to the World's Largest Umpire.



## SCENIC OVERLOOK SITES

The Delaware Crossing Scenic Byway travels through a pleasant rolling landscape of gentle farm fields softened by forested river bottoms. Although the views are pleasing, most are not the grand panoramic vistas found elsewhere in the state. There is potential, however, for developing some more modest river views and “rest areas” that would encourage travelers to take time to study the landscape in more discerning ways.

### East Delhi Overlook

The sweeping curve of Highway 38 about two miles east of Delhi provides a panoramic view of the ridges that encircle the agricultural valley between Delhi and Hopkinton. The roadway has a broad enough curve at this location to permit a safe exit and re-entry onto the road. To avoid the view being restricted by annual crop rotations of varying heights, an elevated viewing platform can be constructed that permits unobstructed views across the valley. The viewing platform is a visual incentive for travelers to stop as well. A viewing scope could add to the experience and wayside exhibits could introduce visitors to the

importance of agriculture and the geologic story of the rolling landscape.



*View of agricultural fields and distant ridges from the proposed East Delhi overlook site.*

*Courtesy of Northeast Iowa RC&D*

## Spring Branch Creek Overlook

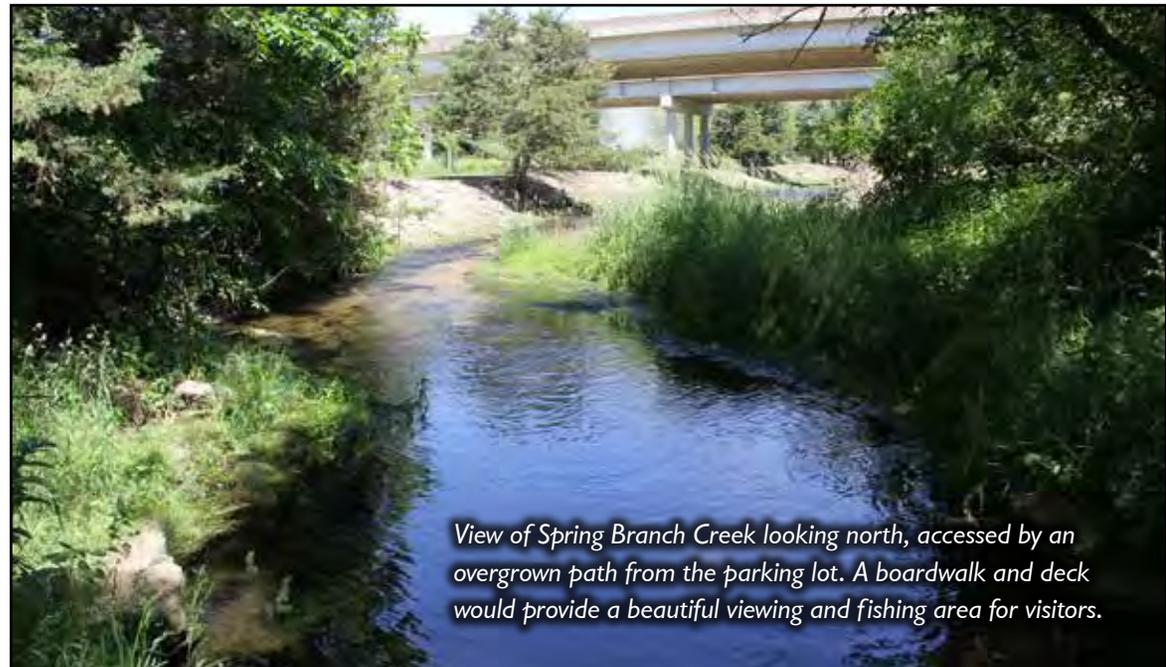
The gravel pull-off near the intersection of 221st Street and 205th Avenue (north of the Manchester Trout Hatchery) is a prime site for further development. Currently, the area consists of a gravel parking lot, a picnic table, a historic plaque on a boulder memorializing the Spring Branch Creamery, and two byway wayside exhibits funded through the Conservation Innovation Grant.

With moderate improvements, the site would become a more immersive and attractive experience for byway travelers. Recommendations include:

- Install directional signage on the road to enhance wayfinding.
- Better define the edges of the parking area to make it more inviting.
- Plant a few trees in the grassy area to enhance aesthetics and provide shade for picnics.
- Manage streamside vegetation to provide scenic views of Spring Branch Creek.
- Construct a short boardwalk and deck overlooking the stream to provide access for wildlife viewing and fishing.



*Current view of the pull-off site with parking area, picnic table and signs. The stream is hidden behind vegetation on the left. Some additional site work could improve the scenic qualities of the area.*



*View of Spring Branch Creek looking north, accessed by an overgrown path from the parking lot. A boardwalk and deck would provide a beautiful viewing and fishing area for visitors.*



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

## WELCOME/VISITOR CENTER EXHIBITS

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

The most active and public visitor information facility on the Delaware Crossing Scenic Byway is the **Delaware County Conservation Department** building at Bailey's Ford Park, which is staffed by county employees. It is open year-round Monday-Friday, 8 a.m.-3:30 p.m., and Saturdays, 1-3:30 p.m., from Memorial Day to Labor Day.

It is recommended that this become the **official welcome center** for the byway, and that staff be trained to answer questions specifically for byway travelers. This is also an optimal location for an interior exhibit featuring the byway in an interactive format.

Most other locations on the byway are less desirable because they have limited hours or are not places where travelers would seek byway information (museums, restaurants, courthouse,

etc.). Sites like the Manchester Trout Hatchery or the Manchester Chamber of Commerce could serve as byway information centers in the future if they were marketed as such.

The purpose of the byway exhibit is to make visitors aware of the byway and its attractions, while facilitating impromptu planning. The exhibit also introduces the "byway brand" through its logo and characteristic fonts and colors.

### 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 is topped with sculptural metalwork similar to the experience hub kiosks.
- A large map of the byway placed below the color header introduces the byway and its main attractions. The map panel will provide a short summary of the byway and show a "YOU ARE HERE" symbol. Iconic photos of landscapes and attractions encourage further discovery.

- A rack installed next to the map holds byway brochures and travel guide booklets.
- A durable touch-screen computer housing provides digital information about the byway. 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 each attraction as it appears.

A touch-screen computer is an ideal tool for an interior byway exhibit because:

- They take up little space in already crowded information centers.
- They are a durable, widely used technology.
- Information is presented with icons and symbols that are more universally understood than words.
- They are easy to use—reaching out and touching symbols on a screen comes naturally to many people.
- Visitors are empowered to seek their own information rather than asking staff who may be busy or simply are not informed about the entire byway.
- Information can be updated easily.





## BYWAY ARTWORK

Art arouses our senses and appeals to our emotions in ways that words cannot. Thoughts and feelings can be conveyed to many ages and learning levels without the filter of language. Themes of the byway can be reinforced and embellished by creative artwork. Existing artwork along the byway includes a few murals and sculptures.

*A “flower kaleidoscope” sculpture in Manchester’s Shelly Memorial Park (left) encourages exploration. Murals installed on a wall downtown (below) celebrate the city’s sense of place.*



## Iowa Byways Artwork

In 2015, Northeast Iowa RC&D received a \$75,000 grant from the National Endowment for the Arts to support the development and construction of public art in Iowa byway communities. Two locations along the Delaware Crossing byway have been identified to receive artwork: one in Manchester Whitewater Park and one in Delhi City Park.



*The locations chosen for Iowa Byways Artwork are Delhi City Park (above) and Manchester Whitewater Park (left).*

## Sculptures

Since sculptures occupy space, we interact with them differently than with two-dimensional art. They are tactile—you can feel their various textures and forms—and their look changes through different seasons and viewing perspectives. Sculptural pieces can be realistic or abstract concepts that express a community's sense of place. They can encourage discovery, like the unique "flower kaleidoscope" in Manchester's Shelly Memorial Park.

### Sculpture Recommendations

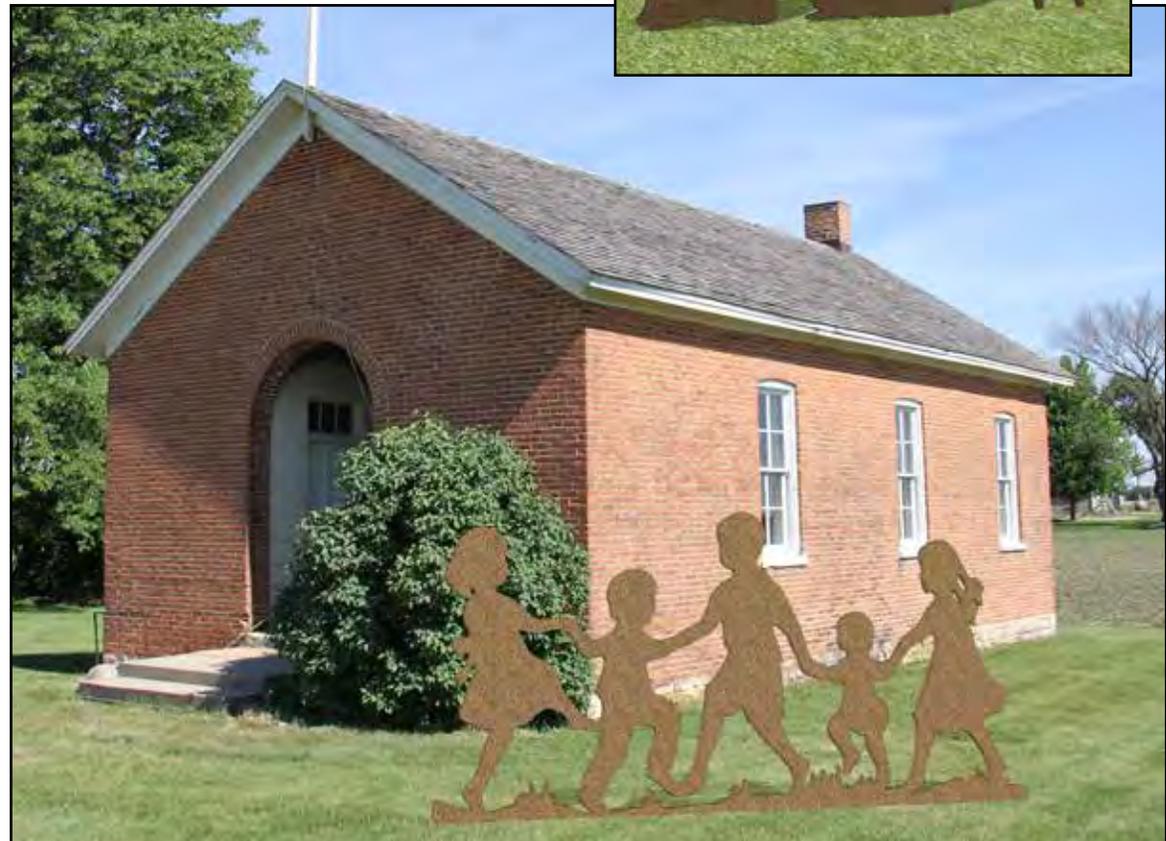
Life-size human and animal silhouettes cut from weathering steel can be an affordable way to personalize the landscape and call attention to compelling byway stories.

The **McGee Brick School**, located northwest of Manchester, is a beautiful example of a unique Iowa one-room country school, but it is vacant and quiet today. Steel silhouettes of children on the playground can create a sense of exuberance and joy that helps bring the site to life.

The **Hobbs Chimney** in Delhi is an iconic artifact that symbolizes the settlement days of Delaware County. The human

story can be made more compelling with the addition of steel silhouettes of C. W. Hobbs and his wife, Mary, who lived and worked in the cabin. Mr. Hobbs was the first clerk of county courts and his wife Mary was the first postmistress.

*Concept statue of kids playing at the McGee Brick School.*



*Concept statue of Mary Hobbs, first postmistress of Delaware County.*

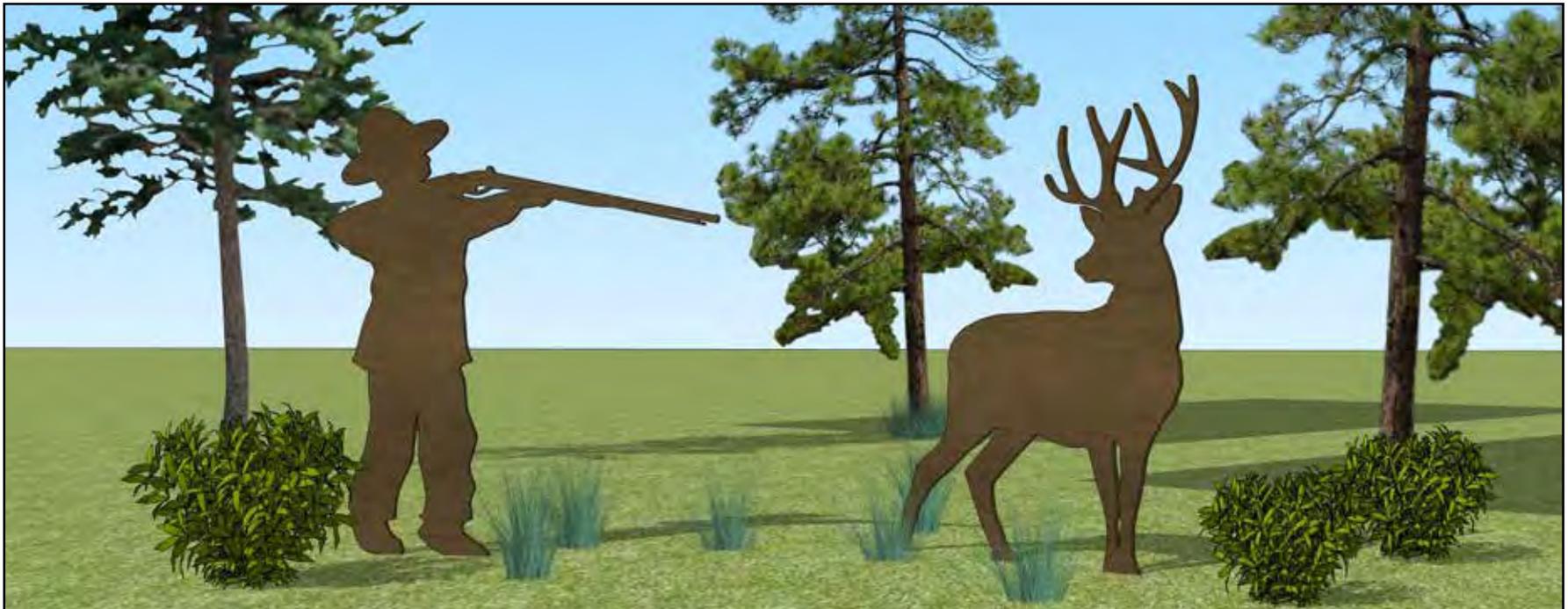


*Concept statue of John L. McCreery, McCreery Memorial Gardens, Delhi.*

The **McCreery Monument and Memorial Gardens** in Delhi would benefit from a silhouette of the poet in the act of writing. This would create a center of attention for travelers who might otherwise miss the significance of this quiet garden space.

In **Silver Lake Park** in Delhi, the steel silhouette of an early settler taking aim at a whitetail deer could serve as the focus for the story of how this site was selected as Delaware County's first county seat.

*Conceptual statues for the origins of the first Delaware County county seat, Silver Lake Park, Delhi.*



**Dunlap Park** in Hopkinton was the historic site of a dam and water-driven sawmill, which converted to a grist mill and eventually became a hydroelectric plant. Steel figures that symbolize each category of use could be clustered near the dam site to draw attention to the century-and-a-half of industry that depended on this Maquoketa River dam. Figures could include a miller hoisting a flour sack, a sawmill worker holding a cant hook, and a silhouette of an electrical lineman.

At the **Manchester Trout Hatchery**, a silhouette of anglers holding a fly rod in one hand and a string of trout in the other could have cutouts where visitors can place their faces and pose for a photograph.

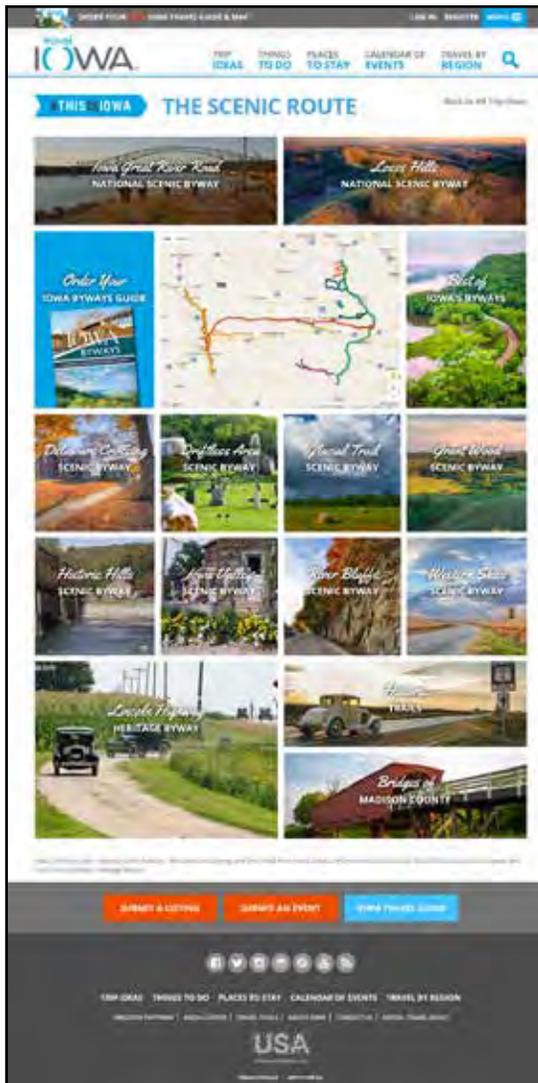
Wayside exhibits associated with each of the statues would interpret the stories they represent with engaging text and images (see pages 105-109 for recommendations).

*Concept statue of anglers at the Manchester Trout Hatchery offer a photo op for travelers.*



*A miller with a flour sack in Dunlap Park, Hopkinton, symbolizes the historic significance of this site as a grist mill.*





Iowa Byways are featured as part of the Travel Iowa website.

## ONLINE MEDIA

Since most travelers today use online resources for planning trips, a strong, well-developed online presence is imperative for sharing information and interpretive messages about the Delaware Crossing Scenic Byway.

### Delaware Crossing Scenic Byway Website

The Delaware Crossing Scenic Byway has an online presence through the statewide Iowa Byways website ([iowabyways.org](http://iowabyways.org)), which now redirects to a Travel Iowa web page focused on the state's scenic byways. Clicking the Delaware Crossing Scenic Byway photo square opens the byway's specific website ([www.traveliowa.com/trails/delaware-crossing-scenic-byway/2/](http://www.traveliowa.com/trails/delaware-crossing-scenic-byway/2/)).

The Delaware Crossing website, shown on the page to the right, has a clean and modern design that follows the style of the overall Travel Iowa website. Six striking photos feature the landscape and attractions of the route. A concise narrative provides a summary of the byway, with a link to the PDF tear-sheet map. Contact information is conspicuous at the top of the page. An online Google

Map shows the byway route. Each community along the byway is featured with its own web page that includes specific contact information, a Google Map, and links to nearby attractions in the Travel Iowa database.

From a traveler's perspective, the existing website has a few limitations:

- It does not share the unified design standards established for the byways program that would give it a sense of identity (no byway logo or colors).
- Many of the byway attractions are not included in the Travel Iowa database.
- It does not provide links to byway-specific social media sites, such as Facebook.
- It does not provide byway-specific travel options, such as thematic itineraries.

In conjunction with Iowa's other byways, the Delaware Crossing Scenic Byway should consider redesigning its online presence. This would enhance the user experience and create opportunities to interpret the cultural and natural stories of the byway, using the overall theme and sub-themes in this master plan.

ORDER YOUR TRAVEL GUIDE & MAP MY ★ LOG IN REGISTER MENU

travel IOWA

TRIP IDEAS THINGS TO DO PLACES TO STAY CALENDAR OF EVENTS TRAVEL BY REGION

## Delaware Crossing Scenic Byway

ADD TO MY ★

www.northeastiowarcd.org  
mailory@northeastiowarcd.org  
563.864.7112



COMMUNITIES

- Delaware
- Delhi
- Hopkinton
- Manchester

INFORMATION

TRAIL USES: Driving

LENGTH: 36 miles

SURFACE: Paved & Gravel

See All

No matter the season there is always something to experience along the byway. Take your pick of excellent hunting, fishing, camping, golfing, waterskiing, canoeing, kayaking and snowmobiling along the route. Nature lovers can explore timberland that is home to numerous varieties of wildlife including many species of birds.

Explore the area's numerous museums, historical sites, antique shops and restaurants or take a tour of the magnificent barn quilts in Delaware County and explore Amish country.

Whether you are stopping for a cup of coffee or staying awhile, you are sure to experience Iowa hospitality at its best.

Download a PDF guide and map of the Delaware Crossing Scenic Byway.

The existing Delaware Crossing 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.

Whether you are stopping for a cup of coffee or staying awhile, you are sure to experience Iowa hospitality at its best.

Download a PDF guide and map of the Delaware Crossing Scenic Byway

HOTELS

- US 20 Motel - Earlville

ATTRACTIONS

- Manchester State Trout Hatchery - Manchester
- Manchester WhiteWater Park - Manchester

BREWERIES

- Franklin Street Brewing Co. - Manchester

SUBMIT A LISTING SUBMIT AN EVENT IOWA TRAVEL GUIDE



The Delaware Crossing Scenic Byway website should accommodate the smaller screens of mobile devices. The messages and photos are reduced to a single column. The navigation menu is hidden under the blue and white icon in the upper left, which is familiar to smartphone users.

### Website Design Recommendations

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

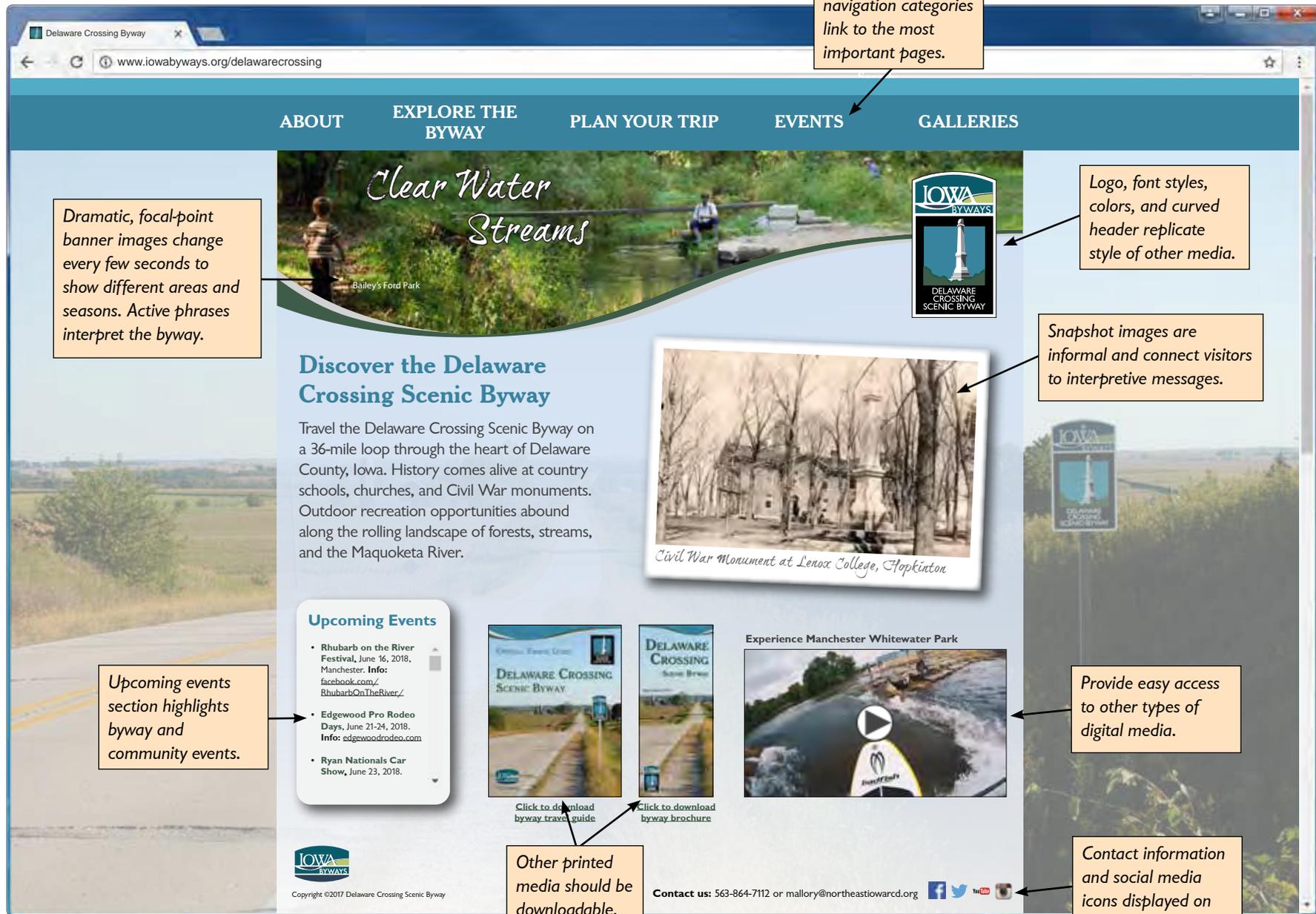
- Unified font styles, colors, and graphic elements (like the curved header) that reinforce the visual identity of all byway media.
- Dramatic and engaging photographs of byway scenery and attractions.
- Banner images on the home page that change every few seconds to showcase the variety of byway resources during the seasons.
- Links to byway-specific social media options, such as Facebook, Twitter, YouTube, and Instagram, on each page to encourage sharing and interaction.
- Contact information on every page so that visitors can ask questions.
- Other byway media, such as on-site experience hubs, wayside exhibits, audio tour sites, and brochures, to encourage further investigation.
- Responsive layout and design for viewing on smartphones and other mobile devices.

### Website Navigation Recommendations

The **website navigation** should be specific to the Delaware Crossing Scenic Byway and include links to pages that are most important to visitors planning their trip. Main navigation links include:

- **About:** 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:** Includes 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 would 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).

# Delaware Crossing 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.

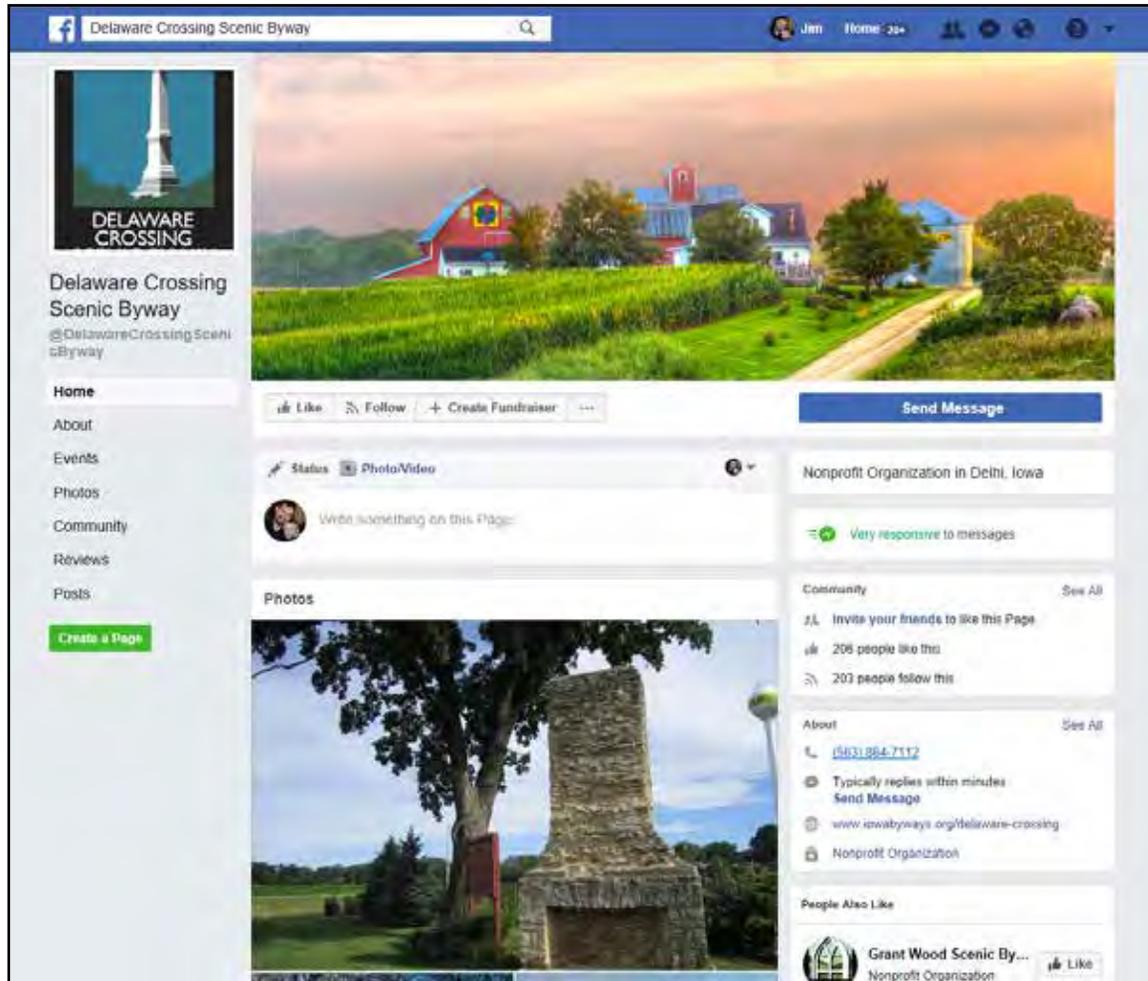
Upcoming events section highlights byway and community events.

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.

- **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:** Links to various photo albums showcasing the byway's communities and attractions by category.



The Delaware Crossing Scenic Byway Facebook page includes regular postings and updates.

## Social Media

In a Google Travel Survey of 2014, over 83% of the 3,500 respondents cited social networking as a source of inspiration in their travel planning.

Delaware Crossing Scenic Byway already uses Facebook to share information about current events such as festivals, special sales, and newsworthy happenings. It currently has about 210 likes. Efforts should be made to increase the number of interpretive posts (highlighting significant historical and natural stories along the byway), which can help boost the number of followers.

Additional social media opportunities for Delaware Crossing include Twitter (text messages limited to 140 characters), YouTube (sharing videos), Instagram (sharing square photographs with filters applied), and Pinterest (“pinning” images to themed bulletin boards).

Social media sites require time and considerable effort to keep them current and pertinent. Their value is in the instantaneous communication with a large audience at a minimal expense.

# MOBILE DIGITAL MEDIA

People are increasingly using smartphones and electronic tablets.

According to the Pew Research Center, in 2016, about three-quarters of adults (77%) owned a smartphone, up from just 35% in 2011. About 50% of adults own a tablet computer, up from 10% in 2011.

Perhaps even more telling is that 92% of people between 18 and 29 own a smartphone, along with 93% of people living in households that make at least \$75,000 annually.

In addition to the increased use in smartphones, it is important to note that use of other devices such as computers is remaining steady or declining, especially among younger adults. Smartphones have become the all-purpose technology. The implications for communicating about byways are staggering.

Travelers expect to stay connected and find information through social media sites, Internet searches, GPS navigation, apps, and other technologies that are constantly evolving. The increased use of personal mobile devices opens up a 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 to personal cell phones and mobile devices, which allows for sharing with a much wider audience. Several forms of distribution are available, each with its own advantages and disadvantages.



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



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

### Cell Phone Audio Tours

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, 95% according to 2017 Pew Research Center data. 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

Another 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) or posted on a website. Once downloaded, the audio files are 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.
- 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.
- Audio and video files can take up large amounts of precious space on a mobile device, which may limit their use.
- Users typically need to plan ahead to download the files prior to the trip; not a good choice for serendipitous travelers.

## 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 interpretive experiences. They are ideally suited to byways, providing directions to nearby attractions and offering interpretation during long drives.

### Mobile Tour Websites

These websites specifically incorporate design that is more functional on the smaller touch screens of smartphones and tablets. When used for guided tours, they can blend text, photos, sound, and interactive buttons and links to other sites.

Benefits of a mobile tour website:

- Provides an interactive experience.
- Functions with all types of web-enabled mobile devices; just requires an Internet browser.
- No need to download files, as everything is streamed directly online.
- Relatively easy to create and update using standard website editing tools.
- Services can be added to the website to track visitor usage.

Limitations of a mobile website tour:

- Necessitates access to the Internet via a strong cellular signal or a Wi-Fi connection.
- Website programming is limited by layout, responsiveness, and tools. They don't always appear as polished or react as efficiently as native apps.
- Design must be developed for a variety of Internet browsers, since all display content slightly different.

### Mobile Tour Apps

Apps are digital programs that are downloaded and installed directly to a mobile device. They are accessed through company-specific online stores like the Apple App Store and Google Play Store. Like mobile websites, apps use text, photos, and audiovisual components in engaging, interactive ways.

Benefits of a tour app:

- Generally much faster and more responsive than web-based media.
- Encourages interaction.
- Provides almost limitless options for design and techniques.



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.



Young visitors at J.N. “Ding” Darling National Wildlife Refuge scan QR codes on signs to view videos along an innovative “iNature Trail.”



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

- Can use the GPS feature of a mobile device to trigger site-specific messages or to list attractions near the user’s current location.
- Does not require Internet access to run (although some features of the app may require online access).

#### Limitations of a tour app:

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

## QR Codes

QR (Quick Response) codes consist of matrix bars that connect mobile devices to online media such as websites, audio messages, and videos. They can be added to publications, interpretive panels, or even objects and artifacts. A traveler uses the camera on their mobile device to scan a code with a QR reader app, which decodes the information and shows the online content.

#### Benefits of QR Codes:

- Quickly connects mobile devices to online resources without needing to type a lengthy website address.
- 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:

- Requires that a QR reader app be installed on the mobile device, an extra step for users.
- QR codes require access to the Internet via a cellular signal or Wi-Fi.
- Traditional black-and-white QR may not fit the media design.
- Once created, a QR code will always link to the online address that it is encoded with. If the online address changes, the QR code on all media also will need to be changed.

## Mobile Digital Media Recommendations

The rich human stories of Delaware County can be brought to life dramatically for byway travelers with the help of sights and sounds that they can access on their own mobile devices. Once a dynamic audiovisual tour is developed, it can be distributed in several ways to reach the widest audience.

### 1. Create an Audiovisual Byway Tour

An audiovisual tour is an effective technique for immersing travelers in the stories of the byway. Some ideas for effectively developing the tour include:

- **Set a clear theme for the tour:** This helps in the collecting and organization of stories and interviews. A theme such as, “The immigrants to Delaware County built strong communities based on shared religious values, commitment to education, and allegiance to their state and country” allows for the exploration of the common roots that settlers had, their strong support for the Union cause in the Civil War, and their belief in public education for all.
- **Edit the messages down to their essence:** Choose messages that highlight universal concepts, those

powerful meanings that we can all relate to, such as love, family, tragedy, survival, etc. These are the most compelling stories for visitors. The fear of losing a loved one on a Civil War battlefield is something for which we feel empathy. Sitting in a one-room country school desk is something that is similar to many of our childhood experiences, but just different enough to be interesting.

- **Keep the messages short:** Leave the listener wanting to hear more and not less. Travelers have a schedule to keep; a three-minute message can seem like an hour under the wrong circumstances. Short, intriguing stories will hold a visitor’s attention for more stops. Listeners are distracted by sun, wind, traffic, hunger, or their own travel companions, so concise dramatic stories are essential.
- **Record oral histories and interviews with people who have firsthand knowledge:** Authentic voices of people who lived and worked along the byway add credibility and interest to mobile tours. For example, a former student at Lenox College when it was a public school could



*Conceptual rendering of a Delaware County tour app that would provide a flexible way of sharing audio and visual interpretive messages with byway travelers.*

share her memories. The descendant of a Union soldier can convey his relative's experience of the war. A former student of a one-room country school can reminisce about pumping drinking water at recess or cleaning the chalk erasers at the end of the day.

- **Find music and sounds that contribute to the ambiance of the story:** Background music and sounds can create an emotional atmosphere that reinforces the authenticity. The sounds of a creaking water wheel at the Dunlap Park mill site, the echo of a steam engine whistle as the conductor calls out "Dyersville, next station!", or the sound of a bugle sounding taps as the story of Union soldiers' deaths are recited in the shadow of a Civil War monument add a realism that places visitors into the story.
- **Create a narrative storyline:** Narrators are able to tell a story in a succinct way and to connect various oral interviews and histories in seamless ways. Alternating between several narrators, like a man and a woman's voice, reduces monotony and keeps the listener's attention.

## 2. Develop a Mobile Tour App

An app, which is installed directly to a mobile device, allows a great deal of flexibility for the presentation of an audiovisual tour. An audio tour can be embellished with text, photos, and video footage that involves the viewer's senses in deeper ways. For example, the visual footage of a Civil War battle reenactment can be incorporated into the stories of local boys in the Union Army to create a sense of immediacy and action. Quick video clips or a fast series of action photos can bring an exciting sense of movement to a whitewater rapids kayak experience.

## 3. Develop a Mobile Tour Website

To maximize the audience base, a mobile tour website should also 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 audiovisual tour files. A user simply scans a QR code with their mobile device, and interpretation will be streamed automatically. 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.

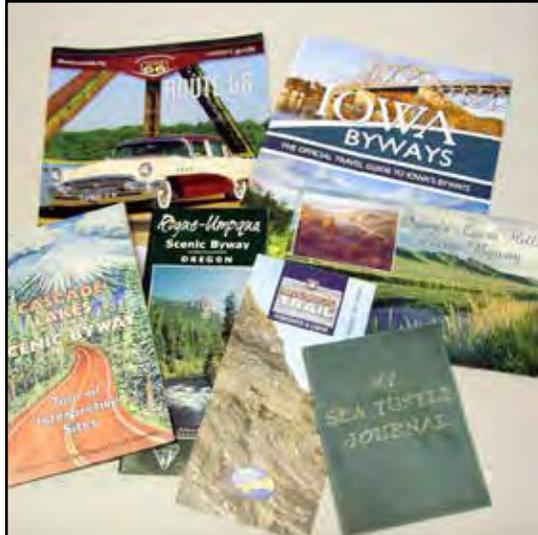


QR codes, like the sample above, can be added to existing media or made into separate signs. They link directly to the byway tour website.

# PUBLICATIONS

Despite the rise in Internet and mobile device use, printed publications are still a core form of information and interpretation for byway travelers.

Many people prefer to use publications to navigate the byway and discover attractions. They are not limited by spotty cell phone coverage or low batteries. They have take-home value and serve as keepsakes of an adventure. They are often shared with others and have a longer life than digital media that pass fleetingly over a screen.



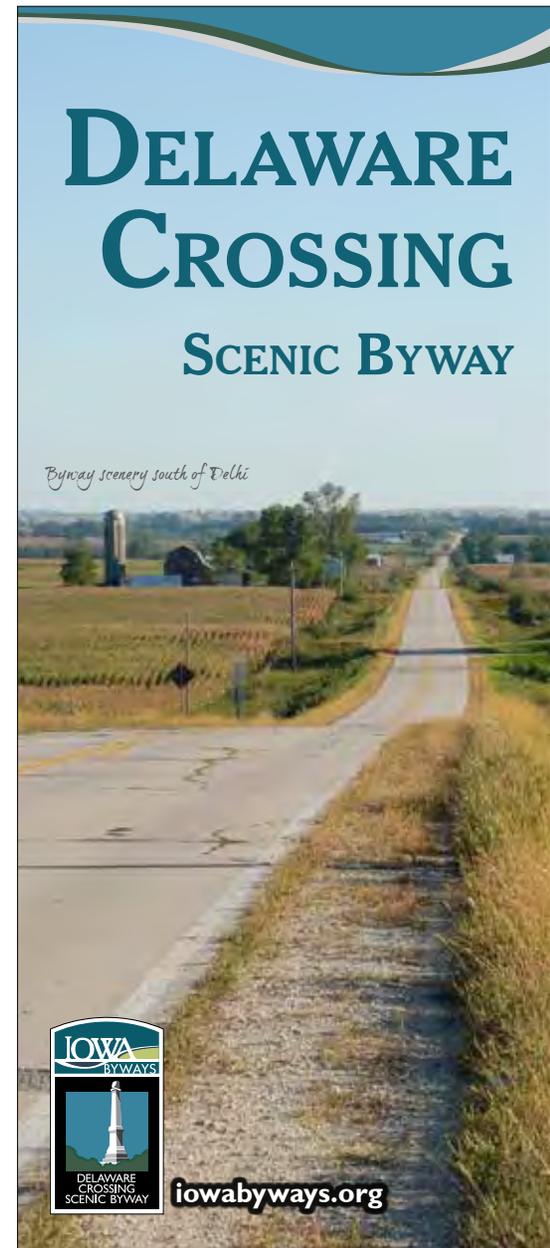
Interpretive publications can take many different formats, including brochures, maps, travel guides, and kids' activity booklets.

## General Byway Brochure

Brochures are a cost-effective marketing tool for byways because they reach casual travelers who are unaware of the byway. 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" leaflet brochure with 6 panels per side (12 total) is an effective layout for introducing the byway and its resources.
- **Design elements:** Colors, font styles, and graphic styles should be unified with other byway media.
- **Front Cover:** Needs to be designed to be noticed in a rack with other brochures. An obvious "Delaware Crossing Scenic Byway" title should be visible above the rack holder. A dramatic focal-point photograph that represents the byway encourages readers to open the brochure. The byway logo unifies with other media.



Front Cover

## Delaware Crossing Scenic Byway Brochure Concept Design



**Delaware Crossing Scenic Byway**

**Directions**

The Delaware Crossing Scenic Byway is located about 40 miles west of Dubuque in the heart of Delaware County. The north part of the loop can be accessed from U.S. Highway 20 in Delaware or Manchester. The south end can be accessed from Highway 38 in Hopkinton.



*Bailey's Ford Park*



For more information visit: [iowabyways.org](http://iowabyways.org)

Back Cover



*Civil War Monument, Delaware County Historical Museum*

**Historic Delaware County**

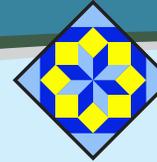
The Delaware Crossing Scenic Byway is a 36-mile loop through the heart of Delaware County, Iowa. This region reflects the essence of Iowa's rural sense of place—a land where pioneer families built strong communities based on shared religious values, a commitment to education, and an allegiance to their state and country.

A drive on the byway is a trip back in time. Explore historic country schools and churches, the first Presbyterian college in Iowa, and Civil War monuments that honor fallen fathers and sons. The landscape of rolling hills, forests, trout streams, and the Maquoketa River offer a diversity of outdoor recreation opportunities.

Enjoy the atmosphere of family farms and Amish markets as you travel through the gently rolling forests and fields of Delaware Crossing.

First Reveal

- **Back Cover:** The back cover is an ideal place to include a map of Iowa showing the location of the byway and major roads. Directions and contact information are also important elements.
- **First Reveal:** When a reader first opens the brochure, another dramatic image draws the eye to a concise and active description of the byway experience.
- **Second Reveal (3 panels):** As the reader continues to open the brochure, three adjacent panels will highlight the natural, historic, and cultural resources of the byway. A description of the characteristic features and some photos of key attractions will pique the visitor's interest.



## Woods and Waters

**Backbone State Park** was Iowa's first state park and remains one of its most spectacular. Beautiful buildings, stone walls, and picnic areas still stand as tributes to the CCC boys who built them during the Great Depression.



*Fishing near the Manchester Hatchery*

Tour the 120-year-old **Manchester Fish Hatchery** where you can feed trout, enjoy a fly casting demonstration, or hike the banks of a stocked trout stream.

Hunters, anglers, and wildlife watchers flock to the numerous county natural areas laced with trails and trout streams. Immerse yourself in nature at **Bailey's Ford Park** with a nature center, trails, wildlife enclosures, campsites, and river access.



*Backbone State Park*

## Reflections of the Past

Delaware County was settled by pioneer farmers and merchants proud of their values, commitment to education, and patriotic spirit.



*Delaware County Historical Museum*

Hopkinton is home to Lenox College, now the **Delaware County Historical Museum**. This tree-shaded campus contains nine historic buildings centered around a Civil War monument. Iowa sent a larger percentage of eligible men to the war than any other state.

Explore historic country schools, cabins, churches, and five other Civil War monuments, including the oldest in Iowa at the **Bay Settlement Church** southwest of Delhi.



*Bay Settlement Church*

## Barn Quilts & Amish Stores

The quiet rolling hills, forests, and wetlands of Delaware County support small agricultural operations ideal for family farms and Amish communities. Amish buggies are a common sight along the byway. Take time to shop at an **Amish market or roadside stand**.



*Barn Quilt Tour, Delaware County*

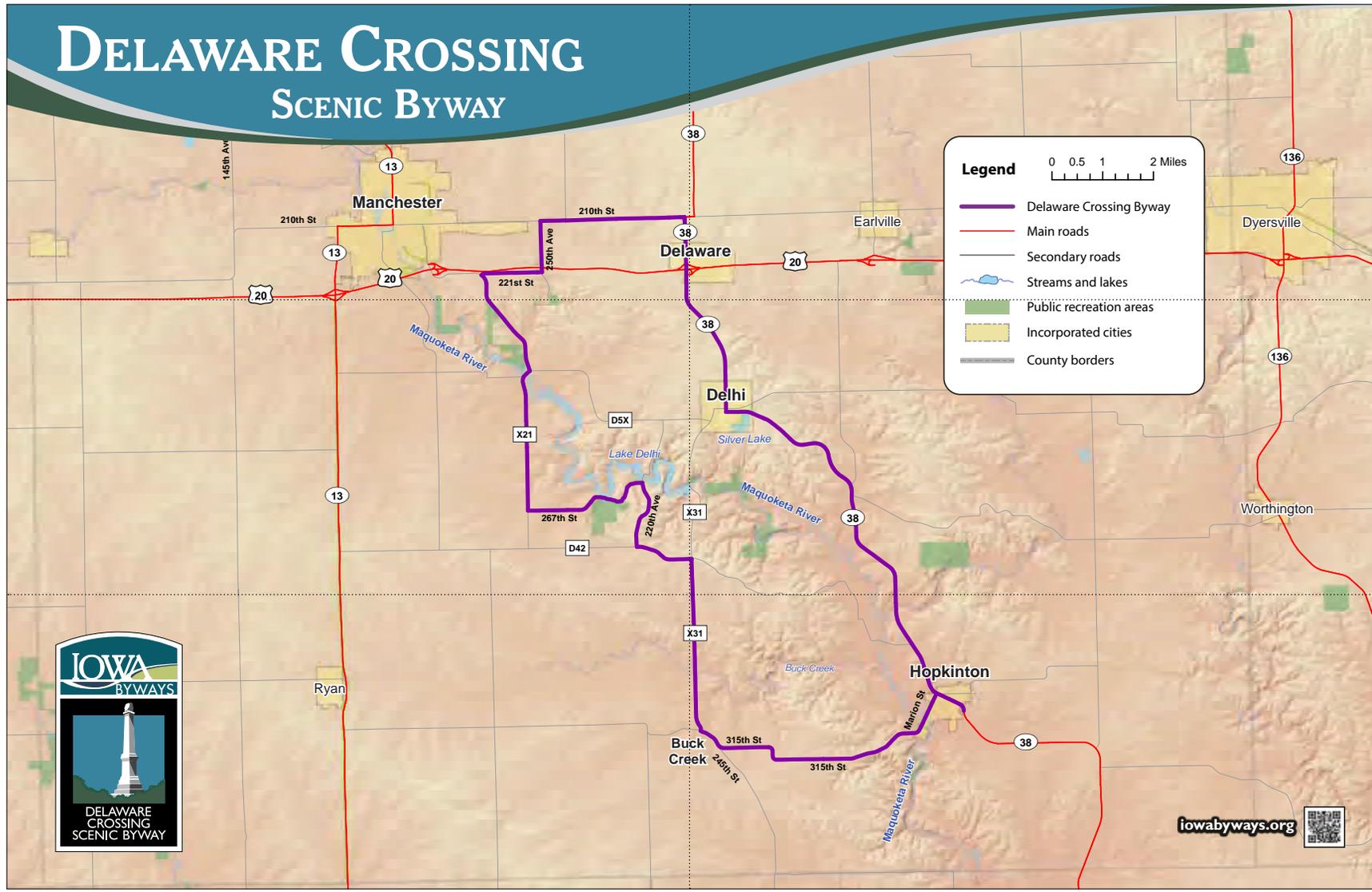
Drive through the county to see over 90 **barn quilts**. These colorful plaques attached to area barns celebrate the artistic expression of quilting and the significance of family farming in Iowa.



*Amish Community*

Second Reveal

Full Reveal Inside: Byway Map



• **Full Reveal Inside (6 panels):** The inside of the brochure features a map with the byway route clearly

marked. Major roads, communities, recreation areas, and other landmarks are identified. The map could also

include a list of primary attractions with corresponding location numbers, similar to the tear-sheet.

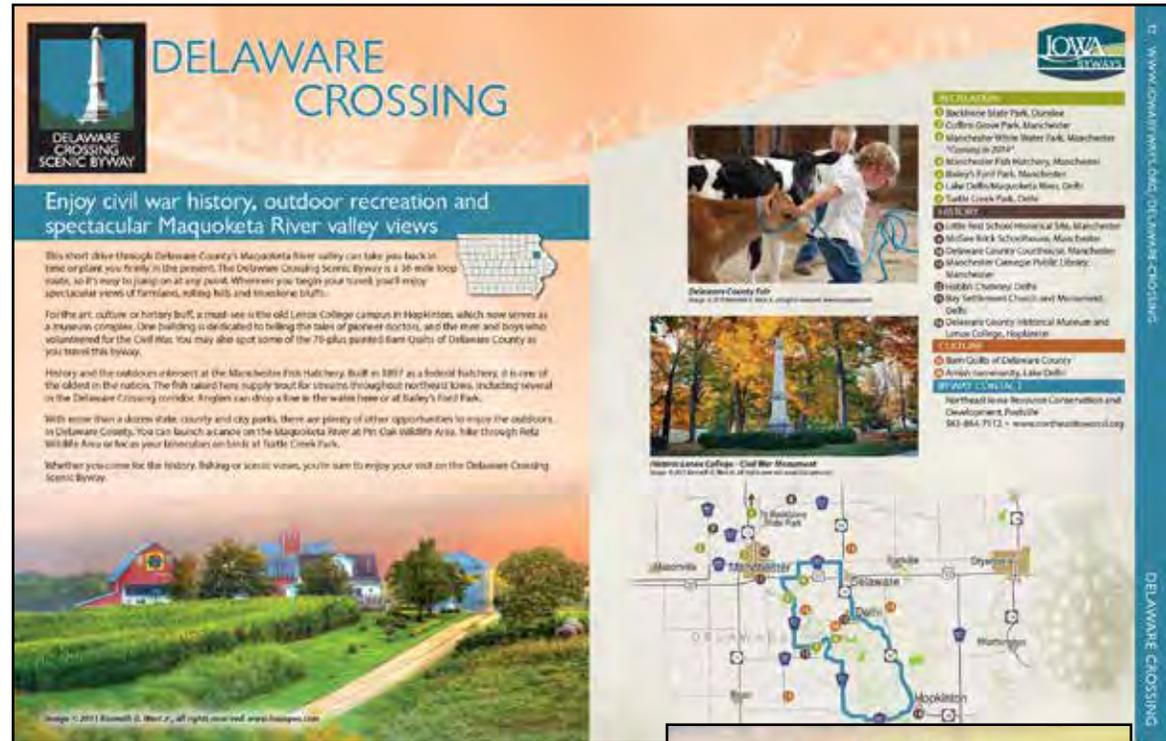
## Byway Travel Guide

The Delaware Crossing 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 Delaware Crossing scenic byway (shown at right) feature a concise description of the route, photos, a general map, and a brief list of attractions.

The Delaware Crossing byway also has its own attractive guidebook funded in part by the Iowa DNR through a Natural Resource Based Opportunity Grant. The 20-page publication, measuring 7"-by-9", features beautiful photos, an overview byway map, detailed maps of Manchester, Delaware, Delhi, and Hopkinton, a comprehensive list of attractions, and theme-based itineraries (outdoors, wildlife watching, history).

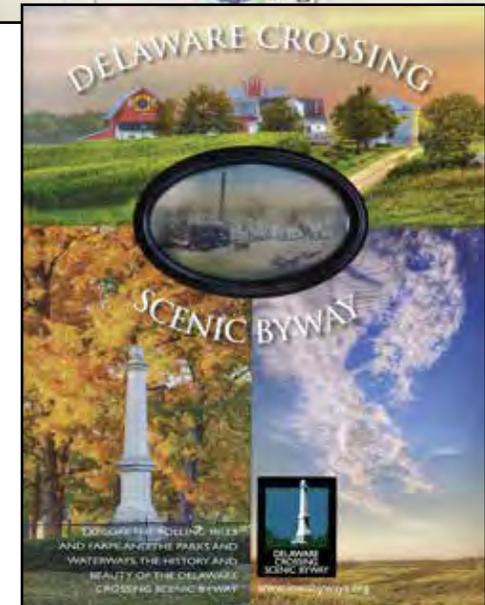
### Recommendations

While both existing travel guides are well-designed and easy to use, an updated and expanded interpretive travel guide specific to Delaware Crossing would add greater depth to a traveler’s understanding of the byway and enhance wayfinding.



The Delaware Crossing Scenic Byway is featured in the “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.



Existing Delaware Crossing byway guidebook.

**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.

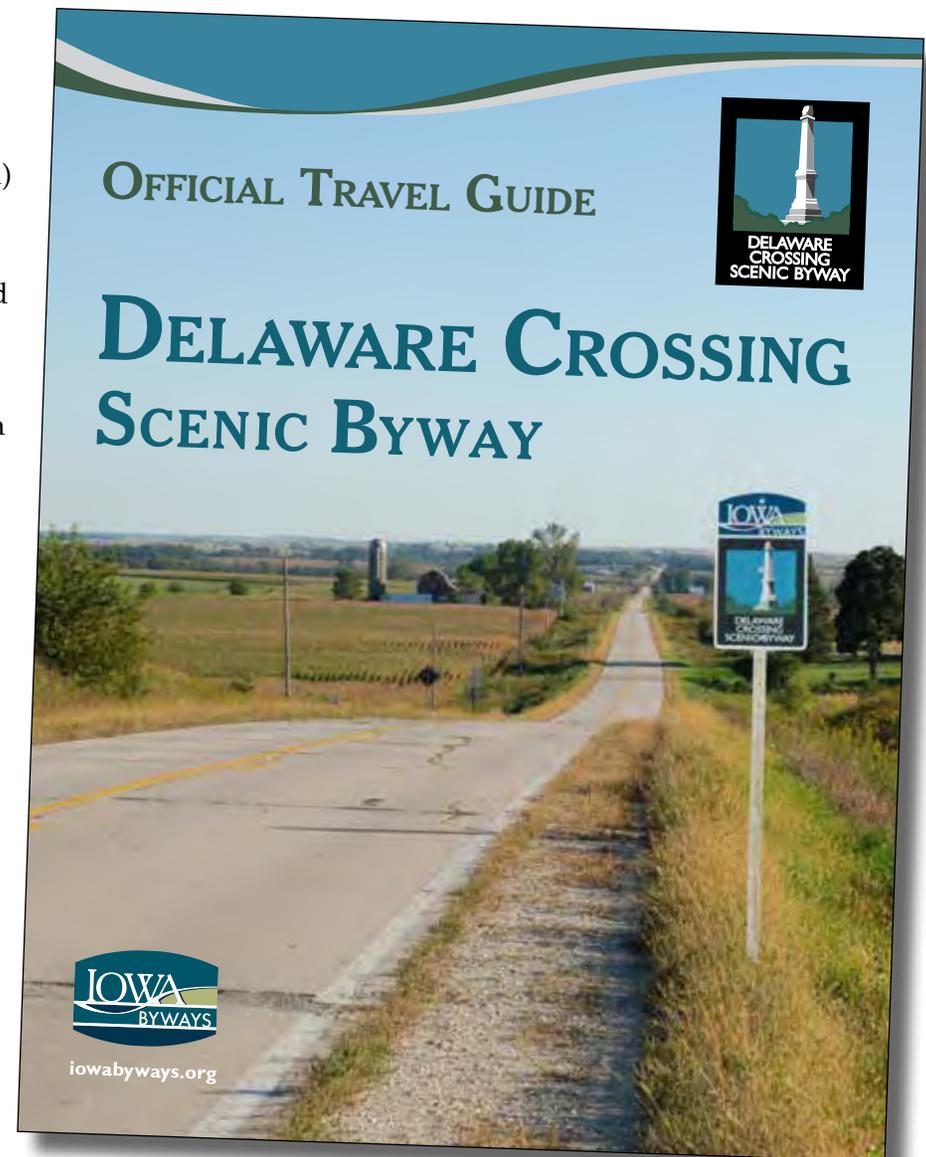
**4. Include maps of attractions that are more than approximations of their locations:** This would require adding specific roads that lead to each attraction. Currently, travelers must use an Iowa road map or GPS in addition to the guide or tear-sheet to locate many of the attractions, and even then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

- Highlight visitor centers, experience hub kiosks, wayside exhibits, audiovisual tours, and other interpretive media.
- Two or more pages (as many as needed) for maps and descriptions of that region's natural and cultural attractions.
- Concise, lively descriptions of each attraction, with websites and/or phone numbers where visitors can find more information.
- Strong, focal point photos of key attractions and informal snapshot-type photos of other attractions.

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



# Delaware Crossing Scenic Byway Travel Guide Concept Design (Delhi cultural attractions)

## Historical Treasures

### Delhi Historic Attractions

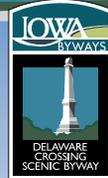
**Legend**

- Delaware Crossing Byway
- Main roads
- Secondary roads
- Streams and lakes
- Public recreation areas
- Incorporated cities
- County borders

0 0.1 0.2 0.4 Miles



## Delhi

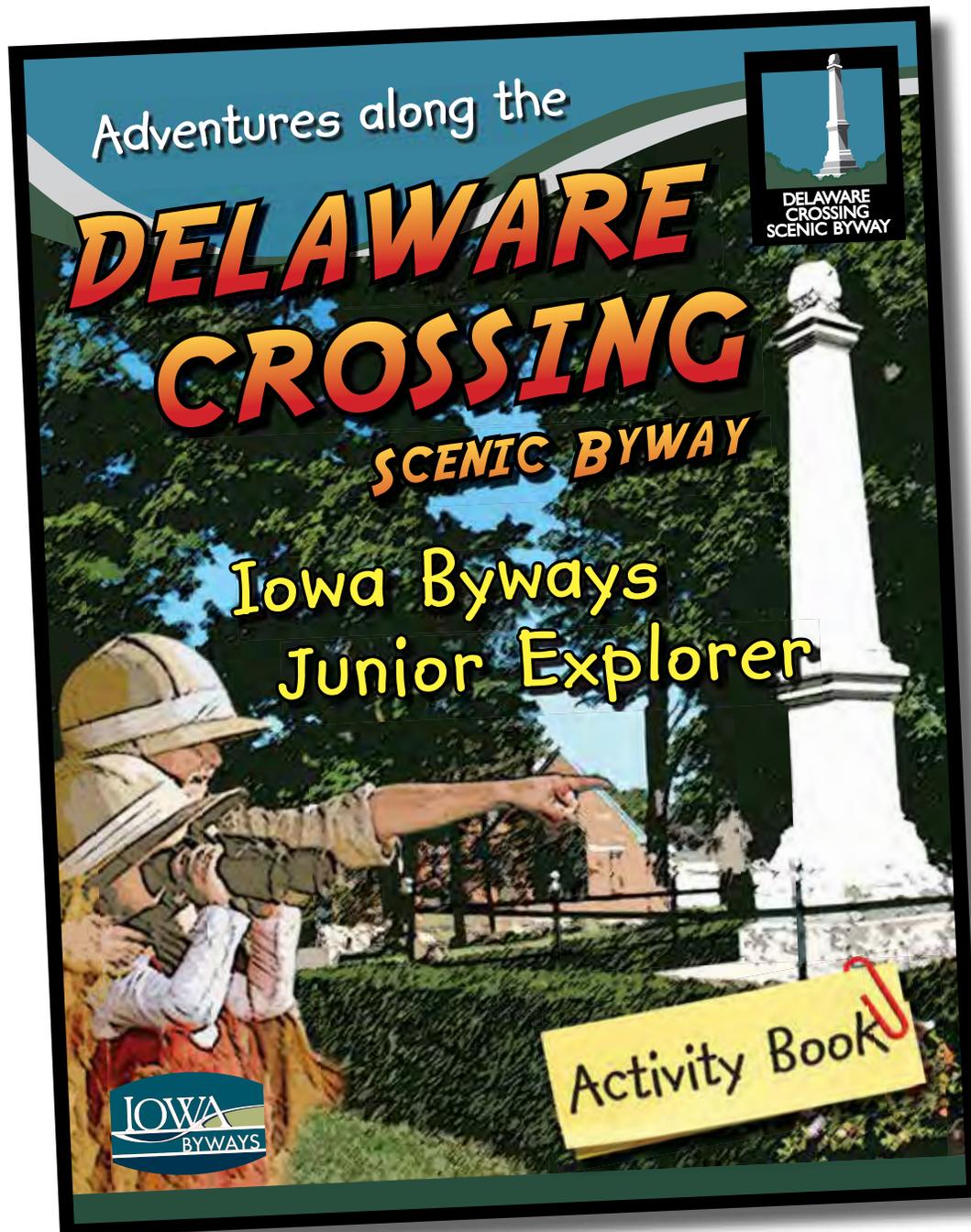


### Discover the rich history of Delaware County

Established in 1841, Delhi was the original Delaware County seat for nearly 40 years before it moved to Manchester. According to legend, the original commissioners sighted a deer on the shore of Silver Lake and shot it. The first county courthouse was built where the deer fell. Delhi was named after the county seat of Delaware County, New York, where some of the early settlers had emigrated from.

- 1 Silver Lake County Park:** Take a stroll through this pleasant natural area and the site of the first Delaware County Courthouse. The 40-acre lake was formed by a natural dam in the prairie that has been replaced by artificial dams since 1858. It has a boat landing, fishing access, picnic shelter, and a wood-chipped trail along the shoreline. Info: [co.delaware.ia.us/offices/conservation/delcoccbparks.htm](http://co.delaware.ia.us/offices/conservation/delcoccbparks.htm) or 563-927-3410
- 2 Delhi City Park:** Located in the city center, this historic park dates back to 1909 and was the site of the second county courthouse. It features a veteran's memorial, playground, picnic shelter, and the Delhi American Legion Hall. Info: [www.delhiia.com](http://www.delhiia.com) or 563-922-2588.
- 3 Hobbs Chimney:** This 1843 fireplace once heated the cabin of Mr. and Mrs. Charles Hobbs, which served as the Delhi post office in 1844 when Mrs. Hobbs was post-mistress. Charles was the first clerk of Delaware County District Court, one of many official positions he would serve in the county. Info: [www.delhiia.com](http://www.delhiia.com) or 563-922-2588.
- 4 McCreery Monument and Memorial Gardens:** A small garden marks the former site of John McCreery's home from 1861-1865. McCreery was editor of the *Delaware County Journal*, superintendent of county schools, and most notably, a writer who penned the internationally renowned poem "There Is No Death" in 1862.
- 5 Evergreen Cemetery:** A Civil War monument with a statue of a soldier stands prominently near the cemetery entrance. It was a gift from Thomas Simons who served with his father in the 21st Regiment of the Iowa Volunteer Infantry.
- 6 Amish Community:** Visit Amish general stores, greenhouses, grocery stores, and a bakery that were opened near Delhi when 20 families moved here in 2012. Info: [delawarecountyiowatourism.com](http://delawarecountyiowatourism.com) or 563-929-6637.





## FAMILY ACTIVITIES

Families and multi-generational groups are a significant potential audience for the Delaware Crossing Scenic Byway. Activities that encourage parents and children to engage in meaningful experiences together will create lifetime memories.

### 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 specific natural and cultural resources along its route. 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 Delaware County. Some ideas include:

- A byway bingo game that encourages families to look for iconic features along the byway, like a one-room country school, Civil War monument, barn quilt, and trout.
- 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, farming).
- Coloring pages depicting scenes from the Delaware Crossing byway.
- Crossword puzzles with Delaware County byway terms they may learn,

like "Delhi," "Bailey," "Trout," and "Lenox."

- Dot-to-dot puzzles of resources they may see.
- A maze that follows the twisting curves of the Maquoketa River.

## Family Discovery Packs

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 might include: binoculars, hand lens, bug magnifying box, bug net, field guides, a kids' audio tour CD, stargazing chart, field journal, and other essential exploration tools.



*Iowa Byways Junior Explorers could be awarded a patch for successfully completing the activities.*

*A Discovery Pack, filled with hands-on tools and resources, encourages families to explore the byway.*





*An audio tour targeted specifically to children can help them connect with the byway's stories.*

## Children's Byway Audio Tour

Children's needs often determine the length of time and the kind of activities that a family will pursue. An audio tour that appeals to the interests of kids can be an effective method for involving the entire family. When kids speak to other kids in a lively voice, it creates a personal interest.

A 10-year-old girl, for example, can describe to other kids what it was like to attend the Little Red School with her brother. She can tell what the walk was like from their farmhouse down the dirt road, and what they brought to eat for lunch in a lunch pail. She can describe using the hand pump to get drinking water and tell them where the outhouses are behind the school.

A little boy's excited voice can invite other kids to get some fish food and feed the hungry trout at the Manchester Trout Hatchery rearing ponds, and then dare them to take

the trail to the scary (but awesome!) swinging bridge over the trout stream.

An Amish boy might describe what it is like to herd in the family cows for milking with the help of his border collie, while his little brother is feeding the chickens and collecting the eggs, all before the sun comes up.

Music and sound effects can make the children's audio tour even more exciting. The sound of a horse galloping, a rooster crowing, or a school bell ringing adds realism to the story. Songs written and sung by local people can be a great way to tell stories that involve children.



*Milo No. 7 Township School, circa 1915*

## Family Passport Book

A Family Passport booklet would encourage exploration of family-friendly attractions along the Delaware Crossing byway. This could include places such as the Manchester Trout Hatchery, Bailey's Ford Park, Delaware County Historical Museum, Manchester Whitewater Park, and Backbone State Park.

The incentive to fill up the passport with stamps creates a goal for families. Adults and children alike are engaged in the scavenger hunt to find the next stamping location. The booklet has take-home value, as each stamp represents a memory from the trip, an important connection to the byway experience.

The passport booklet is an interpretive opportunity. It should be written in concise, personal, kid-friendly language that reveals the stories of the byway resources. A unique stamp design developed for each attraction would reward travelers for their effort. Ideally, stamps would be located at attractions where staff or volunteers are available to answer questions. However, self-service passport stations could also be developed for unstaffed areas or sites with limited hours.



### Manchester Trout Hatchery

Feed thousands of splashing trout in the rearing ponds of this historic fish hatchery. Take a self-guided tour and see how trout are raised. Then cross a swinging suspension bridge and walk to the banks of a cold, clear stream to glimpse streaking shadows of trout.

Address: 22693 205th Ave.  
Manchester, IA 52057

Hours: 8 a.m. to 4:30 p.m. daily

Cost: Free

Phone: (563) 927-3276

Web: [www.iowadnr.gov/About-DNR/  
DNR-Staff-Offices/Fish-Hatcheries](http://www.iowadnr.gov/About-DNR/DNR-Staff-Offices/Fish-Hatcheries)



12

**Family Passport Book: Concept Design**  
(Manchester Trout Hatchery page)

# MEDIA COST ESTIMATES

These cost estimates were developed in 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. 89-99	Highly visible way to orient travelers to regional attractions. Cost-effective where attractions are not routinely staffed.	\$10,000–\$15,000 each (Metalwork, timbers, 4 HPL panels)
Wayside exhibits	pp. 100-109	Best way to communicate must-tell stories at significant sites along the byway where no other tools are available.	\$3,000–\$3,500 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. Steel silhouette statue: \$1,500 average
Website design and social media development	pp. 118-122	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. 123-128	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. 129-132	Small publication that can be widely distributed to promote awareness of the byway.	\$1,500–\$2,000 per 10,000 copies (11"x17" size, full-color)
Travel guide booklet	pp. 133-135	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)
Iowa Byways Junior Explorer booklets	pp. 136-137	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. 139	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) Stamps (1.25"-diameter): \$25-\$40/each

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The Maquoketa River tumbles over boulders at the head of Manchester Whitewater Park.



# APPENDIX



*Rural scenery along the Delaware Crossing Scenic Byway.*

# APPENDIX: VISIONING MEETING RESULTS

On July 8, 2015, Schmeeckle Reserve Interpreters conducted a visioning meeting with Delaware Crossing Scenic Byway stakeholders at the Delaware County Historical Museum in Hopkinton. 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?**

- College buildings
- Railroad culture
- Manchester Fish Hatchery (used to be a federal hatchery; raises trout)
- Whitewater park in Manchester, largest in state: canoeing, kayaking, tubing, fishing
- Hobbs Chimney
- Scenic, well-kept towns
- Rivers that are important for recreation; the Maquoketa River, especially Lake Delhi. Also a whitewater course in Manchester
- The landscape: its rolling hills similar to Ireland and Germany, where many

immigrants came from.

- County courthouse in Manchester; courthouse originally located in Delhi but was stolen away by Manchester residents
- Edgewood Rodeo attracts 2,000-3,000 people a night

## Stories and Messages

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

- Story about Indian interactions with settlers (Buck Creek)
- Lenox College history; its purpose of being dedicated to education (when closed, turned into a high school and then a historical society)
- Orphan Train (Hopkinton put them up at Masonic Lodge)
- Steps in Old Main building (architects came to study them)
- Progressive history of Lenox College (in the 1880s, men and women were treated equally; Iowa State established an agriculture program here to give local farmers a reason to send their sons)

- Stagecoaches run through county, across the country (old station on road to Backbone State Park)
- Amish a big influence, 31 families here, came originally from Ohio (Bob has a written history)
- Hog drive from county to Fort Atkinson (story)
- Delaware Co. provided homes for indigenous people (county farm and county home; college had ledgers of residents)
- Lenox College's role as a K-12 school; important to community members
- Dr. Mary Walker, the only woman to ever win the Congressional Medal of Honor, served in the Civil War; not allowed to practice medicine because she was a woman
- Railroad culture—influence determined where railroad went and which towns lived or died
- Railroad's role in settling area; the M&O line
- Hobart Horse Emporium, imported horses from Europe, located in Greeley; has a Clydesdale statue out front from Budweiser
- People migrated to Hopkinton because education was important (Lenox College, etc.)
- Lake Delhi dam, built in 1935; its breach and its rebuilding. Built originally to generate electricity (it has its own website)
- Colesburg pottery plant, now collector's items
- Influential people of Delaware Co.: Suckow, Phyllis Hughes, Bell Bailey, Swinburne
- Upper Bay Settlement: settlers moved from Boston Harbor; area reminded them of the Boston Bay. Has a church, cemetery, and school. Decoration Day moved to end of May. First Free Baptist Church in Iowa. First Civil War monument in nation

## Audience

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

- People who are interested in pioneer culture; farming culture; Progressive education; country schools

## Vision

### What is your vision of success for improving the visitor experience on your scenic byway?

- Interpretive pull-offs and overlooks; having signs that say “scenic overlook ahead” or something similar to warn travelers it is coming, then having a pull-off or overlook with an interpretive panel
- Add some interaction, things people can do, like a photo prop for selfies or cut-outs to put your face in
- Improved hospitality at businesses, a weak point in rural Iowa
- Training for front-line people to teach them local knowledge
- Education on what is here; many think it is a small place