

Visitor Experience Plan

Town of New Market

Recommendations for interpretive media,
programs, and related enhancements

February 1, 2020



Introduction and Background

The Town of New Market engaged Interpretive Direction, LLC (ID) in August 2019 to develop a Visitor Experience Plan with the intention of identifying existing and potential experiences that would attract and engage visitors and residents who would enjoy learning the heritage of the town and experiences associated with that history.

The Town of New Market was founded in 1793 and was commercially successful throughout the first half of the 19th century because its Main Street location was also the route of the famed National Road, America's primary road west and the nation's first major public works project.

New Market is located approximately eight miles east of Frederick, MD. In 2017, the Town had a population of 717. However, within a one-mile range, where a number of large community developments are located, the population is approximately 2,520.

The heart of New Market's potential visitor experience lies within its linear 10-block historic Main Street, lined with many Federal-style homes and intersected with charming alleys. Other equally enjoyable experiences exist outside the historic district.



Town History

The Town of New Market offers a fun and diverse day-trip experience for people of all ages and interests—whether intrigued by history, architecture, wineries, fresh produce, or amusement rides.

Founded in 1793, New Market was developed around a road that connected the town with Baltimore and many communities east and west. The road eventually gained fame as the National Road. The town would flourish through the first half of the 1800s becoming a highly popular “whistle stop” of sorts for weary travelers and drovers who would overnight at one of the town’s inns. Proof of this boom era is visible in the many beautiful Federal-style residences and commercial buildings that remain on New Market’s linear-design town grid.



By 1850, with the advent of the nearby B&O railroad service, the National Road lost a significant amount of traffic. However, the invention and popularity of the automobile in the first decades of the 20th century resulted in a resurgence of use and local commerce. Motor travel through New Market remained popular until the construction of modern highways bypassing Main Street. For this and other reasons, the town grew very little beyond its original town plan.

By the 1950s, New Market had established a reputation as the “Antiques Capital of Maryland.” In its heyday of the 1970s and 1980s there were more than 30 antique shops doing business on Main Street, once again turning New Market into a destination for luxury goods and regionally-known food. Although the market for antiques has been in decline here for some time, the fact remains that antiquing was the primary engine of commerce in New Market for some 60 years.

Today New Market remains a town associated intimately with transportation, whether it be on its historic Main Street or I-70. The planning team has concluded that the history of New Market can best be presented to visitors using the story of the National Road as the overarching theme for interpretation. New Market can then proceed with making stronger connections to partner National Road towns along the Maryland Scenic Byway and beyond.

Positioning for Heritage Tourism

While visitation by non-residents is limited at the present time, the Town of New Market appears to have the potential to once again become a popular destination.

In the late 1700s, the town first grew in population and prosperity because of its location on a road that connected Baltimore with the West. By 1812, New Market had a button factory, nail factory, wheelwright shops, blacksmith shops, tanneries, dry goods stores, grocery stores, inns, taverns, livery stables, wagon stands, distilleries, and more. All of these served travelers and freighters.

When New Market's Main Street was incorporated into what became the National Road corridor, "The Road that Built the Nation," in the 1820s the town boomed. It continued to do so until the popular use of the Baltimore & Ohio Railroad around mid-century. Traffic on the road diminished significantly until the introduction of cars and trucks in the early 1900s when its use increased again. Nonetheless, the town always remained small.

It wasn't until the heyday of the antique shops in the 1960s and 1970s that New Market found an economic niche that resulted in a wave of tourism and commerce. Other types of retail enterprises contributed to the mix of businesses located on Main Street. However, the recession of 2007 resulted in many businesses closing and the retirement of owners of long-established antique shops.

Without the attraction of the antique and specialty shops, and the changing ownership of its primary restaurant, New Market left little reason for people to come to its Main Street—despite the fact that 45,000 people live within a 5-mile radius of town and have an average household income of \$145,371.

It should also be noted that at present, Main Street has a daily traffic count in excess of 10,000 cars. Unfortunately, the vast majority of these motorists use Main Street for commuting purposes or in driving their children to school. A 30-mile per hour speed limit has been recently reduced to 25-miles per hour with other provisions being explored to lower the speed of motorists. Our VEP team stands behind any actions to guard pedestrian and motorist safety.

Today, the road that offers the greatest potential for New Market is I- 70, with the hundreds of thousands of motorists who travel by the town's gateway. It is New Market's opportunity now to develop interpretive programming that is authentic and that will enable quality experiences for visitors.

Planning Process

This plan is the product of a workshop conducted at the new town hall at 40 South Alley on October 23, 2019. Prior to the workshop, on October 1, 2019, Steve Pippin, of the New Market Civic Partnership; Maria Dalton, Town Planner; and David Guiney and Scott Grove of Interpretive Direction, LLC, conducted a day-long inventory of prospective experience sites located within the town limits. The information and photographs obtained were then referenced in the planning workshop. In addition, ID staff members have made a series of visits to town, spoken with stakeholders, and captured additional photos and resources.

During the planning process team members identified significant historic resources, analyzed existing programs and media, identified potential audiences, discussed relevant storylines, and developed a list of desired visitor experiences. Based on the desired experiences identified, the



consultant team (ID) has prepared a series of recommendations for interpretive media and programs for New Market. The recommendations are described and illustrated in the latter part of this report.

The collaborative analysis provided an opportunity to look at the experiences available in the Town of New Market with a broad view—from simple and practical experiences to others that would require extensive funding or management coordination. The exercise also encouraged the group to consider the need for a visitor center or central orientation facility.

The recommendations which form the heart of this plan may be thought of as a comprehensive list—or “menu”—of interpretive media and programs to be pursued during the next 5-10 years. Approval of the plan does not obligate the town to complete or fund recommended projects. However,

the VEP does help to establish the fact that the town has taken this important step forward in consulting with media professionals on a wide range of viable options for enhancing visitor experience in New Market.

Abbreviations

The following abbreviations may be seen in this plan:

NM – Town of New Market
NR – National Road
I-70 – Interstate 70
ID – Interpretive Direction LLC, planners/designers
VEP – Visitor Experience Plan, this document
SHA – Maryland State Highway Administration, DOT

VEP Workshop Participants, October 2, 2018

Winslow F. Burhans, III, Mayor, Town of New Market

Maria Dalton, Clerk, Town of New Market

Karen Durbin, Clerk, Town of New Market

John Fieseler, Executive Director, Tourism Council of Frederick County

Andrea Roberts, A Mother's Rest Charitable Respite Foundation

Howard Wilson, New Market Plains Vineyards

Sue Wilson, New Market Plains Vineyards

Scott Grove, Interpretive Direction, LLC

David Guiney, Interpretive Direction, LLC



Potential and Target Audiences

The VEP team devoted a workshop session to identifying visitor audiences based on past visitation as well as current trends. By recognizing the interests and needs of these audiences we hope to design media that will benefit the greatest number of people. We also hope to make our interpretive media more accessible to visitors with any special needs or interests.

- People who may be visiting other National Road towns (Frederick, Middletown, Boonsboro, Hagerstown, Cumberland, etc.)
- Visitors looking for connections to personal family history
- Visitors interested in outdoor recreation; bikers, hikers, birdwatchers, geocachers
- Local residents and residents with visiting family members
- Scouting groups interested in historical sites, recreational activities, or volunteering
- Amateur and professional photographers and artists, especially those who like to shoot or render buildings and gardens
- Visitors with a special interest in historic architecture
- Families with small children
- School groups, including homeschoolers
- Groups or families seeking adventurous outdoor and indoor entertainment in an amusement park setting
- Interstate travelers needing stops for rest, leg stretching, food, fuel, groceries (New Market Commons services)
- Hipsters: adults in their 30s
- New Market downtown and subdivision residents
- Visitors from Northern Montgomery Co., Bethesda, Gaithersburg, Northern Virginia, Washington, and Baltimore
- LOUYAA sports teams and their related family and friends
- Regional residents seeking special events and festivals
- Genealogy enthusiasts and those interested in cemeteries

- Visitors looking for an interesting and enjoyable restaurant, or a source for local produce or farm products
- Couples seeking a less-crowded and charming area for walking, dining, and specialty shopping
- African Americans seeking heritage sites with ties to black history
- Seniors: retired people, retirement communities
- History buffs in selected subject areas: Transportation, National Road, Antiquing, and Civil War
- Motoring enthusiasts, including those interested in antique cars
- Visitors seeking historic house and garden tours in a country setting
- Wine enthusiasts
- Motorcycle touring couples or groups
- Pet owners seeking quiet places to walk dogs or to seek special care for cats
- Families on road trips or in search of weekend activities
- Tour groups, including motor coach groups
- Millennials enjoying day trips, possibly coming from Washington or Baltimore
- Visitors who are driving by on I-70 and are attracted by the DOT signs, Adventure Park electronic sign, or the large town sign
- Visitors in the region temporarily for business or details; desiring a break from life in the large cities

Storylines and Significant Resources for Visitors

The VEP team developed a working list of content elements that would be appropriate for presenting in interpretive media and programs in New Market. For each of these elements there are site-related stories or experience opportunities.

- The National Road (early 1800s — present)
- National Road structures: mile markers, curb stones, carriage steps, historic driveways
- Architecture and architectural details
- Well-preserved linear town plan
- Unique alley structure
- Genealogy: history of families in transition
- Cemeteries: African American, Quaker, Methodist, more
- New Market Plains: winery, historic site with original outbuildings
- Civil War Movements: Story of troops deployed from train to fight in Battle of the Monocacy
- B&O Railroad: Monrovia Train Station, transportation of goods and passengers
- New Market Volunteer Fire Depart: service and cultural contribution to town
- Grange Hall
- Water sources: wells, springs, fire pond
- 19th Century Commercial Businesses: taverns, inns, blacksmith shops, stockyards
- Adventure Park
- The Original Playhouse Children's Museum
- Produce and Christmas tree markets: Gavers Farms and England Acres
- Wineries/Breweries: New Market Plains, Linganore, Black Ankle, Hidden Hills, Elk Run

- Messenell Park
- African American history: slavery, Underground Railroad, culture, religion, education, and graves
- Town 100 Acre Woods
- New Market notable homes such as Smith Tavern, Schell Tavern (Nicholas Hall), Founder's Inn (Plummer), 37 Plummer Cabin, June Snowden Home, Original Grange, Masonic Lodge, African American school behind Methodist Church. See attached Main Street Resource Notes for a visual list of selected properties.
- Religion: Quaker, Methodist, Simpson AME
- Ghost stories and tours
- Trails and paths, including those under development or study

Desired Visitor Experience Listing

The planning team has developed this list of desired experiences, starting with the workshop's flip chart list. In the following Recommendations pages, many of these experience goals will be tied to specific recommendations for media development.

Visitors will:

- Have a clear understanding of where they are located within the town and the I-70 corridor
- Understand where amenities and resources for visitors may be found
- Gain a good general understanding of National Road history and New Market's role in its operation and progress
- Understand the national and international significance of the transportation corridor you are travelling in
- Understand the connections to other historical and cultural sites of interest along the National Road corridor
- Feel welcome and safe on town streets, parking areas, shopping places, and recreation areas
- Be able to find accessible parking
- Find and be able to participate in special events, tours, and festivals in and around town
- Easily find information on historically significant sites and structures in town

- At the starting point of paths and trails find walking/hiking information on distances, difficulty, accessibility, and points of interest ahead
- Be able to access digital tourist information and interpretation both before and during visits via the internet
- Be able to enjoy visitor attractions of all kinds on a daily basis during typical business hours, instead of finding attractions closed
- Be able to enjoy evening/night experiences in New Market when other local visitor attractions and parks might be closed
- Discover unexpected but pleasing things that warrant return visits and positive recommendations to friends and family
- Before coming—or upon entering—New Market, be able to relatively easily comprehend what the town has to offer that will be pleasing
- Discover things or experiences in town you will never forget
- Gain a clear understanding of New Market's famed connection to antiquing and how and why the antique business declined
- When walking or driving through town, feel confident in your directions and how to find a broad range of services and experiences.
- Be able to easily identify the visitor center or orientation plaza and know at a glance that it is open
- Have access to basic information about hours of operation that attractions are open
- Find clean restrooms and seating/rest areas
- Find exhibits or other media elements that are intriguing and useful upon arrival at the visitor orientation center
- Discover a number of unique and attractive photo opportunities
- Find opportunities for hands-on learning, especially for children
- Feel proud and inspired that historic structures and streetscapes are being actively preserved and interpreted



- Enjoy interacting with knowledgeable docents or shopkeepers who are welcoming and helpful
- Discover that New Market can be a restful escape and a soothing respite from more modern, crowded city environments
- At the end of your experience in town, feel that you would like to be an advocate for its historic preservation and its success as a visitor destination

Visitor Experience Plan and Organization

Visitor Experience Plans are interpretive planning documents for heritage sites that lay the foundation for enriched destination experiences. When recommendations in VEPs are implemented, visitors' expectations can be more fully met, and sites may be expected to experience increased visitation and positive feedback from visitors.

A VEP can be a first step in creating a more viable visitor *destination*. It forms a solid foundation for the orderly development of professional media and programs. It offers *prescriptions* for enabling visitor experiences.

Recommendations in this plan are primarily for improved signage, exhibits, AV components, content organization, and other interpretive media. Recommendations also offer advice for personal services programs such as information desk services and self-guided tours.

Interpretive Direction's VEPs can be compared to the "Recommendations" sections of National Park Service Long-Range Interpretive Plans (LRIPs). Since experienced media professionals are involved in making the recommendations, VEPs help justify the value of proposed interpretive projects and services. ID's interpretive consultants have many years of national-level experience in developing exhibits and related media for National Park Service sites, and many other heritage sites around the country.

This VEP may be cited in—or attached to—grant requests, or presented to stakeholders and board members. The plan contains information that will help the town develop scopes of work and cost estimates for subsequent projects to develop exhibits, markers, signs, videos, publications, and other interpretive media.

The VEP Workshop focused on developing action items for improving visitor experience, and took care not to jump to specific solutions

immediately, but to first engage in a dialog in which the team envisioned and recorded desired visitor experiences. Once experiences were identified, the team brainstormed solutions which are the specific recommendations in this plan. It is understood that implementation of any of the recommendations will depend on budget, staff time, and many other factors.

The VEP recommendations are developed in ID's proprietary database planning program. Because visitor experiences at the site happen in distinct locations, the plan pages are sorted according to locations or "experience zones." In this particular plan most of the recommendations center on the Main Street zone.

Within each zone experiences are assigned experience numbers such as 100, 210, or 601. The zone number combined with the experience number results in an ID number such as "03-100." The ID numbers take the place of page numbers in the latter section of the plan.

Database fields include:

- an experience ID Number, keyed to location
- the location of the experience
- the type of media or program recommended
- name of the desired visitor experience
- the relevant storyline
- recommendations for improved experiences

For quick reference, numbered recommendations are also referenced in a concise listing format at the end of the plan.

It is understood that recommendations are *preliminary* and that important design decisions will likely be made during subsequent planning and design processes. For example, if wayside exhibits are desired, the sites and subjects would be distinctly determined in a subsequent "Wayside Exhibit Proposal" with additional information and cost estimates.

Experience Zones / Locations

Experiences and recommendations are sorted according to the following general zones or locations, and are given ID Numbers that begin with the Zone Numbers.

Loc No.	Zone Name	Description	
01	Approaches	Roadways leading to town from all directions including I -70, MD144, MD75, and connecting roads. Includes experiences visitors might have via digital and printed media before or during visits.	
02	Historic Downtown	Includes the Historic District and the streets and alleys of New Market. Includes all other locations not assigned to other experience zones.	
03	Woods and Trails	Town and community trails, pathways, and natural areas. Includes the 100 Acre Woods, Louyaa Park, and subdivision common properties.	
04	Adventure Park	The amusement park on Baldwin Road and its approaches.	
05	New Market Plains	The historic estate on Baldwin Rd. and the winery operation. Includes pathways, historic structures, and approaches.	
06	New Market Commons	The relatively recent commercial zone near the intersection of MD75 and MD144. Includes nearby attractions not in town.	

Visitor Experience and Recommendations

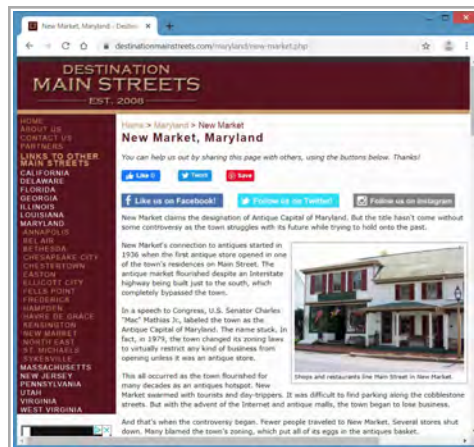
Listed Individually – one experience per page

VE ID No.	Experience	Media or ProgramType
01 - 10	Learn services and receive directions to destination	Highway signage - I-70
		
	This sign announces New Market well in advance, and its brown color denotes the town offers "visitor services." We believe it is no longer appropriate to indicate antique shopping as a primary attraction.	The green sign at the eastbound exit ramp provides guidance to two MD75 destinations, but lacks last-minute confirmation that this is the New Market exit.
Location	Approaches	
Storyline	Orientation, information	
Recommendations	On I-70 at the MD75 interchange, investigate adding the term "New Market" on exit signs in addition to the current intermediate destinations "Libertytown" and "Hyattstown." As it is currently posted the words "New Market" do not appear at the off ramp which is the final decision point for visitors. Also, consider eliminating the "antiques" icon (old phonograph) from the New Market approach signs if New Market is not actively offering significant visitor experiences related to antique shopping. We suggest using a dining symbol in place of the antiques icon. New Market is fortunate that the primary white-on-brown DOT-SHA signs are new, cleanly designed, and give good advance warning of an exit decision. In addition, the brown standard signs identify New Market as "Historic." The overhead street signs currently in the vicinity of the MD144 and MD75 interchange are well marked and specifically identify the "Old National Pike."	

01 - 20

Receive tourist information before and during visit

Web site development



The town's official web site is geared toward residents and important administrative information. It performs a useful function, but is of limited value to visitors. Maps, like the one above, are for technical use.

The Main Street web page on New Market is aimed at visitors, but is somewhat ambivalent in tone, noting that shops and attractions at this time are fewer than in the past, and the hours they are open are limited.

Location

Approaches

Storyline

Orientation, information

Recommendations

Evaluate and redesign the New Market web site, positioning the town as an enjoyable and interesting destination. The web site could be designed around the conceptual theme of the National Road, and feature information on Main Street, Adventure Park, New Market Plains Vineyard as well as other businesses and shopping opportunities located at New Market Commons and beyond.

Other content could include information on town history, architecture, and opportunities for walking, dining, shopping, and upcoming special events—intended to draw the widest range of visitors and area residents to town.

VE ID No.	Experience	Media or ProgramType
01 - 30	Become oriented to New Market and its features and offerings	Orientation exhibit, vertical wayside
	 Upright wayside exhibits like this one in Frederick, MD, capture attention from a distance and work well with families and small groups. Exhibit structures might consist of one, two, or three panels.	 The sharp turn onto Main Street at the east end of town would be an ideal spot for an orientation exhibit. The exhibit would face motorists on MD144 approaching from the MD75 intersection. The water plant property, if eventually transferred to the town, could be converted to a welcome center and event staging area.
Location	Approaches	
Storyline	Orientation, information	
Recommendations	Plan and design new orientation exhibits on the east and west ends of town along the National Road (Main Street). Exhibit elements might include maps, images of significant sites/features, and a safety message for pedestrians. Orientation exhibits would be made of outdoor exhibit materials and could consist of single upright units, double upright units, or perhaps a kiosk with multiple panels. Exhibits will provide information on attractions and points of interest in all sections of town, not just historic Main Street. If multiple panels are desired and affordable, consideration might be given to using a kiosk or gazebo design. A roofed structure would provide shade and protection from rain. If attractively designed this structure might also draw more visitors. Orientation exhibit structures could incorporate theme elements such as coach lamps, wagon wheels, or hitching posts. This VEP recommends orientation exhibits at multiple locations outside the historic district, including: 1. Adventure Park 2. New Market Plains Vineyard 3. Louyaa Fields 4. New Market Commons (and possibly Gaver Farm)	

VE ID No.	Experience	Media or ProgramType
01 - 40	Know they have arrived and are welcome	Identification signage
	The current town identification signs are cleanly designed, and the content and locations are appropriate. For the next series of signs consider a larger, lower unit that can be read from a moving vehicle, and reversing the colors to white on brown to emphasize the text as opposed to the signboard shape.	The town's relatively new lamp post structures might help reinforce the "lamp post" as a town historic icon. The poles provide a framework for decoration, and also connect with the idea that New Market now offers —and may increase —evening events and service hours.
Location	Approaches	
Storyline	Destination arrival and welcome	
Recommendations	Evaluate and/or update entry signs at the various entrances to town. entrances to town (although just recently fabricated and installed). Evaluate size, design, placement, and images. Study the effectiveness of the "carriage lamp" or "lamp post" icon as a possible identity element for New Market. <i>NOTE: New Market would benefit from the development of a professionally produced official town logo that could be printed on publications and signage, thereby helping to establish a graphic brand for the town. Graphic elements potentially incorporated into the design could include the lamp post, carriage lamp, or wagon wheel. Consideration should be given to undertaking this project.</i>	

01 - 45

Travelers become aware of Historic New Market

Town identification sign at I-70

A sign of this style might be more representative of a farm market or roadside business rather than an historic town. In a new sign the "lamp post" might be used as an brand icon, and perhaps with an actual lighted lamp. The slogan and icons are too small to be seen by Interstate motorists.



Historic areas and significant heritage sites often use white-on-brown panels rooted in structures of strong masonry or timbers. Imagine a structure similar to this, flood lit from below, and incorporating a lighted lamp post. Such a sign might become a "photo op" for pedestrian visitors.

Location

Approaches

Storyline

Orientation, information

Recommendations

Travelers on the modern highways passing New Market have learned about New Market and its offerings to the public through highway signage. In particular, travelers learned New Market's association with antiques. This connection remains strong among a large audience of older citizens who have often traveled the National Road corridor.

The current sign does establish some New Market "awareness" on I-70 now that the trees on the right-of-way have been pruned. However the style of this black-on-white sign is more in line with the look of a roadside vendor identification sign. It is recommended that in the future the town develop a more refined and authoritative looking ID sign at this location. It is recommended that the new sign be professionally designed and produced, and that it reflect the town's new themes and branding.

With the new sign recommended the town might use this site for a wayside exhibit about the National Road corridor and the evolution of US40 and I-70. A reproduction mile marker and a bench might also be useful and attractive.

NOTE: The branding slogan originally approved was "Make Some History With Us" rather than "Come Make History With Us."



VE ID No.	Experience	Media or ProgramType
01 - 50	Know they have arrived and feel welcome	Street banners
	 This banner created by ID Graphic Designer Bruce Morgan was effectively used in Middletown, MD, to call attention to their Civil War theme. The smaller number of banners recommended for New Market might be larger and used only at town entry points.	 For westbound motorists banners might be located in this area as they drive up the hill following the alignment of the Old Pike. At the time the banners are designed consideration might be given to an overhead banner that spans the road. An overhead might serve as a kind of "portal" into historic Main Street.
Location	Approaches	
Storyline	Welcome and themes	
Recommendations	Create colorful and welcoming street banners that visitors will see on the National Road as they approach the historic district, but not extending into the center of town. The banners would not be placed between Emory Alley (The Derby) and Marley Street (Brinkley Manor entrance). The banners, if professionally designed, can communicate welcome and the town's commitment to historic preservation. The banners can also introduce a primary theme which might be "transportation" as represented by the National Road and a town still strongly nested within a major transportation corridor. The banners should be professionally designed and communicate the historic essence of the town.	

VE ID No.	Experience	Media or ProgramType
02 - 10	Receive in-depth orientation, interpretation, and directions	Visitor center complex
	 The planning team believes this central site at 39 Main Street is the most practical location for developing a cluster of needed visitor services. The town owns this property in perpetuity and could protect it through video monitoring. Exhibits here would include tactile and video elements, but no valuable artifacts.	 Inside the New Market visitor facility we could develop a fully tactile town map like the one ID designed and installed in 2019 at Antietam Battlefield's historic Newcomer House. <i>See No.5 below.</i>
Location	Historic Downtown	
Storyline	Orientation, visitor services, and multiple historic themes	
Recommendations	Establish a central focal point for visitor information and services, with an interior space and an outdoor plaza which is always available at 39 Main St. This town-owned property can offer the following services and components in a central location, with expanded parking in the back. 1. Outdoor orientation exhibit 2. High, vertical mileage post sign related to National Road destinations 3. Indoor exhibit space with graphic and tactile exhibits 4. Brief video program loop featuring aerial video, event footage, welcome by Mayor 5. Large tactile tabletop map of New Market with highlighted features 6. Brochure dispenser 7. Rest rooms 8. Rest and winter warming space with benches/chairs 9. Picnic tables in rear garden 10. Safety enhanced crosswalk 11. Security cameras This recommendation is a very significant one which merits more detailed planning and design beyond this VEP document. Many individual exhibits and interpretive devices are envisioned here. Although space is limited at this property, it can offer individuals and small groups all they need to begin their exploration of historic New Market. Valuable artifacts can be seen during guided tours of other town properties.	

02 - 15

Receive handheld orientation information

New Market brochure

Examples of brochure styles. ID planned and designed these two for Middletown and Frederick, MD. Each folder identifies the locations of historic features. Consideration might be given to developing a rack card for New Market which might offer a condensed version of the brochure content.



If it is desired to create a walking tour within a brochure it is possible to design one with a fold-out map that can be viewed simultaneously with site-specific information on the inside pages.

Location**Historic Downtown****Storyline**

Orientation, visitor services, directions, and multiple historic themes

Recommendations

Create a New Market brochure featuring a map of downtown streets and alleys with major points of interest and suggested walking routes (including pedestrian safety messages). Can also be placed at other town locations by attachment to wayside exhibits or placement in racks at nearby tourist locations. Offer brochures at the Frederick Visitor Center and all Maryland Welcome Centers, as well as the National Road Museum.

The brochure might indicate suggested walking tour routes. It is recommended that a second map cover a larger view of town which includes attractions south and east of I-70 such as Adventure Park, New Market Plains, and New Market Commons. Another device for the brochure might be a "mileage chart" graphic which shows National Road towns and sites between Baltimore and Cumberland.

02 - 25

Learn distances to historic destinations and call attention to NR

Vertical antique road sign (reproduction)



The National Road Museum in Boonsboro, MD, has designed an interior sign with destinations and mileages. The signs quickly communicate important sites on the old road and the current Scenic Byway.



A National Road signpost might be similar in function to this sign created at Pearl Harbor by the National Park Service. It would include nominal mileages to NR towns near and far, and would likely be fabricated in antiqued wood.

Location

Historic Downtown

Storyline

National Road towns and distances

Recommendations

Create a period look-and-feel road sign with destinations and mileages to National Road towns, including Baltimore, Wheeling, St. Louis, and several towns in between. This can also serve as a photo opportunity. Might be located at 1) 39 Main St., 2) at the mile marker on the east side of town, 3) near the end of Bye Alley where westbound visitors enter town from I-70, or 4) at a highly-visible spot at New Market Commons.

Our mileage signs would complement a Maryland DOT green sign on I-70 near Baltimore that gives the distances to St. Louis (845 miles) and Denver (1700 miles).



VE ID No.	Experience	Media or ProgramType
02 - 30	Learn about historic architecture and enjoy a challenging intellectual exercise	Printed or online game
	 New Market is noted for well-preserved Federal Period homes along the old National Road, especially in the historic district. It is recommended that New Market's interpretive media call attention to these structures and the town's desire to preserve significant historic structures.	 Where desired, a wayside exhibit could introduce an architectural scavenger hunt game and also provide a handout detailing features to look for. The exhibit and handout information might also be found on the town web site.
Location	Historic Downtown	
Storyline	Architecture	
Recommendations	Create an outdoor exhibit, perhaps with an accompanying brochure or web pages establishing a New Market scavenger hunt related to landmarks and architectural details. Might be especially appealing for students, family groups, and those interested in architecture and art. Featured details might be gingerbread woodwork, door hardware, pavers, window placement, chimney types, etc. As an added incentive, children or adults who excel in the scavenger hunt might receive a simple prize at a participating restaurant or shop (ice cream cone, New Market pin, etc.).	

VE ID No.	Experience	Media or ProgramType
02 - 30	Enjoy special events	Event venue
	 The Community Park might be a good location for events as it has a gentle slope that might be used for extended seating, and its location off the main road creates a safer environment for children.	 South Alley and its large parking area adjacent to the Community Park might be an attractive and safe location for a display/tour of antique vehicles. The Model A Ford shown here is representative of vehicles seen in New Market on the National Road here in the early 1900s.
Location	Historic Downtown	
Storyline	Multiple Themes	
Recommendations	Create a permanent, partly open-air venue for events, possibly in the Community Park. It is recommended that the town plan events with ties to transportation and National Road themes. Event themes might connect with topics such as antiques, wagons, antique motor vehicles, bicycles, horse/equestrian activities, 19th Century foods/farm goods, American crafts, and/or pioneer music. This recommendation supports an initiative already under consideration by the town and its committees. From an interpretive media perspective, an attractive and comfortable event venue can become a desirable site for interpretive exhibits, signs, or banners, some of which might feature changeable content. Interpretive video programs might be presented in the envisioned pavilion or presentation space.	

VE ID No.	Experience	Media or ProgramType
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02 - 40

Observe an authentic look and feel of an early 1800s road town

Double-faced hanging signs on Main Street



Examples of authentic-looking historic building signs. These model signs were displayed a few years ago at the Waterford, Virginia craft festival.



New Market already has a number of two-sided hanging signs. Establishing useful guidelines for design and placement would hopefully produce the desired effect of projecting the aura of an historic National Road town. Signs should be designed to appeal to both motorists and pedestrians.

Location **Historic Downtown**

Storyline Historic properties, including shops, taverns, and inns serving NR travelers

Recommendations

Establish a style and general design for late 1700s to mid-1800s ID signs for Main Street historic structures. These two-sided wood signs would add charm, consistency, and style to the historic district. Images and text can draw attention to historic uses, owners, or appropriate themes.

Consider establishing a program whereby owners of Main Street properties could have such signs designed and installed according to some recommended guidelines. Sign content could potentially be derived from the actual past uses of buildings. ID can recommend a competent historic sign designer/fabricator.

This recommendation might be coordinated with the town's "facade improvement" initiatives.

VE ID No.	Experience	Media or ProgramType
02 - 50	Be able to identify historic antique shops and be impressed by how many there were	House marker
	 Icons indicating an antique shop's past or present location might be placed beside a front door, or possibly other less obtrusive locations. A Main Street wayside exhibit or web site page could tell visitors where to look for these clues.	 The Frederick County Landmarks Foundation has placed a number of these small metal plaques on historic buildings in New Market. It is recommended that the "antique shop" marker be more subtle and not compete with these plaques or other historic building details.
Location	Historic Downtown	
Storyline	Antique shops and other buildings of interest on Main Street	
Recommendations	Develop a wayside exhibit on Main Street communicating that New Market was a well-known regional source for antiques from 1940-2000, with up to 40 operating business owners at a given time. The wayside panel would introduce a simple icon that could be used to identify the location of current and former antique shops. The icons could be represented as small decals on window panels, small plaques beside doors, porch post markers, or special pavers on front steps or walks. Such markers could be small, unobtrusive, but distinctive. Another unobtrusive way to reveal historic information along facades is to use white-on-black interpretive signs fitted to window pane interiors. These could describe antique shop history or other significant details about the building. See below one of the signs planned by David Guiney at Independence Hall and other historic buildings in Philadelphia. When viewed from a distance the signs are invisible, and they do not show up in photos of buildings.	
		

VE ID No.	Experience	Media or ProgramType
02 - 60	Identify and learn about significant historic resources	Wayside exhibits, low profile
	 New Market's wayside exhibits might be 24" x 48" units like this one ID created for Sykesville, Maryland's Main Street Program. The exhibit tells the story of the B&O station but calls attention to interesting architectural details.	 ID's wayside exhibits usually feature dark background colors so they are less obtrusive when seen from a distance. In all cases attention is drawn to the historic structure being interpreted and not the exhibit itself.
Location	Historic Downtown	
Storyline	Historically significant sites or structures	
Recommendations	Create a series of wayside exhibits interpreting major town historic features (taverns, shops, inns, etc.), focusing on National Road-related themes. Individual units would be selected at the time of initiation of the planning and design project. Sites would likely be among those listed in the historic site inventory included in this VEP document. In cases where the sites are not in town ownership, agreements would be made with property owners to place wayside exhibits on their land. A recommended wayside exhibit project might call for the creation of 6 to 12 units. Exhibits would be located in environments which would make them visible to readers but mostly hidden when viewed from a distance. Wayside exhibits might carry a town logo, or perhaps a unifying symbol such as the "lamp post" icon.	

VE ID No.	Experience	Media or ProgramType
02 - 80	Learn about the town's famed connection with antiques	Museum exhibit
	 Shopkeepers in New Market note that they are frequently questioned about the status of antiques in town. An exhibit at the visitor center could go a long way in helping visitors understand the story.	 Maryland Senator Charles "Mac" Mathias referred to New Market as "The Antiques Capital of Maryland."
Location	Historic Downtown	
Storyline	History of antique shops in New Market	
Recommendations	Plan and design an interior exhibit at 39 Main Street interpreting the antiques era in New Market with tactile elements, historic photos, and possibly a brief video presentation. This recommendation seeks to salvage New Market's strong connection with antiques in the public mind. This interior exhibit would be in addition to a wayside exhibit on the street treating the same subject.	

02 - 100

Envision scenes from NM's history as a road town

Professional historic illustration

ID illustrator Richard Schlecht sketched this rough artist's conception showing how New Market might have appeared during the 1835-45 period. Through the use of drone photographs the artist could gain precise knowledge of the alignment and proportions of buildings on Main Street.



Finished ink and wash paintings would have the quality of this piece rendered by Richard Schlecht showing the operation of the C&O Canal at the Catoctin Creek Aqueduct. There were no historic photographs of boats in the aqueduct.

Location**Historic Downtown****Storyline**

Multiple National Road themes

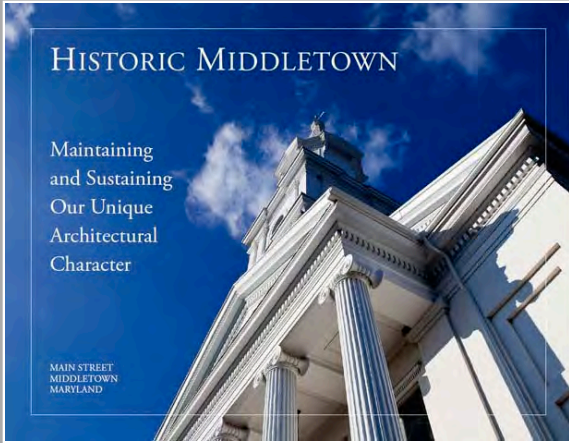
Recommendations

Commission a set of high-quality illustrations of historic scenes in New Market for use in wayside exhibits, indoor exhibits, and online pages. Focus on the eras when the road was most heavily traveled (late 1700s-1850s, 1900-1950s). The illustrations might be developed in conjunction with the selection of wayside exhibits on Main Street.

Through these illustrations visitors will be able to visualize the historic appearance of the streets, buildings, and day to day activities and events in New Market. Artwork would depict traffic of many kinds on the old road including Conestoga wagons, carriages, farm wagons, livestock being herded, vintage automobiles, early bicycles, and horseback riders. The illustrations could also be incorporated into other interpretive media, including brochures, museum exhibits, event banners, web sites and more.

Artwork can be used to show many aspects of life in historic New Market, including daily activities, period dress, architectural details, and road surface conditions.



VE ID No.	Experience	Media or ProgramType
02 - 120	Learn architectural history and design styles	Publication
	 Historic Middletown Maintaining and Sustaining Our Unique Architectural Character MAIN STREET MIDDLETOWN MARYLAND	 Gothic Revival: 1840-1880 Middletown's book designer Bruce Morgan was also a professional photographer which made this technical subject a pleasure for viewing and reading. Sales of the book earn income for the town.
Location	Historic Downtown	
Storyline	Architecture	
Recommendations	Publish a guide for visitors and property owners illustrating significant town architectural features and styles, as well as providing advice on practices for care of historic properties and their architectural features (see Middletown, MD, model). ID is providing a copy of the Middletown publication as an added deliverable for this project.	

VE ID No.	Experience	Media or ProgramType
02 - 130	Learn New Market's significance as NR town	Museum exhibit



The National Road Museum is located on the National Road in Boonsboro at one end of the stretch of road that became America's first macadam road.



The right-front window of the museum is available for temporary displays, even now before exhibit installation and the official museum opening.

Location **Historic Downtown**

Storyline New Market and the National Road

Recommendations

Plan and design a temporary or permanent exhibit for display at the National Road Museum in Boonsboro, MD, that would portray New Market as an excellent example of a National Road town during the 1800s. The Museum's Exhibit No. 15 provides a display case for historic items from National Road towns.

The National Road Museum hopes to direct Maryland Scenic Byway travelers to partner towns such as Cumberland, Hagerstown, Middletown, Frederick, and New Market.

VE ID No.	Experience	Media or ProgramType
02 - 140	Enjoy New Market after dark	Evening events and lighting effects
	 Small communities in the parishes of southern Louisiana draw large numbers of visitors to exciting Mardi Gras celebrations at night. In our region so many parks and recreation sites post "Closed at Dark" notices. New Market might be a refuge for many who choose to walk and recreate after hours.	 The "lamp post" icon for New Market might pair well with the concept of evening events. This old post is in place at the post office. Newer fiberglass posts with lamps are distributed along Main Street.
Location	Historic Downtown	
Storyline	Evening events in New Market	
Recommendations	Consider positioning New Market as a destination that might become associated with experiences after dark. As a National Road town in the 1800s the town represented a night stop. Many parks and historic sites have had success with evening visitation. Christmas season events are very popular. Commuter traffic is reduced at night making a safer environment for pedestrians. Night events might include coordinated illumination programs, measured mile walks, alley carriage rides, movie nights, and other offerings that draw visitors from neighboring communities and also engage the many residents of downtown and its surrounding subdivisions. □Retail operators might be encouraged to extend hours to suit evening visitors perhaps on certain days of the week, such as Friday nights. In addition to events, New Market could make its wayside exhibits and interpretive signs more readable and appealing by using solar powered LED mini-spotlights on them. Such lights would be inexpensive to fabricate and maintain. A softly-lighted wayside exhibit would appear as a sign of welcome and convenience for evening visitors. Downtown Frederick creates added charm with strung lights and lights in windows. New Market might encourage homeowners to burn energy-efficient LED candles in windows year round.	

02 - 150

Enjoy history at town restaurants and shops

Adopt National Road themes and images

The Stageline Coffee Roasters in New Market is an excellent example of a business that makes a connection to the significant history of the town.



Bed and breakfasts might adopt names associated with National Road travel such as "The Muleskinner Inn."

Location

Historic Downtown

Storyline

National Road themed businesses

Recommendations

Create an incentive for retail businesses to adopt National Road theme graphics, names, products, and decorative/interpretive elements. New Market still has a strong association with antique sales in the public mind. A shift in perception to associations with National Road history and historic resources might open doors to charming and enlightening experiences, and lessen the disappointment in not finding the expected antique shops.

A suggested strategy for themed shops and restaurants might be to associate them with partner National Road town products and offerings that were—and might still be— transported along the National Road corridor. Examples might include:

- The Cumberland Glass Works (glassware and small blown glass studio)
- Baltimore and Chesapeake Crab House (seafood restaurant and bar)
- St. Louis Brewing Co. (special beers)
- Hagerstown Riveters (jeans and sportswear on a sales floor emulating an aircraft factory)

VE ID No.	Experience	Media or ProgramType
02 - 160	Feel safe and be safe walking	Traffic safety enhancements
	 Crosswalks like these are prominent and well maintained. Consideration might be given to requesting increased spot patrols and speed enforcement by the Frederick County Sheriff's Department.	 Speed monitor signs or speed recording cameras might be considered. All of our orientation exhibits will include safety messages.
Location	Historic Downtown	
Storyline	Visitor safety and pedestrian protection	
Recommendations	Enhance safety for pedestrians in downtown and beyond with well-defined crosswalks, safety signs/devices, well-positioned bollards at major intersections, and better-enforced speed limits. The planning team applauds the mayor and council for their continued efforts to protect visitors and residents.	
New Market Town of New Market, Maryland		February 1, 2020 02 - 160

VE ID No.	Experience	Media or ProgramType
03 - 10	Learn where to walk/hike and enjoy the outdoor experience	Trailhead wayside exhibits
	 ID designed and produced this trailhead sign structure for use at roadside trailheads. Each one has two maps—one for the individual trail where the visitor is standing, and a small inset map showing the town's entire trail system.	 For those interested in monitoring their distances Middletown has established 1/10 mile markers along selected town paved trails (see brown post on the right).
Location	Woods and Trails	
Storyline	Paved trail system	
Recommendations	Provide trailhead orientation exhibits for current and future town trails and major pathways. Create companion distance markers at 1/10 mile intervals for those interested in hiking for health/fitness. See the Middletown, MD, model for examples of trailheads and mile markers. The Town Manager in Middletown reports that the trail system and its trailhead maps and exhibits are among the most appreciated services offered by the town. They serve both residents and visitors.	
		
New Market Town of New Market, Maryland		February 1, 2020
		03 - 10

VE ID No.	Experience	Media or ProgramType
04 - 20	See connection between NM and Adventure Park	Electronic sign and orientation exhibit
	 The electronic sign visible from I-70 might easily be used to call attention to historic New Market and its offerings. Obviously, this would be a secondary use, but it would be done with the agreement that the town would be promoting Adventure Park in its displays at multiple locations north of I-70.	 In the New Market orientation exhibit in the parking lot at Adventure Park we would present information and pictures of things to see and do at other locations in town, including a visit to 39 Main St. where visitors can begin their explorations.
Location	Adventure Park	
Storyline	Information, orientation, visitor services, multiple themes	
Recommendations	Request that Adventure Park include when possible on their electronic sign an added line saying something like "at Historic New Market". Conduct a meeting with those involved to advance joint promotional activities and projects. According to Howard Wilson of New Market Plains, such use is encouraged or required in the agreement which authorized the installation of the sign along the highway corridor. As previously mentioned, we recommend that one of the New Market orientation exhibits be created for the main parking area at Adventure Park. This could be viewed by visitors arriving as well as departing. In addition, Historic New Market brochures or rack cards may be made available at the Adventure Park service desk.	

VE ID No.	Experience	Media or ProgramType
04 - 30	Enjoy National Road theme activities and sales items	Theme park attractions and gifts
	 At the present time Adventure Park displays a carriage in their main lobby. This artifact might be a good prop to use with an exhibit panel about the Old Pike passing through downtown.	 Consider selling items in the Adventure Park gift shop that make connections with town history. This commemorative plate recalls stagecoach driving and herding hogs through town—both very common sights on the old road through town.
Location	Adventure Park	
Storyline	National Road adventure themes	
Recommendations	Consult with Adventure Park on the prospect of developing park games, rides, and adventures based on National Road themes: stagecoach racing, evading robbers, driving livestock, encounters with Indians, riding high wheel bicycles, etc. This idea could help "bridge the gap" between Adventure Park south of the highway and Main Street where the actual pioneer road ran. Amusement rides and entertainment activities might over time be developed to create these links. There certainly was a lot of adventure on the old National Road—things like wagons rolling out of control down steep slopes, blinding snowstorms on mountain tops, losing a wheel off your carriage, surviving in the wilderness. Adventure Park could help us introduce the unexpected idea that all these things happened to the people traveling through New Market, not just in what we think of as the Old West.	

VE ID No.	Experience	Media or ProgramType
05 - 10	Learn plantation history	Wayside exhibits and walking tour
	 Recommend that exhibit professionals assist the winery owners with the development of interpretive media which can be installed in coordination with the excellent landscape plans developed through the assistance of the University of Maryland.	 The town of New Market depended heavily on the farms surrounding the village. New Market Plains provides a unique opportunity for visitors to see authentic surviving plantation buildings. Over time, as historic preservation proceeds, these structures and can be interpreted through exhibits and guided tours.
Location	New Market Plains	
Storyline	Historic plantation at New Market Plains	
Recommendations	Develop a wayside exhibit system here that provides a brief history of the plantation and a map showing the different houses, outbuildings, winery, and farming areas. Develop several wayside exhibits that interpret specific structures. It is suggested that this work be initiated through the development of a Wayside Exhibit Proposal which would identify all sites, topics, locations, panel sizes, and base structures. As recommended earlier, plan and design another New Market orientation exhibit for a prominent place in the parking area to be seen by visitors entering and leaving the winery. The exhibit might feature a New Market map, possibly a tactile map. Winery proprietors Howard and Sue Wilson are experts in New Market history and have been pleased to support the town's interpretive media projects.	
New Market Town of New Market, Maryland		February 1, 2020 05 - 10

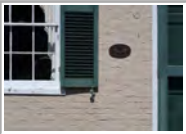
VE ID No.	Experience	Media or ProgramType
05 - 20	Receive advance notice of historic attraction ahead   At the present time there is only an inexpensive, temporary sign. From this point near Adventure Park the road looks like a private farm road where visitors might think they could be trespassing. An entrance sign something like the one above will alert visitors that the site is open and that visitors are welcome. A high-quality sign gives the impression that the experience there will also be excellent as well as safe.	Identification and promotional signage
Location	New Market Plains	
Storyline	Inviting visitors into New Market Plains	
Recommendations	Create an enticing identification sign for New Market Plains on Baldwin Road which will be visible from Adventure Park. It is understood that the farm and winery are under development and that all desired improvements require time and funding. Our planning team sees much benefit for the town and its visitors in supporting historic preservation, interpretation, and commerce at New Market Plains. It is recommended that signs and exhibits developed specifically for town visitors be designed with a coordinated, "family look". This will reinforce the idea that the newer, non-downtown sections of New Market are all part of town.	

VE ID No.	Experience	Media or ProgramType
06 - 10	Become aware of attractive historic district nearby	Orientation wayside exhibit
	 A pioneer wagon play structure like this might be an exciting way to connect children and parents to New Market history and its continuing place in American transportation history.	 Full scale model animals could be associated with the model vehicle. They are durable, inexpensive, and great props for photo opportunities.
Location	New Market Commons	
Storyline	National Road themes and information at commercial services locations	
Recommendations	Create an agreement with a popular business in the Commons area to install a wayside exhibit interpreting National Road history to be seen by patrons. The exhibit would be part of the New Market wayside exhibit series, but with added credits to the hosting business concern. Consider installing—or asking a business to install—an historic pioneer wagon model on their property, or on town-owned property, near New Market Commons. The wagon model would draw the attention of motorists and passengers. The wagon could be designed as a low-maintenance play structure, as well as a photo opportunity. The accompanying wayside exhibit will explain the connection between New Market and the pioneer days on the National Road. The business agreement might include the hanging of downtown New Market scenic photos or art inside dining areas or other public spaces. As mentioned earlier, one of our New Market orientation exhibit□s might be placed in this general area, perhaps near the parking area of another business attracting high visitation.	

Visitor Experience and Recommendations

Listed according to location

VE ID No.		Experience	Location or Zone	Media Type
01 - 10		Learn services and receive directions to destination	Approaches	Highway signage - I-70
01 - 20		Receive tourist information before and during visit	Approaches	Web site development
01 - 30		Become oriented to New Market and its features and offerings	Approaches	Orientation exhibit, vertical wayside
01 - 40		Know they have arrived and are welcome	Approaches	Identification signage
01 - 45		Travelers become aware of Historic New Market	Approaches	Town identification sign at I-70
01 - 50		Know they have arrived and feel welcome	Approaches	Street banners
02 - 10		Receive in-depth orientation, interpretation, and directions	Historic Downtown	Visitor center complex
02 - 15		Receive handheld orientation information	Historic Downtown	New Market brochure

VE ID No.		Experience	Location or Zone	Media Type
02 - 25		Learn distances to historic destinations and call attention to NR	Historic Downtown	Vertical antique road sign (reproduction)
02 - 30		Learn about historic architecture and enjoy a challenging intellectual exercise	Historic Downtown	Printed or online game
02 - 30		Enjoy special events	Historic Downtown	Event venue
02 - 40		Observe an authentic look and feel of an early 1800s road town	Historic Downtown	Double-faced hanging signs on Main Street
02 - 50		Be able to identify historic antique shops and be impressed by how many there were	Historic Downtown	House marker
02 - 60		Identify and learn about significant historic resources	Historic Downtown	Wayside exhibits, low profile
02 - 80		Learn about the town's famed connection with antiques	Historic Downtown	Museum exhibit
02 - 100		Envision scenes from NM's history as a road town	Historic Downtown	Professional historic illustration

VE ID No.		Experience	Location or Zone	Media Type
02 - 120		Learn architectural history and design styles	Historic Downtown	Publication
02 - 130		Learn New Market's significance as NR town	Historic Downtown	Museum exhibit
02 - 140		Enjoy New Market after dark	Historic Downtown	Evening events and lighting effects
02 - 150		Enjoy history at town restaurants and shops	Historic Downtown	Adopt National Road themes and images
02 - 160		Feel safe and be safe walking	Historic Downtown	Traffic safety enhancements
03 - 10		Learn where to walk/hike and enjoy the outdoor experience	Woods and Trails	Trailhead wayside exhibits
04 - 20		See connection between NM and Adventure Park	Adventure Park	Electronic sign and orientation exhibit
04 - 30		Enjoy National Road theme activities and sales items	Adventure Park	Theme park attractions and gifts

VE ID No.		Experience	Location or Zone	Media Type
05 - 10		Learn plantation history	New Market Plains	Wayside exhibits and walking tour
05 - 20		Receive advance notice of historic attraction ahead	New Market Plains	Identification and promotional signage
06 - 10		Become aware of attractive historic district nearby	New Market Commons	Orientation wayside exhibit