

INTERPRETIVE PLAN

Borough of Gettysburg



Cover Photo – On the morning of November 19, 1863, Lincoln left the David Wills House and traveled via horse down Baltimore Street in Gettysburg. Giving a short, two-minute speech at the dedication of the unfinished Soldiers’ National Cemetery, the President changed how Americans viewed the American Civil War, and helped transform Gettysburg from a battleground into a national icon.



Hundreds of thousands of people pass through the Borough of Gettysburg each year, perhaps as part of a battlefield tour or just as part of a through trip to somewhere else. Few of them stop to spend time in the Borough to appreciate its history and special qualities. The purpose of this plan is to help those who visit Gettysburg understand and appreciate its history and resources by telling the story of Gettysburg and its people, of their lives during the Civil War and of their role in the Battle of Gettysburg and its commemoration. In doing so, the plan will help conserve the Borough’s historic resources and bolster the economic health of the town.

Interpretive Plan Borough of Gettysburg

“Yes, history is far more than the excitement of battle, the flags and guns and desperate assaults. In a place like Gettysburg, the visitor—the native for that matter—may easily become absorbed in the three days of conflict, forgetting that history was also made here in quiet lives, on farm and village street, through a century before the battle, through a century after it.”

– President Dwight David Eisenhower

Prepared by:

The Borough of Gettysburg Interpretive Plan Steering Committee
November 2000

In association with:

Main Street Gettysburg
The Borough of Gettysburg
The National Park Service
The Citizen Task Force

and

John Milner Associates

Credits

Funding for the development of the Borough of Gettysburg Interpretive Plan is provided by the National Park Service, Gettysburg National Military Park.

Special thanks to Gettysburg College, who commissioned a study by Ralph Appelbaum and Associates that provided the basis for the description of the Lincoln Museum at the David Wills House.

Borough of Gettysburg Interpretive Plan Steering Committee

Kevin Alan Trostle, Chair

President

Main Street Gettysburg

Ted Streeter

Council Member

Borough of Gettysburg

Dr. John Latschar

Superintendent

Gettysburg National Military Park

Ron Smith

Past-President

Gettysburg-Adams County Area

Chamber of Commerce

Fred Reddig

Governor's Center for Local

Government Services

Peter Monahan

President

Gettysburg Convention and

Visitors Bureau

Emmet Mahon

Office of Senator Rick Santorum

Michel Lefevre

Pennsylvania Historical and

Museum Commission

Patti Lawson

Associate Vice-President of

Communications and Public Relations

Gettysburg College

Jean Odom

South Central Community

Action Programs

Nancie W. Gudmestad

Chairwoman of the Board

Main Street Gettysburg

Holliday Giles

Gettysburg Area

Retail Merchants Association

Dr. Matt Gallman

Henry Luce Professor of the Civil War

Gettysburg College

Tom Davidson

Office of Congressman Bill Goodling

C. Alan Chace

Pennsylvania Department of

Conservation and Natural Resources

Daniel Bringman

Vice-President for Business & Finance

The Lutheran Theological Seminary

at Gettysburg

Gerald Bennett

Gettysburg National Military Park

Advisory Commission

Borough of Gettysburg Interpretive Plan Project Team

Charles W. Sterner

Borough Manager

Borough of Gettysburg

Dr. Walter L. Powell

Historic Preservation Officer

Borough of Gettysburg

Deborah Darden

Chief of Resource Planning

Gettysburg National Military Park

Gerald Bennett

Author, Historian

Kevin Alan Trostle

President

Main Street Gettysburg

Gettysburg Borough Council

William E. Troxell, Mayor

John C. Eline, President

Holliday Giles, Vice-President

Jamie P. Fleet

Theodore H. Streeter

Col. Leonard Andrews

William P. Monahan

Charles E. Woodward

Richard M. Kreisher

John A. Murphy

Main Street Gettysburg

Nancie W. Gudmestad, Chair

Gerald Bennett, Vice-Chair

Kevin Alan Trostle, President

Sharon L. DeOms, Vice-President

Illustrations and Graphics

Richard Segars

Curtis Musselman, Cartography

Kevin Alan Trostle

Report Design/Support Design

Kevin Alan Trostle

Historians

Gerald Bennett

Dr. Matt Gallman

Kathy Harrison

Winona Peterson

Dr. Walter Powell

The Significance of Gettysburg



Gettysburg is nationally significant because of its role in the Battle of Gettysburg, its aftermath and commemoration.

Gettysburg was a thriving county seat of English, German, Irish and African Americans of various religious, economic and cultural backgrounds at the beginning of the Civil War. Like other communities across the nation, it exhibited the political, social and economic conditions typical of the period.

However, in July 1863, the town found itself at the center of the largest battle ever to take place on the continent. The residents endured several days of Confederate occupation, and then were left with the monumental task of caring for thousands of wounded and burying the dead.

In November of 1863, President Lincoln focused the nation's attention on the cost, meaning and consequences of the Civil War in the Gettysburg Address, and the town's role in the remembrance of the battle was established.



Contents

Credits	ii
The Significance of Gettysburg	iii
Chapter 1 Introduction	9
Purpose, Goals and Objectives for the Gettysburg Interpretive Plan	10
Objectives for the Plan	11
Planning Process	12
The Osborne Study	13
Chapter 2 The Framework	15
The Story and the Historic Resources	15
Key Resources of Gettysburg	24
The 1861-1865 Experience	28
Chapter 3 The Interpretive Plan	31
The Concept	32
A visit to Gettysburg is a multifaceted experience	32
The Interpretive and Educational Experience	34
Finding out about Gettysburg—Pre-Visit Information	34
The Welcome Center at the Gettysburg Lincoln Railroad Station	36
Historic Pathway-Wide Actions, Strategies and Programs	45
Conservation and Preservation of Historic Sites and Resources	52
Economic Development	53
Maintain Quality of Life	54
Chapter 4 The Historic Resources and Interpretive Areas of the Historic Pathway	55
Focus: The Lincoln Square and Downtown Gettysburg District	57
Focus: The Lutheran Seminary and Lincoln Highway District	59
Focus: The Gettysburg College District	63
Focus: The Steinwehr Avenue and National Cemetery District	65
Chapter 5 Implementation and Management	67
Main Street Gettysburg: The Partnership	67
Finance and Source of Funds	68
Interpretive Plan Project Phasing	70
Phase A and Phase B Action and Implementation Agenda	71
Appendix – Audience Profile	74
Appendix – Preliminary Alternative 1	78
Appendix – Alternatives Considered for Implementation and Management	80
Bibliography	81

Introduction

“If we could first know where we are, and whither we are tending, we could then better judge what to do, and how to do it.”

– Abraham Lincoln, “A House Divided” speech, June 16, 1858

In 1990, the Gettysburg community came together to plan for the development and interpretation of the Borough of Gettysburg. The Gettysburg Historic Pathway Plan was the result of a two-year planning process, part of a concerted effort by the Commonwealth of Pennsylvania, Adams County, the Borough of Gettysburg, the National Park Service and many more committed organizations and citizens. The community sponsors noted that the purpose of the plan was “to guide community effort toward economic revitalization of our historic town, and to do so even as we honor and preserve our past. [The Borough of Gettysburg] must reassert its historical role as interpreter of the battlefield which carries its name, and of which its streets and buildings were so important a part.”

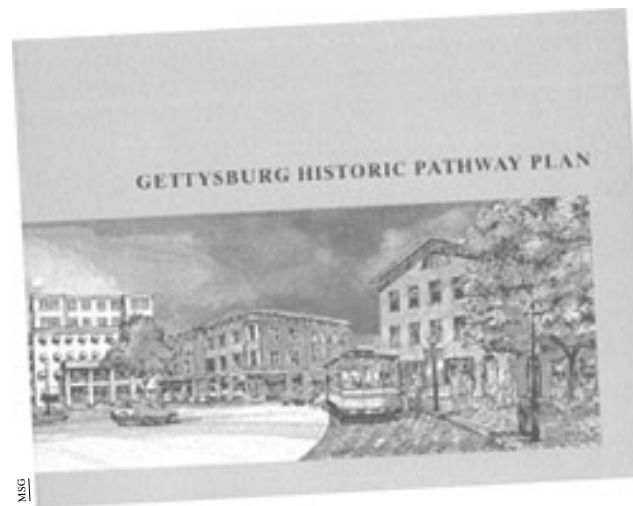
As a result of that plan, the community and Main Street Gettysburg have completed a number of impressive actions. Among other things, Main Street Gettysburg has developed a series of wayside exhibits and walking tours to help visitors understand the role of the Borough of Gettysburg in the battle. Through an

innovative donation program, Main Street Gettysburg and the Borough of Gettysburg have completed brick sidewalks and other improvements to the town’s center, Lincoln Square. Working with the Gettysburg Area School District Alumni Association, Main Street Gettysburg, the National Park Service (NPS) and the local community raised the money for a park celebrat-

ing the alumni of Gettysburg High School. The park is midway on the Historic Pathway and serves as a convenient resting spot for visitors. The Gettysburg Historic Pathway Plan was adopted as an integral part of the Borough of Gettysburg’s Comprehensive Plan in 1996 and of the Adams County Comprehensive Plan in 1990.

The Gettysburg Historic Pathway Plan suggested the need for planning to develop specific components of the plan, such as interpretation and urban design. In 1991, the University of Virginia contributed a set of ideas for a new master plan for Gettysburg. In 1992, the NPS sponsored a charrette to develop concepts for the development of the Wills House. In 1994, the Commonwealth of Pennsylvania, the Borough of Gettysburg and NPS cooperated to produce the Feasibility and Plan for an Interpretive Center, Lincoln Square. Unfortunately, the partnerships and funding necessary to implement these ideas proved elusive.

In 1998, NPS’ planning for Gettysburg National Military Park suggested a change in the location of its visitor



The Gettysburg Historic Pathway Plan, published in 1990, represents a community consensus “to guide community effort toward economic revitalization of our historic town, and to do so even as we honor and preserve our past.”



Kevin Alan Trostle

Jackie White, owner of The Dobbin House, chaired the original Historic Pathway Task Force in 1990. At the close of the decade she was instrumental in the success of the Adams County Bicentennial celebration.

facilities and that the National Park Service participate in a broader partnership for interpretation of the town. At the same time, the Borough of Gettysburg accepted the donation of the Gettysburg Lincoln Railroad Station and, thanks to the leadership of State Senator Terry Punt and Congressman Bud Shuster, received \$900,000 in Federal and State funds to begin its restoration. These activities became the catalyst for bringing together a diverse group of partners interested in interpretation, preservation and economic development. Those partners formed a steering committee to shepherd the framework of this interpretive plan.

During the preparation of the plan, the community has been busy pursuing several important activities to build momentum for its implementation. Governor Tom Ridge announced a grant of \$3,000,000 to the Borough of Gettysburg to help it in its development. The Borough of Gettysburg and Main Street Gettysburg cooperated to raise over \$350,000 in matching funds for the restoration of the Gettysburg Lincoln

Railroad Station. These funds assure that once a consensus is reached on how to interpret the history of the Borough, much of it will be accomplished.

Purpose, Goals and Objectives for the Gettysburg Interpretive Plan

Some 1.7 million people visit Gettysburg National Military Park each year, and most pass through the Borough of Gettysburg as part of their Battlefield tour. Few, however, stop to spend much time to appreciate the town's history and special qualities.

The purpose of this plan is to help those who visit Gettysburg appreciate its history by telling the story of its people, of their lives during the Civil War, and of their role in the Battle's aftermath and commemoration. In doing so, the plan will help preserve the Borough's historic buildings and sites and bolster the economic health of the town.

After holding a series of public

meetings and receiving comments, the Steering Committee has developed a set of four goals and eight objectives for the Gettysburg Interpretive Plan. These were developed to guide the community as it looks to alternatives for interpreting and preserving its significant buildings and sites. The plan's four goals are:

1. Interpret and Educate

Provide quality interpretation and education for visitors and residents that gives them a better understanding of the role of the Borough in the Battle of Gettysburg, its aftermath and commemoration. Make a visit to the Borough's historic buildings, sites, and interpretive programs a part of the core experience at Gettysburg National Military Park.

2. Preserve Resources

Identify the historic buildings and sites that are important to telling Gettysburg's story, and provide the economic means to assure their maintenance and preservation.

3. Provide Economic Benefits to Borough Residents

Work to insure that the residents of the



Kevin Alan Treistle

Events such as The Gettysburg Brass Band Festival bring visitors to Gettysburg. Understanding the visitor audience and the types of services they need is an objective of the interpretive plan.

Borough benefit economically from the increased visitation anticipated through the enhanced interpretation, preservation and marketing of the town's historic resources.

4. Maintain Quality of Life

Pay special attention to how new projects and programs designed to increase visitation will affect the day-to-day quality of life of the Borough's residents so that the town remains a vibrant place to live and work—not a large outdoor living history museum.

Objectives for the Plan

The objectives of this plan developed as a response to the project's goals. They address the significant issues offered by comments from the public and the Steering Committee early in the plan's preparation. The following objectives have guided the development of the Plan:

1. Create Interpretive Programs with Broader Public Appeal

Recognize that it is not enough

simply to tell the story of the Battle from a military perspective, but crucial to the Borough's future to develop programs that will entertain and educate children, provide interest and relevance to women, African Americans, and other minorities, and connect with a growing number of international visitors. Such programs should create the added benefit of extending the visitor's stay and overcoming seasonal visitation.

2. Develop Clear Interpretive Themes

Identify the interpretive themes that will be the focus of the plan, and locate the key historic buildings and sites that will be the best locations for telling the Borough's stories.

3. Present Wills House/Train Station Plan

Show what the best option is for use of the Wills House on Lincoln Square and the former Western Maryland Railroad Depot ("Gettysburg Lincoln Train Station") on Carlisle Street, and identify what partnerships will be needed to restore, maintain, and operate these buildings.

4. Provide Adequate Visitor Services

If visitors cannot easily obtain maps and information, have convenient access to public restrooms, and locate adequate parking, Gettysburg's historic properties and programs will hold much less attraction. Critical for the success of this plan will be identifying how basic visitor services should be provided and what combination of public and private investment is needed to meet this objective.

5. Promote and Market Gettysburg

Suggest marketing strategies that can be used for providing complete information on the Borough, its programs and attractions before, during, and after the

James Gettys portrays President Abraham Lincoln during ceremonies at the Gettysburg Lincoln Railroad Station. The Borough of Gettysburg received ownership of the historic station during festivities held in November 1998, 135 years following Lincoln's Gettysburg Address.



Kevin Alan Treistle

visitor comes here.

6. Preserve Neighborhood Character

Suggest the means to maintain the character and use of the Borough's neighborhoods in light of projected increases in tourism and traffic.

7. Identify and Enhance Programs

Identify and suggest ways to enhance those existing public and private programs, facilities and events that support the goals of this plan. At a conceptual level, explore what opportunities exist for the private sector to develop new facilities and programs that will help the Borough achieve the plan's goals.

8. Develop Partnerships

This plan will not succeed without substantial support from the entire community—government, business, education, and citizens. Secure firm commitments from partners for the actions that are needed to make this plan more than just another document to be placed on a shelf.

Planning Process

Partners and Organization of the Steering Committee

In 1998, Gettysburg's Borough Council formed the Gettysburg Interpretive Plan Steering Committee. The purpose of the Committee is to coordinate the Borough's efforts with those organizations already considered important community partners, and whose participation is vital to the development and success of the plan, including the Gettysburg-Adams County Area Chamber of Commerce, Inc., Gettysburg Area Retail Merchants Association, Gettysburg



Vital to the development and success of the plan, a purpose of the steering committee is to coordinate and encourage participation among those organizations already considered important community partners.

College, the Gettysburg Convention and Visitors Bureau, Gettysburg National Military Park Advisory Commission, the Lutheran Theological Seminary, Main Street-Gettysburg, Inc., the Pennsylvania Department of Conservation and Natural Resources, the Pennsylvania Historical and Museum Commission and the National Park Service.

The process for developing this Interpretive Plan began in the Spring of 1998, when the Steering Committee commissioned a study to determine how best to tell Gettysburg's story. The Plan was then prepared over four phases:

1. Goals and Objectives

2. Framework—including an overview of the Borough's history, an evaluation of its historic resources, and a description of the significant themes that should be developed to

The Osborne Study - AN ASSESSMENT OF THE ECONOMIC IMPACT OF THE HISTORIC PATHWAY WAYSIDES TO THE BOROUGH OF GETTYSBURG

present these resources to the public.

3. Alternatives for the Plan, and the selection of the one best suited to the community's need.
4. Identification of the partnerships needed to implement the Alternative selected.

The preparation of this plan is ongoing, and the Steering Committee has invited comment from the public in each phase of the work. After this plan is published, the Steering Committee will again request public comments, refine its work, and continue support for the first projects undertaken as well as the additional planning needed to implement the plan. The Steering Committee clearly hopes that the Gettysburg Interpretive Plan reflects the vision and interests of the entire community, and will serve as a model framework for future partnerships that will make its goals possible.

The Gettysburg Historic Pathway Plan was developed in December 1990, as part of a strategic planning process begun in 1989. Main Street Gettysburg shouldered the task of establishing a series of wayside exhibits along the Historic Pathway connecting the National Military Park with downtown Gettysburg. The goal of the wayside exhibit project was twofold. It was to provide visitors with an interpretation of events relative to the town's long overlooked role and experience during the period of the battle, and to attract visitation into the business center for the purpose of enhancing commercial market potential.

SUMMARY OF SIGNIFICANT STUDY FINDINGS:

- The wayside exhibits are effective in capturing visitor interest and have served to create an awareness that there is more to see in Gettysburg than the battlefield itself.
- The wayside exhibits along the Historic Pathway have had a strong and positive influence upon tourist visitation into downtown Gettysburg.
- Visitors walking the Historic Pathway do patronize shops and attractions of interest.
- A significant amount of new commercial construction/renovation has been influenced by the presence of the Historic Pathway and the positive response by visitors to Gettysburg.



Kevin Alan Trosale

SUMMARY CONCLUSIONS:

- Beginning with the initial installation of wayside exhibits in 1994, the concept of the Historic Pathway as a vehicle to expand the interpretive experience of the visitor and to open new market opportunities in the Borough has proven to be successful.
- Business growth has been positive for those existing and new business establishments whose

services/products address the interests and needs of the visitor market. Visitors following the pathway into town are generating a market opportunity. They are shopping and spending.

- Significant new construction and renovation along the Historic Pathway has reflected a measurable increase in property value and associated increase of Borough property tax assessment value.
- The potential demonstrated to date reflects just the tip of the opportunity iceberg. Study data has generated positive suggestions as to actions needed to build the volume of Gettysburg visitors utilizing the Historic Pathway into the town. The easiest of these to implement are recommended promotional concepts to increase visitor awareness of the Historic Pathway and associated wayside exhibits.

The other half of the formula is more cultural change, demanding a significant commitment of the business and Borough government communities. Visitors have demonstrated a strong interest in the town's historic heritage. They respond to the remaining 18th century architecture and the ambiance of the battle days of 1863 found in the town's period facades. They are looking for attractions of interest relating to the civil war times to patronize when they are in the town. Development of new attractions and restoration of period facades are opportunities needed to be fulfilled if the Historic Pathway concept is to ever maximize its full potential for fostering economic growth.

- Ann M. Osborne, Consultant
Enhanced Performance Group - January, 1998



GNMP / National Park Service

The Framework



Saint Francis Xavier Catholic Church

Gettysburg is rich with references to the events of July 1863. Shown here is a stained glass panel from Saint Francis Xavier Catholic Church that depicts the Sisters of Charity tending to wounded after the battle.

Gettysburg’s stories are many. The town contains many resources that remain from earlier eras, places where these stories can be told. Gettysburg College, the Lutheran Seminary, the Borough of Gettysburg, the National Park Service and others have all made commitments to interpret their resources in the community and discuss, where appropriate, the themes expressed within this document. The private sector has also invested in private museums, programs and attractions. Together, these stories, resources, and existing and planned public and private interpretive venues provide the structure upon which this interpretive plan is built. This chapter describes them.

The Story and the Historic Resources

Gettysburg has a compelling history—a story that spans more than 200 years of growth and development, punctuated by the Battle of Gettysburg, an event that changed America’s perception of Gettysburg and Gettysburg’s perception of itself. Much about Gettysburg can be understood from the many stories to be told, in concert with the significant physical resources that

remain to help tell the stories. The most compelling moment in Gettysburg’s history from the point of view of our visitors is, of course, the battle. Yet even this moment, so unique in our history, is a window on the larger national story. As Dr. Matt Gallman, the Luce Professor of the Civil War at Gettysburg College, has written of Gettysburg, “On the one hand, most of its wartime experience was so ‘typical’ that the town can nearly serve as the analytic proxy for towns across the North. On the other hand, neither the townspeople nor the historian can forget the thousands of men who fell in those three days. The task before us is to come to terms with Gettysburg, both as a perfectly normal Northern town that experienced the tremendous challenges of the American Civil War, and as a community that fate elevated to a special status.” Gettysburg’s people—women, children, black, white, businessmen or farmers—all experienced life in the town during the Civil War in different ways. Their diversity of experiences—and what changed and what didn’t change for them as a result of war—is part of the Borough’s story.

The Borough's interpretive plan seeks to identify key themes that link Gettysburg's unique story to its larger context and that connect individual sites in the Borough to one another, and to the larger story. In their broadest form, the themes developed for the Borough of Gettysburg are:

- A typical northern town, Gettysburg was engaged in the passionate national debates of the 19th century.
- During the pivotal days of July 1863, citizens and soldiers alike faced extraordinary challenges.
- The Gettysburg Address, defining a "new birth of freedom," forever changed the town's and the nation's view of what happened here.

By highlighting these key themes, interpretation of the sites in the town shed light on both Gettysburg's uniqueness and its representative character, teaching visitors about the town's history and the United States in the 19th century. These themes also help visitors understand the ways in which decisions and

events of the Civil War era resonate even today, in our nation's political and social life. Debates over the proper role of the federal and state governments, racial, ethnic, and class divisions, the historic struggle for expansion of civil rights to new groups, economic change—all these dimensions of the nation's story can be brought to life for visitors to Gettysburg as the interpretive plan situates the town's key physical resources in a broader context.

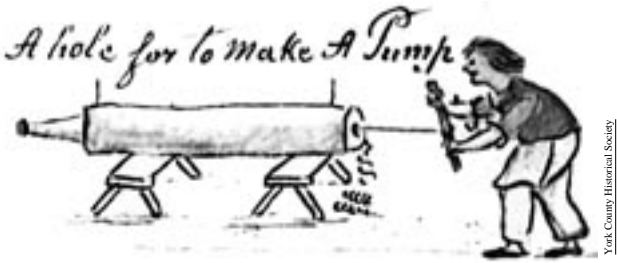
As we trace Gettysburg's unique history, we tell the larger story of this nation, from its earliest Native American origins, through the Civil War era, to the present. The physical resources of the town provide a window on the whole panorama of U.S. history, as key periods in Gettysburg's story serve as frameworks within which visitors can experience and understand over two centuries of the nation's story. In order to identify the key themes to be interpreted and the resources available for interpretation, it is helpful to trace the chronology of Gettysburg's history, starting over two centuries ago.

The Settled Frontier: Colonial Gettysburg from 1735-1786

The area around Gettysburg has been used for many years. Native Americans were the first human residents, and they used the area for hunting, fishing and a few small settlements. Beginning in the late 17th century, settlers flocked to Pennsylvania, responding to William Penn's offers of freedom, tolerance and prosperity. The Penn family created a manor in the region, known as the Manor of the Maske. Between 1734 and 1741, primarily Scots-Irish immigrants settled this manor, which comprised much of the area that later became a battlefield. Among them was Samuel Gettys. Forty years later, his son, James, purchased and subdivided the land that became the center of the Borough of Gettysburg.

The new immigrants clashed with the Delaware and Shawnee who had traditionally hunted, fished, and fashioned tools and weapons from the land. However, the influx of Anglo Americans overwhelmed the native population, who mostly moved away from the new

Boring in A hole for to make A Pump



York County Historical Society

Early settlers to the region include Scots-Irish and Germans. Lewis Miller captured the flavor of those settlers in period drawings.

settlers by 1740. Rivers were the primary transportation network, and the rivers of the area end up in the Chesapeake Bay. Thus, the area established a pattern of looking to Maryland and the south for trade.

Politically and socially, the new settlers themselves were often at odds with the rest of Quaker Pennsylvania. The Scot-Irish settlers came from a different ethnic background than many of the new Pennsylvanians. At the beginning of the Revolutionary War, the Scot-Irish seized control of the government and transformed it into one of their liking.

One of the earliest settlers of what would become Gettysburg was John Troxell, great-great-great grandfather of current Gettysburg Mayor, William E. Troxell. Buried in the Evergreen Cemetery, the headstone of John Troxell notes that he was the 'First Settler of Gettysburg, PA.'

Few physical resources remain from this earliest period of Anglo American

settlement, but their traces remain in the shape and location of the town, and these can be identified to visitors so that they understand how Gettysburg became a crossroads in U.S. history.

The Crossroads Village: Federal Gettysburg 1786-1835

By the mid-eighteenth century, villages throughout Pennsylvania began to grow around mills, taverns, stores and other centers of communication or trade. The residents built new roads to connect these settlements to such ports as Philadelphia and Baltimore.

After its founding in 1786, Gettysburg became a rural transportation center at the crossroads of a growing agricultural corridor. Additional roads and improvements to the original routes made Gettysburg a hub, and its continued growth led to its being named the Adams County seat in 1800. Gettysburg became a busy crossroad town, with a bank, printers, the carriage industry and associated commerce joining farming, milling and the traditional industries serving agriculture.

The growing area attracted a number of German Lutherans, Reformed, and a few free African Americans, introducing greater social and political diversity in the town. Although new residents populated Gettysburg, early patterns of settlement set the stage for racial and ethnic segregation that persist to the present. The first half of the nineteenth century also saw the establishment of many religious and educational institutions as part of a national growth in religious and educational participation. In the town, these national trends were reflected by the establishment of Lutheran Seminary and Pennsylvania College (now Gettysburg College). These had a profound influence on the nature of the town, and the Seminary had a national impact on Lutheran life. The presence of the Seminary and the College meant that an educated, professional class developed within the community. Other private educational academies became a necessity since free public education in Pennsylvania would not come until 1834.

Politically, clear divisions developed between Federalists and Antifederalists in the community. Eventually, a small but vocal anti-slavery movement began to develop in the area. Thaddeus Stevens, a politician, abolitionist and the owner of a nearby iron works, strongly supported a statewide movement promoting free education for all, black and white. These sentiments earned him the enmity of some in Adams County, and it took several years for Adams Countians

to decide to use tax revenues to fund free education.

As the town entered the antebellum era, these political controversies over abolition, federalism, and public education mirrored the growing national debate. The small town was not only at the crossroads of a network of new roads, but also at the crossroads of key national decisions. Gettysburg and its residents were poised to enter a period of extraordinary economic and social change.

The Modern Country Town: Antebellum Gettysburg 1835-1861

As Gettysburg approached the middle of the 19th century, it continued to develop into a community, with gas, water and the telegraph. In 1858, after the initial failure of the Tapeworm Railroad in 1836, the railroad came to Gettysburg with the building of a new railroad station (now called the Gettysburg Lincoln Railroad Station) and tracks on Carlisle Street just north

of the Square. The carriage industry became an important component of the economy, and production ranged from farm wagons to fine carriages for export. Foundries, such as the David Sterner foundry on North Franklin Street, leather and other industries grew.

The political and social life of Gettysburg continued to reflect its border location. Tied to trading partners in the south, the community reflected the diversity of opinion and experience in the nation as a whole. The increasing divisiveness that was typical of the United States was also found in Adams County. The varied interests and beliefs of the community were manifested in the tapestry of secret societies, dissenters, southern sympathizers, African American led anti-slavery organizations and other groups that characterized the political and social landscape. On the eve of the Civil War, Gettysburg reflected the concerns, divisions and preoccupations of the nation as a whole. Many sites in the town, appropriately interpreted, can serve to portray these preoccupations.



The railroad came in 1858 with the building of a new railroad station on Carlisle Street. This, coupled with other infrastructure including sewer, gas, water and telegraph, transformed Gettysburg into a modern country town during the Antebellum period from 1835-1861.

Civil War Gettysburg 1861-1865

The Northern Homefront

After the Civil War began, the sons of Gettysburg responded to the call and enlisted in several Pennsylvania volunteer and emergency regiments. The outbreak of war was followed with an enthusiastic volunteer response. The community and the county participated in food and clothing drives conducted by the U.S. Sanitary and Christian commissions; the women of the town formed a Union relief society, and began sewing military garments. A home guard was organized. After a time, the town fell into a wartime routine. Ardent supporters of the Union, Gettysburg's residents were like those of other towns. They were soldiers and civilians, concerned with such burning issues of the day as recruiting, conscription, draft resistance, desertion and invalidism, and worked to support the war on the homefront.

However, political schisms in the community, mirroring those in the rest of the North, soon began to be seen. The citizens of Gettysburg, with their ties to trade in the south, saw the war through

the eyes of local men fighting on both sides of the conflict. The local Democratic newspaper was critical of Lincoln's administration, and was not shy about berating those policies. Local and state elections became nasty and partisan political battlegrounds. Charges of disloyalty existed, and new political organizations were formed in response to the politics of the day.

Early in the war, Gettysburg's nearness to the battlefield meant local political battles. But as the war neared Pennsylvania, Gettysburg's citizens began to have a more personal perspective on the war. A Confederate cavalry raid in the fall of 1862 reached into the southwestern corner of the county at Cashtown, resulting in the loss of personal property and illustrating to Gettysburg's residents how vulnerable they were.

Then, in 1863, General Robert E. Lee decided to change the Confederate strategy of the Civil War by taking the conflict into Pennsylvania. The route taken by the Southern army could have resulted in a major battle at Chambers-

burg, Cashtown, Greenwood, Carlisle, Harrisburg, Taneytown, or Fairfield. But the position and movements of the Northern and Southern armies during the last week of June led to a major conflict at Gettysburg.

The Town in the Battle

Campfires near Cashtown Gap on the evening of June 25, 1863 confirmed that the Southern army was not only in



Don Proffitt © 1994

A Gettysburg family endures the “uncertainty and dread” of the battle in the protection of their cellar. Citizens' lives were changed forever by the events of 1863.



Pursued by the Confederates in the streets and alleys of Gettysburg, Union troops fled south through the town on July 1st, 1863. Some were shot down on the door stoops of homes and other buildings on West High and Middle Streets, on Chambersburg Street, and on Baltimore Street. This house, located at 138 West Middle Street, was restored in 2000 and is a fine example of early 19th century village life. It is Gettysburg's only restored log house and was owned by Thaddeus Stevens from 1837-1852.

Pennsylvania, but was within sight of Gettysburg's residents. It was with great relief that the town welcomed even the raw recruits of the 26th Emergency Volunteers who arrived by train in the early morning hours of June 26. The 26th quickly pressed westward towards Cashtown in search of Rebels. Not many hours passed, however, before the mounted scouts galloped back through the streets of Gettysburg with the unwelcome news that the 26th had been routed and was in headlong retreat through the fields north and west of the town. Behind these fleeing cavalrymen marched the jubilant Confederates, coming toward Gettysburg.

The Civil War became a first-person experience for Gettysburg's residents on the evening and night of June 26. For the first time they experienced what the civilian populations of Virginia had endured for almost two years. Shopkeepers, town officials, and occupants of private homes were subjected to demands for supplies and money by the victorious invaders. Stores were forced open and supplies

“purchased” with worthless Confederate money. White residents were not arrested or injured, but the black population of the town was singled out for abuse. Some of those who had not fled at the approach of the Rebels were rounded up, bound and sent back to the army for transport South to slavery. By mid-morning of June 27, the Confederates were gone, en route to York and more plentiful bounty.

In the next two days, the Confederates spread out in a long and deadly arc from the west at Chambersburg, to the north at Harrisburg, and to the east at Wrightsville on the Susquehanna River. Confederate cavalry had been reported

near Westminster in Maryland. The circle was tightening and Gettysburg was in the center.

By June 29th, again Confederate campfires were seen in the area near Cashtown. By June 30, Union cavalry was sent to Gettysburg to secure it until their infantry could get there. As the cavalry approached Gettysburg on the Emmitsburg Road it was spotted by the vanguard of the invading Confederates who were then entering the outskirts of the town along the Chambersburg Pike. They quickly withdrew to Cashtown to regroup.

The Confederates were ordered to move against the Union cavalry at

John Burns, heralded as the “Hero of Gettysburg” in the immediate days after the battle, was a 68-year-old cobbler and ex-constable of Gettysburg in 1863. Driven by strong patriotic convictions he left the safety of his house and went out to the battlefield west of Gettysburg on the morning of July 1st to offer his services to the Union forces. His offer was accepted and he fell in with the 7th Wisconsin regiment. During the afternoon Confederate attack he was wounded three times and left on the field by his retreating colleagues. A neighbor brought him back home the next day as the fighting shifted to the south of town. At home his wounds were treated and he made a successful recovery. President Abraham Lincoln made it a point to meet the “Hero of Gettysburg” when he came here in November 1863 to honor the Union battle dead and deliver his historic Gettysburg Address.





On July 2, 1863, the incessant sniper and sharpshooting fire on the southern end of town led to the only civilian death in the battle, that of a young Jennie Wade.

first light the following morning. In the early daylight hours of July 1 the first small arms fire began out on the Chambersburg Pike. The cavalry division left its college encampment and converted the thin picket line west of town into its main battle line. Because the advancing Confederate division was strung out along the Pike back towards Cashtown, only two brigades were part of the morning action. As a result, both forces were about even in numbers (each having about 3,000 men in line). By mid-morning, the Union infantry that the Confederates had hoped to avoid had arrived and the numbers tipped in favor of northern forces. Many Confederates were captured or killed in the first clash of infantry, while the survivors fell back and awaited reinforcements.

Some of the arriving Union reinforcements moved through the town. The Union Eleventh Corps approached by way of the Emmitsburg Road and the Taneytown Road, two of the divisions passing through the town by way of

Washington Street, past the college grounds, and into the fields of battle beyond today's borough limits. The third division moved off to the right before entering the town, securing Cemetery Hill as key defensive ground, where artillery and infantry reinforcements could be posted.

Confederate reinforcements arrived on the field as well. Unfortunately, the Union army lost the numbers game. When it was attacked by overwhelming numbers and eventually out-flanked, its retreat was inevitable.

The 11th Corps broke first, fighting north of town against brigades from two Confederate divisions. They left the field for their reserve position on Cemetery Hill south of town, closely pursued by their enemy.

Along the 1st Corps line west of town a renewed Confederate attack, led by two fresh divisions, pushed the Union defenders from McPherson's Ridge rearward to the Lutheran Seminary campus. There the defenders made a determined stand only to

be flanked by the overwhelming odds and driven into the town of Gettysburg along Chambersburg Street.

Both Corps of Union troops fled south through the town. Pursued by the Confederates in the streets and alleys, many were chased and hunted down. Some were shot down on the door stoops of homes and other buildings on West High and Middle Streets, on Chambersburg Street, and on Baltimore Street. Some who were cut off from Cemetery Hill escaped capture by seeking refuge with townspeople in their cellars or attics. These civilians risked confiscation or destruction of their property, abduction or arrest as prisoners, or even worse for sheltering these desperate defenders of their town.

As night closed on July 1, the only Union soldiers in the town limits were those who had been captured (who were temporarily held near the college), those who had been wounded or were caring for the wounded in the



Sgt. Humiston, a member of the 154th NY, was killed in a side yard at the corner of York and North Stratton Streets while retreating towards Cemetery Hill on July 1st. When found after the battle his body was without identification save a photograph of three young children clutched in his hand. Soon this picture was published in newspapers throughout the north in an attempt to identify the dead soldier. They were eventually recognized and the identification made. The plight of the fatherless young children and their widowed mother touched many charitable heartstrings and led to the establishment of a National Orphans Home in Gettysburg in 1866. The Humiston family was one of the first residents.

churches and other public buildings of the town, those who had found refuge somewhere in the buildings or out-buildings of the town, or those who were lying dead on the streets and pavements. Under fire from artillery and sharpshooters from Cemetery Hill, their formations broken, and darkness imminent, the Confederates opted not to continue their attack. As a result, the town became the battle line and temporary quarters/encampment of the majority of Ewell's Confederate Corps. Now, the town's inhabitants were prisoners of war, their mobility limited, their motives scrutinized, and their lives threatened.

Breastworks were thrown across the streets of the town, some by Union soldiers on Cemetery Hill in anticipation of an attack, and some by Confederates as protection against sharpshooting and as defenses in the event of a Union counterattack. On July 2, the incessant sharpshooting that characterized the fighting in the southern end of town throughout the remainder of the battle began. Men on the lower and upper slope

of Cemetery Hill directed deadly fire against Confederate skirmishers in the houses and along the pavements of Baltimore, Washington, and High Streets. This combined and never-ending fire subjected the south end of the town to battle-related damage, some of which can still be seen today in the pocked brick walls of houses along Baltimore and South Washington Streets. It also led to the only civilian death in the battle, that of Jennie Wade.

As a part of the battle plan for July 2, the Confederates advanced through the town to East Cemetery Hill. Their attack took them over ground now mostly occupied by the development associated with the Gettysburg School District. When they fell back, the skirmishing and sharpshooting re-opened again with a vengeance as Confederates tried to discourage a Northern counterattack and as a means to protect the retreating survivors of the doomed charge. So cut up were these two brigades that they were virtually taken out of the remainder of the battle. Some were relegated to patrolling the

In little more than a week's time, more than 8,000 men had been killed or mortally wounded and tens of thousands of other wounded men lay scattered in farm fields and private homes. As many as 200,000 men and horses had been living off the land, and they left behind thousands of acres of trampled crops, miles of dismantled and destroyed fencing, burned buildings and little in the way of livestock or provisions. The Evergreen Cemetery gatehouse sustained damage during the battle.



town; these demoralized men invaded private homes, sought out whiskey and food, and otherwise vented their frustration on the local populace.

The morning hours of July 3 witnessed renewed sharpshooting that ultimately led to the destruction of the buildings at the Bliss Farm, just outside the southern limits of town. The no-man's land between Taneytown Road and Long Lane was also the scene of never-ending skirmishing and sharpshooting between advanced lines of both armies.

When “Pickett’s Charge” occurred, the left wing of the Confederate column was confronted by the advanced line of skirmishers and sharpshooters in front of Taneytown Road and along Steinwehr Avenue. So effective was the Union fire from this quarter that the left wing was extended to protect its flank from the skirmishers and then so decimated by the concentrated artillery fire that it broke formation before reaching Steinwehr Avenue. Only a portion continued to advance in disarray. Troops who were to



The headquarters for General Robert E. Lee was owned by Thaddeus Stevens. At the time of the battle it was occupied by Maria Thompson. Professor Michael Jacobs of Pennsylvania College wrote, “Mrs. Thompson testifies to the gentlemanly deportment of General Lee whilst in her house...”

support the attack in Long Lane were once again not committed to the battle. The commanding and most effective artillery fire from Cemetery Hill continued to prove a powerful deterrent to a coordinated Confederate attack.

The Union position at and on the southern and western slopes of Cemetery Hill was crucial in determining the outcome of the battle. It first provided protection and a rallying point to the retreating Union army on the evening of July 1. Throughout the remainder of the battle, the continuous firing along the Cemetery Hill battlefield (July 2-4) was testimony to its importance to both armies. The battlefield was probably more dangerous between the Union lines on Cemetery Hill and the Confederate lines in the town of Gettysburg, in Long Lane, and on Seminary Ridge than anywhere else on the field. Sniping and sharpshooting, artillery duels, and massed attacks were incessant. While the battle raged and then moved to other sites elsewhere on the field, the fighting in the south end of the town of Gettysburg neither moved

nor abated until the last of the Confederates evacuated the town during the early hours of July 4.

The Aftermath of the Battle

On July 4th, the Union army reoccupied the town. The Union army provided additional surgical services for the multitude of wounded soldiers in the makeshift hospitals of Gettysburg. The town of Gettysburg began assessing its damages and losses. Faced with dead, dying and wounded soldiers, the people of the town transformed themselves into emergency caretakers of the thousands of human casualties left in the wake of the armies. This civilian and humanitarian battle for survival and recovery was to last much longer than the military battle.

The immediate impact of the battle and its aftermath on the community was tremendous. The area affected by the conflict, including the vast network of military field hospitals, covered more than 22,000 acres. In little more than a week’s time, more than 8,000 men had been killed or mortally wounded and tens



Kevin Alan Troselle

The David Wills House

Erected ca. 1814, this building is the best known in Gettysburg. In 1863 it was the home of David Wills and family. Wills, a local attorney, is traditionally given credit as being the father of the Soldiers' National Cemetery, for proposing that Pennsylvania provide, "...a common burial ground for the (Union) dead." This idea was supported by all the Union states whose sons died at Gettysburg and was quickly implemented. President Abraham Lincoln was a guest of David Wills the night preceding the dedication of the Soldiers' National Cemetery. It was at the dedication ceremony on November 19, 1863, that President Lincoln delivered his Gettysburg Address. Lincoln polished and rehearsed the brief text of his speech during his stay in this house: a speech which forever established the concept that our government is "...of the people, by the people, for the people..."

of thousands of other wounded men lay scattered in farm fields and private homes. As many as 200,000 men and horses had been living off the land, and they left behind thousands of acres of trampled crops, miles of dismantled and destroyed fencing, burned buildings and little in the way of livestock or provisions. Those who died at Gettysburg had been buried throughout the battlefield, near where they fell or near field hospitals. Since the dead and the wounded far exceeded the total population of the town, its resources were overwhelmed.

Lincoln in Gettysburg

Within weeks of the battle, members of the local community—David Wills, David McConaughy and others—worked with the Governor of the Commonwealth to convince him to establish what became the Soldiers' National Cemetery. By October 1863, the cemetery was ready for the reburial of the Union dead from their temporary grave sites.

That operation was still underway at the dedication of the cemetery on November 19, 1863. Almost as an

afterthought, Abraham Lincoln was invited to speak briefly at the dedication, after the main speaker. On November 18, 1863, he came by train to what is now called the Gettysburg Lincoln Railroad Station, and then walked to David Wills' House on what is now known as Lincoln Square. There he made the final revisions to his brief address. The next morning he rode down Baltimore Pike to the new cemetery to give his two-minute speech. As time passed, those words changed how Americans viewed the war, and helped transform Gettysburg from a battleground into an icon. The themes articulated in the Address resonate from that moment through the rest of the 19th century and up to the present.

Early Post War:

National Interest in Gettysburg Grows 1865-1880

People began coming to Gettysburg soon after the battle, to find a loved one or to see the ground upon which the battle was fought. More than 15,000 people came to the dedication of the Soldiers' National Cemetery alone. Gettysburg soon began to feel the national interest in the battle.

Key Resources of Gettysburg

The Settled Frontier:

Colonial Gettysburg from 1735 to 1786

- *Dobbin House*
- *Hoke-Codori House*
- *Samuel Gettys Tavern Site*

The Crossroads Village

Federal Gettysburg from 1786-1835

- *Gettysburg Academy Building*
- *Schmucker Hall at the Lutheran Seminary*
- *C. P. Krauth House and Samuel S. Schmucker House at the Seminary*
- *Thaddeus Stevens House Site*
- *Christ Lutheran Church*
- *Stevens Log House on West Middle Street*

The Modern Country Town

Antebellum Gettysburg from 1835-1861

- *C. W. Hoffman House*
- *Joseph Weible Mansion*
- *Thomas Warren block*
- *Jacob Sheads House*
- *Public School on East High Street*
- *Swope Mansion*
- *Train Station*
- *Adams County Courthouse*
- *Adams County Jail*

Civil War Gettysburg 1861-1865

- *Lee's Headquarters Building*
- *Schrivver House*
- *James Foster House*
- *Wills House*
- *Train Station*
- *The Square*
- *Jennie Wade Houses (3)*
- *Digges-Monroe Site*
- *John Hopkins House*
- *Soldiers' National Cemetery*
- *Scott-McCallister House*
- *James Pierce House*
- *Henry Garlach House*
- *Evergreen Cemetery Gatehouse*

Early Post War

National Interest in Gettysburg Grows 1865-1880

- *Agricultural Hall Site*
- *Lincoln Cemetery*
- *The Homestead on Baltimore Street*
- *The "Colored School" site at corner of West High and Franklin*
- *The "T. T. Tate" House*
- *The John Rupp House*
- *Several Fraternity Houses on Carlisle Street*

The Evolving Tourist Community 1880-1918

- *War Department Garage on South Washington Street*
- *Gettysburg and Harrisburg Railroad Depot on N. Washington*
- *GAR Hall at 53 East Middle Street*
- *Meade School*
- *Prince of Peace Episcopal Church*
- *Camp Colt Officer's Club*
- *Sewing Factory on 4th Street*

Between the Wars 1918-1941

- *Eberhart-Epley Garage*
- *Properties associated with Dwight D. Eisenhower's Stay in Gettysburg*
- *Plank Garage (Corner of York and North Stratton)*
- *Blue Parrot Tea Room*
- *James Gettys Hotel*
- *ACNB Building in Lincoln Square*
- *Former Gettysburg Furniture Factory building*
- *Silk Mill*
- *Tourist Courts*
- *Tourist Museums*
- *The Lincoln Highway*

The fact of the battle and the nation's interest in it changed how the people of Gettysburg viewed the town. Instead of seeing themselves as a regional center, Gettysburg began to see itself as being of national importance. Initiatives to save the battleground were led by the citizens of Gettysburg, and were important in saving some of the most crucial land parcels. The veterans' reunion of 1878 and the beginnings of the veterans' commemoration of the battlefield highlighted the grassroots efforts to preserve the battleground. During this period the first major tourist resort in Gettysburg, the Springs Hotel, was built in 1869.

Meanwhile, with the end of economic stagnation brought on by the war, the town continued to grow, with new residential and industrial development both north and south of town. The Civil War transformed the nation's economy and Gettysburg's residents found new occupations and livelihoods as wartime industry evolved into more diverse and complex economic patterns. Returning veterans and the needs of



The Stoever-Schick Building, Lincoln Square



The Dobbin House, Steinwehr Avenue



The Gettysburg Academy, West High Street

Gettysburg has retained a remarkable level of integrity, and buildings from most of its significant periods still stand today to help people understand what the town was like during the different eras of its development. More than 60% of the buildings that were present at the time of the Civil War remain.

their survivors created new institutions in Gettysburg, including the Soldiers' Orphans Home. Gettysburg's African American community also grew as the men who had fought as U.S. Colored Troops returned to the town. The continued growth of the College and the Seminary expanded the town and continued to affect its political and social makeup.

The Evolving Tourist Community: 1880-1918

As Gettysburg became a principal stage for the reconciliation of the north and the south, its view of itself became increasingly connected with that role. During this period, battle veterans were running the state and the community, commemoration of the battle brought battle veterans and their families to Gettysburg, and entrepreneurs responded, spurring commercial growth in the new tourism sector. In 1895, the War Department took over the management of the battleground.

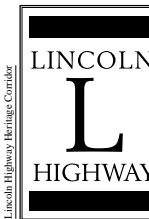
Tourist-oriented businesses developed, and hotels, livery stables, battlefield guides and other visitor-related services became increasingly important to the economy. Special events, battle reunions and other related activities became important generators of business for the community. In 1913, Gettysburg once again prepared for an onslaught of veterans with the commemoration of the 50th anniversary of the battle.

Residential construction, new local manufacturing, a second railroad and the development of the Lincoln Highway helped to amplify the community's growth. Gradually, much of Civil War Gettysburg became concealed beneath a typical Victorian Pennsylvania community.

During this period, Dwight David Eisenhower took command of Camp Colt, set up on the battlefield as a training camp for WWI. Gettysburg would eventually become his home, when he was President of the United States.

Between the Wars 1918-1941

Automobile tourism expanded, and with it came changes to the community. As tourist related businesses began to shift from livery to automobile, early automobile-related businesses such as garages, auto sales companies, and tourist courts began to appear. Some of the most familiar areas of today's



The earliest long-distance roads were not built for the automobile, but largely inherited by it. When Carl Fisher, owner of the Prest-O-Lite headlight company, founder of the Indianapolis Motor Speedway, and developer of Miami Beach, proposed a "Coast to Coast Rock Highway" in 1912, Ford's Model T was just four years old. Henry B. Joy of the Packard Motor Car Company was named the Lincoln Highway Association's first president on July 1, 1913. In 1919, a motor convoy introduced a young Dwight Eisenhower to the military and commercial potential of good roads. As president of the U.S. years later, 'Ike' ushered in the modern replacement of the old highway system with the signing of the Interstate and Defense Highway Act of 1956.



Carl Fisher

Automobile tourism expanded, and with it came changes to Gettysburg. The Eberhart-Epley Garage, 102 Chambersburg Street, is a fine example of an Art Deco style building. This type of building was popularized during the heyday of the Lincoln Highway and met the needs of the increasingly automobile-centric nation.



Photo of Gettysburg

Gettysburg, especially in the areas out Route 30 West, date from this time. A roadside museum industry began to develop, catering to tourists with no firsthand knowledge of the battle. When the National Park Service took over the management of the battlefield in 1933, it began to change the emphasis of visitor services to tell the story of the battlefield to those who had not lived through the conflict.

The national presence of Gettysburg, and its closeness to Washington DC made it a convenient venue for Presidents, who visited frequently. The 75th reunion culminated in the dedication of the Peace Light memorial by Franklin Delano Roosevelt, 32nd President of the United States.

W.W.II and the Modern Era 1941-Present

Like the rest of America, the forces of suburbanization influenced Gettysburg. New residential communities began to grow, and the Steinwehr Avenue and Baltimore Pike tourist businesses expanded. Hotels and

motels sprang up, taking advantage of the leisure travelers who made Gettysburg a must-see stop on trips. Gettysburg College, Gettysburg Hospital and other institutions modernized and expanded their boundaries, affecting the surrounding town fabric. In the last 20 years, increasing development at the margins of the borough has affected its downtown, causing it to depend increasingly on tourism. Local retail in downtown declined, and old, traditional businesses such as furniture and sewing factories began to close, a trend that continues today. Transportation services, including railroad and regional bus services have been terminated, making the Borough almost entirely automobile dependent. However, Gettysburg has retained a remarkable level of integrity, and buildings from most of its significant periods remain to help people understand what the town was like during the different eras of its development.

**Themes for Interpretation
of Gettysburg's History**
As this brief walk through the

Borough's history reveals, the history incorporates many different stories. One task of an interpretive plan is to try to describe in a few words the significance of a place and its most important historic themes. Trying to describe the



Kevin Alan Trostle

national significance of Gettysburg in a few words is difficult; the statement developed to do just that is printed on the overleaf to this plan.

Interpretive planners use theme statements to express the significance of a place and to develop coherent, seamless interpretation. This is especially important in Gettysburg, where visitors could get interpretation from many different cooperating partner sites.



In the mid 1990's, Main Street Gettysburg began an interpretive wayside program. Jerry Bennett (standing) and Dr. Walter Powell are shown here, installing a wayside.

This plan is based on a simple idea: that exploration of the town and of the places where things really happened will help visitors understand the town's stories. A person's direct experience with the places where commonplace, everyday things as well as extraordinary things happened will help him or her understand and appreciate their history and value. It is important, however, for places to be linked by interpretive themes that express the unifying stories that the resources have to tell, no matter who the audience is or what means is used to communicate with it. Themes tell the resource's stories. Effective themes link things (i.e., the physical resources of the community) with ideas and meanings (the intangibles that give personal meaning to a person's experience in a place).

The themes developed for the Borough of Gettysburg are:

The 19th century was a period of national ferment and change. The debate over slavery connected with other forms of political conflict and

dissension. Rapid economic change transformed people's livelihoods and occupations; men and women took on new roles in both private and public life; and the nation's people developed new beliefs about themselves and their government. As a typical northern community, Gettysburg's social, economic, religious and cultural preoccupations reflected those of the nation as it prepared for and began to fight the Civil War. By showing Gettysburg residents as participants in the national debate, visitors will be given insights into the state of the nation on the eve of the war.

During the pivotal days of July 1863, citizens and soldiers alike faced extraordinary challenges. Placed at the center of a great battlefield of the Civil War, Gettysburg's citizens endured occupation by two armies and hardships of war, a condition heretofore experienced only by Southerners. In the aftermath of battle, the citizens of Gettysburg made a significant contribution to the care of the wounded, burial of the dead, and preservation of the battleground as a means of honoring the Union soldiers who had fought there.

The “new birth of freedom” articulated in the Gettysburg Address continues to serve to this day as a key interpretive framework for understanding the battle and the crossroads it represents in U.S. history. Placing the Address at the heart of the Historic Pathway places this historical struggle for freedom at the heart of the visitor experience. Gettysburg’s extraordinary experience gave its citizens and the citizens of the nation a perception of its important place in history. This view was conveyed by Abraham Lincoln’s Gettysburg Address, completed as Lincoln sat in a bedroom of the Wills House. The speech eloquently expressed the ideals that Lincoln believed necessitated the Civil War and made the Gettysburg Address an international symbol of democracy and freedom.

As the battlefield increasingly became a stage upon which the commemoration of the Civil War experience took place, the Borough of Gettysburg played host to Presidents, returning veterans and their families and ever-increasing numbers of visitors.

From themes, interpretive planners determine the set of experiences that people can choose from in museums, at programs, while walking the street, or reading expanded wayside interpretation. In developing this material, planners will tell many individual stories and perspectives that contribute to these unifying themes. In addition, planners will tell these stories from a variety of perspectives and in ways that will appeal to people with different learning styles. Interpretive opportunities will be designed with women, children and families in mind as well as persons of diverse ethnic, cultural and racial backgrounds. People will leave Gettysburg with a clearer understanding of its role in history.



©NPS / National Park Service

The success of the Main Street Gettysburg Wayside program, funded in part by the National Park Service’s American Battlefield Protection Program, has resulted in over 40 publicly and privately funded waysides. Scattered throughout Gettysburg, the waysides encourage walking within the town.

The 1861-1865 Experience

There are many ways to convey the ideas expressed in the interpretive theme. For example, between 1861 and 1865, Gettysburg was both a town that was typical of the Northern home front and also the site of an extraordinary event. To help people understand the story, interpretive planners will:

Tell the story from the point of view of real people who lived in Gettysburg at the time.

- Explore their experiences, by talking about what changed, and what didn’t change, during the war years; what the enduring impact of those years was; or how people’s experience in Gettysburg was like or was different from those in other towns, north and south.

Explore critical subthemes and how the war experience affected them:

- Soldiers and civilians: recruiting, conscription, bounties, separation, desertion, and invalidism.
- Supporting the War Effort: Ladies aid societies, patriotic and political rallies, taxes to support the families of soldiers; sanitary commissions.
- Conflict and dissension: party conflict, racial and ethnic conflict, draft resistance, class conflict, political agendas, religious differences, and local rivalries.
- The Changing Roles of Men and Women: at work and home, in education, fashion, courtship and marriage, childhood and family, religion and education.
- The Economy during the War: livelihoods, occupations, status, war contracting, profiteering, shortages, inflation, industry, and agriculture.
- Ideas and Beliefs: World views, racial attitudes, national attitudes, ethnic attitudes, and attitudes about gender.

The Interpretive Plan

This plan proposes enhancing the Gettysburg Historic Pathway and establishing the Borough as a center of interpretation, the place where visitors learn about the Borough and its many stories. The expanded Historic Pathway will tie together the many significant stories and places in Gettysburg's history. The stories to be told include the Borough's inception, the town and its people during the Civil War and the Battle of Gettysburg, its aftermath and commemoration, and the continuing life and growth of the community. By walking along the Historic Pathway, participating in activities, or visiting existing partner and new community interpretive sites, visitors will learn about the Borough's history.

The plan includes several important elements that are crucial to its success:

- The plan fully incorporates the historical and cultural resources in the town, as well as the significant investment of the private sector in various interpretive activities and venues, and

includes them in strategies for interpretation and economic development;

- Significant public investment will provide for appropriate interpretation. Visitors will get orientation to the town, its major themes, and its visitor resources at the Gettysburg Lincoln Railroad Station. The centerpiece of the Historic Pathway is the new Lincoln Museum at the Wills House, where visitors can learn more about ideas and issues of the times and the Gettysburg Address. The plan also proposes activities to enliven the Historic Pathway and make it understandable to visitors.

- Private not-for-profits and government provide sites that anchor the ends of the Historic Pathway, providing high quality destinations that encourage visitors to travel the length of the Borough, and visit again and again.

- The plan offers a range of opportunities for private investment and increases the number of opportunities available to visitors, increasing their length of stay.

- The plan proposes strategies to make its operation financially self-sustaining, managed and operated locally with help from partnerships with the state, the National Park Service, not-for-profits and private businesses.

- The plan maintains and improves the quality of life currently enjoyed by residents.



The Borough of Gettysburg Interpretive Plan and the Gettysburg Historic Pathway Plan provide the infrastructure and interpretive opportunities needed to allow visitors to understand and enjoy the Town of Gettysburg.

A visit to Gettysburg is a multifaceted experience. This plan proposes:



GNNP / National Park Service

The Concept

The plan provides the infrastructure and interpretive opportunities needed to allow visitors to understand and enjoy the Borough of Gettysburg. To do this, the Historic Pathway will be expanded to the east and the west, to include more of the historic resources of the town. Each of the districts (described in Chapter 2, Framework) that make up the expanded Historic Pathway contain historic resources that can illustrate aspects of the Borough's history, and new interpretive opportunities and programs for each district are considered. The plan emphasizes conservation and reuse of historic resources and provides for economic development without compromising the town's quality of life.

The plan will provide a complete and satisfying experience for visitors, starting when they first learn about the town and make the decision to visit, and continuing throughout their stay. The expectation is that they will find so much to do and see, that they will extend their stay, spend additional time in the Borough, and plan to return many times.

Pre-Visit Information

Virtual Gettysburg, a visit planning web site; information and reservations by mail or phone from Gettysburg Convention and Visitor Bureau, the Chamber of Commerce, NPS and private entities.

Arriving in town

Many visitors will arrive in town via the NPS auto tour, traveling north on Steinwehr Avenue and Baltimore Pike to the Race Horse Alley parking facility. Others will come to the Borough of Gettysburg as their primary destination, with friends or family, or find the Historic Pathway when they visit partner sites.

Reception and Orientation

At the Welcome Center at the Lincoln Train Station visitors will find trip planning information, an overview of Gettysburg's history, tours, maps, brochures and guides. Similar information will be available in printed form at partner sites. At the NPS museum and visitor center, a staffed desk will provide visitors with trip planning, Gettysburg Borough and other regional travel information.

Creature Comforts

Directional signage, maps and guides, rest rooms and parking are the highest ranking

amenities identified in the 1999 statewide survey of heritage travelers in Pennsylvania. All provide that sense of comfort sought by people unfamiliar with a place. Excellent directional and Historic Pathway signage, well designed maps and guides, and public rest rooms at the Welcome Center, the Lincoln Museum at the Wills House and at anchor sites could meet these highly-rated visitor needs. A high priority of the plan includes expansion of the Race Horse Alley parking garage and additional parking along the Historic Pathway.

Interpretive Presentations

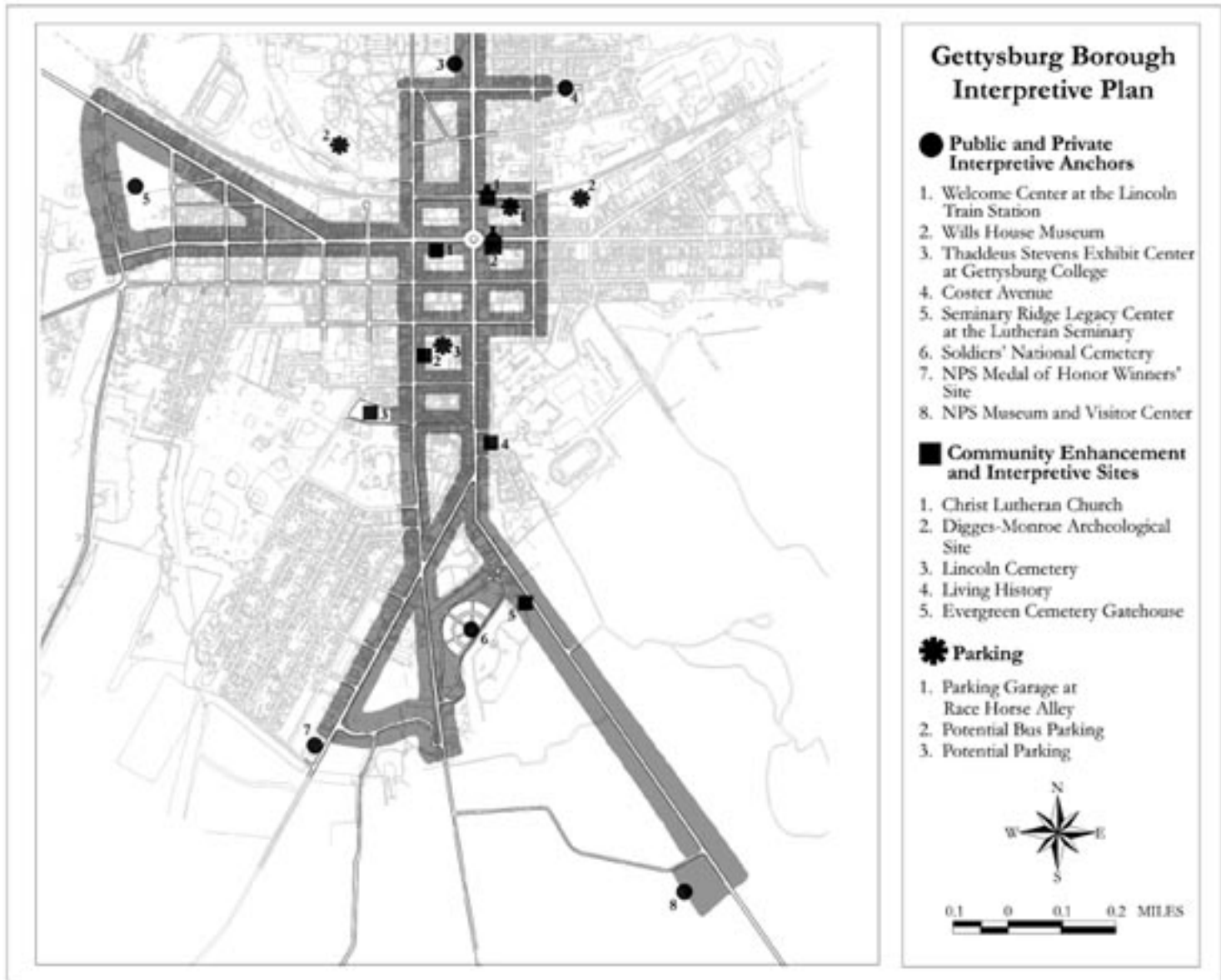
In the new Lincoln Museum at the Wills House, at anchor and community interpretive sites, such as Christ Church, the Lincoln Cemetery and the Digges-Monroe site and at partner sites, visitors will find interpretive presentations on various aspects of the Borough's history. Waysides and other expanded outdoor interpretation will enliven the Historic Pathway. A variety of high-quality and historically accurate tours and living history presentations could be staged working with partners.

Getting around

The Historic Pathway is expanded. Brick sidewalks and street trees link the area and provide a pleasant environment for pedestrians. A new shuttle links the Welcome Center, the Wills House, partner and anchor sites, parking and the NPS visitor center. Safe bike paths on secondary streets link town battlefield sites.

Visitor Services

A crucial part of the visitor experience, high quality visitor services will bring people back to Gettysburg for another visit. New programs help local businesses develop and prosper, by taking advantage of increased foot and vehicular traffic.





This statue, located on Lincoln Square in front of the David Wills House, portrays President Abraham Lincoln returning to Gettysburg and discussing the historical events with a modern day visitor. The statue, created by Seward Johnson, was commissioned by The Lincoln Fellowship of Pennsylvania and erected in 1991.

A complete visitor experience includes getting pre-visit information about the town, getting to it, being oriented, and finding interpretive opportunities and experiences that are tailored to one's specific interests. This means that the plan must provide for a variety of interesting places, experiences and activities of interest to families, children, women, couples, older people, Civil War enthusiasts, and the general heritage visitor.

What follows is a description of the major actions of the plan, as they relate to the goals of the community: The Interpretive and Educational Experience, Resource Conservation and Preservation, Economic Development, and Quality of Life.

The Interpretive and Educational Experience

An interpretive experience includes pre-visit information, getting to town, arriving, orientation, obtaining information and the all important creature comforts, getting around, and going to interesting, exciting and personalized interpretive experiences. Visitors will learn about the Borough and its stories by finding and walking along the



Tomorrow's Children's Institute, Hackensack University Medical Center

The 40% of visitors who already return to the national park will learn about the new things to do and will extend their visits to include the Borough. Others, already coming to town—say, to bring a child to college or to a basketball camp—will discover that the area has much to offer and decide to spend a long weekend exploring.

Historic Pathway, participating in activities, and visiting existing partner and new community interpretive sites. Together, these activities will communicate the Borough's themes and stories.

Finding out about Gettysburg—Pre-Visit Information

Visitors will be able to find good, pre-visit information from specially designed web sites, from information sent to them by the Gettysburg Visitor and Convention Bureau, and from contacts with Main Street Gettysburg, the National Park Service and other plan partners. Also important to visitors are sources such as AAA, friends and relatives, and the state tourism office. Working with partners who already provide this service, and with new partners, information could be developed that encourages visitors to extend their stay in the Gettysburg area. Pre-visit information includes maps, information about programs, special events, and other trip-planning data.



For more and more people, the desire to visit Gettysburg will make it a destination rather than a stop on the way to somewhere else, and they'll plan a stay of several days. Here reenactors of the 6th North Carolina pause in front of the Coster Avenue mural while taking a tour of the town.

The places that people may visit along the Historic Pathway in Gettysburg may also be linked virtually on the web. In cooperation with partners, a Gettysburg Historic Pathway web site could be developed as a fundamental tool for conveying and accessing information that allows users to search for activities, places to stay, programs and other information. People planning a visit may design their trip on the web. Eventually, by linking other educational sites, databases containing social information and other resources, the web site could become a key tool for education and learning about the themes of the community.

Nationwide publicity will focus on the new opportunities for families and others to learn first-hand about life in Gettysburg during the Civil War and its aftermath. For more and more people, the desire to visit Gettysburg will make it a destination rather than a stop on the way to somewhere else, and they'll plan a stay of several days. The 40% of visitors who already return to the national park will learn about the new

things to do and will extend their visits to include the Borough. Others, already coming to town—say, to bring a child to college or to a basketball camp—will discover that the area has much to offer and decide to spend a long weekend exploring.

Getting to Town

After visitors have decided to come to the area, they will find their way into the Borough of Gettysburg in several different ways. Some will decide to go directly to the Borough as the first stop on their visit. Others, visiting with family and friends, will come from other local and regional points. Many will exit the Route 15 bypass and enter the town; others will come from the west on the Lincoln Highway. Some will choose to come in by the town's scenic entry, Route 116.

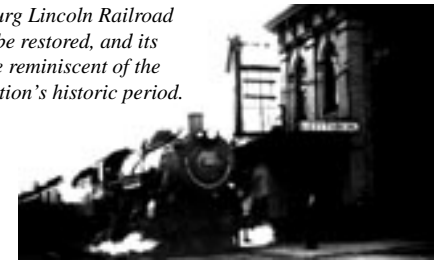
Many more will first visit the national park. At the park's new visitor center, they will find orientation and information about the park and the town, and will learn about the battle and its context. The story of the town will be

woven throughout the museum presentation, and visitors will learn of the integral part played by the town and the people of Gettysburg during the battle and its aftermath. They will also learn that the town in many ways reflects the conditions that existed throughout the United States as it approached the great civil war. Some people will choose to leave the visitor center to go to the Borough of Gettysburg, perhaps using a new shuttle that connects major destinations in the park with the downtown. Others will visit the park, the majority using the park's auto tour. They will find that the town is featured on the tour. People will be encouraged to stop, get out of their car, and walk the Historic Pathway.

No matter what path people choose to get to the Borough of Gettysburg, they will be directed to park in the community's Race Horse Alley parking garage. The garage will be expanded to handle the additional traffic.

Signs in the garage will direct visitors to the **Welcome Center at the Gettysburg**

The Gettysburg Lincoln Railroad Station will be restored, and its decor will be reminiscent of the Railroad Station's historic period.



Adams County Historical Society

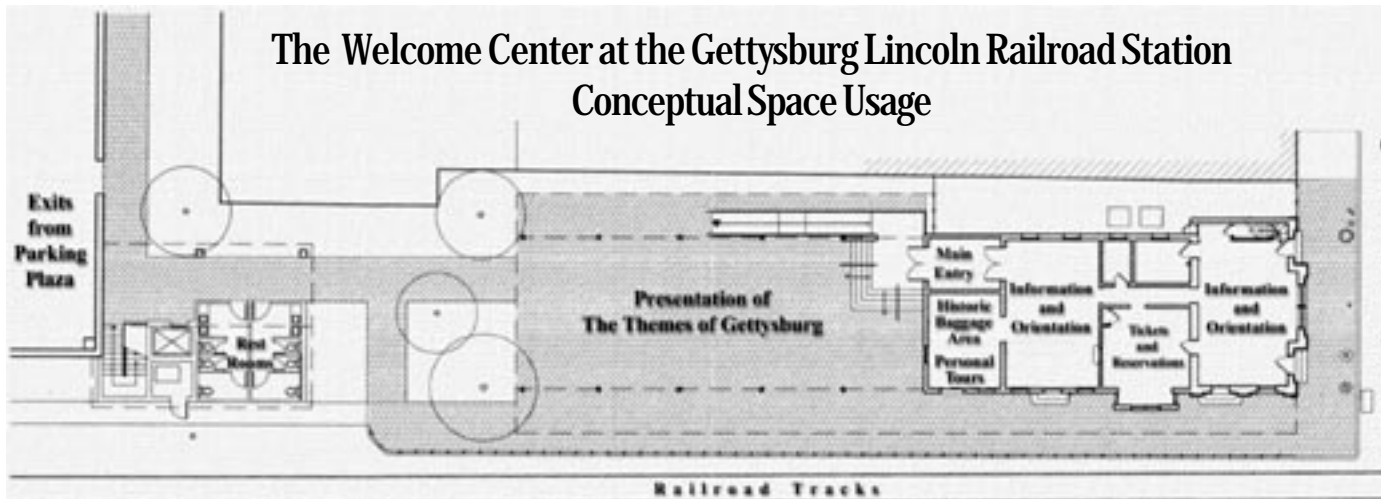
Lincoln Railroad Station. People will find a new exit to take them from the garage through a landscaped plaza to the historic train platform of the Gettysburg Lincoln Railroad Station. It will be open, providing views into the activity of the train shed, welcoming and well lit. Stairs

will provide access to the upper floors of the garage, as well as modern, accessible restroom facilities.

Under the historic train shed, visitors will find outdoor exhibits introducing them to the town and its

major, unifying themes. They will also find large scale maps or models of the town, and a graphic and pictorial time line that will show its history and provide insights into the major social and economic issues and trends of the various periods. The easy to understand exhibits will provide just enough

information to pique visitors' interest in the many things there are to see and do in the Borough. They will also introduce visitors to the Railroad Station itself, and its role in the development of the community, in the movement of people and the injured during and after the battle, and in the arrival of Abraham Lincoln on the eve of the dedication of the Soldiers' National Cemetery.



Kevin Alan Trosale

*No matter what path people choose to get to the Borough of Gettysburg, they will be directed to park in the community's Race Horse Alley parking garage. Signs in the garage will direct visitors to the **Welcome Center at the Gettysburg Lincoln Railroad Station**. People will find a new exit to take them from the garage through a landscaped plaza to the historic train platform of the Gettysburg Lincoln Railroad Station. Under the historic train shed, visitors will find outdoor exhibits introducing them to the town and its major, unifying themes. They will also find large scale maps or models of the town, and a graphic and pictorial time line that will show its history and provide insights into the major social and economic issues and trends of the various periods.*

The exhibits will be all weather and resistant to vandalism. There will be an all-weather, self-service kiosk where visitors can pick up maps and brochures even if the Welcome Center is closed. New, attractive iron fencing will keep visitors from the train tracks. If the Welcome Center is closed, people will be able to go directly to the Historic Pathway by walking along the side of the station, where the ticket window is found.

A new and welcoming entrance to the station will be developed by removing the non-historic lean-to at the southeast corner of the building. The new entrance, accessible for all visitors, will bring people into the former ladies' waiting room which will be connected via a generous hall to the men's waiting room in the front of the building. Bus passengers will be dropped off at the front of the building, or, occasionally, in the plaza in front of the Race Horse Alley parking garage.

The restored building will reflect the Gettysburg Lincoln Railroad Station's

historic period. There will be lots of space in the connected waiting rooms for standing displays, maps of the town and its attractions, and information about local and regional attractions. The

historic ticket office will be used again for that purpose—purchasing tickets to popular attractions, and to make hotel reservations, find out about guided walking tours, or find a licensed town



Under the train shed, easy to understand all-weather exhibits will provide information about the town and its important themes to pique visitors' interest in the many things there are to see and do in the Borough. The exhibits will also introduce visitors to the Railroad Station itself, and its role in the development of the community, in the movement of people and the injured during and after the battle, and in the arrival of Abraham Lincoln on the eve of the dedication of the Soldiers' National Cemetery.

Gettysburg, as written by Abraham Lincoln. A short walk from the Welcome Center at the Gettysburg Lincoln Railroad Station, visitors will find the centerpiece of the Historic Pathway—the new Lincoln Museum at the Wills House.



guide. Visitors will be able to find everything they need to visit the town, from information about interpretive opportunities to suggestions for places to stay and eat. At the center, people will learn that the Borough abounds in activities for families and children—a special emphasis of the plan's programs. They will also learn about other historic places to see in the region, like the Lincoln Highway Heritage Corridor and other state heritage park sites.

Visitors will be able to pick up handy maps and discovery guides to the Borough, including an NPS-style unigrid brochure that matches and extends the experience that some will have had on the park's auto tour. The maps and guides will package the town's historic and theme-related attractions, and make them easier to understand and find. Visitors will also be able to choose from special discovery maps and guides that can help them develop a personalized experience matching their interests and length of stay. As the technology becomes available, these maps may be generated

from computer kiosks, where visitors enter their interests and a specialized map and guide, geared to their interests and age, is printed and delivered while the visitor waits.

Visitors will be encouraged to walk the Historic Pathway, taking one or more available walking or guided tour options, and to visit the many public and private interpretive venues that convey the story of the town. Once they have decided what to see and do, visitors will leave the train station by the front door, and find themselves on the Gettysburg Historic Pathway.

The Lincoln Museum at the Wills House

A short walk from the Gettysburg Lincoln Railroad Station, visitors will find the centerpiece of the Historic Pathway—the new Lincoln Museum at the Wills House. Maps and guides will recommend that people make the new Lincoln Museum a part of every visit.

The museum is envisioned as a place that celebrates Lincoln's eloquence as an orator and writer in leading the nation through the Civil

War. On the evening of November 18, 1863, President Abraham Lincoln sat at a table in one of the upstairs rooms of what was then the David Wills residence, refining a draft of the address he was to deliver the next day at the dedication of the Soldiers' National Cemetery. That simple two-minute address changed the way in which Americans viewed the war, and defined the meaning of the conflict—a new birth of freedom—for Americans then and now. Lincoln's Gettysburg Address has since become one of the most famous speeches in the English language. Even now, in the 21st century, it is known and admired by people around the world.

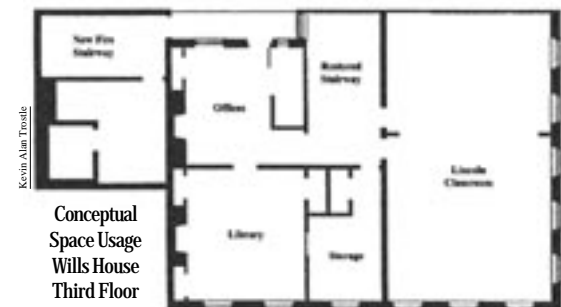
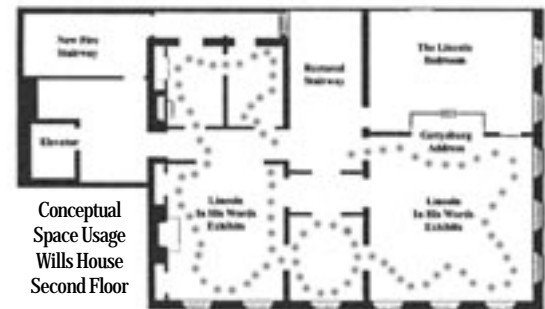
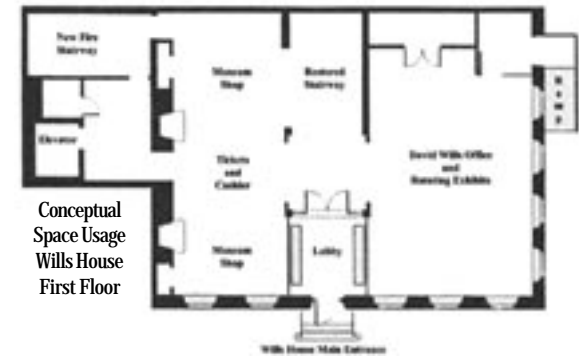
The new museum in the Wills House will draw power from the historical significance of the site as well as from its association with Lincoln and the Gettysburg Address. Exhibits will focus both on the Address itself, and on Lincoln's evolution as a wordsmith. The story of Lincoln's largely self-taught mastery of language will be told through documents that span a lifetime of writing.

Unfortunately, the Wills House has changed significantly since Lincoln's time. Rather than undertaking a complete period restoration of the house, its nineteenth century spirit will be evoked through careful restoration of selected features and the use of appropriate detailing. The main entrance will be restored to its original position on York Street and the central staircase will be extended down to the first floor, as it was originally. The fireplaces will be rebuilt in their original locations. Furnishings will refer to the nineteenth century without actually being antiques. Where modifications such as ramps for handicapped access, elevators and fire stairs are required by building codes, provisions will be made for them with minimum disruption to the historic building, perhaps by accommodating some of these uses in the Wills House annex. The one exception to this approach will be the Lincoln Bedroom. This room will duplicate as closely as possible the way it appeared on the evening of November 18, 1863.

The exhibitry, like the architecture, will reinforce the historical importance of the site. It will be designed to draw upon the power of Lincoln's words by focusing on them directly. Primary sources will be used to the greatest extent. Photographs of Lincoln, labeled with the time and the place each was taken, will be used in parallel with documents that trace the evolution of his writing. Press reports, editorial cartoons, and objects such as campaign ephemera will be used sparingly, but effectively. Exhibit text will be kept to a minimum so that Lincoln's words will speak for themselves. It is even possible that Lincoln's own biographical statements can serve as the narrative "voice" of the exhibits. The culmination of the visit will be an original copy of the Gettysburg Address, which the project partners hope can be brought to Gettysburg.

The museum will contain permanent exhibition galleries, a high-quality museum shop primarily for the sale of books and publications, a resource center/classroom, storage areas, and administrative offices. The first floor

Conceptual space usage for the new Lincoln Museum at the Wills House. Accessibility to a general audience, including school groups and families with young children, is a major goal of the museum.



Kevin Alan Tinsdale



For over 180 years, the David Wills House (far left) has stood silently, watching over both major and minor events in the history of Gettysburg.

will house the museum shop/bookstore, the restored office of Mr. Wills, and a reception desk, from which the staff will sell tickets and greet visitors. A modest entry fee of a few dollars for an adult will help make the museum self-supporting. Special prices for children, seniors and groups will encourage visitation. Restrooms will be located in the Wills House annex. In the restored office, the story of David Wills, David McConaughy and the other early preservers of the battlefield and cemetery will be told.

The second floor will house three permanent galleries, including the Lincoln Bedroom. The third floor will be dedicated to administrative offices, exhibit maintenance facilities, and a resource center/classroom. If the budget to create the conditions needed to safeguard it can be found, the partners will work with the National Archives to bring a copy of the Gettysburg Address to the Wills House. Among other things, this would include greatly enhanced security, a specially protected area within the museum to house the address, and some

federal interest or involvement in the management of the facility.

To keep the museum fresh and make it a dynamic and living institution, the museum includes temporary gallery space, the resource center/classroom, and internet based access to other places and sites that tell the Lincoln story. The new museum in Gettysburg will make alliances with other Lincoln repositories to enhance its ability to provide new interest for repeat visitors.

Accessibility to a general audience, including school groups and families with young children, is a major goal of the museum. Special



Richard Segars

The culmination of a visit to the Lincoln Museum at the Wills House will be an original copy of the Gettysburg Address. Project partners will work with the National Archives to bring a copy of the Address back to Gettysburg, once the conditions needed to safeguard it are in place.



Alumni Park, a small park developed as a result of the Gettysburg Historic Pathway Plan, is a much-needed respite for pedestrian visitors on Baltimore Street.

exhibits in the permanent galleries as well as activity areas in the resource center will provide opportunities for interactive and participatory involvement for these audiences.

The Historic Pathway Expanded

Once they have been oriented to the Historic Pathway, and seen the Wills House, people will be encouraged to walk the historic streets of the Borough of Gettysburg. There will be a variety of options, each taking people to a different district of the town. To entice them to do so, this plan recommends a variety of special experiences that will enliven the streets and encourage people to walk from block to block.

Throughout the Historic Pathway, and in each of the new non-profit interpretive venues, the partners could provide educational exhibits and programs that add depth to the historical themes introduced in the Gettysburg Lincoln Railroad Station Welcome Center and the Wills House. At each venue, and in programs and expanded outdoor exhibits, interpretation could link themes and

stories to help visitors understand the unifying themes. Therefore, even visitors with limited time, who walk only a part of the pathway, or who visit only one or two venues, will get an understanding of the whole.

The core of the Historic Pathway will continue to be the historic route taken by Lincoln during his visit to Gettysburg, from the Wills House, along Baltimore Street, to the Soldiers' National Cemetery. The work done to date, the result of the *Gettysburg Historic Pathway Plan*, provides excellent wayside interpretation of this part of the town, and Alumni Park is a much-needed respite for walkers. However, to help people get from the Square to the Cemetery and Steinwehr Avenue, the plan suggests new programs and a potential new living history venue behind Alumni Park to enliven this portion of the Historic Pathway. These will complement the quality attractions, like the Schriver House, that are developing there.

The Historic Pathway will be expanded, though, to bring in other

historic areas and districts, but most importantly, to add interpretive depth to the historical themes of the Borough of Gettysburg. In addition to the Baltimore Street Corridor, the Historic Pathway will extend west to Washington Street. It will thus incorporate more of the historic areas where many 1863 buildings remain and where the stories of civilian life during the Civil War and the battle can best be told. Visitors will learn how people in Gettysburg lived during the Civil War, and how that was similar to the lives being led by other Americans in other American towns. They will also learn more about the battle itself, and what that meant to the people of Gettysburg, who suddenly found their homes in the middle of a battlefield and themselves prisoners of war. The role of churches and of women in helping the wounded can be told there. Along Washington Street and in the Lincoln Cemetery, the history of African Americans in Gettysburg and what the Civil War, its context and aftermath meant to them and to all Americans, will be emphasized.

“Once let the black man get upon his person the brass letters, U.S., let him get an eagle on his button, and a musket on his shoulder and bullets in his pockets, and there is no power on earth which can deny that he has earned the right to citizenship in the United States.” – Frederick Douglass.

The Historic Pathway will be expanded to the north, where it could be anchored by historic Gettysburg College. Along the way, people will be able to see some of the buildings and spaces used by Dwight D. Eisenhower, both in his days as commander of Camp Colt as well as when, as President of the United States, he chose to make Gettysburg his home.

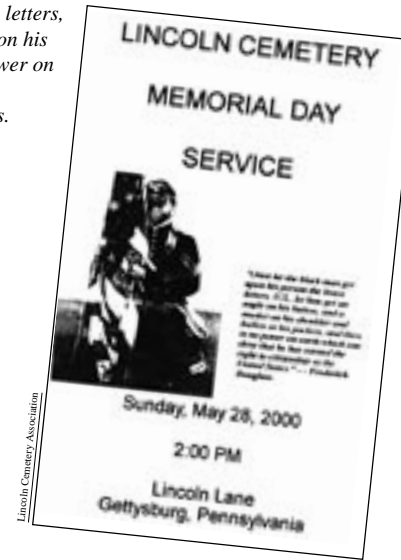
Along Chambersburg and York Streets, the newer community is overlaid on the old. These areas best represent the early 20th century, but still include some buildings that were present during the Civil War. Interpretation will help people understand how both the older and more modern buildings are inseparable parts of the history of this community. The Seminary and the new Seminary Ridge Interpretive Center will anchor this part of the Historic Pathway. The shuttle will be an important component of making interpretation in this area work, because it is relatively far from Lincoln Square. The new interpretation and the focus brought by the Historic Pathways street

improvements will raise the visibility of the area and the companion Lincoln Highway Heritage Corridor initiative.

Finally, the Historic Pathway includes Steinwehr Avenue, Baltimore Pike near the two cemeteries, the Soldiers’ National Cemetery and Evergreen Cemetery, and the battlefield. This area is anchored on Steinwehr Avenue by the NPS Medal of Honor Winners Site, and on Baltimore Pike by the Soldiers’ National Cemetery. Wayside interpretation for the district will be developed, and improvements planned by the Borough of Gettysburg in partnership with the merchants will improve the street’s landscape. A particular focus will be to improve the intersection of the two streets, once an historic hotel and now a gas station. These actions should increase the already significant pedestrian traffic and provide the impetus for people to move along the Historic Pathway.

Public and Private Interpretive Anchors

To continue their visit and gain additional understanding of the Borough and its themes, visitors will walk at least



a part of the Historic Pathway and visit partner sites. The plan calls for the incorporation of a set of high quality interpretive sites, planned by the Historic Pathway’s major non-profit and institutional partners. These are located at the ends of the Historic Pathway, and they will be the reason that visitors will take the walk. (The concept is similar to a mall, where the main corridors end in anchor stores. In order to get to the anchor stores, people must walk by all of the other shops and restaurants in the mall.)

In addition, these sites (and other private sites) could provide an alternative way for visitors to enter the Historic Pathway. In essence, each of these places

could also serve as “mini-reception centers,” additional gateways to the Historic Pathway where visitors can get information about the institution, the town and the Historic Pathway. The non-profit anchor sites are:

The Thaddeus Stevens Exhibit Center at Gettysburg College

This anchor could display materials and documents related to 19th century America, with particular attention to the Civil War era. This historic building played (and plays) an important role in the life of the college, and its namesake’s interest in free public education for all and abolition provide an insight into some of the issues that were current in the U.S. prior to the Civil War. Locating an exhibit center at the College provides an opportunity to help visitors gain a deeper understanding of the social and political issues of the time. For instance, the College has applied for a U.S. Department of Education grant to develop a facility that will interpret the history of the Underground Railroad in Pennsylvania. If Stevens Hall were selected as the site, exhibits could

highlight the history of slavery and of anti-slavery opposition and resistance.

The Seminary Ridge Legacy Center at the Lutheran Seminary

This anchor could interpret the historic legacy of the Seminary Ridge’s first day battle activity and the cultural, social, and religious history surrounding the larger issues leading to war and the pursuit of peace. It will offer exhibits and a detailed self-guided walking tour of Seminary Ridge.

Points of interest include the Seminary’s recognizable cupola of Schmucker Hall (Old Dorm) which served as the lookout and observation point for leaders on both sides of the battle lines, as well as a hospital for both Union and Confederate forces. The Seminary’s founder Samuel Schmucker, an anti-slavery activist, heeded warnings to flee Gettysburg and his library was ransacked.

The Legacy Center could include exhibits that assist visitors in understanding the Civil War hospital experience, the anti-slavery advocacy of Samuel

Simon Schmucker, an exploration of the Underground Railroad activity of individuals connected to the Seminary, and other moral and social issues in the Seminary Ridge legacy.

Also included in this legacy is the historic role played by the Seminary in the development of American Christianity and particularly American Lutheranism. And the Old Dorm hosts the extensive collections of the Adams County Historical Society and its ongoing exhibits.

The Seminary Ridge center could help visitors understand the causes and forces leading up to the Civil War, the social and cultural context for local citizens, the hospital experience, and reasons why this history has meaning to so many Americans.

The NPS Medal of Honor Winners Site

On Steinwehr Avenue, this anchor could expand NPS’ interpretation to include the action that occurred in this area, and will honor the valor and bravery of the combatants at this site where 3 medals of honor were won. It

could also be a location to talk about the unrelenting sniper fire and skirmishing that took place in this part of the town throughout the days of July 2 – 4, 1863.

The Soldiers' National Cemetery

As the focus of Lincoln's speech, The Soldiers' National Cemetery could continue to be a must-see site for visitors as one of the high points of the Historic Pathway.



Kevin Alan Trostle

As a result of the plan, the Historic Pathway will be expanded to bring in other important areas and districts to add interpretive depth to the historical themes of the Borough of Gettysburg. Along Washington Street and in the Lincoln Cemetery, the history of African Americans in Gettysburg and what the Civil War, its context and aftermath meant to them and to all Americans, will be emphasized.

The NPS Museum and Visitor Center

The new center could be another gateway to the Borough of Gettysburg for the many visitors who make it their first stop. NPS could include information in the museum and in its orientation about the Borough, its role in the battle, its aftermath and commemoration. NPS will make connections in its museum interpretation and its interpretation on the battlefield between park and town

themes. (For example, NPS would interpret the connection between the Bryan Farm and site in the Borough, encouraging visitors to see both to get the full story.) NPS could include the Borough and its role in the battle, its aftermath and commemoration in the NPS auto tour and unigrid brochure.

Community Interpretive Sites

The plan also suggests the development, with local partners, of new community enhancement and interpretive sites. These places hold special meaning for the local community, and could be used to tell parts of the story that may not otherwise be told. In addition, several of these areas could be parklike, developed with landscaping, plantings and interpretation, and could provide open space for the local community.

The Digges-Monroe Archeological Site

could expand upon the interpretation of the life of African Americans within the Borough. This site is currently undeveloped and owned by the Borough. Exhibits and waysides could help bring the site to life. In other places, archeological parks have proven to be both educational and popular with visitors. It could be developed using landscaping, plantings and other parklike elements that can communicate the archeological significance of the site while creating a pleasant environment for visitors and townspeople alike.

Christ Lutheran Church
could expand its programs and interpretation to tell the story of the role of churches in the life of the community, especially during the battle and its aftermath. Other churches in the area also served as hospitals, or, like Prince of Peace Episcopal Church, serve to commemorate the battle. Partnerships with these significant institutions could be developed.

The Lincoln Cemetery
could commemorate the African American residents of the community and the contributions of the U.S. Colored Troops who are buried there. Improvements may include fencing, a new monument to honor those who served their county in the Civil War and other wars, and interpretation of the people who are buried there.

The Adams County Historical Society at the Lutheran Seminary
is the center for archives and history about the Borough of Gettysburg and Adams County. Its collections make it an important stop for serious scholars of Adams County history.

The Evergreen Cemetery Gatehouse
could interpret the history of the cemetery, providing an insight into the community through time. Cemeteries are fascinating places to learn about a community and the people who lived there. Even a brief walk through the cemetery can reveal the ethnic composition of the community, and some of the conditions of the people. Those buried in the Evergreen Cemetery represent a cross section of the people found in the town, including some of its earliest or best-known citizens. Cemetery Hill takes its name from the Evergreen Cemetery.

Privately Owned Sites
also provide key interpretive opportunities and information for visitors. Places like the Schriver House Museum, General Lee's Museum and the living history site at the National Civil War Wax Museum on Steinwehr Avenue provide high-quality private interpretation. Other locations provide high-quality interpretive objects, art and media that are related to the interpretive themes of the Borough of Gettysburg. The partnership managing the Historic Pathway could set criteria

to measure the quality and interpretive fit of such sites, which could then be incorporated into the printed materials and signage of the Historic Pathway. Sites that are accepted for partnering could agree to expand their interpretation to cover aspects of the town's themes that are under-represented in other interpretation. For example, the partnership could work with a private partner to add a missing component to the partner's interpretive story; to provide a venue for a program; or to develop specific guided tours and theatrical programs.

Historic Pathway-Wide Actions, Strategies and Programs

This set of actions provides continuity for visitors and a pleasant and lively environment for their journey around the Historic Pathway. They include brochures and printed materials, signage, streetscape improvements, expanded wayside and other street exhibits, programming and related activities, and parking and transportation.



A common Historic Pathway identifying image or logo is a necessity. With the plethora of signage and other information on the Historic Pathway, people must be able to easily recognize a pattern or look to identify the Historic Pathway. One possibility is the current Main Street Gettysburg logo, in usage for over a decade.



Kevin Alan Trostle

Maps and Guides to the Historic Pathway

Brochures are essential to the functioning of the Historic Pathway. High quality information targeted for people with a variety of interests can be one of the most powerful tools for interpretation. A unigrid-style brochure, similar to the standard NPS brochures used all over the nation, will help visitors use the Historic Pathway and find various sites, and give visibility to partner sites. This brochure will include maps that locate the key components of the Historic

Pathway, and include introductory information about the town's stories and how to experience them.

Specialized walking tour guides and information could greatly expand the Historic Pathway's reach. Main Street Gettysburg already has developed architectural and other guides. NPS has a special guide to General and President Dwight David Eisenhower's Gettysburg. Special guides could include topics such as Lincoln's visit to Gettysburg; the civilian experience;

guides that explore the social and political events occurring in Gettysburg that mirrored those in other communities that led up to the Civil War; the Lincoln Highway and early 20th century Gettysburg; and similar topics.

Consistent Imagery and Signage

A common Historic Pathway identifying image or logo is a necessity. With the plethora of signage and other information on the Historic Pathway, people must be able to easily recognize a pattern or look to identify the Historic Pathway, both as they enter in their vehicle looking for



Utilities could be buried or relocated to alleyways. The planting of additional street trees, improving sidewalks and crosswalks, extending brick paving to additional areas, and adding benches help make the Historic Pathway more interesting to visitors, and will provide the kind of amenities that will make it pleasant to stroll up and down the streets of the town.

Adams County Historical Society



Boro of Gettysburg



GNMP / National Park Service



Wayne Schultz



Many people travel to have experiences they can't have at home. More and more, people who visit historic sites want experiences that take them back in time. Heritage travelers want to feel a part of history, and giving them that kind of experience is important to their satisfaction of an area.

parking, and as they walk on it from place to place. The logo and image should be used on signage, displays, educational materials, brochures, and exhibited on the places that are components of the Historic Pathway.

Directional and identifying signage is an important aspect of the Historic Pathway. In fact, recent surveys of visitors to Pennsylvania historic sites rank signage as the most desired amenity for people. Well-designed signage is necessary, to direct visitors around the Borough, to parking, and to the Borough-owned and partner sites.

Other types of identifiers can also be useful to people visiting the Historic Pathway. "Placemakers," such as markers or waysides that designate the limits of the town during different periods, special crosswalks that indicate the locations of street barricades during the battle, and similar street improvements could help give the Historic Pathway a special image and a cohesiveness of place.

Streetscape Improvements

Historic Pathway improvements could include continued planting of street trees, improving sidewalks and crosswalks, extending brick paving to additional areas, adding benches, and other appropriate development in most areas of the Historic Pathway. Utilities could be buried or relocated to alleyways. These kinds of improvements could help make the Historic Pathway more interesting to visitors, and could provide the kind of amenities that will make it pleasant to stroll up and down the streets of the town. The ambiance and excitement of a place will draw cultural visitors, and such improvements will help to improve the quality of the environment and thus the quality of the experience for visitors.

The gateways or entrances to the community are also important for visitors. Particularly along Route 30 east, where modern development is crowding out the historic scene, the Borough of Gettysburg could develop

standards for signage, landscaping and building. The idea is to ensure that when visitors get to the Borough of Gettysburg, they immediately see that it is historic and feel that they are entering a special place. The Borough of Gettysburg already plays an important role in working with developers to ensure that new development is compatible with the town's historic districts. Route 30 East within the Borough of Gettysburg has recently been added to the town's historic district. The Borough will cooperate with Straban Township on landscaping, signage and other issues to provide a quality gateway at Route 30 for residents and visitors alike.

Expanded Wayside Interpretation

Additional waysides and other types of expanded street interpretation could help transmit information about the important themes of the community. For example, the current system waysides could be expanded to include more of the town's history, and tie specific places to the town's unifying themes. Expanded interpretation could cover social themes;



Coordinated activities, such as the Gettysburg Yuletide Festival and History Meets the Arts provide a great incentive to the 40% of visitors who come again and again to Gettysburg.

included might be interpretive panels at the site of historic newspaper offices, reproducing some of the articles of the Civil War era and reflecting some of the diverse perspectives of the times. At other sites that may have been connected to early abolition activities or the Underground Railroad, expanded interpretation could explore the social trends and personal commitments to them that brought about such actions on the part of Gettysburg's citizens. Expanded street interpretation could extend meaningful interpretation about the town, and fill in gaps that may exist in partner and private interpretation.

Programming and Related Activities

Many people travel to have experiences they can't have at home. More and more, people who visit historic sites want experiences that take them back in time. Heritage travelers want to feel a part of history, and giving them that kind of experience is important to their satisfaction of an area.

Private enterprises already offer many kinds of costumed interpretive tours in the Borough. The plan proposes that those

programs could be expanded with a series of high quality, historically accurate and entertaining day and evening living history programs, special events and guided tours. Some of these tours may require a fee, but others may be provided by the partnership to ensure that the Historic Pathway is always lively and challenging.

For example, visitors might happen upon a group of women in period dress, discussing the various volunteer efforts that they were undertaking for the war effort. At another time, people might happen upon a recruiting tent, where they would be exhorted to do their duty and join a Pennsylvania regiment; as they do so, they would be learning about the various reasons that men went to fight in the Civil War. While stepping up to one of the area's historic bars, a visitor might find himself overhearing a heated argument between two opposing newspaper editors, debating loudly the politics of the day. A visit to a Civil War era market could provide insights into the nature of commerce in wartime, and its impact on local people. These are just a few examples that could be developed to provide challenging and compelling



GNMIP / National Park Service

Private enterprises already offer many kinds of costumed interpretive tours in the Borough. The plan proposes that those programs be expanded with a series of high quality, historically accurate and entertaining day and evening living history programs, special events and guided tours.

theatrical and interpretive programming exploring the social, cultural and religious questions of the day.

In addition to these programs, living history sites could be developed at a variety of outdoor and open locations along the Historic Pathway. A complement to the private and NPS living history activities that focus on the Civil War soldier, living history sites in the town might focus on the home front. Such special activities might focus on how women and children lived, cooked, dressed and played during the era, or on

the life and activities of the town's free African American citizens. Strategically placed sites within the Historic Pathway districts could increase visitor interest in spending additional time in the town.

Such specialty programming offers many opportunities for the private sector. For example, successful for-fee programs in other places provide opportunities for visitors to cook their own meal, using historic recipes and methods. Local restaurants could provide outdoor sites and costumed interpreters to help visitors cook their own Civil War style camp meal. There are dozens of examples of similar programs that offer unique experiences to visitors.

As an additional activity, the partnership might develop its own cadre of Licensed Town Guides to guide and to carry out these and other programs. Such a program of training and licensing would ensure the quality and accuracy of programs, and provide a variety of opportunities for visitors, from group tours on set topics to private tours that might focus on an area of particular interest to an individual visitor.

The Historic Pathway partners could coordinate their planned activities, and promote them at the Gettysburg Lincoln Railroad Station, the Wills House, and the anchor sites, as well as throughout the town and on the internet.

Coordination of major events, festivals, living history activities and programs (much of that coordination is already happening) would mean that visitors to Gettysburg would find it active at almost any time they chose to come. In addition, such programmed, coordinated activities provide a great incentive to the 40% of visitors who come again and again to Gettysburg. Weekly schedules of programs, timing of tours, joint advertising and other strategies will help maximize the richness of the visitor experience.

Parking and Transportation:

When NPS recommends stops in the Borough of Gettysburg as a part of its auto tour, that will ensure a steady flow of



Wayne Schultz

Coordination of major events, festivals, living history activities and programs would mean that visitors to Gettysburg would find it active at almost any time they chose to come. Here the color guard of the U.S.S. Gettysburg marches in the Gettysburg Memorial Day parade. The town regularly hosts these fine men and women who volunteer their time to help preserve Gettysburg's irreplaceable resources.



The plan calls for working with partners who own nearby lots, such as the Gettysburg Fire Company, to provide for bus parking during the 14-16 week bus season. The fire company has a small historical museum of interest, including a steam fire engine placed in service on January 26, 1886.

visitors to the Borough; many will be in their cars. This means that the development of a reasonable parking and transportation strategy is crucial to the functioning of the Historic Pathway.

A minimum action could be the expansion of the Race Horse Alley Parking Garage so that it can accommodate additional cars. A new pedestrian exit, linking the garage to the Gettysburg Lincoln Railroad Station, could make a logical and easy connection for visitors to the Historic Pathway. In addition, as visitation grows, other supplemental parking areas could have to be developed, to serve the other Historic Pathway zones.

The town also wants to encourage tour and charter buses to come into the town. Buses have special needs and require large spaces within which to park. The plan could establish bus drop-offs in front of the Gettysburg Lincoln Railroad Station and the Wills House. However, bus parking at the Race Horse Alley Garage is limited. Therefore, the plan calls for working with partners who own nearby lots, such as the Gettysburg Fire Company, to provide for bus parking during the 14-16 week bus season.

Adams County, the Chamber of Commerce, the Borough, NPS, Pennsylvania DOT and other partners are currently cooperating to assess congestion in the area and to develop intelligent transportation systems that help calm traffic and reduce congestion. The community is currently at work on the Adams County Comprehensive Road Improvement Study (CRIS). Specific



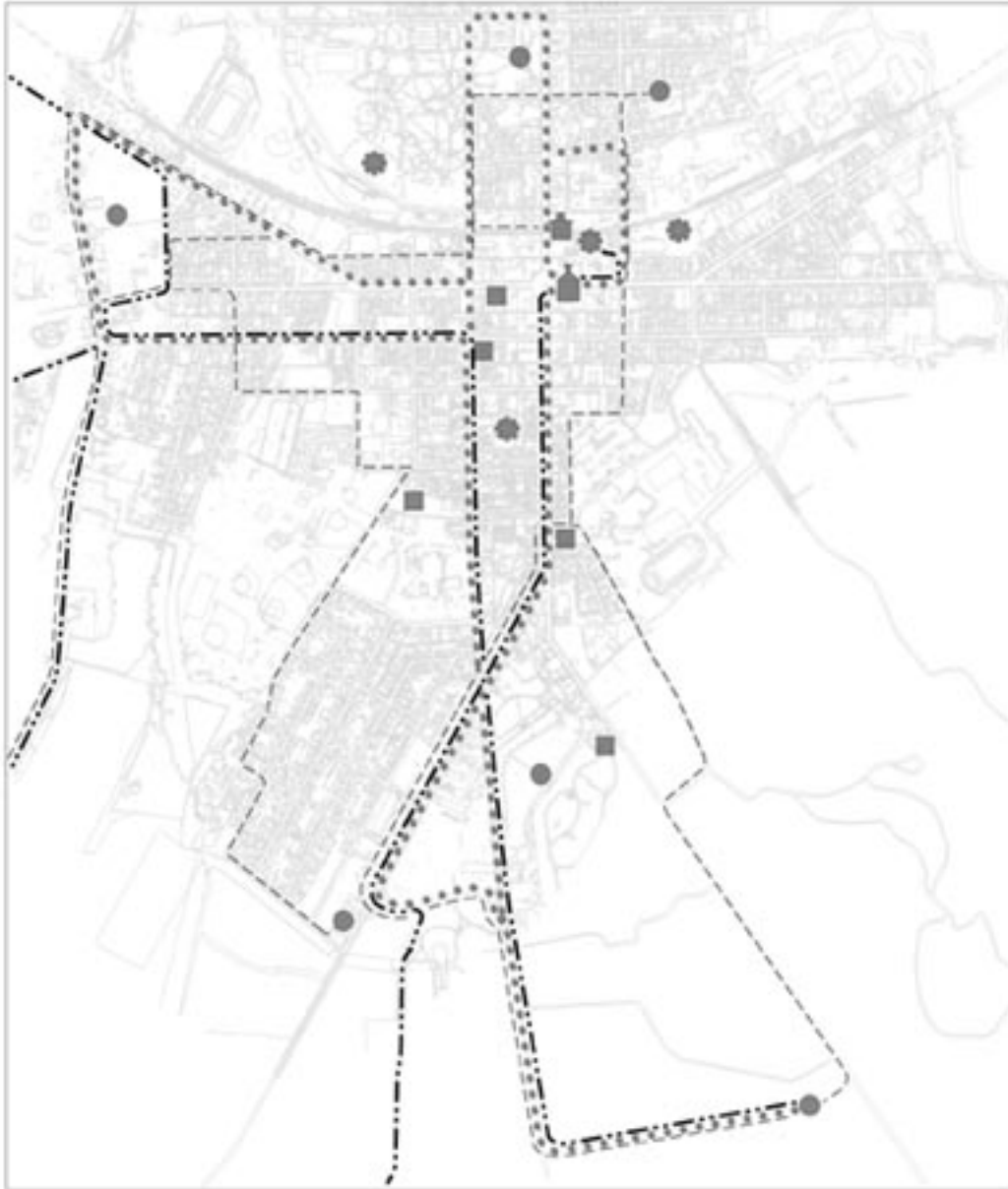
GNHP / National Park Service

The plan suggests that the Borough expand upon the popularity of bicycling on the battlefield, and develop a system of safe biking trails within the town. Bike trails would allow visitors to rent bicycles in town, leave their cars at their lodging or in the parking garage, and go exploring. In addition, safe, well-marked bike trails could be valuable to the Borough's residents.

goals of the CRIS project include the efficient management of the transportation system, safety improvements, and traffic congestion reduction as well as the identification of short, mid, and long term strategies that can be phased and identifying ways to successfully overcome non-technical barriers and constraints. The partners to this plan encourage such actions.

In short, to become a world class destination, Gettysburg must reduce the amount of through traffic on its streets.

The plan also strongly recommends working with those partners to develop a shuttle system, linking the Borough of Gettysburg, anchor and partner sites, and the NPS museum and visitor center. Although beyond the scope of this plan, in a joint effort the Borough and the NPS are currently conducting a planning study regarding transit in the greater Gettysburg community. Conceptually, the shuttle would provide service to the entire Historic Pathway, providing convenient access to interpretive sites, restaurants and lodging. Such a system is a crucial element of encouraging people to spend



Gettysburg Borough Interpretive Plan:

Transportation Routes

- Public and Private Non Profit Interpretive Anchors
- Community Enhancement and Interpretive Sites
- ☀ Parking
- Expanded NPS Auto Tour
- - - Potential Bicycle Routes
- Potential Shuttle Routes



Richard Segans





Building upon the foresighted leadership of the Borough and the private sector to date, the plan proposes that expanded grants, low-interest loans and technical assistance be provided to owners of historic properties along the Historic Pathway. These grants and low-interest loans would continue to enhance the overall quality of restoration actions, protect facades, and encourage sympathetic adaptive reuse.



more time on the Historic Pathway. The shuttle would operate in a simple loop, and would allow many visitors to park their car (or leave it where they are staying) and then walk and use the shuttle system to reach Historic Pathway attractions. The expanded Historic Pathway includes more area than most visitors would consider as walkable on a single visit. However, if people know that they can catch a shuttle back to their car, they may be more willing to walk farther and experience more of the Historic Pathway. The shuttle might be a public undertaking, or it might be operated privately under contract with the partnership.

Finally, the plan suggests that the Borough expand upon the popularity of bicycling on the battlefield, and develop a system of safe biking trails within the town. Using the close-in park avenues, the wonderful system of historic alleys, and some smaller streets, a system of bike trails could be developed. These trails would allow visitors to rent bicycles in town, leave their cars at their lodging or in the parking garage, and go exploring. In addition, safe, well-marked bike trails could be valuable to the Borough's residents.

Conservation and Preservation of Historic Sites and Resources

A key objective of the plan is to encourage further preservation of the town's important historic resources. The Borough has developed excellent programs that include design guidelines, efforts to identify and designate historic properties, and programs to encourage restoration. The town's Zoning and Historic Architectural Review Boards work assiduously to ensure quality new construction and restoration within the Borough of Gettysburg. Main Street Gettysburg currently provides some low-cost loans to building owners seeking to preserve or restore their properties. Because of these efforts, more than 60% of the structures that were present during the Battle of Gettysburg exist today. Significantly greater proportions of later Victorian and early 20th century structures also remain.

Building upon the foresighted leadership of the Borough and the private sector



The introduction of new visitors onto the streets of the town will increase pedestrian traffic, add considerable bustle to the heart of the Borough, and help support existing and new businesses. The economic development strategy behind the Historic Pathway is twofold: get visitors on the street, walking by individual businesses, who in turn, will profit; and encourage people to spend more time in the town and visit again.

Adams County Historical Society



Boro of Gettysburg



GNMP/National Park Service



Interpretation of the special aspects of the Borough's history will provide benefits for local residents, as well. Community enhancement and interpretation projects will provide insight into seldom told aspects of the Borough's history.

to date, the plan proposes that expanded grants, low-interest loans and technical assistance provided to owners of historic properties along the Historic Pathway. These grants and low-interest loans would be used to enhance the overall quality of restoration actions, protect facades, and encourage sympathetic adaptive reuse. In the future, the borough or a group designated by the Borough might consider the purchase of easements to protect historic facades in perpetuity.

Economic Development

Bringing more visitors into the Borough of Gettysburg will create new opportunities for business owners. The economic development strategy behind the Historic Pathway is twofold: get visitors on the street, walking by individual businesses, who in turn, will profit; and encourage people to spend more time in the town and visit again. The introduction of new visitors onto the streets of the town will increase pedestrian traffic, add considerable bustle to the heart of the

Borough, and help support existing and new businesses.

The economic development actions recommended by the plan will help businesses take advantage of the pedestrian traffic. The plan proposes that the partnership work to help make existing businesses competitive and better able to realize the market potential of the Historic Pathway.

Actions proposed include:

- Develop a marketing plan to identify and aggressively recruit quality businesses that are adequately capitalized, have a specific marketing plan, and prefer to own their own building.
- Modernize merchandising techniques by using complementary merchandizing, expanded and unified store hours, and development of special promotions geared towards captured markets.
- Encourage and support existing businesses and property owners

through cooperative management and marketing initiatives.

In addition, boroughwide economic development programs initiated by the Borough, Adams County and other state programs could focus on developing additional and improved housing in the historic town core and elsewhere in the Borough. Revolving loan funds would be sought to help establish businesses that are needed for the Borough's residents. Tax incentive strategies for private investors would be explored. These efforts are intended to make the town a better place to visit, but also to live and do business.

Finally, borough economic development programs could find sympathetic and compatible uses for abandoned or significantly underutilized industrial and downtown properties within the Borough. Increasing the Borough's tax base is an essential element of keeping it healthy and vibrant. Because the Borough is landlocked, finding the highest and best use for these properties will be a priority for the partnership.

As a town with a rich history, it is not unusual to find Abraham Lincoln conversing with a National Park Service official in downtown Gettysburg.



Maintain Quality of Life

The actions above, for the most part, were chosen to improve the quality of the visitor's experience, and to provide some amenities for the Borough's residents and business owners. Some of these amenities will be in the form of expanded interpretation of various aspects of the Borough's history, which will require the development of new parks and green spaces, such as improvements to Lincoln Cemetery, and the possible development of a small interpretive park at the Digges-Monroe Site on South Washington Street. The expansion of the Historic Pathway will lead to additional streetscape improvements, including extending the brick sidewalks, period street lights and street furniture, and providing more trees and landscaping.

At the same time, transportation enhancements will be crucial to maintaining the resident's quality of life. The economic benefits that we project by bringing more visitors to the Borough could quickly become problematic if we end up with constant traffic jams!

Therefore, systematic partnership efforts to manage traffic will be necessary. Management of congestion through adequate parking, good directional signs, easy access to information, and a shuttle system are a major component of the plan. Development of bike paths to provide safe, alternate routes for residents and visitors will also be encouraged.

Finally, but no less critically, this plan recognizes that no single approach to "Quality of Life" will be adequate, and that the Borough is a living community that cannot afford to become one large outdoor museum. While the 2000 Census Data is not yet available, it is obvious that the Borough's demographics continue to change, with a growing population of senior citizens, minorities, and low income households. The partners to this plan will need to continue working closely with the Borough, its social service agencies, Gettysburg Hospital, state government and other entities to promote affordable housing, critical care, public safety and conveniences, and to evolve resident and

child friendly programs and facilities. The plan will also encourage the private sector to work with the Borough and its partners to foster support of community based retail services, such as grocery stores, pharmacies, specialty restaurants, specialty food and clothing stores, and media entertainment centers. Likewise, it will be critical to work with the Gettysburg Area School District, Harrisburg Area Community College and Gettysburg College to provide the education and training in skills necessary—mainly public service (retail sales, food and lodging) and building trades—to support the economic growth of our community.

The Historic Resources and Interpretive Areas of the Historic Pathway

This chapter of the Interpretive Plan focuses on the variety of historic buildings, sites, and other resources that are available to use for interpreting the community's history, with a focus on those areas of the community that will be a part of the Historic Pathway.

The protection of the town's historic buildings and sites is a critical reason for developing this Interpretive Plan, and these historic resources are extensive. From 1987 to 1991 the Borough's Historic Architectural Review Board (HARB) undertook a Comprehensive Historic Building Survey, assessing the importance of some 900 of the 1700 buildings that stand in town as a basis for recommending expansion of the Borough's Historic District. Among other things, the Survey revealed that only some 200 Civil War period buildings survive, many of them altered substantially, and that the town's historic streetscapes are principally composed of buildings constructed after the Civil War and before World War I. The survey highlighted the urgency of protecting the Civil War buildings remaining while

recognizing that some of the Borough's most architecturally distinctive buildings, constructed during the Victorian Era, also deserve attention. From the modest Civil War frame home of John Hopkins, an African American living on South Washington Street, to the more elegant Gothic Revival "Cottage" of John Rupp on Baltimore Street, the Borough's historic buildings offer tremendous interpretive potential.

One goal of the plan is to insure that at every location, visitors are presented stories of the Borough's history from a variety of viewpoints. However, the actual buildings and sites lend themselves to telling these stories in greater depth. This is understandable, for just as many visitors are deeply moved by programs while standing on Little Round Top or the "High Water Mark" on the Gettysburg Battlefield, they may be equally moved by hearing Henrietta Schriver's story in her home on Baltimore Street, or while standing in Christ Lutheran Church and hearing of the death of Chaplain Howell while ministering to the wounded there. The

following is a description of the four major zones of the Historic Pathway, and some of the key historic resources that are found in them.








Gettysburg is rich in historic resources. The protection of the town's historic buildings and sites is critical within the Borough's Historic District.

The Lincoln Square and Downtown Gettysburg District

Buildings and Sites of Interest

1. Lincoln Square
2. Living History
3. Digges-Monroe Site
4. Christ Lutheran Church
5. Lincoln Railroad Station
6. Hoke-Codori House
7. Samuel Gettys Tavern Site
8. Gettysburg Academy
9. Swope Mansion
10. Schriver House
11. John Hopkins House
12. GAR Hall
13. Prince of Peace Episcopal Church
14. Plank Garage
15. Blue Parrot Tea Room
16. James Gettys Hotel
17. David Wills House
18. Thaddeus Stevens House
19. Adams County Courthouse
20. Old Public School
21. Foster House
22. Saint Francis Xavier Catholic Church
23. Presbyterian Church
24. Eberhart-Epley Garage
25. Agricultural Hall Site
26. Lincoln Cemetery
27. Stevens Log House

Key To Symbols

-  Bicycle Route
-  Shuttle Bus Route
-  Auto Tour Route
-  Buildings or Sites of Interest
-  Pathway Projects



Focus: The Lincoln Square and Downtown Gettysburg District

Description

Lincoln Square is at the heart of the Historic Pathway, and the varied age and styles of its buildings, from the renovated Gettysburg Hotel (1989) to the historic David Wills House (ca. 1814) provide ample evidence of a vibrant 21st century community center. Radiating out from it, like the spokes of a wheel, are the four main historic streets—Baltimore, Chambersburg, Carlisle, and York. These, along with several key intersecting streets, such as High, Middle, Washington, and Stratton, form the core of the Downtown District, as well as the Borough's Historic District. Most of the Borough's surviving Civil War buildings are within this zone, and many of the buildings are still standing within the original 210 lots established by James Gettys when he founded the town in 1786. As a result, while many buildings have been altered, and newer ones built, the overall development pattern of this zone remains faithful to the height and scale of buildings and lot sizes that were common in a rural 19th century

community. To put it another way, if one were to ignore the paved streets, sidewalks, and utility lines, it is a streetscape that would look familiar to the Civil War residents of the Borough.

While it is difficult to forget that Gettysburg is a modern community, the overall integrity of its 19th century streetscape, and the rich variety of historic buildings and sites, offer the greatest potential to tell the town's Civil War stories—such as what led up to the conflict, life and change over time during the War, and the battle and its aftermath. Nowhere is this more evident than along South Washington Street, where a number of buildings, such as the John Hopkins House (219), the Culp/Mundorf House (239), and the Catherine Foster House (155), remain much as they were when first constructed prior to the Battle. This 19th century streetscape is the most intact of anywhere in the Borough, largely because it has remained a residential neighborhood for low and middle income families. Much of the Borough's African American commu-

nity has also lived here, and sites such as Lincoln Cemetery and the Digges-Monroe lot provide potential to explore what has been a long ignored history of the minority community. Nearby, on West Middle Street, a late 18th century log house, once owned by Thaddeus Stevens, has been restored, offering a rare glimpse of a building type that has all but disappeared from Gettysburg, but which was much more common at the time of the Battle.

Proposed Actions

Some actions recommended by this plan extend into every district, like the shuttle, the bike trails, and directional signage. However, other actions are specific to the districts. Here are some of the actions that could take place in the Lincoln Square/Downtown Gettysburg district.

Anchors

- *Provide orientation and an effective overview of the town's themes and the learning options at the Welcome Center at the Lincoln Train Station.*
- *Interpret Lincoln and the Gettysburg Address at the Wills House Lincoln Museum.*

Community Interpretive Sites

- *Christ Lutheran Church could interpret the role of churches and women in the care of Civil War wounded.*
- *The Digges-Monroe Site, interpreting the lives and roles of African Americans in Gettysburg.*
- *The Lincoln Cemetery, telling the story of the USCT and their impact on the Civil War.*

Public Improvements

- *Rehabilitation of the Lincoln Train Station.*
- *Rehabilitation of the Wills House.*
- *Development of interpretive exhibits and site enhancements in a parklike setting at the Digges-Monroe site.*
- *Extend brick sidewalks, street trees, and relocation of utilities on Baltimore Street.*
- *Provide placemakers to indicate the extent of the community at various periods.*

Partnership Actions

- *Provide additional interpretation at Christ Lutheran and other churches.*
- *Partner with the Lincoln Cemetery to restore the cemetery, providing fencing and commemoration of the USCT.*
- *Partner with high quality private partners to provide expanded interpretation of under-represented social themes.*
- *Work with Gettysburg College to provide a high quality performing arts facility at the Majestic Theater adjacent to the Lincoln Train Station.*

Programming

- *Provide new, high quality interpretive programs that keep the Historic Pathway active, especially near and just below the hill on Baltimore Street (thus giving visitors a reason to walk up or down it to other districts).*
- *Provide living history focussed on the lives of women and children of all ethnic backgrounds at a new venue adjacent to the Alumni Park.*
- *Provide additional expanded outdoor interpretive waysides on social topics.*

Transportation and Circulation

- *Expand Race Horse Alley Parking Garage.*
- *Partner to find bus parking, perhaps east of the garage.*



Because the Lincoln Square/ Downtown Gettysburg District contains the majority of the early to mid 19th century town, it is the place to talk about what led up to the Civil War, life and change over time during the war, and the battle and its aftermath. In this district, the lives of all of the many people who lived and worked in the community can be portrayed.

The Lincoln Square and Downtown Gettysburg District

During the Battle of Gettysburg the buildings on campus played an important role as an observatory for Union officers, then as a signal station for the Confederates, and finally as a hospital for the wounded of both armies.



Focus: The Lutheran Seminary and Lincoln Highway District

Description

The Lutheran Theological Seminary at Gettysburg, like Gettysburg College, has been vitally important to the development of town since it was established in September 1826, not only lending its name to “Seminary Ridge,” but to a growing national reputation as a center for theological education. As Dr. Abdel Ross Wentz noted in his history of the Seminary, one of the reasons Gettysburg was chosen was for its “central and accessible” location, but also because “its physical surroundings promised to afford for many years to come that quality of retirement which was always courted for theological seminaries in those days.” Nearly 175 years later that “quality of retirement” is still evident, not only in the broad open lawn that defines the town’s western edge on Buford Avenue, but in the landscaping and building design that defines the Seminary campus.

As the central focus of this District, the Seminary has a diverse story to tell, and its important buildings still remain.

During the 1st day of the battle, which opened just west of the campus, the cupola of Schmucker Hall was used as an observation post in the morning, and by late afternoon the Seminary grounds were part of the Union battle line. Following the fighting, Schmucker Hall and the adjacent Krauth and Schmucker houses were pressed into service as hospitals. The irony of all this death and destruction in the middle of a Seminary is not lost on author Kent Gramm, who notes “it is not new for bodies to be laid at the doorstep of religion.” In making this observation in his book *Gettysburg: A Meditation on War and Values*, Gramm provides a glimpse of important religious and moral issues that are traditionally the focus of Seminary education, but which can easily be broadened to include the visiting public.

Just across the street from the Seminary is a modest stone building known as “General Lee’s Headquarters.” This building, the home of widow Mary Thompson in 1863, hosted Lee and his staff on July 1-3rd, and has been a public museum since 1921. Its

establishment as a roadside museum coincided with the growing importance of the Lincoln Highway—America’s first coast to coast highway—as the main approach to Gettysburg by automobile. The story of this modest building’s development from a one room museum to a complex with motel, restaurant, and gift shop is a good illustration of how the face of Gettysburg changed as Americans took to the road.






The Lincoln Highway in Adams County, Pennsylvania, a special purpose study completed in July 2000, provides a strong basis for planning and conservation actions related to tourism along the Lincoln Highway. The study suggests that Adams County become part of the Lincoln Highway Heritage Corridor, a Pennsylvania Heritage Park administered by the Pennsylvania Department of Conservation and Natural Resources. The Lincoln Highway overlays many districts identified within this interpretive plan and played a significant role in the developmental history of Gettysburg.

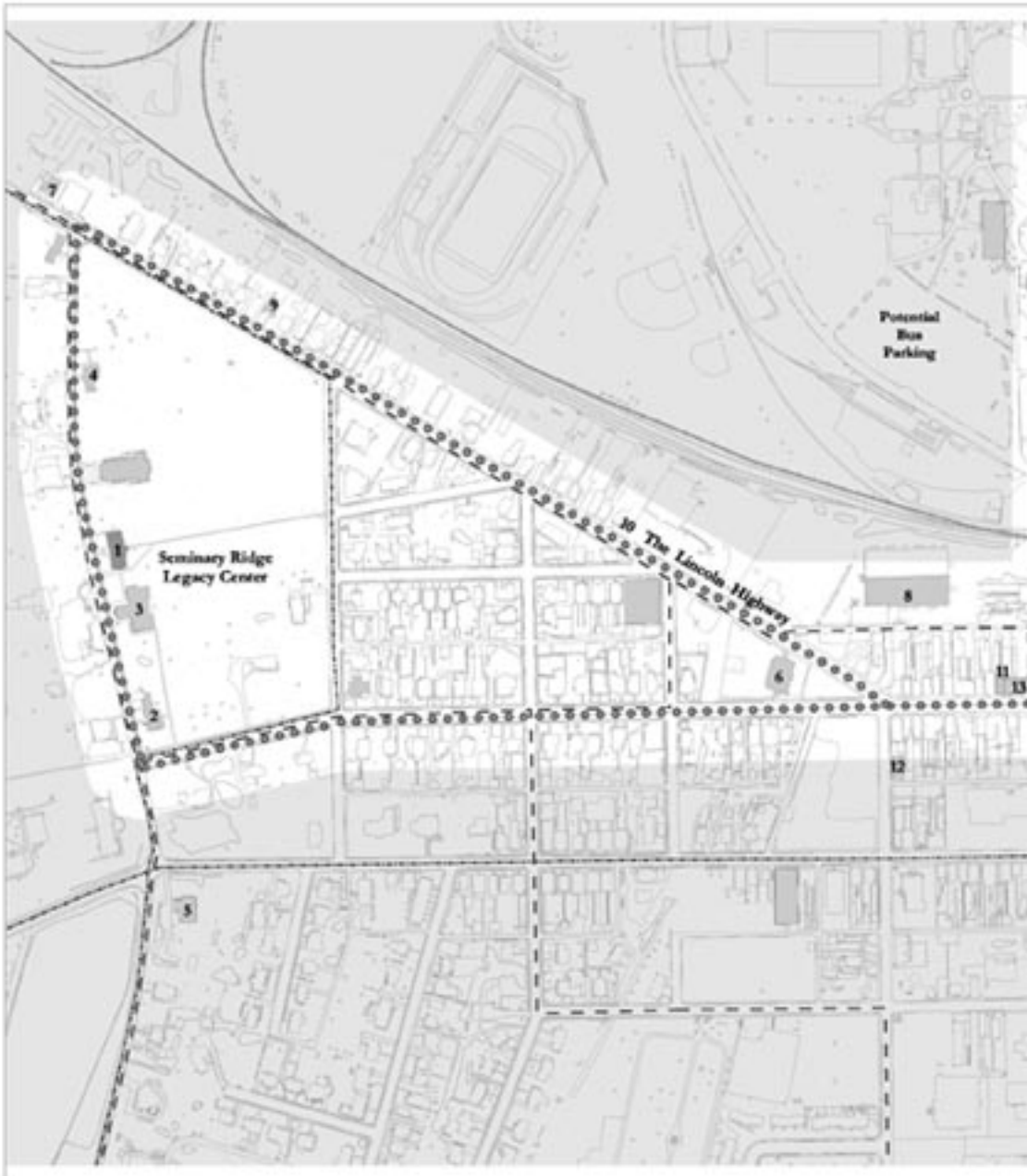
The Lutheran Seminary and Lincoln Highway District

Buildings and Sites of Interest

1. Schmucker Hall
2. Schmucker House
3. Valentine Hall
4. Krauth House
5. Oak Ridge Academy
6. Meade School
7. Lee's Headquarters
8. Silk Mill
9. Sheads' School for Girls
10. The Lincoln Highway
11. Sarah Broadhead House
12. John Burns House Site
13. Thomas Warren Houses

Key To Symbols

-  Bicycle Route
-  Shuttle Bus Route
-  Auto Tour Route
-  Buildings or Sites of Interest
-  Pathway Projects





GNMP / National Park Service

The Lutheran Seminary is significant for its role in the development of the Lutheran Church in the region and the nation. The Seminary's cupola on Schmucker Hall served as the Union's observation post as the Battle of Gettysburg began. Then as now, the Seminary was a place where the most important moral and religious issues of the day were discussed.



Lutheran Theological Seminary at Gettysburg

Proposed Actions

Some actions recommended by this plan extend into every district, like the shuttle, the bike trails, and directional signage. However, other actions are specific to the districts. Here are some of the actions that could take place in the Seminary/Lincoln Highway District.

Interpretive Anchor

- *The Seminary Ridge Legacy Center at the Lutheran Seminary could interpret the role of Seminary education in the life of the nation and the moral and social issues that were of concern during the Civil War and still matter to Americans today.*

Community Interpretive Site

- *The Adams County Historical Society at the Lutheran Seminary.*

Public Improvements

- *Waysides and highway markers commemorating the Lincoln Highway.*
- *Planting trees and providing other street improvements to Chambersburg Street.*

Partnership Actions

- *Renovation of Valentine Hall for use as an educational and interpretive resource.*
- *Creation of the Seminary Ridge Legacy Center at the Lutheran Theological Seminary as a showcase of themes related to the rich history of the institution. The Center will serve as a focal point for artifacts and social and cultural history.*
- *Working with Lincoln Highway era buildings and businesses to interpret the development of visitor services like restaurants, tourist courts, and roadside attractions within the Borough of Gettysburg.*
- *Cooperate with Straban Township on landscaping, signage and other concerns that affect the quality of the visitor and resident's experience as they enter the Lincoln Highway (Route 30 East) Gettysburg gateway.*

Transportation and Circulation






- *Provide shuttle service to Seminary Ridge.*
- *Develop a walking tour connecting related sites in the immediate area as well as other sites.*

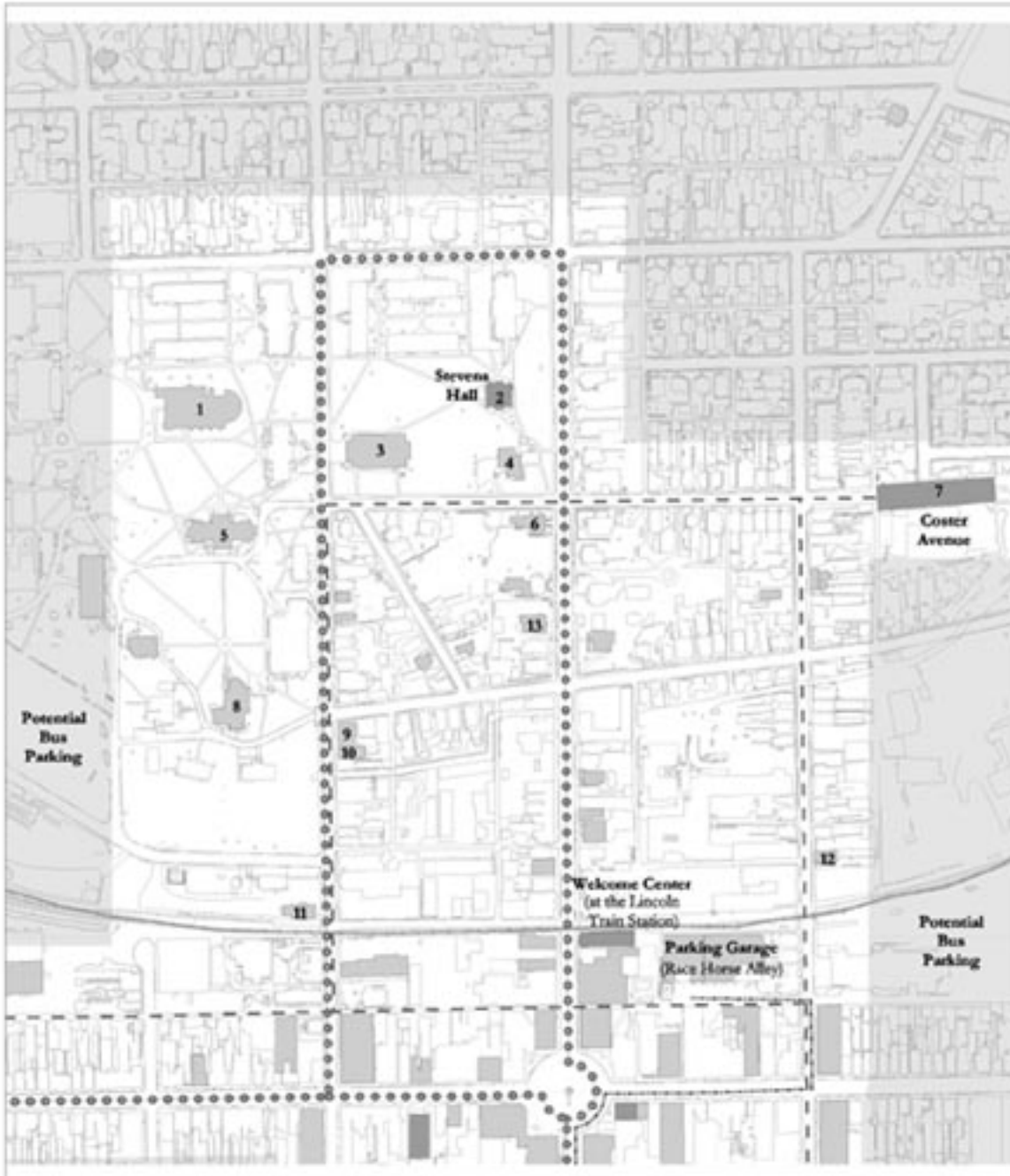
Gettysburg College District

Buildings and Sites of Interest

1. Musselman Library
2. Stevens Hall
3. Christ Chapel
4. Eisenhower's Office
5. Pennsylvania Hall
6. McPherson House
7. Coster Avenue
8. Kline Theatre
9. Eisenhower 1918 Residence 1
10. Eisenhower 1918 Residence 2
11. Gettysburg-Harrisburg Railroad Station
12. Jacob Sheads House
13. Robert McCurdy House

Key To Symbols

-  Bicycle Route
-  Shuttle Bus Route
-  Auto Tour Route
-  Buildings or Sites of Interest
-  Pathway Projects



Focus: The Gettysburg College District

Description

Gettysburg College has significantly influenced the Borough's development since its founding in 1832. Then called "Pennsylvania College," the school was located on undeveloped land at the northern edge of the town—land that gradually became a distinctive campus, marked by some of the most architecturally significant buildings in the Borough, such as Pennsylvania Hall and Glatfelter Hall. The adjacent residences, constructed to serve faculty, students, and others connected with the school, include some of the finest Victorian homes ever built in Gettysburg, such as the Edward McPherson House on Carlisle Street. This area of town also saw significant action during the Battle on the afternoon of July 1st, 1863, when a rearguard action by Coster's Brigade of the Union 11th Corps bought critical time for retreating Union forces. The area, just off North Stratton Street, is now marked by a small battlefield avenue known as "Coster Avenue" that contains several monuments and a more recently erected private mural commemorating the action there. In the aftermath of the fighting, the college campus became a large field hospital.

In addition to these developments, President Dwight Eisenhower spent considerable time here on two separate occasions—as a young officer commanding the new Headquarters of the Tanks Corps at Camp Colt in 1918, and after leaving the White House in 1961 to retire to his Gettysburg farm. The three buildings associated with this part of his life in Gettysburg still stand—two houses on North Washington Street and his office on Carlisle Street.

As these historic resources suggest, this District can readily tell a variety of stories to explain the role of Pennsylvania College in the Battle and its aftermath, and of President Eisenhower's links to the community. But perhaps more importantly, it offers unique opportunities to explore the larger questions of education, equal opportunity, and human rights in American society. For one of the school's greatest benefactors, Thaddeus Stevens, was an early and controversial advocate for the rights of African Americans, and as a prominent United States Congressman during the Civil War, played a pivotal role in shaping public policy through the "Civil Rights Amendments" to the Constitution. Stevens Hall, located on the College campus, provides just one visible reminder of his legacy.

Proposed Actions

Some actions recommended by this plan extend into every district, like the shuttle, the bike trails, and directional signage. However, other actions are specific to the districts. Here are some of the actions that could take place in the College District.

Interpretive Anchor

- *Thaddeus Stevens Hall at Gettysburg College is targeted as the site for an interpretive facility addressing some of the key social and political issues of the 19th century illustrated by the life of Thaddeus Stevens, such as abolition and free public education.*

Public Improvements

- *Extend brick paving and other street improvements up Carlisle Street, to complement the College's campus improvement program.*

Partnership Actions

- *Partner with Gettysburg College to restore Thaddeus Stevens Hall.*
- *Interpret Dwight David Eisenhower, both as commander of Camp Colt and as a former President of the United States in the buildings he used in this district by partnering with their owners and Gettysburg College.*

Programming

- *Provide additional wayside and expanded outdoor interpretation on theme-related topics.*

Transportation and Circulation






- *Provide trolley stops at Thaddeus Stevens Hall.*
- *Partner to provide overflow parking during summer months.*

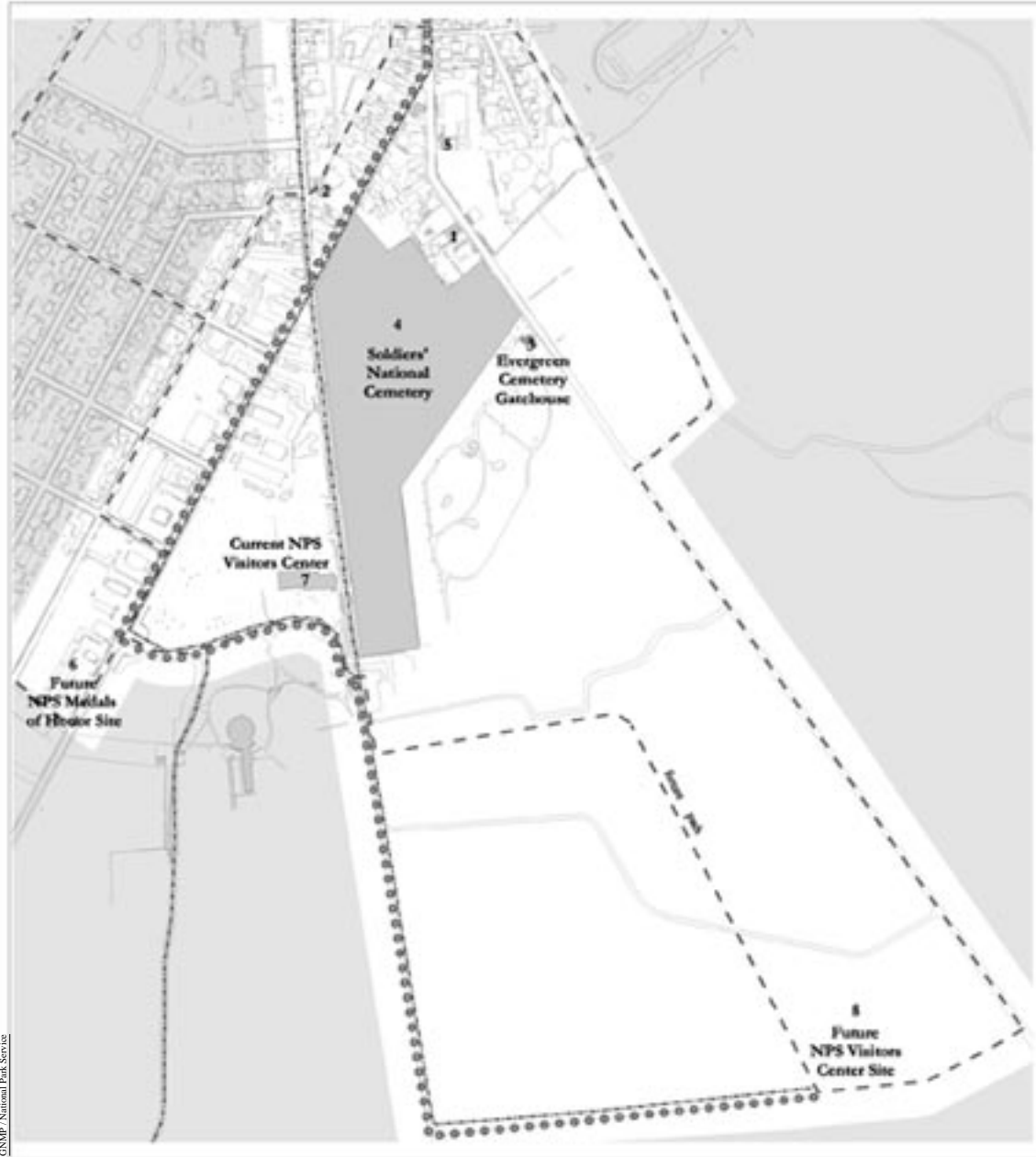
The Steinwehr Avenue and National Cemetery District

Buildings and Sites of Interest

1. National Soldiers' Orphans' Homestead
2. Rev. Alexander Dobbin House
3. Evergreen Cemetery Gatehouse
4. Soldiers' National Cemetery
5. Jennie Wade House
6. Future NPS Medals of Honor Site
7. Current NPS Visitors Center
8. Future NPS Visitors Center

Key To Symbols

-  Bicycle Route
-  Shuttle Bus Route
-  Auto Tour Route
-  Buildings or Sites of Interest
-  Pathway Projects



GSNMP / National Park Service

Focus: The Steinwehr Avenue and National Cemetery District

Description

This avenue, named after Union general Adolph Von Steinwehr, forms that portion of the historic “Emmitsburg Road” that comes into the Borough from the south. In 1863, this area was sparsely settled, with the Alexander Dobbin house set in surroundings not very different from when it was built in 1776. Nearby, the new town cemetery called “Evergreen” had an entrance defined by a gatehouse built in the fashionable “Italianate” style. At the time of the Battle, the road marked a “no man’s land” between the armies, with heavy skirmishing going on from time to time, and fighting during “Pickett’s Charge” on July 3rd. A few months later, President Lincoln’s address at the dedication of the National Cemetery defined for a nation the larger moral purpose of the Civil War, and with the end of the War in 1865, laid the foundation for establishing Gettysburg as a national shrine.

Though Gettysburg’s growth as a tourist attraction was certain, development at this end of the Borough was slow, for most of the industrial and tourism growth centered near the east/west Lincoln Highway and railroad corridor several blocks to the north. Moreover, Gettysburg National Military Park had no significant visitor facility, with Park offices

located on the second floor of the Post Office Building on Baltimore Street. However, directly opposite from the Soldiers’ National Cemetery, the Rosensteel family’s development of the National Museum, starting in the 1920’s, provided a growing anchor attraction at the south end of town near Hancock Avenue and the field of Pickett’s Charge. With the introduction of the “Electric Map” there just after World War II, the private museum soon prompted significant commercial development along the Avenue. The opening of the first true NPS Visitor Center in the new Cyclorama building in 1962 added further incentive for adjacent museums, shops, and restaurants to serve the substantial increase in visitation brought about by the Civil War Centennial. Today, this area contains many of the visitor services required by tourists—lodging, fuel, food, and attractions. This district is heavily used by pedestrians, especially after 5:00 P.M. and into mid-evening during the summer.

The battle activity in this area, along with its role in the evolution of the growing tourism in Gettysburg, offers rich material for interpretation. The proposed NPS Medals of Honor site will further strengthen the connection between the battlefield and the southern end of town.

Proposed Actions

Some actions recommended by this plan extend into every district, like the shuttle, the bike trails, and directional signage. However, other actions are specific to the districts. Here are some of the actions that could take place in the Steinwehr Avenue/National Cemetery District.

Interpretive Anchors

- *The NPS Museum and Visitor Center, and the NPS Medal of Honor Winners Interpretive Site at the base of Steinwehr Avenue.*
- *The Soldiers’ National Cemetery, anchoring Baltimore Street.*

Community Interpretive Site

- *The Evergreen Cemetery Gatehouse.*

Public Improvements

- *Recall the historically open setting of the Civil War era by adding fences where possible and where they were present historically along the street edge.*
- *Enhance Steinwehr and Baltimore Streets by adding street trees, improving sidewalks, adding benches and improving lighting.*
- *Create a special district to guide signage and new building.*
- *Improve pedestrian safety with more crosswalks.*

Partnership Actions

- *Partner with high quality private partners to provide expanded interpretation of under-represented social themes.*

Programming

- *Encourage the continuation of living history presentations on the street.*

Transportation and Circulation

- *Provide shuttle stops along Steinwehr and Baltimore Streets.*

Implementation and Management

This chapter proposes the implementation of the plan, including management, funding strategies and priorities for development of plan components. The partnership could be formalized and it could operate through Main Street Gettysburg, the management entity that could be responsible for many of the implementation and management actions needed to make this plan a reality. The reformulation of Main Street Gettysburg will be described.

Main Street Gettysburg: The Partnership

The Borough of Gettysburg Interpretive Plan and the Historic Pathway will be implemented and directed by Main Street Gettysburg, a locally based, private non-profit with a track record of success in the community. The board of Main Street would be strengthened to include representatives of the Borough of Gettysburg, the Superintendent of the National Park Service, the President of Gettysburg College, the President of the Lutheran Seminary, the President of the Gettysburg-Adams County Chamber of Commerce, and the President of the

Gettysburg Convention and Visitors Bureau and the President of the Gettysburg Area Retail Merchants Association. In addition, other members might include representatives from local business alliances, foundations, Adams County and its economic development agency, and local businesses. The board would be authorized to seek advice and cooperation from other organizations, offices and groups that contribute to the overall development of Gettysburg, including financial organizations, the hospital, labor and education groups, state and federal agencies, and local businesses.

The partnership would be formalized through development of a Memorandum of Understanding, which would then be reflected in the bylaws and organization of Main Street Gettysburg. As a part of the agreement, the major partners would agree to provide an appropriate level of support for Main Street's implementation of the plan, through membership fees, in-kind services, staffing in the Welcome Center or Wills House, and/or technical assistance. The major partners will also take responsibility for implementing aspects of the plan with respect to the

operation and management of their property and facilities.

The primary charitable and educational mission of Main Street Gettysburg with respect to this project will be to conserve, interpret and promote the Borough of Gettysburg, and by doing so, to achieve economic development in the historic downtown and throughout the Borough. To fulfill this mission, Main Street Gettysburg will:

- develop programs to preserve and protect the area's historic resources;
- provide for interpretation as described in this plan;
- operate the Gettysburg Lincoln Railroad Station and the Lincoln Museum at the Wills House;
- prepare for transportation and infrastructure changes needed to accomplish the plan; and,
- establish a structure within which the activities of investment and economic development called for in this plan can be fulfilled.

In support of this mission, Main Street Gettysburg will direct and coordinate a diverse menu of conservation, programming, operations, educational and interpretive actions, and other activities within the Borough of Gettysburg.

In all of its activities, Main Street will vigorously seek partners. It will utilize seed money from federal, state and local agencies, and will seek funding from a number of sources, including grants, donations, and other revenue sources. Main Street Gettysburg will be self-sustaining, using membership fees, donations and the income it generates from operations and other sources.

Main Street must have broad authority and powers to undertake this mission. These may include:

- Acquiring, encumbering and disposing of real property as is necessary to preserve, promote and interpret the history of Gettysburg;
- Improve properties to which Main Street Gettysburg holds title, or to improve

properties on behalf of another owner, such as the Borough of Gettysburg;

- Sell, lease, sublease or otherwise dispose of real property;
- Enter into contracts, leases, cooperative agreements with public agencies and private organizations and individuals and entities, to achieve the purposes of the plan;
- Receive funds from public agencies and private individuals and agencies; receive gifts of property of all kinds, whether made by will, deed or otherwise; and administer the same in carrying out the corporation's mission;
- Collect fees and develop sources of income as needed to operate the facilities called for in this plan;
- Disburse funds to qualified public or private individuals and entities for the purposes of achieving the goals of this plan;
- Hire staff and accept personnel from other private and public entities as required to fulfill its mandates and purposes;

- Manage property and develop and operate educational, informational, interpretive and marketing programs, facilities and linkages;

- Coordinate, review and approve projects or programs funded or implemented by the corporation;

- Provide educational, interpretive, and promotional materials, services and materials.

Once this plan is approved, the first task of the partners will be to draft and execute a Memorandum of Understanding document outlining the various roles to implement the plan.

Finance and Source of Funds

Main Street Gettysburg will be self-sustaining, and will derive its revenues from a variety of sources, both public and private. The initial infusion of capital funds will come from two sources: the PennDOT TEA-21 (The Transportation Enhancement Act of the 21st Century) grants and its private matching funds for the Gettysburg Lincoln Railroad Station, and the Commonwealth of Pennsylvania's grant of

\$3,000,000 for a variety of purposes relating to the Gettysburg Interpretive Plan.

Additional capital funds will be required for the implementation of the Interpretive Plan. Also, Main Street Gettysburg will require a source of funds for operational and program expenses, throughout the life of the plan. Likely sources of federal, state and local funds and of potential partnership funding are identified in the next section. Major partners such as the NPS, the College, and the Seminary will bear the primary responsibility for obtaining the capital funds required for interpretive developments on their properties.

Admissions and Operational Income

The Lincoln Museum at the Wills House has the potential to provide a revenue stream to Main Street sufficient to operate both the museum itself and the Welcome Center at the Gettysburg Lincoln Railroad Station. A modest entrance fee would be charged; eventually, it could be included as part of a combined ticket to other programs and venues. Revenues from the operation would be used to support Main Street's other activities, including programming.

Ongoing support from partners

Main Street Gettysburg currently receives funding support from the Borough of Gettysburg. As a part of the partnership, participating agencies and organizations would also contribute to Main Street Gettysburg. Contributions could take the form of annual cash donations, provision of people to staff various operations of the partnership, and technical assistance.

Private Capital Campaign and Foundation Funding Sources

Main Street Gettysburg, because of its mission and non-profit status, will be able to pursue a variety of foundation grants and loans. In particular, the help and advice of the National Trust for Historic Gettysburg will be sought. A recent capital campaign undertaken by Main Street Gettysburg has shown that the organization can successfully raise funds for interpretive purposes.

Membership Fees

Main Street Gettysburg is already a member organization, and the generous support of its donors provides a major portion of its funding. Main Street

Gettysburg would continue to seek member support, and would establish a new category for its partner-associates.

Other Donations

As a private non-profit, Main Street Gettysburg will be eligible for other types of donations of anything of value from private individuals, organizations and corporations.

Sales

Main Street Gettysburg already maintains a modest product line of educational materials. Under the proposal, Main Street would continue to provide educational materials in a gift/bookstore located in the Wills House.

Any profits from these sales will be used to further the educational and interpretive programs of the Borough.

Federal Sources

Federal sources of funding and grants will be vigorously pursued. Potential sources of funds are varied, and depend on the type of project. For example, HUD, USDA, and SBA all provide potential funding sources for the expansion of the Race Horse Alley

parking garage. The Federal Highway Administration may have grant funds available for intelligent transportation systems and the shuttle system. Thanks to assistance from Congressman Bill Goodling, Senator Rick Santorum and their staffs, these sources of funds are now being researched and appraised for their applicability to this plan.

State and County Funds

The Commonwealth of Pennsylvania has already generously provided over \$4,000,000 to the effort from a variety of sources, including a state capital grant and TEA-21 matching grants. Main Street Gettysburg will pursue funding for streetscape improvements, garage expansions, shuttle funding and other initiatives. Potential funding sources, like those of the federal government, depend on the type of project. They include DCED grants, PennDOT funding sources, DCNR programs for trails and historic sites, and other programs. Thanks to Governor Tom Ridge and his staff, many of these fund sources are being researched. Additional thanks goes to PA State Senator Terry Punt and his staff

for their continued strong support of initiatives in Gettysburg.

Borough of Gettysburg Sources

Since its creation, the Borough of Gettysburg has been a monetary and in-kind supporter of Main Street Gettysburg.

Interpretive Plan Project Phasing

The phasing of the various projects recommended in this plan will occur over a seven-year period, and in two phases. Each phase has a strategic focus: the first phase is intended to provide the basic infrastructure, transportation and interpretive resources necessary to encourage and manage additional visitation, and the second phase provides for additional community interpretive sites, additional parking and actions to preserve the town's resources. The strategy has been developed to implement priority actions early in the process, while continuing to build and strengthen each of the four pathway districts over the life of the program. The intention is that this will promote well-coordinated development, seamless interpretation, and a balancing of invest-

ment in the four pathway areas over the development period.

Phase A: Years 1-4

The first phase will set the stage for a significant increase in tourism within the Borough of Gettysburg. When NPS adds the Borough of Gettysburg to its auto tour brochure as a stop, this will greatly increase the number of visitors who go into the town. In this phase, advance planning for major building projects, transportation projects and the interpretive infrastructure will lay the groundwork for development. Phase A projects include the Gettysburg Lincoln Railroad Station Orientation and Visitor Welcoming Center, the Wills House Lincoln Museum, the Thaddeus Stevens Hall facility at Gettysburg College, the Lincoln Cemetery, the Seminary Ridge Legacy Center on the campus of the Lutheran Theological Seminary and the Gettysburg National Military Park Medals of Honor site. Additionally implemented in Phase A are community enhancements to facilitate increased parking needs and the mass transit component providing convenient service to interpretive sites, restaurants and lodging. Implementation of Phase A

ACTION	HOW	WHO
<i>Goal 1: INTERPRET AND EDUCATE</i>		
A Implement the Borough of Gettysburg Interpretive Plan	<p>Secure partnership funding to provide five years of the associated costs to create the organization.</p> <p>Plan and design pre-visit materials.</p> <p>Develop and produce Historic Pathway brochures.</p> <p>Develop and produce specialized town theme brochures.</p> <p>Develop and implement a business recruitment plan.</p> <p>Develop partnerships to tell untold stories.</p> <p>Develop day and evening programs, including theatrical and interpretive programs that explore social, cultural and religious themes.</p> <p>Implement other needs as identified by the Interpretive Plan management.</p>	<p>The Partners</p> <p>The Partners through Main Street Gettysburg</p> <p>The Partners through Main Street Gettysburg</p> <p>The Partners through Main Street Gettysburg</p> <p>The Partners through Main Street Gettysburg</p> <p>The Partners through Main Street Gettysburg</p> <p>The Partners through Main Street Gettysburg</p> <p>The Partners through Main Street Gettysburg</p>
A Create the Welcome Center at the Gettysburg Lincoln Railroad Station Create the Lincoln Museum at the Wills House	<p>Anchor Visitor Welcoming facility explain themes and provide visitor information for Gettysburg.</p> <p>Anchor centerpiece museum featuring Lincoln and The Gettysburg Address</p>	<p>The Borough of Gettysburg, the Partners through Main Street Gettysburg, The National Trust for Historic Gettysburg and other partners</p> <p>The Borough of Gettysburg, The Partners through Main Street Gettysburg and other partners.</p>
A Thaddeus Stevens Hall Project support	<p>Anchor addressing some of the key social and political issues of the 19th century illustrated by the life of Thaddeus Stevens, such as abolition and free public education.</p>	<p>Gettysburg College, The Partners through Main Street Gettysburg and other partners.</p>
A Seminary Ridge Legacy Center	<p>Anchor interprets the role of Seminary education in the life of the nation and the moral and social issues that were of concern during the Civil War and still matter to Americans today</p>	<p>The Lutheran Theological Seminary at Gettysburg, The Partners through Main Street Gettysburg and other partners.</p>
A Gettysburg National Military Park Medals of Honor site.	<p>Anchor interpretive site honoring three Medal of Honor recipients.</p>	<p>National Park Service, The Partners through Main Street Gettysburg and other partners.</p>
A Incorporation of the Borough into the NPS Auto Tour Route	<p>Action directs NPS visitor to experience Gettysburg, its battle aftermath and commemoration.</p>	<p>The Borough of Gettysburg, the National Park Service, The Partners through Main Street Gettysburg and other partners.</p>
A Lincoln Cemetery enhancements	<p>Community enhancements, with the Digges-Monroe site, to commemorate and interpret the African American resident community and U.S. Colored Troops.</p>	<p>The Partners through Main Street Gettysburg and other partners.</p>
B Christ Lutheran Church interpretive exhibits	<p>Community enhancement to interpret the role of churches in the life of Gettysburg.</p>	<p>Christ Lutheran Church, The Partners through Main Street Gettysburg and other partners.</p>
B Adams County Historical Society	<p>Aid the society to preserve and protect its collections as the basis for serious scholars of the history of Adams County.</p>	<p>Adams County Historical Society, The Partners through Main Street Gettysburg and other partners.</p>
B Evergreen Cemetery Gatehouse interpretation	<p>Community enhancement to interpret the history of this civilian cemetery, providing insight into Gettysburg's civilian themes.</p>	<p>Evergreen Cemetery Association, The Partners through Main Street Gettysburg and other partners.</p>
B Enhance Eisenhower visibility and interpretation	<p>Community enhancements to interpret the Eisenhower legacy at Gettysburg.</p>	<p>The Partners through Main Street Gettysburg and other partners.</p>
B PA Lincoln Highway Heritage Park support	<p>Community enhancements to interpret the Lincoln Highway's role in our nation's development.</p>	<p>The Lincoln Highway Heritage Corridor, The Partners through Main Street Gettysburg and other partners.</p>
B Create official licensed guides for Gettysburg	<p>Community enhancements to ensure minimal standards of excellence in town guides.</p>	<p>The Partners through Main Street Gettysburg and other partners.</p>
B Expand walking tours	<p>Community enhancements to interpret the themes of Gettysburg.</p>	<p>The Partners through Main Street Gettysburg and other partners.</p>
B Expand wayside exhibits	<p>Community enhancements to offer walking/bicycling interpretation of the themes of Gettysburg.</p>	<p>The Partners through Main Street Gettysburg and other partners.</p>

Phase A and Phase B Action and Implementation Agenda

ACTION	HOW	WHO
<u>Goal 2: PRESERVE RESOURCES</u>		
B Steinwehr Avenue Enhancements	Community enhancements improve physical appearance of visitor amenities district.	Steinwehr Avenue, The Partners through Main Street Gettysburg and other partners.
B Majestic Theater Project support	Community enhancements restores theater to national prominence.	Gettysburg College, The Partners through Main Street Gettysburg and other partners.
B Corridor and Entrance improvements	Community enhancements to key gateways into Gettysburg.	The Partners through Main Street Gettysburg and other partners.
B Facade Improvement Loan Program	Continuation of successful building rehabilitation program.	The Partners through Main Street Gettysburg and other partners.
<u>Goal 3: IMPROVE QUALITY OF LIFE</u>		
A Mass Transit (Trolley/Shuttle) Enhancement	Community enhancement provides convenient service to interpretive sites, restaurants and lodging.	Borough of Gettysburg, National Park Service, The Partners through Main Street Gettysburg and other partners.
B Sidewalk bricking, period lighting, undergrounding of utilities, seating, trees, etc.	Continued community enhancements improve upon the Gettysburg streetscape.	Borough of Gettysburg, The Partners through Main Street Gettysburg and other partners.
<u>Goal 4: BENEFIT THE GREATER GETTYSBURG COMMUNITY</u>		
A Creation of additional parking facilities	Community enhancements to facilitate increased parking needs.	Borough of Gettysburg, The Partners through Main Street Gettysburg and other partners.
B Downtown Housing	Community enhancements to improve and expand quality housing options.	Borough of Gettysburg, The Partners through Main Street Gettysburg and other partners.

projects will achieve the critical mass essential to the success of the plan.

Phase B: Years 5-7

This second phase of the project will strengthen the four major public areas within the Pathway. It will establish further the interpretive framework of the Pathway. During this phase, extensive enhancements further develop the Pathway and the themes. Included in Phase B are enhancements to coordinated site interpretation at the Lincoln Cemetery and the Digges-Monroe sites, Christ Lutheran Church, the Adams County Historical Society and the Evergreen Cemetery Gatehouse. Attention is also targeted towards the Pennsylvania Lincoln Highway Heritage Corridor and increased

interpretation of the Dwight David Eisenhower years at Gettysburg. The creation of official licensed guides for Gettysburg, expanded Pathway walking tours and increased usage of outdoor wayside exhibits further strengthen the interpretation and education goals of the plan.

Physical enhancements to Steinwehr Avenue, coupled with corridor and entrance improvements, increased attention to building facades and streetscape betterment, serve to preserve Gettysburg resources and improve upon the quality of life within the community.

Other benefits to the greater Gettysburg community, outlined in Phase B, include the restoration of the Majestic Theater to national

prominence, the establishment of a marketing department, the creation of a downtown housing fund to improve housing options, and support for a convention center, film institute and American Civil War research campus.

The sequence of projects within Phases A and B depend upon funding. As projects are underwritten, endowed and/or subsidized, they will be incorporated into the overall strategy of the plan. Planning for both phases will occur simultaneously. However, the success of the plan necessitates the significance of projects in Phase A.



Introduction

Important considerations when developing strategies for interpreting community history are the needs, expectations, constraints, and interests of the audience (the site’s visitors.) One must understand the types of people that comprise one’s audience, before determining how to reach them most effectively. Successful interpretive programs for historic sites take these factors into account and work to create meaningful and memorable experiences that capture the special qualities of a particular place for visitors.

Visitor demographics can vary from site to site and season to season. Families with small children may be regulars at one site, while group tours predominate at another. In the spring, many historic sites are barraged by school groups, and in the fall empty-nesters and retirees take advantage of the lull in the crowds that occurs once children are back in school. Nevertheless, no matter what their background, visitors who choose to participate in interpretive programs hold some characteristics in common. Beverly Serrell, a museum educator, alludes to these in her definition of audience as “a self-selected group of semi-motivated, time-limited, mostly first-time visitors

who are novices but are curious about the subject matter.”

The challenge for interpreters is to stimulate visitors’ curiosity by presenting information and revealing meanings in a way that is informative, accessible, and engaging within the time constraints presented. Since visitors have a limited amount of time to spend visiting an attraction or participating in a program, it is imperative that the few carefully chosen “big ideas” selected for the site be presented in a clear and compelling fashion.

It is also useful to remember that audiences are not driven by the quest for knowledge alone. They generally have two motivations for coming to a historic site: one is learning more about a subject of particular interest to them, and the other is enjoying a social experience with family and friends. Gettysburg offers opportunities for those seeking education, as well as for people looking to combine touring, shopping, and dining into their travel experience.

Visitor Profile

Gettysburg National Military Park

That said, the question of audience for interpretation in the borough of Gettys-

burg remains to be answered. Who are our visitors likely to be? Some may be residents, those with an interest in local or Civil War history, school groups, college students, or casual observers. While residents are certain to express some interest in interpretive programming, the core audience will likely be drawn from visitors to Gettysburg National Military Park, since their numbers are enormous relative to Gettysburg’s population.

Visitor surveys prepared by the National Park Service in 1978, 1987, and 1994 have been used to develop a visitor profile for the park. Additional data was provided by the 1998 Economic Impact Evaluation, Gettysburg National Military Park General Management Plan Alternatives; and the 1999 Final General Management Plan and Environmental Impact Statement Gettysburg National Military Park, Gettysburg, Pennsylvania. The 1995 Feasibility Study and Plan for an Interpretive Center, Gettysburg, Pennsylvania was also consulted, although the results of the survey may not reflect typical visitation trends, since the sampling was carried out during Gettysburg’s annual battle anniversary commemoration. While each study addresses slightly different issues and employs

different methodologies, taken together, they provide useful information that enables the creation of a composite for visitation trends and characteristics.

Approximately 1.5 million people visit the park annually. It is a popular summer vacation destination with most visitation occurring between May and August. From November through March the park is relatively quiet. Those five months account for only about 15% of the park's visitation. With respect to seasonal characteristics, in the summertime one is likely to see many family groups in the visitor center and on the battlefield. School group visits are concentrated in the spring, and retirees and seniors bus tours often arrive in the cooler fall months.

The average visitor arrives at Gettysburg by mid-morning and spends about 6 hours in the park. Most visitors (87%) are part of a group of 6 or fewer people, generally family and / or friends. Approximately one third of the groups include children under the age of twelve. Bus tours account for 10-12% of the park's visitation. A typical visitor will start at the main visitor center, which provides access to restrooms, exhibits, information desk, and bookstore. Groups become oriented to the park there and then set out to explore the battlefield, most commonly by using the park's self-guided auto tour.

Over the past ten years, annual visitation at the visitor center (average 1,017,792 visitors) has experienced a gradual increase, as has use of the services of Licensed Battlefield Guides (10-year average 200,096 visitors). Use of the electric map (10-year average 373,053 visitors) has remained static, and use of the Cyclorama Visitor Center (10-year average 316,105 visitors) and Show (10-year average 206,828 visitors) has declined slightly.

Many come to Gettysburg to break out of their daily routine, learn about the area's history, experience a genuine and authentic part of America's heritage, and enjoy the scenic countryside. A third of visitors to the park have college degrees, indicating a generally well-educated pool of visitors who are already attuned to historical issues. A relatively small number of people simply stop by as they are passing through or while they are visiting relatives. They rate the park's visitor services highly, either good or very good, and cite only traffic and crowds as negatively impacting their visit.

Most come by car, and use it as their primary mode of transportation during their visit. The self-guided auto-tour is a major part of the visitor experience, since a majority of visitors do not take advantage of special ranger-led interpretive programs or other

battlefield attractions. Visitors tend not to use public transportation. Visitors can walk, take bus tours, and bike as part of their visitor experience, but travel by car appears to be the preferred way to experience the park. The present auto-tour route will be changed so as to end in downtown Gettysburg. Once this takes effect, there will be a large potential market for downtown interpretation during the afternoon, since a majority of park visitors take this tour.

Day-trip visitors, who comprise slightly over 50% of visitors, generally spend most of their time on the battlefield. Overnight visitors are more likely to take time to visit other attractions within and outside the park because they have more scheduling flexibility. Gettysburg tends to be the primary destination for regional visitors, but only one part of a larger vacation itinerary for visitors from further away. The largest percent of visitors to the park are in-state visitors. Pennsylvania tops the list followed by the nearby states of Maryland, Virginia, New Jersey, and New York. California, Ohio, and Texas are among outlying states that also have high rates of visitation.

Many of those living within a 150-mile radius of the park are day-trip visitors.

Not surprisingly, this group accounts for a significant number of repeat visits. Between 30% and 40% of Gettysburg's visitors have come to the park more than once. A majority of this group has visited between 2 and 4 times in the past. For that sector of visitors, who already have an interest in Civil War history, a drive of two-and-one-half hours or less is perceived as manageable, because they are getting a quality experience. The demonstrated interest and motivation of the repeat, day-trip visitor makes this sector of the park's visitation worth special consideration.

By the end of the day, most overnight-visitors who are staying in the Gettysburg area have recuperated from an active day of touring and walking and are looking for something to do at night. Surveys indicate that those visitors who intend to go downtown are most likely to do so in the late afternoon and early evening. Overnight residents are the most likely sector of the park's visitation to visit downtown Gettysburg. There are several restaurants in the vicinity of the square and businesses scattered along the southern end of Baltimore Street, but the greatest concentration of activity remains along Steinwehr Avenue. While the

perception exists that there are a limited number of things to do in downtown Gettysburg at night, in recent years several business ventures have arisen to meet that need... namely ghost tours and carriage rides which have proven extremely popular.

Considerations for Developing an Audience for Downtown Interpretation

At present, a relatively small percentage of visitors to Gettysburg National Military Park take time to visit attractions in downtown Gettysburg. The following information was presented as part of the Feasibility Study and Plan for An Interpretive Center in Gettysburg, Pennsylvania:

A survey completed as part of a feasibility study for a downtown visitor center lists the following suggestions by visitors regarding ways to increase time spent downtown: create better parking, reduce traffic, offer more things to see, and provide access to quality stores and restaurants. Interest in a downtown visitor center was generally high in the survey, but visitors seemed willing to tolerate only a small admission fee (under \$5.00), if any. The types of services sought in such a center included restrooms, a film, an information desk, and parking facilities.

Visitors showed interest in the following potential exhibit topics: the aftermath of the battle, the history of the borough, Lincoln and the Gettysburg Address, and life in town at the time of the battle. Survey results indicate that once established, such a visitor center could ultimately attract between 170,000 to 190,000 visitors annually.

The survey also indicated that one impediment to encouraging downtown visitation was a perceived shortage of time on the part of some visitors, especially those taking day trips. At present, a typical first time, day-trip visit to the park takes so long that only a limited amount of time is left for other attractions or a downtown visit. Based upon this observation and existing visitor research, it appears that there are two primary target audiences for interpretation in downtown Gettysburg... 1) the repeat day-trip visitor and 2) the in-town, overnight visitor. The role of children in these groups is somewhat unclear at present. Recent survey results seem to indicate that people with the time to visit downtown are less likely to be traveling with children.

As with visitation at Gettysburg National Military Park, it can be

expected that many visitors in the primary target audience will be traveling in small groups with family and friends, and that the majority will be traveling during the summer. Bus tours, especially in the spring and fall, should be factored in as well. The repeat, day-trip audience will be attracted by the opportunity to “see something new,” because they are already familiar with the battlefield. They will likely seek something that can be enjoyed as a group, during the day, for about 4-6 hours... the amount of time they have before heading home. The in-town, overnight audience will likely seek something to do in the few hours either before or after dinner... an activity that complements what they have seen and learned on the battlefield, but is not too demanding.

A successful strategy will address the needs of both groups, in order to maximize the potential audience for interpretive programming within the borough. The interpretive strategy should also work to generate interest among residents, since they are essentially informal ambassadors for visiting family and friends. The same applies for business owners, whose hospitality and assistance is key to making a positive impression on visitors. It is also

important to raise awareness of downtown opportunities for two secondary audiences: 1) first-time day-trip visitors and 2) bus tour visitors. While it is more likely that these visitors will arrive downtown towards the end of their visit when time is limited, creating a favorable impression during this first contact period will increase the likelihood of their returning for a second visit when their schedule is more flexible.

Elements of a Scope of Work for an Interpretive Plan of the Borough of Gettysburg

The initial procedural framing for this plan was outlined in the scope of work:

1. Set up the Interpretive Plan.

This is the work needed to be sure that all of the partners necessary to develop and implement the plan are included in the process, and that the plan can proceed as quickly and efficiently as possible.

a. Borough and NPS negotiate and sign the Letter of Intent.

b. Borough and NPS jointly set up project team to manage day-to-day work.

c. Borough and NPS jointly set up Steering Committee of key decision makers and representatives of major partners and potential funding sources.

d. Borough, NPS and Steering Committee develop and agree to Scope of Work and Schedule.

e. Borough and NPS develop and agree to public involvement process.

f. NPS provides funding and consultant to assist in completing the work through its indefinite quantities contracts.

2. With input from the public and the steering committee, the project team and the consultant will develop issues and establish goals for the project.

This part of the work will describe why the interpretation of the Borough of Gettysburg is important and the purpose of the interpretation.

3. With input from the public and the steering committee, the project team and the consultant will define interpretive themes and stories that should be told in Gettysburg, and the visitor experience that will result.

This part of the project will define the historical themes and stories that should be told in the Borough, and the visitor experiences that should be achieved there. Visitor experience is everything that visitors do, sense and learn when they are in a place. Interpretive planning defines a set of desirable and diverse experiences that will bring visitors to the Borough. These experiences are based on the historical themes and stories that the Borough and its people have to tell.

4. With input from the public and the steering committee, the project team and the consultant will recommend appropriate services, facilities and programs to tell these stories.

The purpose of this part of the plan is to find the best ways to communicate the Borough's stories. It will describe ways to link these stories to those told in the park, physically and educationally. The plan will recommend appropriate services, facilities and programs to tell these stories.

5. With input from the public and the steering committee, the project team and the consultant will determine what partnerships will be needed to accomplish these strategies, and secure agreements with partners.

6. With input from the public and the steering committee, the project team and the consultant will create an implementation schedule.

7. Publish the draft plan and consider public comments.

8. Consider public comments and finalize the plan.

This alternative was also initially explored by the Interpretive Plan steering committee.

Multiple Centers

The Borough of Gettysburg develops, owns and operates a series of new interpretive venues that communicate fully the Borough's themes and significance. The Wills House and 1st floor of the Masonic Temple become the town's site for orientation and introduction to the Borough's themes. After experiencing the museum, visitors are encouraged to walk or ride to a series of new borough-owned museums, each concentrating on a specific theme. The Gettysburg Lincoln Railroad Station could tell the story of transportation within the Borough. A house museum on Washington Street could tell the story of the daily life of an African American in the town. A new location on Baltimore Pike could tell the story of the civilian experience. In partnership with an historic church, the Borough could establish a new interpretive site telling the story of hospital care in the Borough. Sites could be connected with a shuttle and by walking tours.

Goal I: Improve Education and Interpretation

Pre-visit information

From many sources, including tourist promotion agencies, Main Street Gettysburg, NPS and the internet. Information is targeted to encourage visitors to extend their stays.

Gateways to the Borough

Routes 30 east and west, Business Route 15, and State Route 116 are the major entrances into town; the Borough of Gettysburg is included in the NPS Auto Tour Route, which directs visitors to the Wills House/Masonic Temple; or visitors may take the shuttle from the NPS visitor center or other town sites to the Gettysburg Lincoln Railroad Station.

Orientation and visitor information

At the Wills House/Masonic Temple.

Interpretation

Interpretation is centered at the new museums owned and operated by the Borough of Gettysburg. The Borough exercises control over interpretive content.

Pathway "anchors"

The new museum venues owned by the Borough of Gettysburg anchor the pathway. Pedestrians and shuttle users are encouraged to walk between the Borough's venues, but interpretation occurs primarily within the new museums. New museums include:

The expanded orientation and interpretation center at the Wills House/Masonic Temple could provide an overview of the Borough's themes, as well as interpretation about Lincoln, his life, and the Gettysburg Address.

The Gettysburg Lincoln Railroad Station could provide more in-depth interpretation regarding the Borough's history.

The Washington Street House Museum could provide interpretation, in a house museum setting, about the life of African Americans within the Borough of Gettysburg, before, during and after the Civil War.

The Civilian Experience Museum adjacent to the Schriver House could provide in-depth interpretation about the role of the Borough in the Battle of Gettysburg, its aftermath and commemoration.

The Civil War Hospital Interpretive site at a partner church could provide interpretation regarding the role of churches in the life of the community, especially during the battle and its aftermath.

Pathway improvements

Pathway improvements include signage and needed safety improvements. In the heavily used areas connecting the new museum sites, street trees, benches and other sidewalk improvements are included.

Activities

The private sector operates day and evening tours and programs.

Printed Materials

The Borough and its role in the battle, its aftermath and commemoration are included in the NPS auto tour and unigrid brochure. NPS makes connections in its museum interpretation and its interpretation on the battlefield between park and town themes. (For example, NPS would interpret the connection between the Bryan Farm and the Digges-Monroe site, encouraging visitors to see both to get the full story.) Unigrid brochures direct visitors to Borough-owned sites, and to other historic buildings and sites across the community.

Visitor Signage

Well-designed signage directs visitors around the Borough, to parking, and to the Borough-owned sites.

Circulation, Parking and Shuttle System

Pathway is reinforced by shuttle, which connects Borough-owned sites and NPS visitor center.

The Race Horse Alley Parking Garage is expanded to accommodate additional cars.

The Borough works with partners to provide for bus parking during the 14-16 week “bus season.”

The Borough, NPS and PennDOT cooperate to develop intelligent transportation systems that help calm traffic and reduce congestion.

Goal II

Preserve Resources

Historic Structures Reports and other information are collected for Borough-owned sites, which are then preserved to the highest standard.

The Borough or a group designated by the Borough purchases easements to protect historic facades in perpetuity.

Goal III

Economic Development

Economic Development Actions

The presence of Borough-owned museums could encourage development of new businesses. Non-profits recruit new businesses, as they do now.

Downtown Living

Development of mixed use and upscale residential units could be vigorously pursued. Public funding could buy down initial private costs in order to create new opportunities to rehabilitate and/or construct mixed use housing within the Borough and on the upper floors of historic structures.

Goal IV

Maintain Quality of Life

Quality of Life Actions

Restoration of historic structures and streetscape improvements along the pathway benefit the community.

Intelligent Transportation Systems and the shuttle reduce traffic congestion within the Borough.

Appendix – Alternatives Considered for Implementation and Management

Management Alternatives Considered

Within the scope of this plan, four management proposals were considered.

- **Establish a new authority** - Authorities are often formed in Pennsylvania when financing is required. However, Gettysburg already has an abundance of entities. It is felt that the establishment of another organization would further complicate the situation.
- **Establish a new Borough Department of Heritage Tourism** - This option would require added staff, with the burden shifted to the Borough taxpayer, at least in the short term.
- **Establish a new non-profit** - Gettysburg already has an abundance of entities. It is felt that the establishment of another organization would further complicate the situation.
- **Main Street Gettysburg** - The proposed implementation and management entity, Main Street Gettysburg is already in existence.

A restructured and strengthened Main Street Gettysburg brings expertise, dollars, and solidarity. It is in the best long-term interest of all the partners to

cooperate. With the financial investment of the partners comes interest, commitment and involvement in the implementation of the Interpretive Plan.

The Proposal

A new, smaller Main Street board (9-12 members) consisting of a representative from Gettysburg Borough Council, Gettysburg College, the National Park Service (cannot vote), the Lutheran Theological Seminary at Gettysburg, the Gettysburg-Adams County Area Chamber of Commerce, the Gettysburg Convention and Visitor's Bureau, the minority community, a large business and a small business. Consideration should be given to adding the Gettysburg Area Retail Merchants Association, the Adams County Economic Development Corporation, the National Trust for Historic Gettysburg, the Gettysburg National Battlefield Museum Foundation, and the County of Adams.

The partnership will be sealed with a Memorandum of Understanding agreement. Each partner will participate in the program, commit resources of money,

staff and the power of positions to advance the agenda. Participatory consensus and cooperation are key elements to any revitalization effort. As a safeguard, a sunshine clause can be added that would require a reexamination of progress after five years. Main Street bylaws would need revision.

Bibliography

Feasibility Study and Plan for an Interpretive Center (in) Gettysburg, Pennsylvania: Prepared for Main Street Gettysburg, Inc. Prepared by Economics Research Associates in cooperation with Planning Research and Design Group, Lt., and Landmarks Design Associates. February 1, 1995.

Pennsylvania Heritage Tourism Study: Prepared for PA DCNR in Partnership with PA DCED, PHMC, Preservation PA, and the Federation of Museums and Historical Organizations. D. K. Shifflet and Associates, Ltd., McLean, Virginia. May, 1999.

Gettysburg Historic Pathway Plan: Prepared by the Gettysburg Historic Pathway Task Force, Main Street Gettysburg, Inc., and the Division of Park and Resource Planning, Mid-Atlantic Regional Office, National Park Service. 1990.

Lincoln Museum. A Proposal for a Museum at the Wills House on Lincoln Square: Gettysburg College, Gettysburg, Pennsylvania. Prepared by Ralph Appelbaum Associates Incorporated.

Architectural Consultant Glave Newman Anderson Architects. February, 1990.

Gettysburg Comprehensive Plan: Planning and Zoning Consultant: Urban Research and Development Corporation, Bethlehem, Pennsylvania. Officially adopted by the Borough of Gettysburg on May 13, 1996.

Gettysburg Design Guide. A guide for maintaining and rehabilitating buildings in the Gettysburg Historic District: Prepared for The Gettysburg Historic Architectural Review Board by Margaret M. M. Pickart, Richard C. Sutter and Associates, Hollidaysburg, Pennsylvania, 1977.

Historic Structure Report for the Gettysburg Railroad Depot. Gettysburg, Pennsylvania: Prepared for the Borough of Gettysburg, Pennsylvania. Prepared by John Milner Associates, Inc., West Chester, Pennsylvania. March, 2000.

At Ease: Stories I Tell to Friends. Copyright 1967 by Dwight D. Eisenhower. Doubleday & Company, Inc. Reprinted by Eastern Acorn Press.

Steinwehr Avenue Improvements Plan, Gettysburg, Pennsylvania. Ueland and Junker, Architects and Planners. Philadelphia, Pennsylvania. October, 1978.

Special Purpose Study: The Lincoln Highway in Adams County, Pennsylvania. Prepared for the Adams County Department of Planning and Development and the Gettysburg-Adams County Area Chamber of Commerce by John Milner Associates, Inc. in association with Shelley Mastran. July, 2000.

“Great concepts, great ideals, great decisions, can be the engines which move men to greatness themselves. But the documents which express them are sometimes sterile things unless there are people to cause inspiration to flow from them.”

– President Dwight David Eisenhower

PENNSYLVANIA
memories last a lifetime